

**North Carolina Department of Natural and Cultural Resources**  
**State Historic Preservation Office**

Ramona M. Bartos, Administrator

Governor Roy Cooper  
Secretary Susi H. Hamilton

Office of Archives and History  
Deputy Secretary Kevin Cherry

August 19, 2019

MEMORANDUM

TO: Mary Pope Furr  
Office of Human Environment  
NCDOT Division of Highways

FROM: Renee Gledhill-Earley *Renee Gledhill-Earley*  
Environmental Review Coordinator

SUBJECT: Historic Structures Survey Report, U-6046, Upgrade NC 81 from Alternate US 74 to US 70,  
PA 18-08-0029, Buncombe County, ER 19-2319

Thank you for your July 11, 2019, letter transmitting the above-referenced report. We apologize for our delayed response and offer the following comments.

We concur that the Asheville Municipal Golf Course (BN1825), which was listed in the National Register in 2005 for its significance under Criteria A in the areas of entertainment/recreation and black ethnic heritage and under Criterion C for its landscape architecture, remains National Register-eligible under these Criteria with no recommended changes to the boundaries.

We concur that the following properties are eligible for listing in the National Register of Historic Places:

- **Beverly Hills Historic District (BN6407)** - under Criterion A in the area of community planning & development and under Criterion C. The boundaries as illustrated on page 44 of the report appear appropriate.
- **Swannanoa River Bridge 522, Dam, and Power House (BN6409)** - under Criteria A and C. The boundaries as illustrated on page 57 of the report appear appropriate.
- **Homeland Park Historic District (BN0430)** - placed on the National Register Study List in 1999, is eligible for the National Register of Historic Places under Criterion A in the area of entertainment/recreation and under Criterion C for its architectural significance.
  - We do not agree with the recommended boundaries as depicted on page 93 of the report. The boundaries should be expanded to include the Hillbilly Rest-Runt, at 1085 Tunnel Road and the intervening parcel (PIN #966826288700000), the latter of which was and remains historically undeveloped and wooded.
  - The Hillbilly Rest-Runt is a significant building in the mid-20<sup>th</sup>-century history of Homeland Park, constructed in a phase of modernization upon acquisition by the development's second owners. Though separated from the main collection of Rustic Revival-style cottages constructed in the 1930s, evidence of the commercial building's physical and visual separation is documented in historic brochures.

We also concur that the Asheville Recreation Park (BN6408) is not National Register-eligible for the reasons outlined in the report.

The above comments are made pursuant to Section 106 of the National Historic Preservation Act and the Advisory Council on Historic Preservation's Regulations for Compliance with Section 106 codified at 36 CFR Part 800.

Thank you for your cooperation and consideration. If you have questions concerning the above comment, contact Renee Gledhill-Earley, environmental review coordinator, at 919-814-6579 or [environmental.review@ncdcr.gov](mailto:environmental.review@ncdcr.gov). In all future communication concerning this project, please cite the above referenced tracking number.

Received: 07/23/2019

State Historic Preservation Office



STATE OF NORTH CAROLINA  
DEPARTMENT OF TRANSPORTATION

ROY COOPER  
GOVERNOR

JAMES H. TROGDON, III  
SECRETARY

July 11, 2019

**ER 19-2319**

Ms. Renee Gledhill-Earley  
North Carolina State Historic Preservation Office  
4617 Mail Service Center  
Raleigh, North Carolina 27699-4617

Due -- 8/14/19

Dear Renee:

H- ER letters  
8/13

RE: U-6046, Upgrade NC 81 (Swannanoa River Road) from Alt US 74 to US 70 in  
Buncombe County, TIP# U-6046, WBS# 46992.1.1, PA# 18-08-0029

The North Carolina Department of Transportation (NCDOT) is conducting planning studies for the above-referenced project. Please find attached two copies of the Historic Architectural Resources Survey Report, which meets the guidelines for survey procedures for NCDOT and the National Park Service. This report concludes that the following properties within the Area of Potential Effects (APE) are listed on or eligible for the National Register:

- Asheville Municipal Golf Course (BN1825) NR Listed
- Beverly Hills Historic District (BN6407) Recommended Eligible
- Swannanoa River Bridge 552, Dam, and Powerhouse (BN6409) Recommended Eligible
- Homeland Park Historic District (BN0430) Recommended Eligible

Please review the survey report and provide us with your comments. If you have any questions concerning the accompanying information, please contact Ms. Mary Pope Furr, Historic Architecture Team, (919) 707-6068.

Sincerely,

A handwritten signature in black ink that reads "Mary Pope Furr".

Mary Pope Furr  
Historic Architecture Team

Attachments

Mailing Address:  
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ENVIRONMENTAL ANALYSIS UNIT  
1598 MAIL SERVICE CENTER  
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Website: [www.ncdot.gov](http://www.ncdot.gov)

Location:  
1020 BIRCH RIDGE DRIVE  
RALEIGH, NC 27610

**Historic Structures Survey Report**  
**Upgrade NC 81 (Swannanoa River Road) from Alternative US 74 (South Tunnel Road) to US 70**  
**(Tunnel Road)**  
**in Asheville, Buncombe County, North Carolina**  
**TIP# U-6046 WBS# 46992.1. PA# 18-08-0029**

**Prepared for:**

Environmental Analysis Unit  
North Carolina Department of Transportation  
1598 Mail Service Center  
Raleigh, NC 27699-1598

**Prepared by:**

MdM Historical Consultants Inc.  
Post Office Box 1399  
Durham, NC 27702  
919.368.1602

July 10, 2019



**Historic Structures Survey Report**  
**Upgrade NC 81 (Swannanoa River Road) from Alternative US 74 (South Tunnel Road) to US 70**  
**(Tunnel Road)**  
**in Asheville, Buncombe County, North Carolina**  
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**Prepared by:**

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Post Office Box 1399  
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July 10, 2019

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Jennifer F. Martin, Principal Investigator  
MdM Historical Consultants, Inc.

Date

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

Date

**Historic Structures Survey Report**  
**Upgrade NC 81 (Swannanoa River Road) from Alternative US 74 (South Tunnel Road) to US 70**  
**(Tunnel Road)**  
**in Asheville, Buncombe County, North Carolina**  
**TIP# U-6046 WBS# 46992.1.1 PA# 18-08-0029**

**Management Summary**

The North Carolina Department of Transportation (NCDOT) proposes to widen NC 81 (Swannanoa River Road) from Alternative US 74 (South Tunnel Road) to US 70 (Tunnel Road) in Asheville in Buncombe County, North Carolina. The project area extends along the north side of the Swannanoa River. The Area of Potential Effects (APE) for the proposed project is generally delineated as 300 feet from the centerline of the existing roadway with additional areas encompassing road intersections within the project area. The APE is delineated on a map on page 5 of this report.

NCDOT requested MdM Historical Consultants (MdM) evaluate the National Register of Historic Places (NRHP) eligibility of six historic resources (see table below) located within the project area. MdM completed the required assessments and makes the following recommendations for the inventoried resources:

Property Name and Survey Site Number	Address and PIN	NRHP Eligibility Recommendation	NRHP Criteria
Asheville Municipal Golf Course (NR, 2005) BN1825	226 Fairway Drive Asheville 965893011900000	Remains Eligible	Criteria A and C
Beverly Hills Historic District BN6407	Between Tunnel Road and Swannanoa River Road, just east of I-240 Asheville Multiple PINS	Eligible	Criteria A and C
Asheville Recreation Park BN6408	72 Gashes Creek Road Asheville 966814055100000	Not eligible under any Criteria	
Swannanoa River Bridge 522, Dam, and Power House BN6409	Over Swannanoa River on Gashes Creek Road Asheville	Eligible	Criteria A and C

Homeland Park Historic District (SL, 1999) BN0430	SE jct. of Tunnel Road and Swannanoa River Road Asheville Multiple PINS	Eligible	Criteria A and C
Hillbilly Rest-Runt BN6410	1085 Tunnel Road Asheville 966826489600000	Not eligible under any Criteria	



Postcard, circa 1940, of Recreation Park (BN6408)

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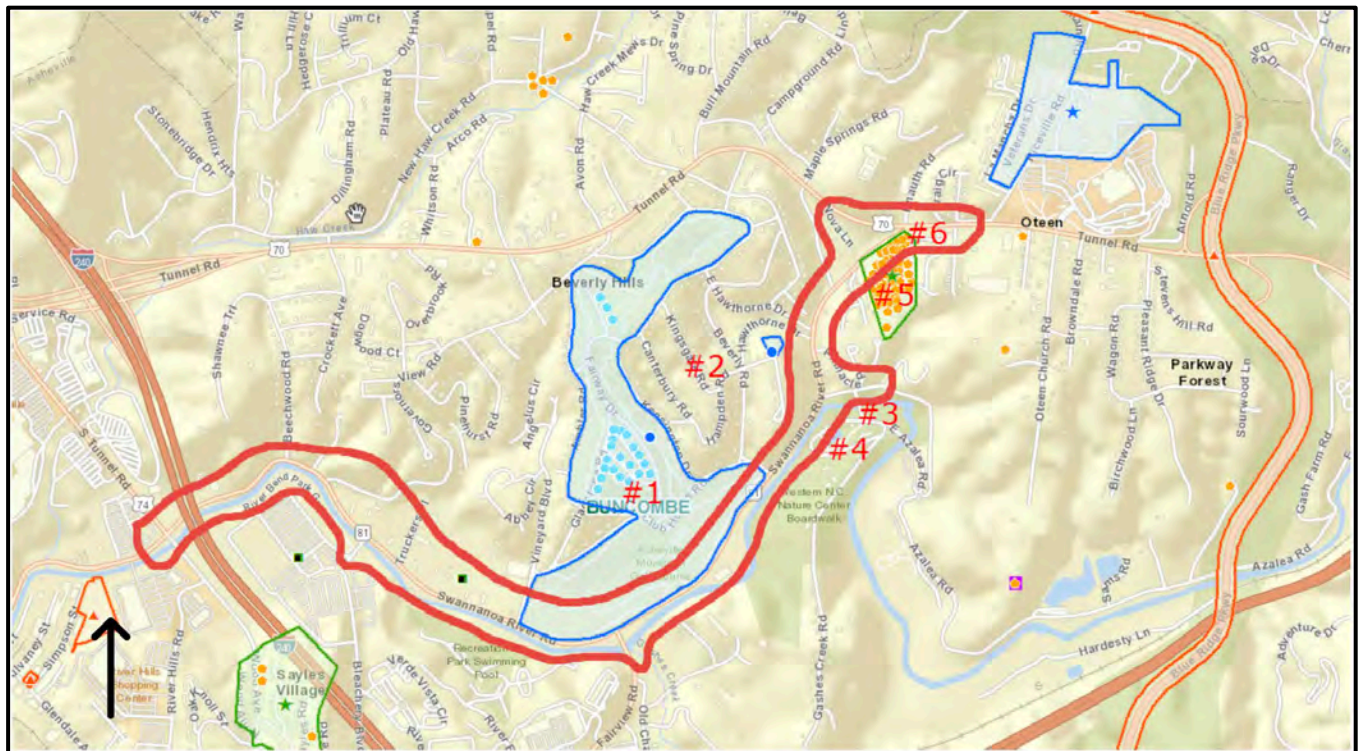
NC 81 (Swannanoa River Road), west end of project area, view to the east



I. Project Location Maps



Location of Buncombe County in North Carolina (image from the NCPedia website, [www.ncpedia.org](http://www.ncpedia.org))



APE Map with evaluated resources numbered, source HPOWEB, courtesy NCDOT

## II. Introduction

The project area for TIP# U-6046 is located on NC 81 (Swannanoa River Road) from Alternative US 74 (South Tunnel Road) to US 70 (Tunnel Road) in southeast Asheville. The project begins at South Tunnel Road and proceeds along the north bank of the Swannanoa River for 1.8 miles to the east. When NC 81 meets Azalea Road, it departs from the Swannanoa River and travels northeast for another half-mile where it terminates at US 70 at Tunnel Road.

Industrial, commercial, and residential development characterize the project area. The west end of the project area along Swannanoa River Road is heavily commercial with a Super Walmart and U-Haul rental business anchoring that end of the project. As Swannanoa River Road proceeds eastward, it continues to hug the north side of the Swannanoa River. Several small and large businesses stand on the north side of the road, but a few neighborhoods extend up the hillside to the north. From Fairway Drive to the Azalea Drive, the Swannanoa River Valley spreads out on the north side of Swannanoa River Road and offers an appropriate setting for the verdant fairways of the Asheville Municipal Golf Course (BN1825, NRHP, 2005). Beyond where it follows the golf course's front nine, Swannanoa River Road proceeds through a denser residential area where the road narrows until it intersects with bustling Tunnel Road (US 70).

Swannanoa River Road (NC 81) was historically a segment on Highway No. 10. In 1930s, the *Asheville Citizen-Times* called Highway No. 10, "the main street of North Carolina" because during that period it extended from Murphy to Beaufort.<sup>1</sup> The section of Swannanoa River Road within the project area has been known as the Black Mountain Highway and the Old Black Mountain Highway. In 1938, after much public outcry over the road's poor condition, the state highway department widened Highway No. 10 to a three-lane boulevard from the Beaucatcher Tunnel to Oteen through the project area. Eventually, the highway was re-designated NC 81.

## III. Project Description

The North Carolina Department of Transportation (NCDOT) proposes to widen NC 81 (Swannanoa River Road) from Alternative US 74 (South Tunnel Road) to US 70 (Tunnel Road) in Asheville in Buncombe County, North Carolina. The project area extends along the north side of the Swannanoa River. The Area of Potential Effects (APE) for the proposed project is generally delineated as 300 feet from the centerline of the existing roadway with additional areas encompassing road intersections within the project area. The APE is delineated on a map on page 5 of this report.

NCDOT requested MdM Historical Consultants (MdM) evaluate the National Register of Historic Places (NRHP) eligibility of six historic resources located within the project area: Asheville Municipal Golf Course (BN1825, NR, 2005), Beverly Hills Historic District (BN6407), Asheville

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<sup>1</sup> "The Black Mountain Highway," *Asheville Citizen-Times*, July 26, 1935.



Recreation Park (BN6408), Swannanoa River Bridge, Dam, and Power House (BN6409), Homeland Park Historic District (BN0430, Study List 1999), and the Hillbilly Rest-Runt (BN6410).

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 APE and conducted a site visit to identify and assess all resources of approximately fifty years of age or more within the APE. Only three resource warranted an intensive National Register eligibility evaluation and they 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.

The historic architectural survey within the APE associated with the widening of NC 81 from Alterative 74 (South Tunnel Road) to US 70 (Tunnel Road) in Asheville, Buncombe County, North Carolina was carried out in accordance with the provisions of the Secretary of the Interior's standards and Guidelines for Archaeological and Historic Preservation (48 FR 44716); 36 CFR Part 60; 36 CFR Part 800; and the NCDOT document entitled Historic Architectural Resources: Survey Procedures and Report Guidelines (2003). This evaluation meets the guidelines of NCDOT and the National Park Service.

#### IV. Methodology

In order to meet the requirements of the above laws, regulations, and guidelines, the work plan for the intensive-level survey included the following items: (1) conducting general historical and architectural background research in order to develop contexts within which to evaluate the potential National Register eligibility of the resources located within the APE; (2) an intensive-level field survey of the APE, including surveying, describing, evaluating, and proposing specific National Register boundaries for any resources believed to be eligible for the National Register; (3) specific historical and architectural research on the resources inventoried at the intensive level; and (4) preparation of a report developed pursuant to the above-referenced laws, regulations and guidelines. The report is on file at NCDOT and is available for review by the general public.

The field survey was conducted on December 2018, March 10-12, 2019 and May 13-14, 2019. All buildings, structures, and landscapes historically associated with the Asheville Municipal Golf Course (BN1825, NR, 2005), Beverly Hills Historic District (BN6407), Asheville Recreation Park (BN6408), Swannanoa River Bridge, Dam, and Power House (BN6409), Homeland Park Historic District (BN0430, SL 1999), and the Hillbilly Rest-Runt (BN6410) were photographed and recorded.

Asheville and Buncombe County have been the subjects of several architectural surveys since the 1970s. Historian David Black conducted the first survey of Asheville in 1977-1978, publishing the information in 1979 in *The Historic Architectural Resources of Downtown Asheville, N.C.* While Black's survey covered only central Asheville, Douglass Swaim's comprehensive survey of Buncombe County included the city of Asheville. That survey culminated in the publication of *Cabins and Castles: The History and Architecture of Buncombe County* in 1981. Seventeen years

later, architectural historian Liz Claud conducted a survey update of Asheville. From 2007 to 2012, Clay Griffith of Acme Preservation Services conducted a reconnaissance survey of approximately 4,000 previously surveyed properties and intensely documented another approximately 400 not-previously-surveyed resources.

Research on the project area was conducted on the Buncombe County Register of Deeds website, the Buncombe County GIS website, at Pack Memorial Library in Asheville, and at the North Carolina State Archives in Raleigh. The investigator interviewed several descendants of engineer Charles E. Waddell in early June 2019. The principal investigator consulted survey files for the properties to be evaluated and conducted extensive research in old issues of the *Asheville Citizen-Times*, which has a rich digital collection on-line. To establish comparable resources, the principal investigator conducted extensive fieldwork in and around Asheville



Swannanoa River Road, near its intersection with Beechwood Road, view to the east

V. PROPERTY DESCRIPTIONS AND EVALUATIONS

1. Asheville Municipal Golf Course: Property Description and Evaluation

Resource Name	Asheville Municipal Golf Course
HPO Survey Site Number	BN1825, NRHP 2005
Location	226 Fairway Drive, Asheville
PIN	9658-93-0119-00000
Construction Date	1927-1956
Recommendation	Remains eligible for the NRHP under Criteria A and C



17th Fairway, view to the south

Overview

Built in 1927, the Municipal Golf Course is located on the north side of Swannanoa River Road partially within Beverly Hills, a suburb developed around the same time as the course. The front nine holes are located on the south side of the course on relatively flat topography with some gently rolling hills. The back nine make their way through Beverly Hills with roads closely following the fairway edges. Fairway Drive separates the front and back nine. The 1927 clubhouse, which was altered in 1956, and maintenance sheds stand south and east of Fairway Drive.

Famed golf course architect Donald Ross designed the Municipal Golf Course, the first public golf course in North Carolina and the first public course to racially integrate beginning in 1954.





Fairway on front nine, view to the west



1927/1956 Clubhouse, view to the southeast

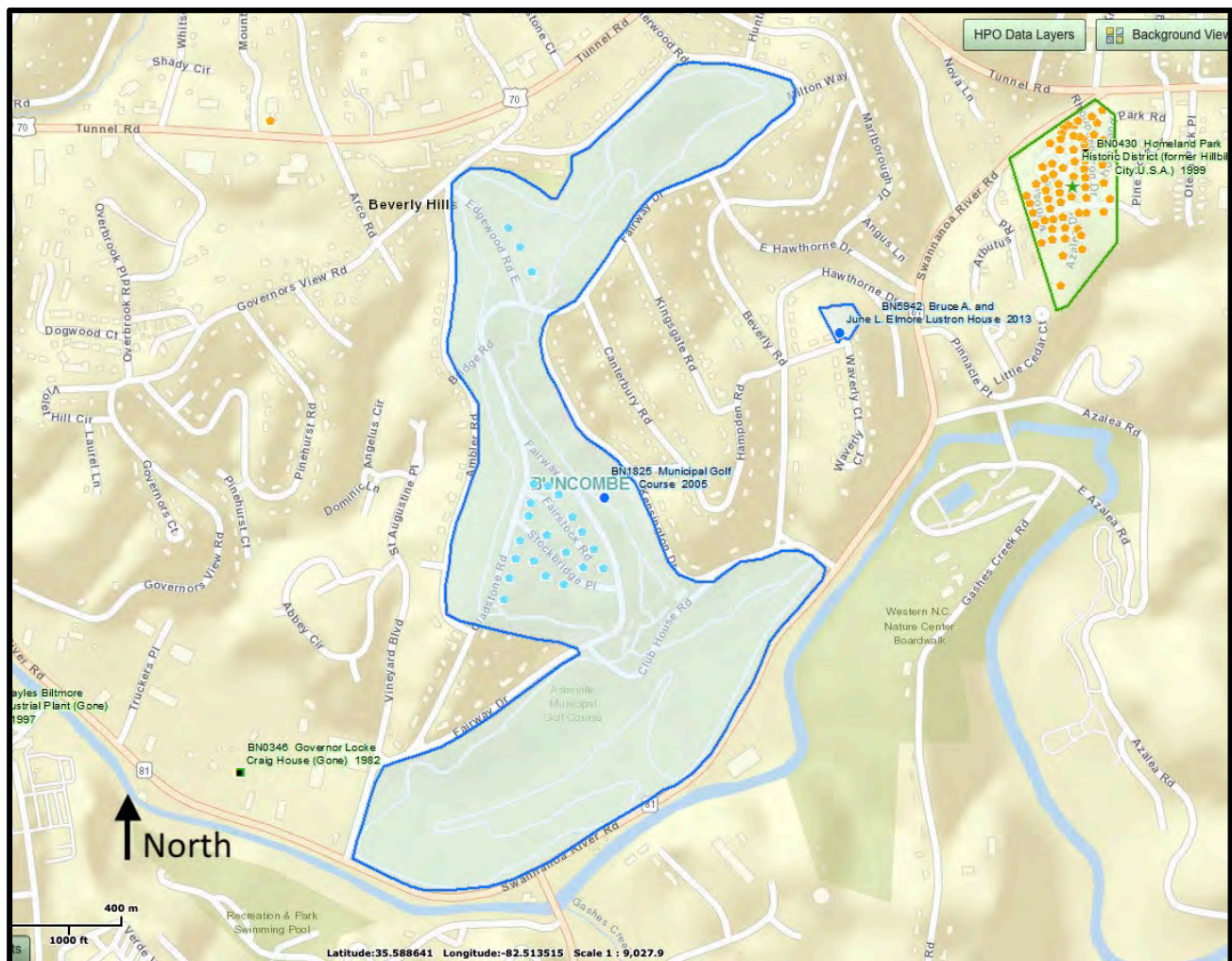
## Evaluation

The nomination includes the golf course, clubhouse, and twenty-nine noncontributing buildings and structures. The Municipal Golf Course remains unchanged since its listing in the NRHP in 2005. The course retains integrity of setting, location, feeling, association, workmanship, materials, and design.

The Municipal Golf Course remains eligible for the NRHP under Criterion A in the areas of entertainment/recreation and black ethnic heritage for its role in the history of golf in Asheville. Built as the first municipal golf course in North Carolina, its significance in the area of black ethnic heritage originates from its position as the first public course in the state to integrate even as other public facilities refused to do so. Under Criterion C, the property is significant for landscape architecture and as the work of noted golf course architect Donald Ross.

## NRHP Boundaries

The nominated boundary remains appropriate for the 1927 golf course as outlined below.



Municipal Golf Course NRHP Boundary Map, from HPOWEB



2. Beverly Hills Historic District: Property Description and Evaluation

Resource Name	Beverly Hills Historic District
HPO Survey Site Number	BN6407
Location	Between Tunnel Road and Swannanoa River Road, just east of I-240, Asheville
PIN	Multiple
Construction Date	1926-present
Recommendation	Eligible for the NRHP under Criteria A and C



Fairway Drive, view to the east-southeast

Description

Beverly Hills is located in east Asheville, within the triangle created by US 70 (Tunnel Road) to the north, interstate 240 to the west and Highway 81 (Swannanoa River Road) to the south. The verdant elongated fairways of the historic 1927 Municipal Golf Course (BN1825, NRHP 2005) wind through portions of Beverly Hills and form the southern boundary of the neighborhood established concurrently with the course. Commercial development stands along Swannanoa River Road to the south and Tunnel Road to the north. The post-World War II neighborhoods of Pinehurst Park



and Redwood Forest are immediately west of Beverly Hills, while Homeland Park Historic District (BN0430, SL 1999) lies to the east near the junction of Swannanoa River Road and Tunnel Road.

Beverly Hills is a large residential neighborhood containing approximately 380 houses and consisting of several platted residential developments from 1926 to 1977. A few of the original 1926-1927 plats were revised in the 1960s. Architecture ranging from a small number of Craftsman bungalows to Tudor Revival and Colonial Revival-style dwellings and minimally-adorned houses typical of the post-World War II era set along curvilinear streets hugging rolling terrain give Beverly Hills the character of a neighborhood developed primarily from the mid-1920s through the 1960s.



House at 46 Fairway Drive built in 1927, view to the north

Approximately sixteen houses from the 1920s and 1930s occupy Beverly Hills. They include the wood-shingled house at 46 Fairway Drive that displays elements of the Tudor Revival and Colonial Revival styles. Built around 1927, the one-and-a-half-story, front-gabled dwelling features a façade chimney and a Colonial Revival-style surround at the entry. The Tudor Revival-style house built in 1936 at 25 Gladstone Road epitomizes the style with its stucco exterior, half-timbering and herringbone brick elements, façade chimney, and casement windows.



1936 Tudor Revival-style house at 25 Gladstone Road, view to the east

Arts and Crafts style houses in the form of Craftsman bungalows and foursquares were exceedingly popular in Asheville in the 1910s, 1920s, and into the 1930s. Bungalows display front gable or side gable roofs with wide overhanging eaves. A hipped or pyramidal roof typically tops the two-story foursquare. In Asheville and Beverly Hills, builders constructed these commodious dwellings with weatherboard, wood shingle, brick, and less often, stone exteriors. The Craftsman style houses in Beverly Hills include the one-story, front-gabled, wood-shingled bungalow at 137 Beverly Road. Built in 1936, it features brackets at its cornice and a modern front porch roof. The Ada N. and Dr. LaBruce Ward House at 271 Fairway Drive is a Craftsman foursquare dating to 1936. Dr. Ward, a native of Pawley's Island, South Carolina, was a well-known pediatrician in Asheville who advocated for the health of children living in poverty in the city.<sup>2</sup> The two-story, hip-roofed house stands on a rise in the southwest corner of the neighborhood just above the golf course. Asbestos shingles sheathe the intact house with original windows and a columned one-story flat roofed portico with bracketed eaves.

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<sup>2</sup> "Dr. LaBruce Ward Dies Here After Short Illness," *Asheville Citizen-Times*, October 17, 1952.





Bungalow at 137 Beverly Road, view to the west



Ada N. and Dr. LaBruce Ward House, built at 271 Fairway Drive in 1936

Houses built from the 1940s into the 1960s reflect the influence of the Federal Housing Administration's (FHA) guidelines for home-building instituted in 1936, two years after the creation of the program that offered federal insurance for mortgage loans from banks and other lending institutions. The FHA published numerous plans for small houses to serve as models for

the types of dwellings the agency would approve for its loan insurance program. Overwhelmingly, the FHA stressed the benefits of small houses of simple form and plan. Along with the FHA, builders, magazines, and journals sold or featured building plans that depicted small houses in brick, wood, and concrete that conformed to FHA principles.

Numerous small houses from the early years of the FHA occupy the neighborhood. Rev. Robert Clayton had the house at 6 Canterbury Road built in 1946. Upon his return from service in World War II, Clayton purchased a parcel from the Beverly Hills Company and had the L-plan dwelling built. The modest dwelling displays a gable-end brick chimney, partial-width front porch, and large picture window. Clayton and his wife Doris Mae Stroup Clayton owned the house until 1993.<sup>3</sup> The 952-square-foot house built at 122 Beverly Road in 1953 typifies the small house endorsed by the FHA. Built by the realtor Gray Gorham, the side-gable dwelling features intact windows with two over two horizontal sash, a multi-light picture window, a stone knee wall, and a large brick chimney on one gable end. Teacher Monimia F. MacRae purchased the house from the realtor who advertised a “large FHA commitment.”<sup>4</sup> Garland Rhodes was the possible original owner of the diminutive, one-story, side-gabled house at 165 Beverly Road constructed in 1961. Sitting atop a rise on a heavily wooded parcel, the 1,000-square-foot dwelling displays high brick skirting and a three-part picture window on the façade.



Doris and Rev. Robert Clayton House built in 1946 at 6 Canterbury Road, view to the northeast

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<sup>3</sup> Deed Book 628, page 575, dated December 21, 1946, Buncombe County Register of Deeds.

<sup>4</sup> Gray Gorham Realtor marketed the “new bungalow” in the November 29, 1953 edition of the *Asheville Citizen-Times*.





The 1953 Monimia MacRae House at 122 Beverly Road, view to the east-northeast



House at 165 Beverly Road built in 1961, view to the west



Most houses built between the mid-1920s and 1970 were brick or wood with only a few stone houses standing in the neighborhood. Stone veneer sheathes the exterior of the one-story, side-gabled house at 121 Beverly Road. Built in 1948, the house includes a long one-story, gabled ell that incorporates two automobile garage bays.



House at 121 Beverly Road built in 1948, view to the west

During the late 1940s and 1950s, builders used new construction materials in houses in the neighborhood. The simple one-story, side-gabled circa 1952 dwelling with an off-set front gable at 98 Beverly Road is sheathed with cementitious faux-stone siding, often sold under the brand names Permastone and Formstone in the middle decades of the twentieth century. Beverly Hills is the location of Asheville's only Lustron House. The Lustron Company, founded by Chicago industrialist and inventor Carl Strandlund, sold prefabricated enameled steel houses that could be manufactured in a factory and swiftly assembled on site. In November 1949, Bruce A. and June L. Elmore bought property in the neighborhood and had a Westchester Deluxe model Lustron House (BN5942, NRHP 2013) built at 70 Hampden Road.<sup>5</sup> The one-story, side-gabled enameled steel house remains intact.

Brick and weatherboard Ranch houses are found throughout the neighborhood. The one-story, hip-roofed, brick Ranch house at 16 Hampden Road occupies a rise on the north side of the street. The dwelling features wide overhanging eaves, a three-part picture window, an interior brick

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<sup>5</sup> Sybil Argintar, "Bruce A. and June L. Elmore Lustron House, National Register of Historic Places nomination," August 27, 2013.



chimney, and a small eight-sided window placed high on the façade. A set of concrete steps leads from the house down the front hill and to the street.



1952 cementitious stone house at 98 Beverly Road, view to the northeast



Bruce A. and June L. Elmore Lustron House at 70 Hampden Road, 1949, view to the northeast



A small number of modernist dwellings stand in Beverly Hills. John W. Dennis, a World War II veteran, and his wife, Louise Northcott Dennis, purchased a lot at 136 Fairway Drive from the Beverly Hills Company in 1946 and built their low-slung, hip-roofed modernist brick Ranch house in 1947. It features a façade chimney and glass block corners at the recessed entrance. Built circa 1966, the Ray House at 17 Hampden Road is a red-brick house with a flat roof and an attached front garage with a low-pitched shed roof. The house features full-height glass sliding doors on the façade. Thelma and Roy Ray purchased the lot in from the Beverly Hills Company in 1955.<sup>6</sup> A veteran of World War II, Mr. Ray was a brick and masonry contractor.<sup>7</sup>



Louise and John Dennis House built in 1947 at 136 Fairway Drive, view to the east

Of the approximately 380 houses, about fourteen percent were built after 1970. Modern houses are generally modest in size and do not detract from historic integrity of the neighborhood. The house at 47 Hampden Road is a rectangular dwelling with a Craftsman-influence projecting gable. The small, side-gabled house built at 120 Fairway Drive in 2017 is a simple rectangle lacking stylistic elements.

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<sup>6</sup> Deed Book 743, page 133, dated April 5, 1954, Buncombe County Register of Deeds.

<sup>7</sup> Obituary for Roy R. Ray, *Asheville Citizen-Times*, August 20, 1977.





The circa 1966 Thelma and Roy Ray House at 17 Hampden Road, view to the south



Newly-built house at 120 Fairway Drive, view to the southeast



The Municipal Golf Course (BN1825, NRHP2005) dates to 1927 and it and its associated buildings and structures are included within the boundaries for the Beverly Hills Historic District.



Seventh Fairway of the Municipal Golf Course, view to the east. NC 81 is to the right



1927/1956 Clubhouse, view to the southeast





17th tee, view to the south

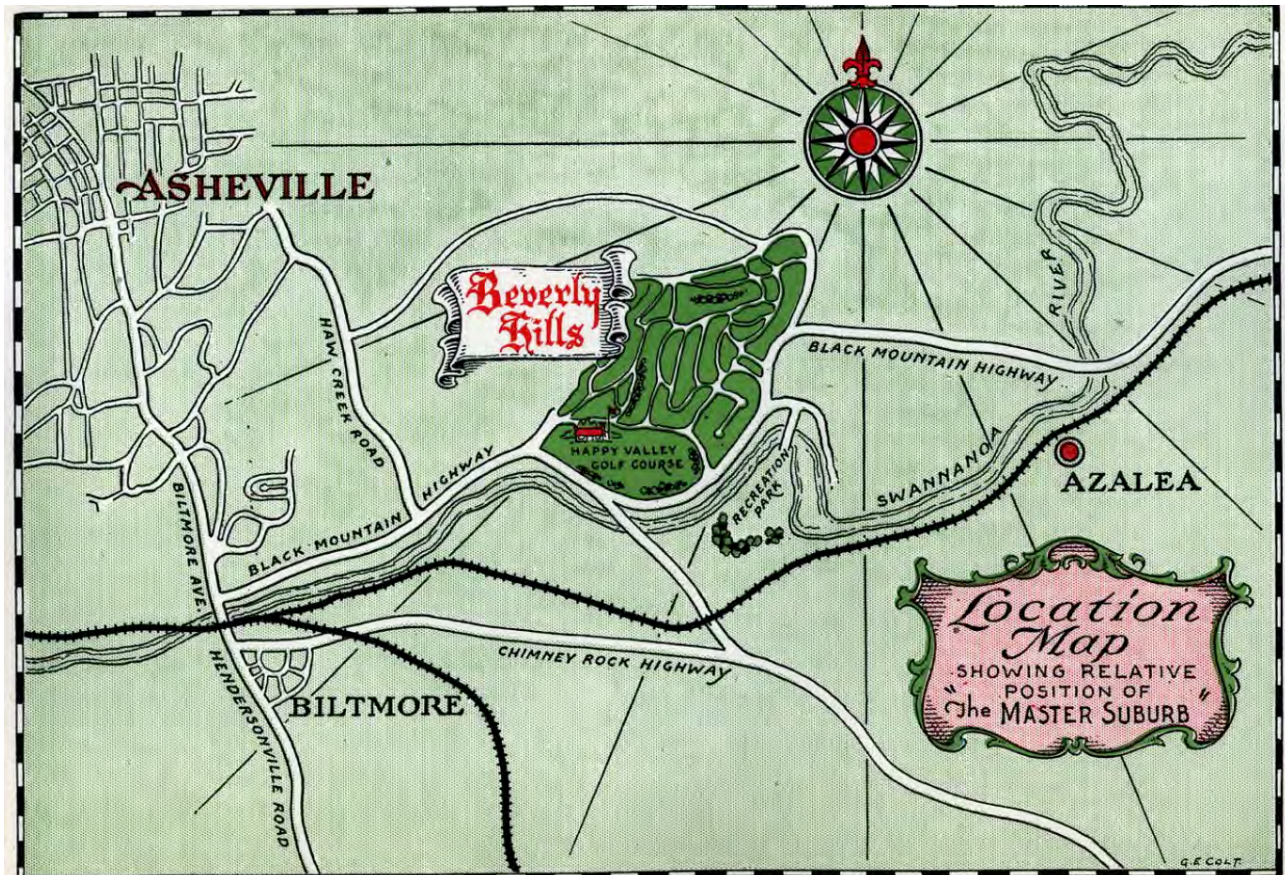


An entrance to Beverly Hills from Governor's View Road at Edgewood Road and Ambler Road, view to the south



## History

Prominent landscape architect Earle Sumner Draper designed Beverly Hills.<sup>8</sup> In October 1925, F. A. Humphreys, with offices in the Jackson Building, advertised for “men for engineering party for Beverly Hills Development.”<sup>9</sup> The next month, the Asheville Construction Company began grading the streets in Beverly Hills. In late 1925, David L. Strain, one of the officers of the Beverly Hills Company, traveled to the Grand Rapids, Detroit, and Washington, D.C. “in order to get ideas for the development of Beverly Hills.” Other officers of the company included real estate businessmen Garland Thomas, Charles Malone, and George Craig, son of Locke Craig, governor of North Carolina from 1913- to 1917.<sup>10</sup> Real estate tycoon Lynwood B. (L.B.) Jackson, was also involved in the early development of Beverly Hills.<sup>11</sup>



Map from booklet "Beverly Hills: The Master Suburb," circa 1926, D.H. Ramsey Library, Special Collections, UNC Asheville

<sup>8</sup> Draper's involvement was cited in a 1939 newspaper article, "New Homes to Be Erected in Beverly Hills," *Asheville Citizen-Times*, April 29, 1939. The principal investigator found no other mention of Draper's involvement in Beverly Hills.

<sup>9</sup> *Asheville Citizen-Times*, October 23, 1925.

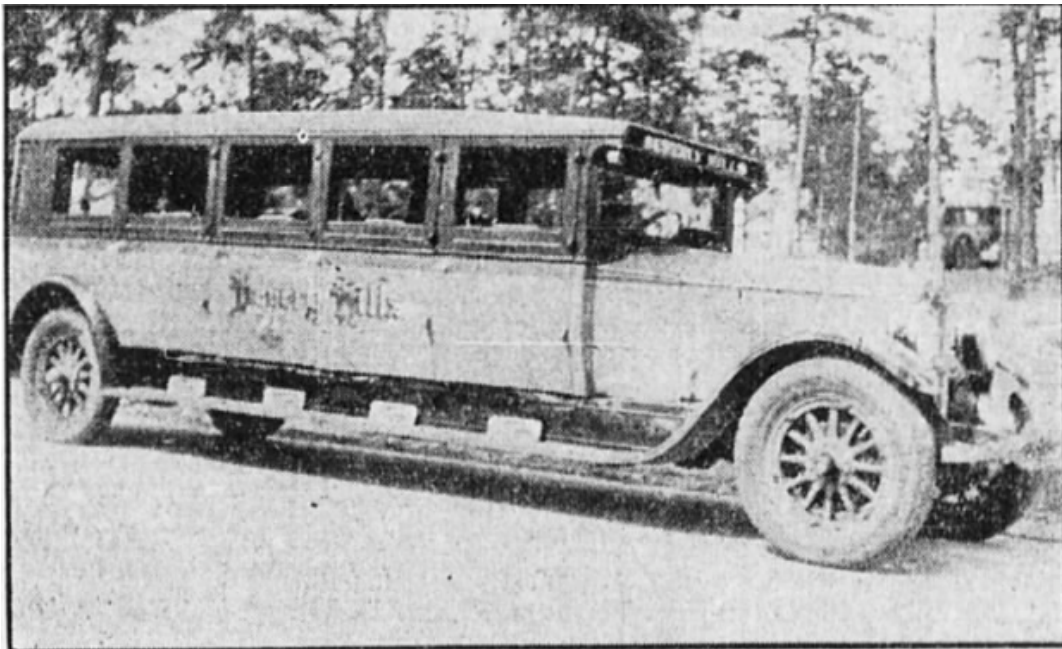
<sup>10</sup> *Asheville Citizen-Times*, November 6, 1925 and December 4, 1925; "Beverly Hills Holds Opening," *Asheville Citizen-Times*, April 30, 1926.

<sup>11</sup> L.B. Jackson also helped develop Linwood Park, Oakhurst, Oak Park, and Royal Pines, "Who's Who and Why in Asheville," *Asheville Citizen-Times*, September 25, 1932.



In early 1926, the Beverly Hills Company announced that the neighborhood would be ready for sales of its lots to begin by April first of that year. The company promised “streets will be paved, the street-lighting system will be in, and water and sewer connection will be available for each lot.” The Boyd and Goforth Company of Charlotte installed the water and sewer system.<sup>12</sup> The developers called it a complete suburb with every lot overlooking either the golf course or a pleasant park.”<sup>13</sup>

The developers heavily promoted Beverly Hills in the spring of 1926, even purchasing two Buick-brand busses to transport prospective buyers from the company’s office at 16 Patton Avenue to the neighborhood where they showed off the newly-paved streets, just-planted evergreen trees, and modern street lights. Advertisements pointed out the neighborhood’s location near Recreation Park and its association with the Donald Ross-designed Municipal Golf Course whose “fairways extend into and through the suburb.”<sup>14</sup>



One of the Beverly Hills busses, *Asheville Citizen-Times*, August 17, 1926

Sales of Beverly Hills’ initial 570 lots began on April 29, 1926 with a festive event at the company’s office on Patton Avenue. An orchestra under the direction of F.C. Aiden performed for prospective buyers. Violinist Nell Murphy, who wrote a song to mark the occasion, and T.D. Connors, a singer from California, added to the entertainment.<sup>15</sup> By the end of the day, the company sold over

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<sup>12</sup> “Beverly Hills Work Continues,” *Asheville Citizen-Times*, April 22, 1926.

<sup>13</sup> *Asheville Citizen-Times*, February 14, 1926.

<sup>14</sup> *Asheville Citizen-Times*, March 21, 1926.

<sup>15</sup> “Beverly Hills to Open Today,” *Asheville Citizen-Times*, April 29, 1926.

\$466,000 worth of property.<sup>16</sup> At the beginning of May 1926, plans for twenty-seven houses had been submitted to the company for approval.<sup>17</sup>

In May 1926, the Beverly Hills Company constructed a house in the neighborhood to serve as its on-site office. Designed by architect Albert C. Wirth, the Colonial Revival-style house overlooked the golf course and faced Swannanoa River and Recreation Park, where a new swimming pool was being built.<sup>18</sup> The exact location and fate of that house is unknown. By April 1927, the company had moved its operations from the Patton Avenue office to the building in Beverly Hills.<sup>19</sup>

Throughout 1926, the company continued paving neighborhood streets and improving the property. Willard S. Little oversaw the landscaping and the planting of 1,500 spruce pine trees on both sides of the streets that had already been paved. Westinghouse “White Way” street lights described as made of “spun concrete, surmounted by an ornamental iron cage in which will repose the frosted glass globes” were being installed on the roads bordering the golf course.<sup>20</sup>

By May 1926, Z.E. Robinson of Asheville held contracts to build five Colonial Revival-style nine-room houses and Wood Construction Company contracted to build fourteen nine and eleven-room homes, each with two bathrooms.<sup>21</sup> The company characterized the homes being built in the spring of 1926 as frame-shingle in the Colonial Revival style, an idiom that gave “a distinctly southern atmosphere to the dwellings.”<sup>22</sup>

From early 1926 to 1929, the Beverly Hills company sold approximately 190 parcels. Several individuals bought multiple lots, including real estate mogul Frank Coxe, who bought thirty-four parcels in December 1927. In the summer of 1929, the officers of Beverly Hills Incorporated sold the company to a group of men from Greensboro and New York, who re-incorporated the company as the Beverly Hills Improvement Company. The sale included approximately 450 unsold lots.<sup>23</sup>

Despite its developers fervently promoting the neighborhood, only a handful of houses were built in the 1920s. Today, approximately nine dwellings from the 1920s remain.

The Beverly Hills Company placed covenants in the early deeds that governed that only single-family detached dwellings not more than two stories tall could be built in the neighborhood. Other stipulations guided setback of houses and placement of gardens. As was typical of the period, the covenants also directed that no houses could “be leased, sold, or conveyed to a negro or any

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<sup>16</sup> “Beverly Hills Holds Opening,” *Asheville Citizen-Times*, April 30, 1926.

<sup>17</sup> “Beverly Sales Going Strong,” *Asheville Citizen-Times*, May 3, 1926.

<sup>18</sup> “Administration Building is Completed at Development,” *Asheville Citizen-Times*, May 13, 1926.

<sup>19</sup> “Patton Avenue Building Leased,” *Asheville Citizen-Times*, April 27, 1927.

<sup>20</sup> “Begin Delivery of Property Deeds” *Asheville Citizen-Times*, May 16, 1926.

<sup>21</sup> “Begin Delivery Property Deeds,” *Asheville Citizen-Times*, May 16, 1926.

<sup>22</sup> “Huge Building Program Ready,” *Asheville Citizen-Times*, May 26, 1926.

<sup>23</sup> “Beverly Hills Changes Hands,” *Asheville Citizen-Times*, July 3, 1929.

person of any degree of negro blood or any person of known bad character.”<sup>24</sup> Covenants in the 1940s further directed that no non-white person could occupy any building in Beverly Hills, except for domestic servants.<sup>25</sup>

Before the Great Depression and in the years following the stock market crash of 1929, home buying remained out of reach for many Ashevilleans. Most purchases required a hefty down payment, sometimes as much as 50% of the full cost of house, and terms were typically only five years. In July 1934, Harry Johnson of Fairfax Investments offered the house at 16 Fairway Drive in Beverly Hills for sale as a “bargain.” The purchase required a 20% down payment and a period of five years to pay the balance.<sup>26</sup>

In 1934, as part of the new Deal, the United States Congress and President Roosevelt passed the National Housing Act which created the Federal Housing Administration (FHA), which ushered in the National Better Housing Movement. The FHA and the better housing movement aimed to facilitate home financing by providing government insured home mortgage loans made by banks and other private lenders. Loans required a small down payment, were long term, and at low interest rate. The better housing movement sought to improve housing standards, encourage home building and buying, and increase employment in the home-construction industry in the wake of the Great Depression. Initially, FHA loans were for modernization and repair of homes. Beginning in 1935, the program expanded to include mortgages and loans for large scale housing projects.

In 1936, the FHA began publishing detailed guidelines for the design of houses in bulletins, including one called *Principles of Planning Small Houses*. Later versions came in 1940 and 1948. These guidelines set out the kinds of dwellings for which the FHA would insure loans. The federal program, administered on the state and local levels by field offices, endorsed designs for homes that were simple and economical and that used stock materials without alteration, reducing the amount of custom work on site and cutting down on waste. FHA guidelines specified that windows and doors should be well placed to provide for cross-ventilation and a pleasing appearance and that full bathrooms were to be standard, despite the fact that indoor plumbing was not yet universal in American housing. Houses were to be wired for electricity and include a heat source as well as provisions for heated water.

Two-story houses were illustrated in the bulletin, noting that the two-story house should have a low roof pitch to reduce costs. “It is hoped,” the 1936 bulletin stated, “that the architectural profession in association with other elements in the building industry will carry forward these suggestions to increase the possibilities of building more homes and better homes for American families of moderate means.”

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<sup>24</sup> Deed from Beverly Hills Inc. to Harry A. Irwin, dated May 14, 1926. Buncombe County Deed Book 353, page 1.

<sup>25</sup> Deed from Beverly Hills Company to Charles and Ione Morgan, dated July 2, 1941, Buncombe County Deed Book 539, page 7.

<sup>26</sup> “We are Offering the Following Bargains,” *Asheville Citizen-Times*, July 24, 1934.

The FHA's guidelines drove architectural trends, profoundly affecting the design of the houses built in Beverly Hills beginning in the mid-1930s. To keep loan amounts low, the FHA promoted small dwellings that prioritized practicality and economy over space and decoration. The FHA's chief architect, Howard Leland Smith urged "honesty in small home architecture." He cited specifically the Williamsburg and Cape Cod type of houses as examples of simplicity to "keep the mortgage sound." Smith asserted that "the Small home can be built to provide adequate living accommodations at a minimum cost when poor design factors are religiously avoided."

Beverly Hills, which had been a highly manicured subdivision before the onset of the Great Depression, fell into some disrepair by the mid-1930s. In the spring of 1936, the WPA cleared the streets and ditches of debris and undergrowth, cut back overgrown trees, and repaired potholes.<sup>27</sup>

The establishment of the FHA spurred a home-building wave in the neighborhood in the late

**BUY A NEW HOME  
IN  
BEVERLY HILLS**

WE HAVE just completed this and one other new home in beautiful Beverly Hills, both now ready for occupancy.

THESE homes are well designed, well constructed, attractive in appearance and include every modern convenience for comfortable and economical living. They are on lots already landscaped overlooking the Golf Course and commanding superb mountain views.

Low initial payment, balance through a long term of years on easy monthly payments.

ASK us or any member of the Asheville Real Estate Board for an appointment to see them. Caretaker on the premises.

**BEVERLY HILLS COMPANY**  
85 Arcade Building Phone 336

One of the new homes built by the Beverly Hills Company in the neighborhood advertised in the *Asheville Citizen-Times*, November 12, 1939

1930s. On June 19, 1939, the *Asheville Citizen-Times* reported that "extensive residential building programs have started in two well-known Asheville subdivisions—Beverly Hill and Malvern Hills."<sup>28</sup> That spring, George Stephens, president of the Beverly Hills Company, announced a new home building campaign to provide "up-to-the-minute" houses at moderate prices in Asheville." Stephens reported that the company would sell the houses for \$4,500 to \$8,000. By September 1939, the company advertised for sale "two new modern houses now near completion in Beverly Hills fronting the golf course."<sup>29</sup> In April 1941, the company offered another home they built for sale, describing it as "on Fairway Drive...with "nine rooms, corner lot, magnificent views." It remains

<sup>27</sup> "Beverly Hills Section Being Cleared by the WPA," *Asheville Citizen-Times*, April 12, 1936.

<sup>28</sup> "Building Trades Note Pick Up in Region," *Asheville Citizen-Times*, June 19, 1939.

<sup>29</sup> "See Them at Once," *Asheville Citizen-Times*, September 4, 1939.

certain this dwelling and the other offered by the Beverly Hills Company were built with FHA-insured loans and complied with the agency's guidelines for design.<sup>30</sup>

To encourage home building and home buying in the neighborhood, the Beverly Hills Company built a model Colonial Revival-style home on Fairway Drive overlooking the thirteenth green of the golf course. Upon its completion in October 1940, the local newspaper described the "all-electric home of the latest architectural design" as situated "on a large elevated lot with stone driveways, a lovely planted lawn, and artistic shrubbery." The developers held an open house on October 20, 1940 and encouraged Asheville residents to "drive out...and see this beautiful modern home that is not only a credit to the lovely Beverly Hills section but affords a thrilling view of magnificent mountain scenery."<sup>31</sup>



*Asheville Citizen-Times*, October 20, 1940

The unveiling of the model home afforded local businesses a venue for advertising their products and services. Grove Sand and Stone Company of Swannanoa supplied the foundation material,

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<sup>30</sup> "New Homes to Be Erected in Beverly Hills," *Asheville Citizen-Times*, April 29, 1939; "New Home in Beverly Hills," *Asheville Citizen-Times*, April 6, 1941.

<sup>31</sup> "Model Home Exhibit in Beverly Hills Open to Public," *Asheville Citizen-Times*, October 20, 1940.



called Dunbrik. The concrete and sand bricks on the model home emulated regular brick and could be made in an array of pastel colors. Johnson-Chandley Lumber Company supplied the lumber and building materials. United Electric Company completed the wiring and Hampton Electric Company, located on College Street, furnished lighting fixtures. For the open house, Quality Bakery prepared and displayed a festive cake and Pepsi-Cola Bottling Company of Asheville supplied drinks. Moss Motors displayed a “new fluid drive Chrysler” parked in the modern garage.

In July 1941, Ione and Charles Morgan purchased the model home from the Beverly Hills Company. At the time the couple bought the house, Mr. Morgan worked as the secretary-treasurer for Smoky Mountain Stages, a bus company.<sup>32</sup>



1940 Model Home at 62 Fairway Drive, view to the east

After World War II, a serious shortage of housing meant that many American families were living in substandard dwellings or doubled-up in houses with other families. Much of the focus of construction and materials in the early 1940s had gone to the war effort causing a drastic slowdown in domestic residential construction. As returning soldiers came back to a country that lacked an adequate dwelling supply, developers, builders, real estate companies, and others involved in the building trades got to work replenishing the American building stock and creating a housing boom that lasted for decades.

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<sup>32</sup> *Miller's Asheville City Directory, 1943* (Asheville: Hill Directory Co., 1943), 357.

Developers like the Beverly Hills Company heavily promoted funding sources available for prospective residents wishing to construct a home at the end of the war, including FHA-insured loans and GI Bill loans that allowed a veteran to buy a house with no down payment. The same month that the Japanese surrendered to the Allies, the Beverly Hills Company placed ads in the *Asheville Citizen-Times* newspaper urging readers to build “a postwar home” in the neighborhood and offering \$400 to \$800 “homesites approved for FHA financing.”<sup>33</sup> The following summer, another advertisement cited fifteen homes under construction for GIs and another twenty-two under contract for construction for returning services members.<sup>34</sup>

During the post-war building boom in Beverly Hills, the developers offered prospective buyers architectural services to help them choose a home appropriate for their family, but also one that would harmonize with the other dwellings in the neighborhood. The company offered drawings of



Drawings disseminated by the Beverly Hills Company through the *Asheville Citizen-Times*, September 15, 1945.

two and three-bedroom architect-designed homes predominantly in the minimal traditional idiom. Only a few dwelling plans offered by the company strayed from traditional styles and forms. In September 1945, the company’s architect planned a flat-roofed modernist house with wide overhanging eaves for Janet and Herbert Kanouse of Florida. The couple purchased a lot in Beverly Hills, but never built the house, instead purchasing a Tudor Revival-style dwelling in Biltmore Forest.<sup>35</sup>

The use of innovative construction materials and techniques flourished in the post-war period when the critical need for housing arose. Home builders found new ways to use concrete, steel, and asbestos to quickly and efficiently construction homes for eager buyers. The Lustron Company, founded by Chicago industrialist and inventor Carl Strandlund, manufactured prefabricated enameled steel houses that could be manufactured in a factory and swiftly assembled on site. Between 1948 and 1950, 2,498 Lustron houses were built across the country.

In 1949, the Beverly Hills Company became a dealer for Lustron homes for the twenty western counties of North Carolina. A spokesperson stated that the

<sup>33</sup> *Asheville Citizen-Times*, September 15, 1945 and September 23, 1945.

<sup>34</sup> *Asheville Citizen-Times*, July 21, 1946.

<sup>35</sup> Miller’s *Asheville City Directory, 1948-1949* (Asheville: Piedmont Directory Co.: 1948), 240; The Kanouses purchased a lot in Beverly Hills in August 1945 then sold it in November 1945.

“Beverly Hills Company will be in a position to contribute toward overcoming the housing shortage in this area with the Lustron Homes.” On May 13, 1949, the Lustron Company delivered a house by trailer to Beverly Hills in sections then assembled it on site. The two-bedroom, 1,000 square foot house was described as “all-steel porcelain enameled inside and out, providing durability and permanence in construction.”<sup>36</sup> Another Lustron was erected at 112 Beverly Road in 1949. The Beverly Hills Company advertised it “exclusively to Veterans of World War II for a period of 30 days” and priced it at \$13,000. That house no longer stands.<sup>37</sup>

*THE LUSTRON HOME*

## BEVERLY HILLS COMPANY Appointed LUSTRON DEALER

For Asheville and Western North Carolina Including  
Ashe, Avery, Buncombe, Burke, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, McDowell,  
Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga and Yancey Counties.



**First Lustron Home Delivered Friday**  
Lustron Corporation, Columbus, Ohio, Has Appointed Beverly Hills  
Company The Builder-Dealer For Asheville And Its Trade Area.

Here is the good news as many of you have been waiting to hear.

There is now a Lustron Sales-office for Western North Carolina. Carefully selected from a number of applicants on the basis of knowledge of local conditions and real estate conditions, this firm will be responsible for the sale, erection, arranging for financing and servicing of Lustron Homes in the 20 counties of Western North Carolina.

This announcement means that you will soon be able to see and inspect the Lustron Homes—the one standard for living you have heard so much about.

This is the new idea in homes—the home with the strength of steel and the lifetime beauty of porcelain enamel. Here is more in living space, more in convenience and more in real value invested than has ever been offered in home construction. Five spacious rooms—more than 1000 square feet of usable floor area. No expediting, subcontracting, overcharging—with the enduring beauty of porcelain enamel. Automatic radiant panel heating system. Combination dishwasher-dish rack washer, built in shelves, cupboards, closets and storage space.




Watch For The Announcement Of The Opening Of The Demonstration  
Lustron Home In Beverly Hills Near Asheville  
*In the meantime for more information call or write*

## BEVERLY HILLS COMPANY

214 Jackson Building      Asheville, North Carolina      Dial 3-4711

*Asheville Citizen-Times, May 15, 1949*

<sup>36</sup> “First Lustron Home Being Erected Here: Beverly Hills Company is the Named Dealer,” *Asheville Citizen-Times*, May 15, 1949.

<sup>37</sup> “Veterans Preference,” *Asheville Citizen-Times*, July 5, 1949.



In November 1949, Bruce A. and June L. Elmore bought property in the neighborhood and had a Westchester Deluxe model Lustron House (BN5942, NRHP 2013) built at 70 Hampden Road.<sup>38</sup> The Lustron Corporation declared bankruptcy in 1950, despite being an extremely well-funded, well-publicized, government-supported company. Production delays, the lack of a viable distribution plan and the escalating prices for the finished product all contributed to its failure.

The greatest period of development in Beverly Hills occurred in the 1940s and 1950s when over 250 of the houses currently standing in the neighborhood were built. Many homebuyers and

home builders settled in Beverley Hills from outside Asheville to take jobs as large employers like Oscar Meyer and the National Climatic Data Center.<sup>39</sup> Realtors and real estate investors heavily marketed houses and empty parcels and the availability of FHA and GI Bill loans to build or purchase homes. The Beverly Hills Company and others hoping to sell property highlighted the neighborhood's proximity to bus lines, schools, level building lots, and views of the mountains or golf course.

By the 1960s much of the neighborhood had developed. Approximately fifty houses built from 1960 to 1970 remain and most of these are simple ranch houses or minimal traditional dwellings.

Neighborhood homeowners worked in a variety of professions and trades. James Walke, who lived at 227 Beverly Road with his wife Theda, worked as a manager for E.F. Craven Co., dealers in construction equipment. His neighbor, Earl Templeton, sold lumber for Atkins-Harper Lumber Company. Roscoe Raines of 43 Ambler Road worked as a driver. Grace and Ray Kimel lived at 63 Ambler and he worked as a tax consultant. Widow

Hazel Mutton of 21 Canterbury Road worked as the secretary at Abernathy United Methodist Church, a job she held for over twenty-five years.<sup>40</sup> Pauline and Fred Heinemann and their two children lived in the home at 9 Canterbury Road in 1960. Originally from New York, Mr.

**B**uying and **B**uilding in beautiful  
**BEVERLY HILLS**

**T**HINKING home thoughts? Many folks are -- and investigating Beverly Hills! We invite you, too, to make first-hand acquaintance with this unsurpassed community of homes. Talk with your friends already happily living here! Come out and look leisurely about! Consider the matchless advantages you and all your family will find! **LOCATION:** Overlooking Municipal Golf Course -- just six motor minutes from Pack Square. **IMPROVEMENTS:** Paved streets, sewer lines, water lines and electricity to all home sites -- and everything fully paid for. **RESTRICTIONS:** All home sites restricted to single family residences of minimum size and cost. **PRICES, TERMS:** Attractive prices \$500.00 to \$2,000. Small down payments and easy terms. **HOME FINANCING:** All Beverly Hills home sites are fully approved for FHA home financing.

**TYPICAL BEVERLY HILLS HOMES**

The Dr. Center C. Gable Home

The Monte Park Home

The R. Fred Gray Home

The Susan D. Kelly Home

Now, isn't beautiful Beverly Hills just the place for YOUR home? Let's talk it over. We are always glad to give you full information -- and always ready to let you reach your own unburied decision!

**Beverly Hills**

214 Jackson Blvd., Asheville, N. C., Telephone 3-4711  
Beverly Hills Home Sites Are Listed with Members of The Asheville Real Estate Board

Advertisement from March 26, 1950 *Asheville Citizen-Times*

<sup>38</sup> Sybil Argintar, "Bruce A. and June L. Elmore Lustron House, National Register of Historic Places nomination," August 27, 2013.

<sup>39</sup> "Church Got Started with Help from Old-Timer Preacher," *Asheville Citizen-Times*, May 10, 2003.

<sup>40</sup> Obituary for Hazel Elizabeth Cherry Mutton, *Asheville Citizen-Times*, January 1, 1989.

Heinemann earned a degree in dairy manufacturing from the University of Pennsylvania and moved to Asheville in 1957, where he worked as a supervisor for Sealtest Southern Dairies.<sup>41</sup> George Farr, who worked for the Electric Supply Company, a business founded by his father, William Farr, in 1929, lived at 16 Canterbury Road.<sup>42</sup> His wife, Louise Mashburn Farr, received a graduate degree from George Washington University.<sup>43</sup> In 1952, she was appointed librarian of the Buncombe County Medical Library Society.<sup>44</sup>

In 1979, residents revived the mostly defunct Beverly Hills Area Homeowner's Association to advocate for the neighborhood. In the early 1980s, the association successfully lobbied city council to prevent Dr. Michael G. Justice from opening a dental office on Tunnel Road, but within the boundaries of Beverly Hills. The group also organized social gatherings and neighborhood cleanups and erected new signs for the entrances into Beverly Hills.<sup>45</sup>

In 1987, the homeowner's group expressed little opposition to the construction of The Cloisters condominiums just west of Ambler Road. One Beverly Hills resident remarked that by accepting the project, the neighborhood was likely stopping a possibly more destructive development from happening.<sup>46</sup> Today, development pressure comes from the threat of teardowns and highway projects that could affect the character of Beverly Hills.

#### Context: Suburban Developments Established in the 1920s in Asheville

Historian Talmadge Powell describes the period from 1910 to 1930 in relation to construction in the city as "the most spectacular in Asheville's history." Many factors led to the boom, including the city's location on major transportation routes, its reputation as a place for physical renewal, and the availability of credit that allowed for wild real estate speculation. The city attracted scores of developers and businesspeople looking to get rich from real estate.<sup>47</sup>

With a population increase from 18,762 in 1910 to over fifty thousand in 1930, the city became a hotbed of suburban development wherein many neighborhoods were platted, then promoted as urban sylvan oases for the droves of people settling in Asheville. With the onset of the Great Depression, development in these suburbs halted and construction came to a standstill. Recovery and a resumption of construction came with the establishment of government programs that helped to re-energize the building industry and assist citizens in buying houses, namely the FHA and after World War II, the GI Bill. Neighborhoods like Beverly Hills got new life beginning in the

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<sup>41</sup> "Heinemann Dies After Fall at Home," *Asheville Citizen-Times*, October 31, 1961.

<sup>42</sup> "Electric Supply Co. Established in 1929," *Asheville Citizen-Times*, January 19, 1958.

<sup>43</sup> "Miss Mashburn is Betrothed to George Farr," *Asheville Citizen-Times*, November 7, 1937.

<sup>44</sup> "Mrs. Farr Named Buncombe County Medical Librarian," *Asheville Citizen-Times*, October 16, 1952.

<sup>45</sup> "Neighbors Finding Strength in Unity," *Asheville Citizen-Times*, January 30, 1985.

<sup>46</sup> "City Council Oks Beverly Hills Project," *Asheville Citizen-Times*, February 11, 1987.

<sup>47</sup> Douglas Swaim, John Ager, and Talmadge Powell, *Cabins and Castles: The History and Architecture of Buncombe County, North Carolina* (Asheville: Division of Archives and History, 1981), 42.



late 1930s as developers and real estate investors responded to the need for housing in the middle decades of the twentieth century.

### **Malvern Hills**

Malvern Hills, a neighborhood of approximately 200 dwellings located in west Asheville, developed in a similar manner and during the same period as Beverly Hills. Curvilinear streets winding through rolling hills in a picturesque natural setting characterizes Malvern Hills. With its intact plan and majority of original dwellings, Malvern Hills possesses a high degree of integrity.

A portion of the land now occupied by Malvern Hills once held the Sulphur Springs Hotel, which opened in 1830 as the first health resort in the Asheville area. The hotel burned in 1884 and Asheville School, a private academy, purchased the property. Newton M. Anderson, founder of Asheville School, established Malvern Hills Incorporated in May 1925 to create a subdivision.<sup>48</sup> Anderson, an Ohio native, served as president and principal stock holder of company.<sup>49</sup>

Landscape Architect Carl R. Frye of Columbus, Ohio laid out the neighborhood's curvilinear streets set on rolling topography. He offered landscape plans to early individual homeowners to give the neighborhood a homogenous appearance. Frye also designed the nine-hole golf course that opened in the summer of 1926.<sup>50</sup> The course was later abandoned.



Original Plan for Malvern Hills, June 1925

<sup>48</sup> "Malvern Hills Quiet, Convenient," *Asheville Citizen-Times*, November 18, 2007.

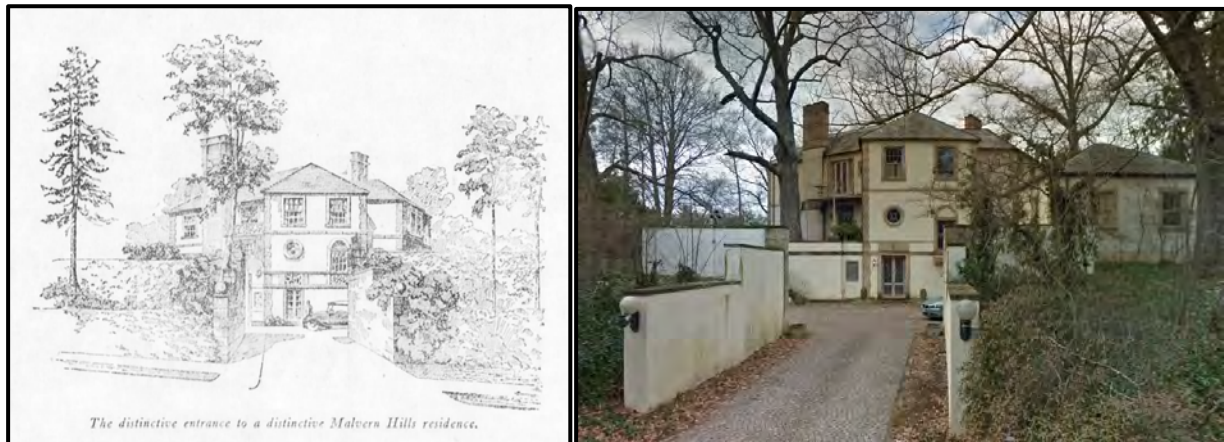
<sup>49</sup> "Malvern Hills is Open," *Asheville Citizen-Times*, May 17, 1925.

<sup>50</sup> "Asheville Golfers Like the Malvern Hills Course," *Asheville Citizen-Times*, August 29, 1926.

To go along with the golf course, Asheville architect Ronald Greene designed a country club, which opened in May 1926. The two-story, Tudor Revival-style stucco building featured half-timbering and incorporated the former pagoda of the Sulphur Springs hotel into its design.<sup>51</sup> The country club building was demolished in the 1980s.<sup>52</sup>

Newton Anderson's company publicized Malvern Hills' "wide concrete-paved roadways, with sidewalks and white-way light on every street." Electric and telephone wires were buried underground, and early residents received individualized landscaping plans for their new dwellings.<sup>53</sup> Neighborhood promotions declared that "all standard styles of architecture are acceptable, and all types of construction, except exaggerated Spanish and Moorish designs which may appear unsuited to this climate and the general environment of the property" would be approved by the Malvern Hills Inc.<sup>54</sup>

Construction of the first house in Malvern Hills began in July 1925 on School Road overlooking the golf course. The local newspaper described it as "English in architecture and...of frame-stucco construction."<sup>55</sup> In 1926, Margaret and Alexander MacLean, who was Canadian by birth, built a three-story, hip-roofed concrete dwelling (BN2443, Study List 1999). In May 1926, landscape architect Carl Frye developed a landscape plan for the MacLeans that included large trees and shrubbery shielding the sides of the parcel fronting Houghton Place and Clarendon Road.<sup>56</sup> By 1930, only about twelve dwellings had been built in Malvern Hills.<sup>57</sup>



Drawing of the Margaret and Alexander MacLean House in *Asheville Citizen-Times*, May 7, 1926 (left) and a current-day photo of the house (right)

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<sup>51</sup> "Announcing Completion of the Malvern Hills Country Club," *Asheville Citizen-Times*, May 8, 1926.

<sup>52</sup> "The Several Lives of West Asheville, Part 1: Sulphur Springs as Proto-Land of the Sky, 1827-1861," Asheville Junction: A Blog by David E. Whisnant, [ashevillejunction.com](http://ashevillejunction.com), accessed May 15, 2019.

<sup>53</sup> Advertisement for Malvern Hills, "*Asheville Citizen-Times*, December 20, 1925.

<sup>54</sup> "Malvern Hills is Open."

<sup>55</sup> "Construction of the First House in Malvern Hills," *Asheville Citizen-Times*, July 1, 1925.

<sup>56</sup> "Asheville's Most Beautiful Homes Are Now Building in Malvern Hills," *Asheville Citizen-Times*, May 7, 1926.

<sup>57</sup> The 1930 US Census indicates families owning homes on Bear Creek, Cranford, and School roads and on Houghton Place, the principal streets in Malvern Hills during this period.



Development halted during the first half of the 1930s as very little residential construction occurred following the stock market crash and nationwide bank failures. Relief came in 1934 with the establishment of the Federal Housing Administration (FHA), which insured bank and financial institution loans for the construction and purchase of homes in the United States. With an FHA-insured loan, families could build or buy homes with little money down and a reasonable monthly payment with a term of twenty or thirty years.



House at 55 School Road, built circa 1936, view to the west

Rapid growth occurred in the neighborhood in the 1940s, aided by promotional campaigns aimed at families seeking to build homes. Malvern Hills developers advertised the neighborhood building lots priced from \$150 to \$600. Prospective home owners could secure an FHA-insured loan for up to 90% of the dwelling's cost.<sup>58</sup>

By 1949, approximately 210 families lived in the neighborhood consisting of eight streets: Arthur, Bear Creek, Clarendon, Cranford, School, and Wendover roads and Chester and Houghton places.<sup>59</sup> The Malvern Hills Community Club began in 1949 with the intention of beautifying and the community. The club oversaw the planting of trees and shrubbery throughout Malvern Hills.<sup>60</sup>

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<sup>58</sup> Advertisement in *Asheville Citizen-Times*, August 24, 1941.

<sup>59</sup> "Historic Community Delights its Residents in Many Ways," *Asheville Citizen-Times*, June 23, 2002.

<sup>60</sup> "Malvern Hills Club to Hold Annual Meet," *Asheville Citizen-Times*, January 10, 1952.



House at 33 Arthur Road, built in 1952, view to the south

In 1964, a developer proposed a zoning change that would have allowed the construction of a shopping center on the old golf course property. The city denied the proposal and the land remains mostly undeveloped except for a DMV office and a Goodwill store that front Smoky Park Highway.<sup>61</sup>

Malvern Hills earliest dwellings are English Tudor or Colonial Revival-style dwellings. In the 1940s through the 1960s, the FHA helped guide the stylistic development of neighborhoods like Malvern Hills by approving loans for only for houses built in traditional styles and on a small scale. These included minimal traditional houses that show the influence of the Tudor Revival or Colonial Revival styles and Ranch houses with simple roof lines and a one-story plan.

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<sup>61</sup> "Board Rejects Bid to Change Old Golf Course Tract Zoning." *Asheville Citizen-Times*, April 2, 1964.





View of School Road at intersection with Arthur Road. House at 41 School Road to the left, built 1943. View to the south-southwest

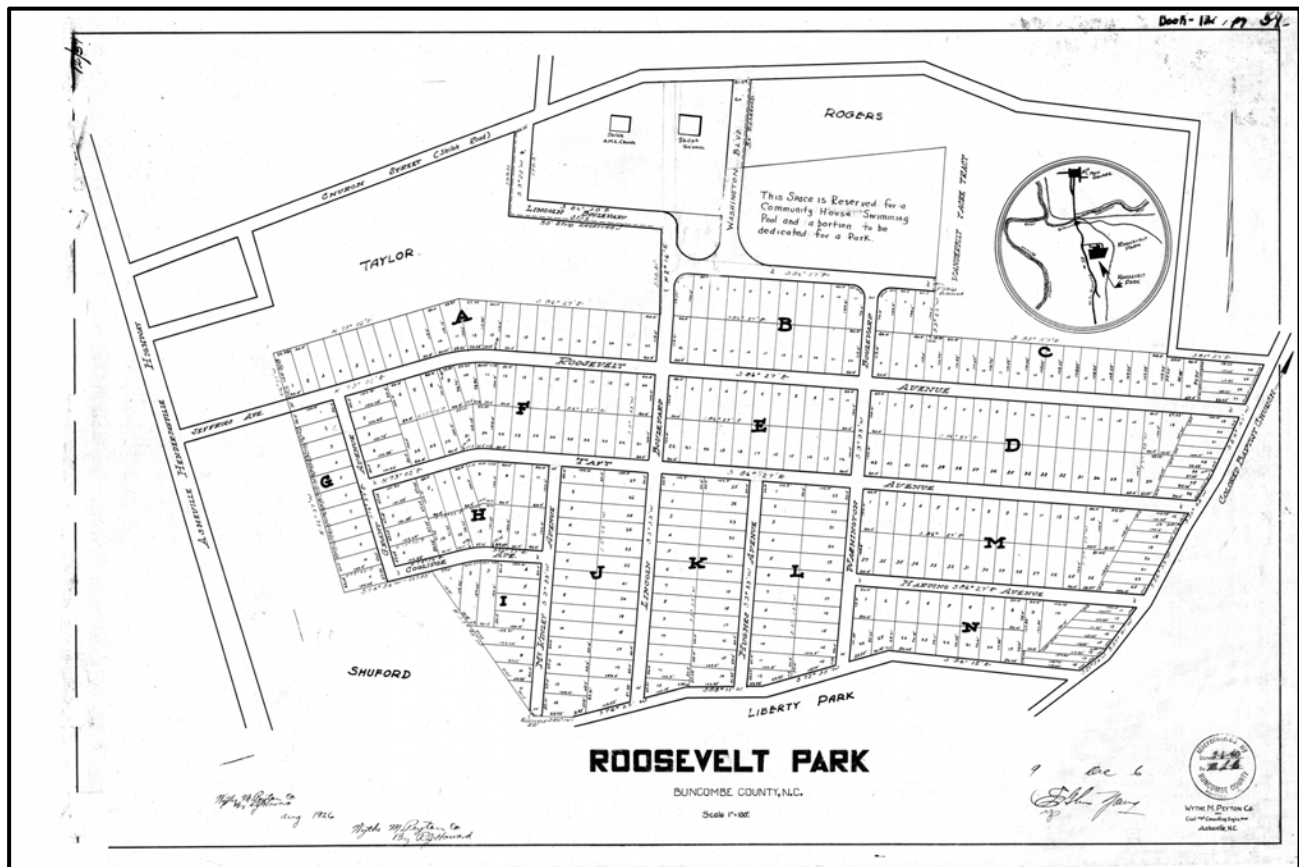


Ranch house with modernist elements at 79 Arthur Street, 1952, view to the southwest

## Roosevelt Park

The development of Roosevelt Park in the Shiloh community of Asheville parallels the evolution of Beverly Hill and Malvern Hills. Like those neighborhoods, Roosevelt Park began in the mid-1920s, but its growth stalled during the Great Depression. With the end of World War II, development in Roosevelt Park picked up and the neighborhood gained most of its housing stock.

In 1926, native New Yorker Maxwell Polansky (1893-1973), who opened Maxwell Jewelry Company at 66 Patton Avenue in 1935, platted and planned Roosevelt Park, a neighborhood for African Americans south of Biltmore Village.<sup>62</sup>



Original Roosevelt Park plat from 1926. Buncombe County Plat Book 12, page 57

Beginning in 1926, Polansky's Roosevelt Park Corporation heavily boosted the subdivision in the Asheville newspaper with ads proclaiming, "the purpose of Roosevelt Park is to provide properly a high-class, low-priced, modern home section for the colored race." Polansky touted the neighborhood's paved streets, electric lights, sewerage, water, and free park. One of Polansky's marketing outreaches reflected the unabashed racism of the time. In 1926, he appealed to the "women of Asheville" with the question "Have you a Servant Problem?" The ad appealed to

<sup>62</sup> "Maxwell's Opens Today," *Asheville Citizen-Times*, November 15, 1935.



female readers that they should convince their domestic worker to purchase a lot in Roosevelt Park so that she'll be "properly housed" in a "sanitary, modern, hygienic homeplace" to make her "more trustworthy."<sup>63</sup>

A few craftsman bungalows were built in the neighborhood, but the Great Depression put a halt to the development of Roosevelt Park. By the early 1950s, building in Roosevelt Park had resumed, thanks in part to FHA-insured loans. It was the practice of the FHA to insure mortgages for black subdivisions, as long as they were not too close to white neighborhoods. In the early 1950s, Polansky continued to promote the neighborhood as a segregated suburb and highlight the benefits of government-insured loans promising to "build from your plans and complete the house in 60 days after F.H.A. approval."<sup>64</sup> On July 3, 1955, the *Asheville Citizen-Times* reported that twenty new houses had been built in "Roosevelt Park, Negro development comprising 40 acres." Polansky sold the one-story, four or five-room houses for \$7,000 to \$10,000.

In December 1954, Clara and Dennis Moorman purchased a lot of Taft Street and built a small house for the family. Mr. Moorman worked for the Armour Meat Company in Asheville for forty years. Clara Moorman still owns the house.<sup>65</sup>



House built in the late 1920s in Roosevelt Park

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<sup>63</sup> Advertisement in the *Asheville Citizen-Times*, October 10, 1926.

<sup>64</sup> Advertisement in the *Asheville Citizen-Times*, August 16, 1953.

<sup>65</sup> "Real Estate Transfers" *Asheville Citizen-Times*, December 14, 1954; Obituary for Dennis Moorman, *Asheville Citizen-Times*, October 27, 2001.



Taft Street, view to the west



Moorman House at 31 Taft Street, view to the north



### Evaluation

Beverly Hills Historic District, comprised of the Beverly Hills Subdivision and the Municipal Golf Course, is a highly intact suburban developed primarily from the late 1920s into the late 1960s. The overwhelming majority of dwellings in the residential neighborhood date to the period of significance, 1926 to 1969, and contribute to its historic and architectural significance. With its intact curvilinear street plan platted in 1926, dwellings built from mostly from 1926 to 1969, and surviving vegetation and plantings, the district possess integrity of design, materials, workmanship, setting, association, feeling, and location.

Properties can be eligible for the NRHP under Criterion A if they retain integrity and are associated with a significant event or pattern of events that have made contributions to history at the local, state, or national level. Beverly Hills was a suburban development conceived and initiated before the Great Depression and during Asheville's real estate boom period, but substantive development occurred in the post-World War II period. The district documents a pattern of development for suburbs during this period in Asheville and is therefore eligible for the NRHP under Criterion A in the area of community planning and development. Beverly Hills is eligible on the local level of significance.

For a property to be eligible for significance under Criterion B, it must retain integrity and be associated with individuals whose activities are demonstrably important within a local, state, or national context. Several prominent Asheville residents had a hand in the development of Beverly Hills, but none made specific contributions to local, state, or national history related to their involvement in Beverly Hills. Therefore, the Beverly Hills Historic District is not recommended eligible for the NRHP under Criterion B.

For a property to be eligible for significance under Criterion C, it must retain integrity and embody the distinctive characteristics of a type, period, or method of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction. The Beverly Hills Historic District with its intact collection of popular domestic architecture from the 1926 through the 1960s, including Tudor Revival, Craftsman, Ranch, and minimal traditional styles, is recommended eligible under Criterion C, specifically in the area of architecture. The neighborhood contains residential architecture that documents the evolution of form and style from Asheville's boom period, through the post-World War II, into the late 1960s.

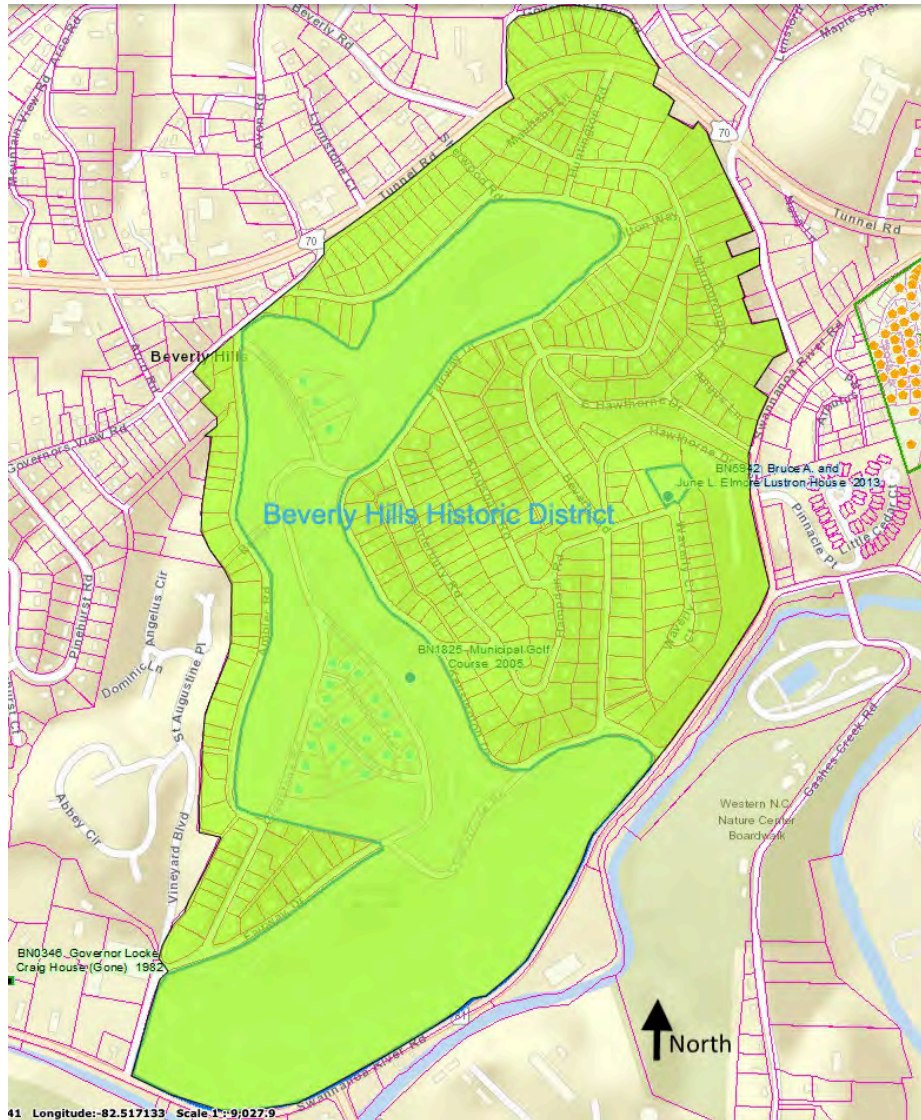
It is unlikely that additional study of this property would yield any unretrieved data not discoverable through informant interviews, building technology, and documentary sources. Therefore, the Beverly Hills Historic District is recommended not eligible for the NRHP under Criterion D.

### Boundary Description

The Beverly Hills Historic District contains the Beverly Hills subdivision created in 1926 and the Asheville Municipal Golf Course dating to 1927 that the neighborhood surrounds. The boundaries

include the area platted beginning in May 1926 with additional portions of the subdivision platted in the late 1920s, 1930s, 1940s, with some revisions to those plats created in the 1970s. All parcels in the district, except the golf course, were sold by the Beverly Hills Company or its successors beginning in 1926.

The Beverly Hills Historic District is roughly bounded on the north by Tunnel Road (US 70) on the west by Fairway Drive, Ambler Road, and Gladstone Road, on the south by the right-of-way for Swannanoa River Road (NC 81), and the east by Swannanoa River Road and Governor's View Road. The district encompasses approximately 300 acres.



National Register Boundary for the Beverly Hills Historic District, created from HPOWEB



3. Swannanoa River Bridge 552, Dam, and Power House: Property Description and Evaluation

Resource Name	Swannanoa River Bridge 552, Dam, and Power House
HPO Survey Site Number	BN6409
Location	Over Swannanoa River between Azalea Road and Gashes Creek Road, Asheville
PIN	none
Construction Date	1924, 1986
Recommendation	Eligible for the NRHP under Criteria A and C



Swannanoa River Bridge, Dam, and Power House, view to the east-northeast

Description

The Swannanoa River Bridge 552, dam, and power house on the north end of Gashes Creek Road crosses the Swannanoa River in a roughly north-south direction. The north end of the bridge approach intersects with Azalea Road East and is approximately four hundred feet east of NC 81. The six-span, concrete slab bridge stands on a substructure of solid wall encased piers that provide a smooth surface to permit passage of debris. The concrete dam walls span the three center openings, while the southernmost chute spillway allows water to flow. A small opening in the northernmost wall allows additional water flow. A concrete headrail crowns the Gothic Revival-inspired openings in the balustrade. The balustrade dates 1986. Lampposts originally stood on pillars along the balustrade, but they have been removed.

The 1924 power house or power plant is located under the south end of the bridge and on the south end of the dam. All of its doors and windows have been covered in plywood or synthetic boards making interior access impossible. Because the interior is inaccessible, it is unknown if any historic equipment remains inside. A walkway with metal pipe railing fronts the power plant's west side. The dam was built to create Lake Craig, which is now a dry bed lake just to the east.



Site plan, created from HPOWEB





Dry bed of Lake Craig with Swannanoa River in the background, view to the east-northeast



Bridge deck, view to the north





Hill below bridge approach on south end, view to the northeast



Power house under south end of bridge, view to the north





Spillway on south end of bridge, view to the east-northeast





Northwest corner of bridge from Azalea Road, view to the southeast



West side of bridge and Swannanoa River, view to the north





Image of the 1887 Asheville city waterworks and wooden bridge replaced in 1924 by the current concrete bridge, dam, and power house. The waterworks closed around 1915 and the equipment was abandoned. Photo from the Library of Congress. Detroit Publishing Co., William Henry Jackson, Photographer. Waterworks on the Swannanoa, Asheville, N.C. [Between 1895 and 1910].

### History

In February 1924, the Asheville City Commission first suggested the construction of a bridge over the Swannanoa River at the Tourist Camp, the resort area that eventually became Recreation Park. This was the same site where in April 1887, the city built the municipal waterworks. It was abandoned in the 1910s and the new bridge proposed in 1924 was to replace the wooden one that crossed the Swannanoa River at the site.<sup>66</sup>

The commissioners planned that the bridge be construction in conjunction with a lake, which later became Lake Craig, and a power plant to supply electricity to the Tourist Camp.<sup>67</sup> In March 1925, Frank L. Conder, Commissioner of the city's Public Works Department told the Asheville *Citizen-Times*, "all of the attractions of the park will be operated from the lake powerhouse, meaning a considerable saving to the city, and in addition, a boulevard of ornamental lamps will cross the

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<sup>66</sup> "The New Water Works," *The Asheville Weekly*, April 21, 1887.

<sup>67</sup> "Power Plant and Resort Lake for Camp is Planned," *Asheville Citizen-Times*, February 13, 1924.

bridge and wind about the brow of the hill.”<sup>68</sup> The plant was built under the south end of the bridge.<sup>69</sup> The dam and power plant were completed in July 1924 and the bridge in August 1924.<sup>70</sup>

Noted hydroelectric engineer Charles E. Waddell (1887-1945) designed the bridge, dam, and power house at Recreation Park<sup>71</sup> Born near Hillsborough, at fourteen Waddell became the superintendent of the Asheville fire alarm system. He attended the Bingham School in Asheville and received formal training at the shops of the General Electric Company. He served as a consulting engineer to George Vanderbilt, designing and constructed most of the engineering infrastructure at Biltmore Village. In 1900, he designed Asheville’s street railway, the first in the state. In 1914, he designed the Biltmore bridge (not extant) over the Swannanoa River in Biltmore Village. Waddell designed and oversaw the construction of several hydroelectric plants on the eastern seaboard including the Asheville’s Bee Tree dam, the hydroelectric dam #3 for the Weaver Company at Marshall, and a steam plant at Craggy. He designed all of the power plants of the North Carolina Electrical Company before it was absorbed by Carolina Power and Light in 1922. He designed the Sunburst dam for Champion Paper and Fiber in Canton and American Enka Corporation’s pipe system from the French Broad River to Enka Lake. In 1925, North Carolina State College, later North Carolina State University, bestowed upon him an honorary doctorate for “pioneering in development of water power in North Carolina.”<sup>72</sup>

While the dam and power house were providing electricity to the city’s new and extremely popular park, the bridge proved essential for allowing access to the park from the city and alleviating traffic in Biltmore, located almost four miles to the west. In 1927, traffic on the bridge increased when Gashes Creek Road was opened. The state highway department constructed the road to link Fairview Road and Swannanoa River Road as a detour around “the congested district at Biltmore.”<sup>73</sup>

Since the city built the dam to supply power to Recreation Park, it remained idle during the months when the park was closed—typically from September to May. In 1930, Asheville engineer Robert S. Brown urged city commissioners to extend a line from the powerhouse to buildings downtown including the county courthouse and city hall. Brown claimed, “this plant is now idle day and night nine months each year.... It occurs to me that the city can easily save more than \$25,000 net, annually, by utilizing to its full capacity the hydroelectric power plant.” City

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<sup>68</sup> “Recreation Center Will Open Early May,” *Asheville Citizen-Times*, March 10, 1925.

<sup>69</sup> “Order Machinery for Power Plant at Tourist Camp,” *Asheville Citizen-Times*, February 25, 1924.

<sup>70</sup> “Power Plant is Almost Complete, *Asheville Citizen-Times*, July 29, 1924; “Lake Shore Line Being Improved,” *Asheville Citizen-Times*, August 8, 1924.

<sup>71</sup> “Power Dam Gates to be Locked at City Camp Today,” *Asheville Citizen-Times*, August 21, 1924.

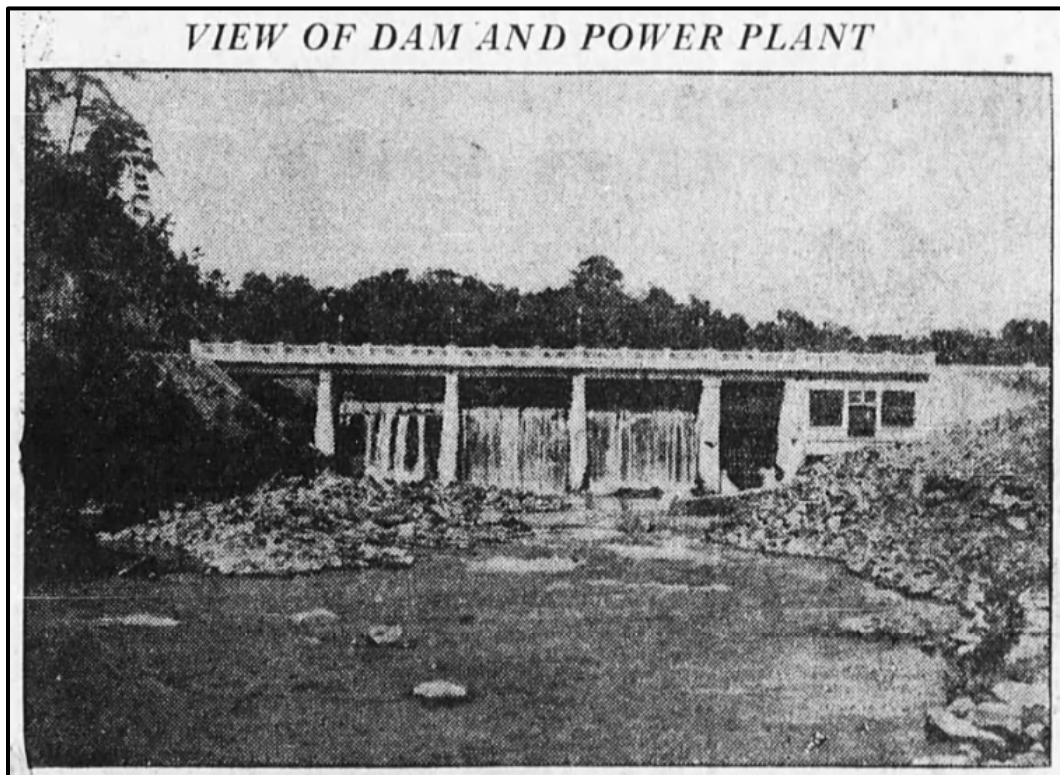
<sup>72</sup> “Plans are Prepared for Biltmore Bridge,” *Asheville Gazette-News*, September 5, 1914; “Waddell Going to Conference,” *Asheville Citizen-Times*, September 14, 1932.; “Charles Waddell Rites to be Held Tomorrow,” *Asheville Citizen-Times*, April 21, 1945.

<sup>73</sup> “Fairview Road Cut-Off is Open,” *Asheville Citizen-Times*, September 23, 1927.



commissioners argued that installing a power line would be costly and conflict with Carolina Power and Light's contract to supply electricity to the city.<sup>74</sup>

After an inspection in 1981, the city decided to replace the bridge's deck and repair the supports and spillway. The project occurred in the fall of 1986 with majority funding coming from the Federal Highway Administration. Thompson-Gordon-Shook Engineers served as engineers and Hickory Construction Company completed the work.<sup>75</sup>



View of bridge and dam to the east, from July 7, 1925 *Asheville Citizen-Times*

#### Context: Bridges, Dam and Powerhouses from the 1920s in Western North Carolina

As the result of the Good Roads Movement and federal funding for projects, the 1920s was an active period for bridge and road construction in Buncombe County. New bridges, often constructed of concrete, replaced older wooden or iron spans at places such as Hominy Creek, where a seventy-foot-long concrete bridge was built in 1926. The county commissioners announced that the sharp curves approaching that bridge would be eliminated in response to "some agitation for the proposed improvements."<sup>76</sup> Engineers, draftsmen, and laborers found ample work with the state highway commission and other entities constructing concrete bridges. On March 29, 1922, William E. Craven, the bridge engineer for the North Carolina Highway

<sup>74</sup> "Brown Urges City to Use Powerplant," *Asheville Citizen-Times*, February 23, 1930.

<sup>75</sup> "Bridge Work on Track," *Asheville Citizen-Times*, February 22, 1986; "Invitation for Bids Bridge Replacement," *Asheville Citizen-Times*, January 23, 1985.

<sup>76</sup> "Concrete Bridge to Replace Span on Hominy Creek," *Asheville Citizen-Times*, June 12, 1926.

Commission, advertised in the *Asheville Citizen-Times* for “draftsmen for reinforced concrete bridge work.” The ad asked that applicants have education and experience and that they send a sample of their drafting work. In September 1925, Biltmore Concrete Company advertised that they supplied concrete for bridges, curbing, and sidewalks.<sup>77</sup>

At least thirty-five concrete bridges were built in Buncombe County between 1924-1928.<sup>78</sup> Among the concrete bridges built over the Swannanoa River in the 1920s were the 1927 Biltmore bridge, as it became known, and one leading from present-day Swannanoa River Road (formerly the Black Mountain Highway) to the Koon industrial development east of Biltmore. Both have been replaced. According to NCDOT, as of February 28, 2019, nine concrete bridges built in the 1920s remain in Buncombe County.



Flood waters under the dam in 1940. Photo courtesy North Carolina Collection, Pack Memorial Public Library, Asheville, North Carolina

In the 1920s, Asheville built two dams, including the one at Recreation Park. In 1924, engineer Charles E. Waddell designed the Bee Tree impounding dam, which was completed on Bee Tree Creek near Black Mountain in 1927. A water line extended from the Bee Tree reservoir to the city

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<sup>77</sup> Advertisement in the *Asheville Citizen-Times*, September 21, 1925.

<sup>78</sup> A list of road and bridge projects undertaken from 1924-1928 appeared in the May 31, 1928 *Asheville Citizen-Times*.



and became part of a 500-mile distribution system for the city and county.<sup>79</sup> In 1940, a concrete spillway was added.<sup>80</sup> That dam remains standing.



Boys at Bee Tree Dam, 1929. From Warren Wilson College Archives

Manufacturing or power companies built most hydroelectric dams and power stations in the late nineteenth and early twentieth centuries. Fries Manufacturing and Power Company built the first such plant in North Carolina 1898 on the Yadkin River in Forsyth County. Known as Idol's Dam, it features a stone dam 410 feet in length and ten feet high.<sup>81</sup> In 1890 or 1891, E.G. Carrier built the first hydroelectric plant to supply electricity to Asheville on Hominy Creek.<sup>82</sup> In 1900, William T. Weaver formed W.T. Weaver Power Company and built hydroelectric plants on the French Broad River. Engineer Charles E. Waddell designed Weaver's 1912 Marshall Plant No. 3.<sup>83</sup>

North Carolina's cities and town recognized the advantages of hydroelectric power to their growth and economies. In 1909, a writer for the *Fayetteville Weekly* observed that "the streams of Cumberland County abound with waterpower, and there are possibilities for a vast amount of hydro-electric development."<sup>84</sup> But because larger electrical companies took over the

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<sup>79</sup> "Bee Tree Dam is now in Full Use," *Asheville Citizen-Times*, May 11, 1927.

<sup>80</sup> "News of Other Days," *Asheville Citizen-Times*, January 8, 1940.

<sup>81</sup> Heather Fearnbach, *Winston-Salem's Architectural Heritage* (Winston-Salem: Forsyth County Historic Resources Commission and the City of Winston-Salem, 2015), 580-581.

<sup>82</sup> "Know Your Community," *Asheville Citizen-Times*, November 6, 1932; Edwin G. Carrier, "Tourist Promotor, and Builder of Street Railway Here," *Asheville Citizen-Times*, April 3, 1949.

<sup>83</sup> N. Buckner, "Hydro-Electric Development in Western North Carolina," *Cassier's Magazine*, Volume 42-42, 1912, 84.

<sup>84</sup> "Fayetteville, the Strategic and Gateway City," *Fayetteville Weekly*, July 8, 1909.

electrification of the state in the early twentieth century, municipal hydroelectric plants like the one built to power Recreation Park are less common in North Carolina. In 1923, the town of Andrews announced it would build a dam on the Hiwassee River in Clay County to supply power to residences with “any surplus of power...offered to any industry locating here.”<sup>85</sup> Ludlow Engineers of Winston-Salem designed the poured concrete dam and powerhouse completed in 1924. The tall, brick powerhouse displays Flemish bond brick, a flat parapet roof, corbelled brick cornice and large steel-frame sash windows.<sup>86</sup>

### Evaluation

The Swannanoa River Bridge 522 and its dam and power house remain where they were built in 1924 and therefore retain their integrity of location. Although the original setting was rural, rapid development has not occurred in this specific part of Asheville where much of the land to the immediate south is owned by the city or county. As a result, the bridge and the dam with its power house retains its integrity of setting. Although the bridge deck was replaced and the abutments and spillway were repaired in 1986, the overall form, plan, and structure remain intact contributing to its integrity of design and materials. The bridge and dam with its powerhouse retain the physical evidence of a engineering structures from the 1920s and therefore retain their integrity of workmanship, feeling, and association.

Properties can be eligible for the NRHP under Criterion A if they retain integrity and are associated with a significant event or pattern of events that have made contributions to history at the local, state, or national level. The Swannanoa River Bridge 522, dam, and power house is significant in the area of community planning and development on the local level as intact example of a small power plant and dam with a crowning bridge from the 1920s. With the construction of the dam and power house, the city provided electric power to Recreation Park leading to the development of the city’s main recreational center through much of the twentieth century. The structure demonstrates a municipal government’s desire to create infrastructure that would boost the city and expand the public park system in the 1920s. The construction of Bridge 522 and its dam and power house document the city’s role in the development of hydroelectric power in North Carolina in the 1920s. Although the bridge has been renovated, the overall structure with its dam and power plant remains intact and conveys significance under Criterion A.

For a property to be eligible for significance under Criterion B, it must retain integrity and be associated with individuals whose activities are demonstrably important within a local, state, or national context. Engineer Charles E. Waddell designed the bridge and dam with its power house, along with many similar structures in western North Carolina, including Bee Tree Dam and Biltmore bridge (not extant). Because it was a city project, no other single individual was responsible for its construction. The Swannanoa River Bridge 522, Dam, and Power House is not recommended eligible for the NRHP under Criterion B.

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<sup>85</sup> “Doings in the Tar Heel State,” *Alamance Gleaner* (Graham, North Carolina), June 14, 1923.

<sup>86</sup> Clay Griffith, “Historic Structures Survey Report for Replace Bridge No. 37 over Green River, Polk County,” North Carolina Department of Transportation Environmental Analysis Unit, August 2018.



For a property to be eligible for significance under Criterion C, it must retain integrity and embody the distinctive characteristics of a type, period, or method of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction. The Swannanoa River Bridge 522, dam, and power house is eligible for the NRHP in the area of engineering as an excellent and mostly intact example of a small, municipal hydroelectric facility from 1924. The bridge, dam, and power house also represent the work of noted engineer Charles E. Waddell, an Asheville engineer who gained national prominence for his contributions to the history of hydroelectric power in the early twentieth century. His work in the development of the streetcar system and the creation of Biltmore Village further distinguish his career in the field of engineering. The Swannanoa Dam and Power House is eligible under Criterion C.

It is unlikely that additional study of this property would yield any unretrieved data not discoverable through informant interviews, building technology, and documentary sources. Therefore, the Swannanoa River Bridge 522, dam, and power house is recommended not eligible for the NRHP under Criterion D.

#### Boundary Description

The NRHP eligible boundary includes the bridge and dam, power plant, bridge abutments, containment walls, and bridge approaches. The boundary is drawn approximately seven feet from all sides of the property to encompass all of the elements historically associated with the structure built in 1924.



NRHP boundary for the Swannanoa River Bridge 522, Dam, and Power House, created from HPOWEB

#### 4. Recreation Park: Property Description and Evaluation

Resource Name	Recreation Park
HPO Survey Site Number	BN6408
Location	72 Gashes Creek Road, Asheville
PIN	966814055100000
Construction Date	1921-present
Recommendation	Not eligible under any Criteria

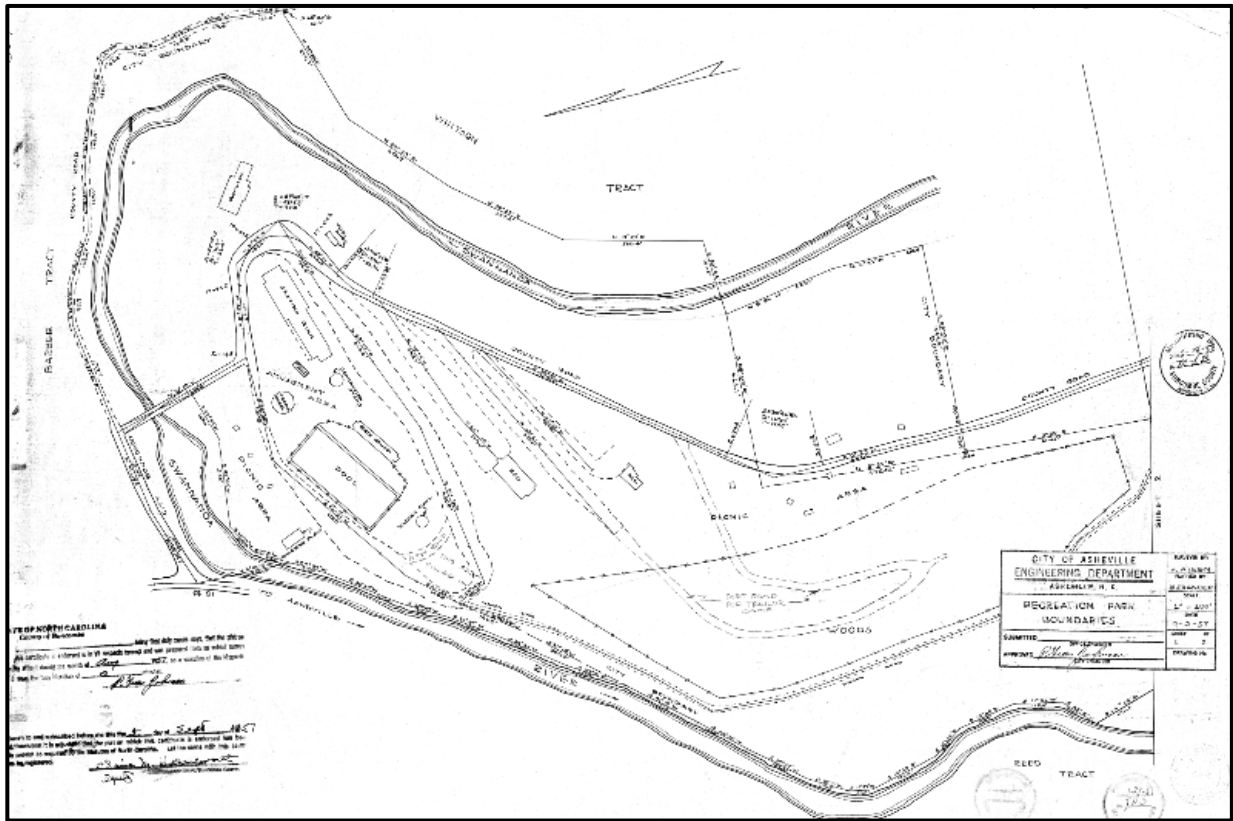


Pool (1995) and 1974 bathhouse, view to the north

#### Description

Recreation Park is a twenty-acre suburban park located on the south bank of the Swannanoa River and Lake Craig, a currently dry lake created by the partial damming of the river. NC 81 and Azalea Road extend along the north side of the river. Gashes Creek Road leaves Azalea Road and proceeds south across the bridge 522 with its dam and powerhouse (BN6409) and into the park. The north side of the park is mainly level due to its conforming to the elevation of the river bank. The parcel increases in elevation toward the south. The Western North Carolina Nature Center, once part of Recreation Park, occupies a rise just to the south of the pool complex.





Plat of Recreation Park dated September 5, 1957, Buncombe County Plat Book 30, page 1



Recreation Park Site Plan, created from HPOWEB

Functioning as a recreation area since 1921, the park contains only a few remnants of the extensive amusements once associated with the site. The Ferris wheel, merry-go-round, roller coaster, mini train, and arcade games no longer occupy the site and were removed some time after 1997.

A few vestiges of the historic park remain including the shelter that housed the merry-go-round, some stone retaining walls and concrete steps, and the altered boat house.

### ***Inventory***

Bathhouse (1974): Designed by Lawrence J. Traber and Associates. Built on the site of the previous bathhouse. Described by the architect as a “split-level concept allowing natural light to fill the dressing areas throughout a row of amber colored Plexiglass panes which would span the length of the bathhouse at ceiling level.”

Swimming Pool (1995): 50-meter, rectangular concrete swimming pool

Merry-Go-Round Shelter (circa 1930): Twelve-sided, open-sided shelter with braced wood posts supporting a conical roof. The structure features exposed ceiling joists and rafter tails.

Concession Stand (circa 1960): Eight-sided building with vertical wood siding and a conical roof. Rests on a concrete slab.

Office with Bathrooms (circa 1960): One-story, rectangular, concrete block building with a side-gabled roof.

Shed (circa 1960): Small, rectangular building with a hipped roof and vertical wood siding.

Lake Craig (1925): Named for former governor Locke Craig, the lake results from the damming of the Swannanoa River. It has been regularly drained since its construction and is currently dry.

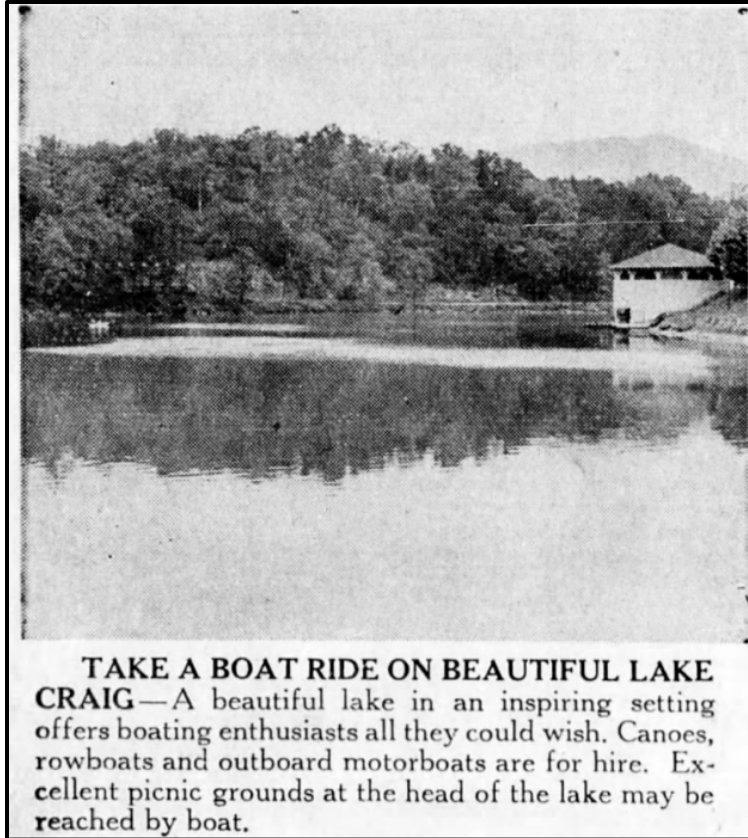
Picnic Shelters (circa 1965): Open-sided, square picnic shelters resting on concrete slabs. Four concrete block pillars support the hipped roof.

Pavilion (1925 with later alterations): Heavily altered hipped-roof building with modern composite siding and wood shingle siding. The building rests on a wooden posts and features rafter tails. Originally, the building was partially open-air, but has been enclosed. An open-sided storage shelter is just to the east.

New Bridge (2018): A new metal truss bridge crosses the Swannanoa River just southeast of the pavilion.

New Building (2018): A parks and recreation office building is just south of the pavilion.





**TAKE A BOAT RIDE ON BEAUTIFUL LAKE CRAIG**—A beautiful lake in an inspiring setting offers boating enthusiasts all they could wish. Canoes, rowboats and outboard motorboats are for hire. Excellent picnic grounds at the head of the lake may be reached by boat.

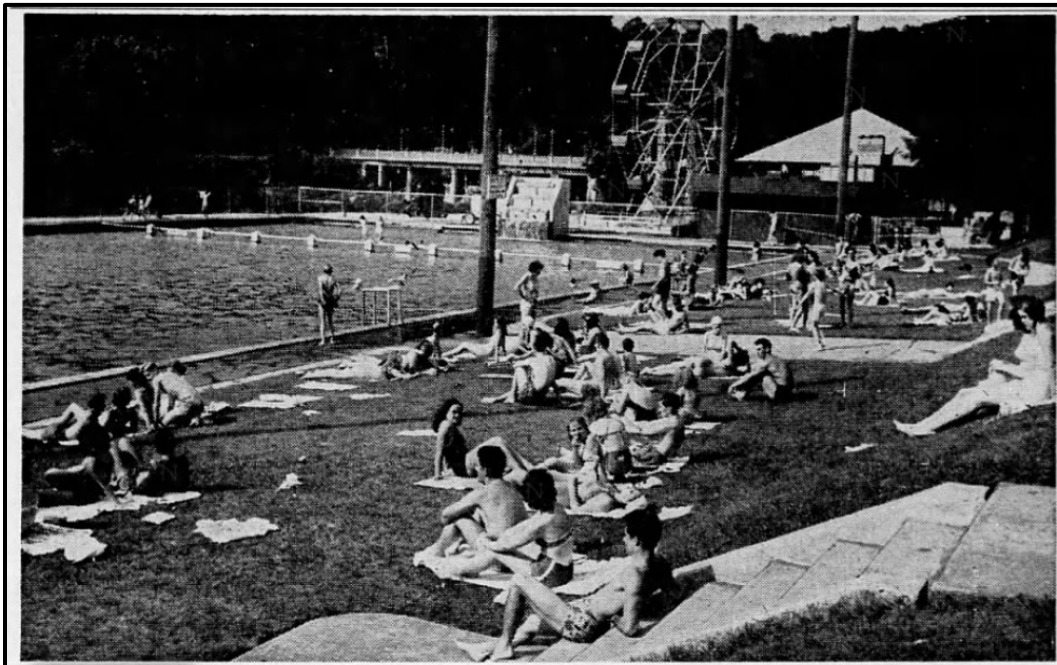
Lake Craig and the pavilion with its open elevations, view to the southeast. *Asheville Citizen-Times*, June 17, 1940



North side of the pavilion, view to the south



Merry-go-round and Ferris wheel, *Asheville Citizen-Times*, July 7, 1940



Pool at Recreation Park, view toward Gashes Creek Bridge, *Asheville Citizen-Times*, July 7, 1948





1939 view of Recreation Park, view toward the east-southeast, photo by Bob Brown. Photo courtesy North Carolina Collection, Pack Memorial Public Library, Asheville, North Carolina





Bathhouse and pool view to the north



Walkway along south side of bathhouse, view to the west





Merry-Go-Round shelter, view to the northwest



Merry-Go-Round shelter ceiling





Office with bathrooms, view to the south-southwest



Small shed and former site of skating rink, view to the east





Snack bar, view to the northeast



Shed and snack bar with stairs, view to the southeast





Former site of kiddie pool, view to the northwest



Picnic shelters, view to the northwest





Façade of pavilion, view to the northeast



Pavilion interior, view to the northeast



View from Swannanoa River toward bathhouse, view to the south-southwest

### History

The site where Recreation Park stands originally served as a training camp for civilian women who worked for the army during World War I. Established in 1921, the city initially called facility the Asheville Recreation Park and Camp Ground.<sup>87</sup> The group of women attending the camp was a forerunner of the Women's Army Corps, known informally as the WACS, who would later serve in World War II. The Asheville Board of Trade built a swimming pool and mess hall and put up at least fifty tents to accommodate the women who attended the training camp.<sup>88</sup>

In April 1922, the city converted the former women's training camp to a recreation park and campground for automobile tourists, sometimes referred to as the Tourist Camp, but more often called Recreation Park.<sup>89</sup> By that summer, a swimming pool and dance floor had been installed and the women's training camp mess hall became a skating rink.<sup>90</sup> The park hosted a variety of events in the summer and fall of 1922, including a swimming gala where Mrs. Ernest Grimshaw gave an "exhibit of fancy diving" and a Labor Day Dance with music by Original Pennsylvania Serenaders.<sup>91</sup>

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<sup>87</sup> "\$12,000 is Secured for Women's Corps," *Asheville Citizen-Times*, June 9, 1921.

<sup>88</sup> "Women's Camp Pool Opened Yesterday," *Asheville Citizen-Times*, August 7, 1921; "Training Camp to be Finished by Tuesday," *Asheville Citizen-Times*, July 15, 1921.

<sup>89</sup> "No Training Camp Operated in 1922," *Asheville Citizen-Times*, January 11, 1922; "Tourist Camp to Open About June 1," *Asheville Citizen-Times*, April 23, 1922.

<sup>90</sup> "Attractions for Visitors," *Asheville Citizen-Times*, July 10, 1922.

<sup>91</sup> "Swimming Events at Tourist Camp," *Asheville Citizen-Times*, September 2, 1922; advertisement in the *Asheville Citizen-Times*, September 4, 1922.



In the fall of 1924, the city built a dam (BN6409) on the Swannanoa River to create the fifty-six-acre Lake Craig, which became a major attraction.<sup>92</sup> Soon after, the city advertised row boats, canoes, and launches on the lake. In 1925, the lake hosted the Asheville High School rowing team practices and races. By this time, the park no longer functioned as a tourist camp, but catered more directly to city residents and was known exclusively as Recreation Park.<sup>93</sup>

In 1925, the city parks commission added a shooting range, Ferris wheel, merry-go-round, dance pavilion, two tennis courts, children’s playground, and wading pool.<sup>94</sup> The city also opened a zoo at

the park that included “an abundant variety of snakes, a groundhog, gophers, rabbits, and other quadrupeds of dubious domesticity.”<sup>95</sup> Around 1926, the zoo acquired Betsy the Elephant, who attracted many visitors until she was sold in 1943.<sup>96</sup>



June 12, 1925 Asheville Citizen-Times

M.S. Allen, landscape engineer for the city, oversaw a new plan that greatly expanded Recreation Park in 1926. Noted engineers Charles E. Waddell and Company served as civil engineers for the project. Howerton Engineering Company built a new pool that pumped in water from the Swannanoa River. It featured diving tower at its center and gradual slope at one end for small children. After rejecting all bids from contractors, city officials decided to spearhead the building of a new two-story bathhouse using material from the city hall building that was being demolished. The 1926 expansion added more boats and parking spaces to the park.<sup>97</sup>

In the summer of 1926, the city hired swimmer Eleanor Coleman to operate the pool and provide swimming lessons for that season.<sup>98</sup> Coleman, a Chicago native, won a medal for the breast stroke at

<sup>92</sup> “Boating in the Mountains,” Asheville Citizen-Times, October 26, 1924.

<sup>93</sup> “Eight-Oared Rowing Shell to be Sought by Commission for Use by Asheville High Squad,” Asheville Citizen-Times, January 25, 1925; Advertisement in the Asheville Citizen-Times, November 9, 1924.

<sup>94</sup> “Craig Park Opens Gates on May 30,” Asheville Citizen-Times, May 13, 1925.

<sup>95</sup> “Free Movies Shown at Municipal Park,” Asheville Citizen-Times, June 11, 1925.

<sup>96</sup> “Farewell to Betsy,” Asheville Citizen-Times, June 2, 1943.

<sup>97</sup> “Contracts Let for City’s Pool,” Asheville Citizen-Times, April 9, 1926; “Enormous Expansion Undertaken at City Recreation Park,” Asheville Citizen-Times, April 25, 1926.

<sup>98</sup> “Coming to Recreation Park,” Asheville Citizen-Times, July 4, 1926.

the 1924 summer Olympics. She organized the first swim meet at the new pool in July 1926, an event that attracted two thousand spectators.<sup>99</sup>

Since its opening, Recreation Park was a whites-only facility. In June 1928, E.C. Greene, chairman of the Asheville Parks Commission, announced that blacks would be allowed to visit the zoo on Thursday afternoons. The rest of the park remained off limits to blacks.<sup>100</sup> In 1932, the Buncombe County Negro Agricultural Fair Association opened a recreation park for blacks in the Shiloh community south of Biltmore. It included a baseball field, swimming pool, and pavilion.<sup>101</sup>



View of former bath house and diving platform, from *Asheville Citizen-Times*, May 31, 1931

<sup>99</sup> "Huge Crowd Sees Recreation Park Water Carnival," *Asheville Citizen-Times*, July 22, 1926.

<sup>100</sup> "Negroes May Visit Zoo on Thursdays," *Asheville Citizen-Times*, June 22, 1928.

<sup>101</sup> "Recreation Park for Negroes is Planned," *Asheville Citizen-Times*, July 17, 1932' "Negro Park to Open," *Asheville Citizen-Times*, July 31, 1932.



Throughout the 1930s, despite the Great Depression, the park remained a popular destination. The city added attractions to the complex over time, including a ride known as the Whip, which featured round cars that spun on a motorized platform. Pony rides were added in 1933. The park continued to host dances, swim meets, and meetings of Confederate veterans.<sup>102</sup>

In 1934, the Civil Works Administration, an agency of the New Deal, rebuilt the skating rink, moved the refreshment stand, and constructed a barracks for seasonal workers.<sup>103</sup> In 1940, the city installed four outdoor bowling lanes near the swimming pool.<sup>104</sup>

Just after the start of World War II, the city closed the zoo because of a shortage of funding and difficulty in finding meat to feed the animals.<sup>105</sup> In April 1944, fearing the spread of malaria, the city health department ordered the water in Lake Craig be lowered and that vegetation around the lake be removed in order to prevent the breeding of mosquitos.<sup>106</sup> In May 1944, fire destroyed the skating rink, shooting gallery, arcade building, and several structures containing amusement rides. The swimming pool, dance pavilion, Ferris wheel, merry-go-round, and bowling alley remained undamaged.<sup>107</sup> The city closed the park early in the season that year because of a fear of the spread of polio, which was an epidemic in other parts of the state.<sup>108</sup>

At the end of the war, the city spent \$65,000 to renovate the park and reopen the zoo. A new skating rink was built and new rides installed, including a baby Ferris wheel and a tilt-a-whirl. In March 1946, the city announced the construction of a new swimming pool measuring 100 feet by 250 feet.<sup>109</sup> In 1948, the second story of the bathhouse burned.<sup>110</sup>

In 1951, new table and fireplaces were built and in 1952, a children's train and the science circus arena were added.<sup>111</sup> In 1954, the Kiwanis Club installed a miniature railroad, more extensive than the children's train installed two years before. The train was put in at the site of the former zoo and featured a tunnel and open-top cars large enough for passengers.<sup>112</sup>

In 1954, black attorney Harold E. Epps and Rev. L.A. Brown appeared before city council to request that Recreation Park be open to blacks. Seven black citizens appeared to support the two men. The council replied that a decision should not be made until after the Supreme Court ruled in the

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<sup>102</sup> "Merrymakers at Recreation Park Opening," *Asheville Citizen-Times*, June 5, 1932; "These Kiddies Go Riding on Holiday," *Asheville Citizen-Times*, July 5, 1933.

<sup>103</sup> "CWA Workers Make Many Improvements at Recreation Park," *Asheville Citizen-Times*, March 14, 1934.

<sup>104</sup> "Bowling Alleys Open at Recreation Park," *Asheville Citizen-Times*, June 7, 1940.

<sup>105</sup> "\$65,000 Will Be Spent on Park Improvements," *Asheville Citizen-Times*, October 5, 1945.

<sup>106</sup> "Malaria Control Plans Suggested for Lake Craig," *Asheville Citizen-Times*, April 5, 1944.

<sup>107</sup> "Flames Destroy Structures at Recreation Park," *Asheville Citizen-Times*, May 21, 1944.

<sup>108</sup> "City Recreation Park is Closed for the Season," *Asheville Citizen-Times*, July 30, 1944.

<sup>109</sup> *Asheville Citizen-Times*, March 25, 1946.

<sup>110</sup> "Recreation Park Blaze Causes \$15,000 Damage," *Asheville Citizen-Times*, November 10, 1948.

<sup>111</sup> "City Recreation Park Offers New Attractions This Summer," *Asheville Citizen-Times*, June 15, 1952.

<sup>112</sup> "City Operates at \$135,000 Under Income," *Asheville Citizen-Times*, November 6, 1953; "Little Train Due at Park this Morning," *Asheville Citizen-Times*, May 22, 1954.

case of public-school segregation. The Court was considering that landmark case known as *Brown v. Board of Education* later in 1954. The black citizens replied that the case involved schools and not public facilities, but the council delayed a decision anyway.<sup>113</sup> In 1956, the city closed and filled in the swimming pool with dirt, which the local newspaper reported as “a step taken to avoid any



Kiwanis Train Installed in 1954, photo taken in 1958, courtesy Kipp Teague, Flickr

possible racial clash and because of extensive repairs needed.” That summer, the city provided swimming for whites at Malvern Hills Park and for African Americans at Walton Street Park.<sup>114</sup>

In October 1957, in order to avoid complying with federal civil rights laws that would have allowed blacks access to the swimming pool, the city sold the part of the park parcel containing only the pool, bathhouse and filtration plant to the Asheville Jaycees. The Jaycees repaired the pool and opened it for the summer season.<sup>115</sup> Because they were a non-public entity and sold memberships to the pool, the Jaycees did not have to comply the Supreme Court order to open public facilities to blacks.

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<sup>113</sup> “Opening of Park to Negroes Asked,” *Asheville Citizen-Times*, July 30, 1954.

<sup>114</sup> “No More Free Swimming,” *Asheville Citizen-Times*, May 16, 1956.

<sup>115</sup> “City Pool Advertised for Sale,” *Asheville Citizen-Times*, September 12, 1957; “Rec Park Pool Sold to Jaycees,” *Asheville Citizen-Times*, October 15, 1957.



In May 1959, the city re-opened the zoo at Recreation Park. Unlike the rest of the park, the zoo stayed open all year.<sup>116</sup>



Circa 1960 view of road along the Swannanoa River with carousel to the left, view to the south, photo from Donna Mills Henderson, Pinterest

Black citizens attempted integration of the swimming pool at the park throughout the 1960s. In July 1964, seven members of Congress of Racial Equality (CORE) tried to integrate the pool, but employees turned them away without incident.<sup>117</sup>

In 1966, suspected arsonists set three fires occurred at the park, destroying several rides and three buildings, including the newly-installed ice skating rink.<sup>118</sup>

In 1967, the city renovated the park according to the plans of William O. Moore, architect, and landscape architect Ridgley K. Robinson. Changes included installation of a new loop road around the park amenities and the creation of design continuity between old and new buildings.<sup>119</sup> As a result of the renovation, a new bumper car building, pirate ship fun house, and penny arcade were constructed.<sup>120</sup> By this time, the park also featured a small roller coaster and a tilt-a-whirl.

<sup>116</sup> "City Tracks Down Elusive Animals, Zoo Opens Friday," *Asheville Citizen-Times*, May 27, 1959.

<sup>117</sup> "CORE Group Turned Away at Rec Park," *Asheville Citizen-Times*, July 10, 1964.

<sup>118</sup> "Arson Suspected in Rec Park Fire," *Asheville Citizen-Times*, September 30, 1966.

<sup>119</sup> "Rec Park Master Plan Given Committee Okay," *Asheville Citizen-Times*, October 12, 1967.

<sup>120</sup> "Something for Everyone at Park," *Asheville Citizen-Times*, May 30, 1968.

A new swimming pool was built in 1970 followed in 1974 by the construction of a new bathhouse designed by architect Lawrence J. Traber of L.J. Traber and Associates. That same year, the 4000-square-foot Children’s Zoo and Nature Center was built at the park. The city obtained a federal grant to upgrade the lighting system so that electric lines would be buried.<sup>121</sup> After the 1970 pool fell into disrepair, the city replaced it with a new pool in 1995.



WPA bathhouse at Malvern Hills Park, view to the west

#### Context: City-Owned Recreation Areas in Asheville

In 1920, only a few small city parks large enough to accommodate a playing field existed in Asheville. George Pack gave the land for Aston Park in 1902. In 1920, it boasted a swimming pool and playground.<sup>122</sup> It currently serves primarily as a tennis center and lacks a pool.

Developer J. T. Horney sold the land that became Malvern Hills Park to the city in 1921. Initially, the park featured tree-shaded picnic shelters and a baseball diamond. Beginning in February 1934, during the Great Depression, the Civil Works Administration began working on the park and building the pool. After five months, the Emergency Relief Administration (ERA) took over the project and completed the swimming pool. The Works Progress Administration (WPA) built the bathhouse with a second-floor dance pavilion, erected a fence, and planted grass throughout the park. The pool and bathhouse were completed in 1936. Later, the city installed tennis courts and playground equipment.<sup>123</sup> By 1942, the park contained the swimming pool, pavilions for

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<sup>121</sup> "Recreation Board Tours Facilities," *Asheville Citizen-Times*, June 13, 1974.

<sup>122</sup> "Aston Park Will Open About June 1<sup>st</sup>," *Asheville Citizen-Times*, May 19, 1920.

<sup>123</sup> "Swimming Pool in West Asheville is Dedicated," *Asheville Citizen-Times*, June 16, 1936; "Old-Timers Reminisce at Malvern Hills Park," *Asheville Citizen-Times*, June 17, 1986.



picnicking, two tennis courts, and space for softball and horseshoes.<sup>124</sup> The park retains the intact WPA bathhouse (BN5426), but it is likely the pool is not original.



Malvern Hills Park, view to the southwest

### Evaluation

Recreation Park contains several pre-1969 buildings or structures associated with the history of the city park established in the early 1920s. The most significant resource is the circa 1930 merry-go-round shelter. Because numerous buildings and features have been removed or replaced, including the original bathhouse and pool and due to alterations to the pavilion, Recreation Park lacks integrity of design, materials, and workmanship. The park remains in the place it was established on a terraced hillside on the south side of the Swannanoa River and therefore retains its integrity of location and setting. Because so many of its features have been replaced or removed, Recreation Park lacks integrity of association and feeling.

Properties can be eligible for the NRHP under Criterion A if they retain integrity and are associated with a significant event or pattern of events that have made contributions to history at the local, state, or national level. Recreation Park is significant as one of the earliest city parks in Asheville. During much of the twentieth century, it catered to area residents, offering them recreation and entertainment. The park also played a role in the integration history of Asheville as a public space where the challenges of desegregation were played out. Despite its role in the history of

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<sup>124</sup> "Asheville Has 10 Parks and Playgrounds," *Asheville Citizen-Times*, November 23, 1942.

recreation in Asheville, the property does not retain enough integrity to demonstrate significance for the National Register under Criterion A.

For a property to be eligible for significance under Criterion B, it must retain integrity and be associated with individuals whose activities are demonstrably important within a local, state, or national context. Several prominent Asheville residents had a hand in the development of Recreation Park, but it was primarily a city-owned property and therefore no single individual was responsible for its founding and development. Because it lacks integrity, Recreation Park is not recommended eligible for the NRHP under Criterion B.

For a property to be eligible for significance under Criterion C, it must retain integrity and embody the distinctive characteristics of a type, period, or method of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction. The majority of buildings and structures at Recreation Park are modern or lack integrity and therefore do not convey the architectural significance of an amusement park from the period 1921-1969. Recreation Park is not recommended eligible for the NRHP under Criterion C.

It is unlikely that additional study of this property would yield any unretrieved data not discoverable through informant interviews, building technology, and documentary sources. Therefore, Recreation Park is recommended not eligible for the NRHP under Criterion D.



5. Homeland Park Historic District: Property Description and Evaluation

Resource Name	Homeland Park Historic District
HPO Survey Site Number	BN0430, Study List 1999
Location	Southeast corner of junction of Tunnel Road and Swannanoa River Road, Asheville
PIN	Multiple
Construction Date	1932-2009
Recommendation	Eligible for the NRHP under Criteria A and C



Cabins at 16, 17, 18, and 19 Cottage Drive, view to the east-northeast

Description

Homeland Park is a compact neighborhood of approximately eight acres located on a wooded hillside on the south side of Swannanoa River Road (NC 81) where it intersects with Tunnel Road (US 70). Main entrance to the neighborhood is Rhododendron Drive, a paved lane bordered on its north side by a stone wall. Historically, stone walls with stone pillars topped by oversized coffee pots flanked the entrance. A flag-topped steel drive-through arch helped to guide customer-campers into the resort. Those elements are mostly gone, except for portions of the stone wall.

Oteen Park, a 1920s suburb, is just to the east and Beverly Hills (BN6407), a neighborhood established in the 1920s, but developed mostly in the 1940s and 1950s, is to the west. Homeland Park stands close to Swannanoa River Road on its north side but is sheltered from the busy two-lane highway by thick vegetation and its position on a rise mostly above the road. The streets in

Homeland Park are narrow and paved and curve around the diminutive parcels containing small dwellings.

The majority (41) of buildings in Homeland Park are saddle-notched log dwellings with side-gabled or front-gabled roofs. The smaller cabins, such as those along Cottage Drive on the north side of the development, lack front porches and chimneys, but have small back porches. The most substantial log cabins have front porches and stone chimneys. All of the log cabins rest on stone foundations.

Thirteen simple Craftsman style bungalows and houses of no particular style from the 1930s stand in the neighborhood. These have weatherboard or wood shingle siding. Synthetic siding covers a few. Only four houses in Homeland Park are noncontributing and all of them post-date 1970.

The landscape of Homeland Park is a contributing element to the neighborhood's significance. The density and curvilinear pattern of streets and lanes evoke the tourist camp aesthetic of the 1930s. Houses are close together on small parcels created a seamlessness among the neighborhood's historic cabins and small dwellings.



Entrance to Homeland Park is on Rhododendron Drive, which intersects with Swannanoa River Road, view to the north





Historic postcard showing the original entrance to Homeland Park up Rhododendron Drive. Photo courtesy North Carolina Collection, Pack Memorial Public Library, Asheville, North Carolina



Rear (north) elevations of cabins on Cottage Drive seen from Swannanoa River Road, view to the south





58 Cottage Drive, view to the west



Circa 1932 bungalow at 32 Spruce Drive, view to the south





32 Spruce Drive, view to the southwest



26 Rhododendron Drive (log) in foreground and 1 Rhododendron Drive in background, view to the east





Stone building at the northwest corner of Rhododendron Drive and Cottage Drive, view to the west



51 Mimosa Circle, view to the northwest





56 Mimosa Circle, view to the northwest



54 Mimosa Circle, view to the northwest





53 Mimosa Circle, view to the northwest



Pinewood Drive, view to the southwest





Row of earliest cabins built, circa 1932, on Cottage Drive, view to the northwest

### History

In 1932, attorney Hubert C. Jarvis and Elizabeth and Eugene G. Hester, one of the developers of Kenilworth, formed Homeland Park Incorporated.<sup>125</sup> They purchased property on the north side of the Swannanoa River across from Recreation Park in order to develop a tourist retreat. Homeland Park Inc. bought four parcels and built ten tourist cottages on forty acres in east Asheville. These cottages are likely the ones standing near the neighborhood entrance off Swannanoa Road and along Rhododendron and Cottage drives.<sup>126</sup> The resort offered tennis courts, horseback riding, and shuffleboard. Upon its opening, the owners described the property as “one of the finest, cleanest and most complete tourist parks in America.”<sup>127</sup> Many of the original owners named their cottages for states.<sup>128</sup>

In 1936, the development expanded with the construction of thirty-one log and stone, three to five-room cottages and a laundry building.<sup>129</sup> Eugene Hester died in 1942, and his wife, Elizabeth, remain in residence at Homeland Park until 1945, when the property was sold.

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<sup>125</sup> “Certificate of Incorporation of Homeland Park, Incorporated, Book C013, page 306, filed November 5, 1932, Buncombe County Register of Deeds.

<sup>126</sup> “Col. Hester is Claimed by Death,” *Asheville Citizen-Times*, March 9, 1942; Annie McDonald, e-mail communication with Jennifer Martin, May 10, 2019.

<sup>127</sup> Advertisement in the *Asheville Citizen-Times*, June 11, 1933.

<sup>128</sup> “Designed for the Traveler,” *Asheville Citizen-Times*, October 8, 1995.

<sup>129</sup> “New Structures in this Area Cost \$142,000,” *Asheville Citizen-Times*, March 10, 1936.

**COME OUT TO  
HOMELAND PARK**  
(Cottage Camp)  
*for a cool, comfortable stay*  
**IN ASHEVILLE**

Without exaggeration Homeland Park is one of the finest, cleanest and most complete tourist parks in America. We have 30 cabins with new furniture, beds equal to those found in the best hotels, with showers, tubs and toilets, cooking facilities, or a brand new dining hall if you desire it. We have spared no expense in making Homeland Park into something you yourself would be proud of. Our equipment is of the finest grade. All cottages and cabins have porches and are ideally located with plenty of room in between and parking space for your car. Get away from the hot city. Come out in the open air for a day, a week, a month or the season.

**ALL MODERN HOTEL CONVENIENCES  
WITH EXPERIENCED SERVICE  
"SOMETHING BETTER"**

Make This Your Vacation Home  
Located 3 Miles East of Asheville on  
Black Mountain Road.  
600 Yards From Recreation Park  
800 Yards From Municipal Golf Club  
Phone 7085-W      P. O. Box 21, Oteen, N. C.

Advertisement from *Asheville Citizen-Times*, June 11, 1933

In 1945, W.H. and Beulah Rhodes of Charlotte and Vaughn and Loraine Cannon of Asheville bought the property from R.A. Wilson of Tampa, Florida. In their articles of incorporation, the Rhodesees and Cannons indicated their intent to rent cottages "to tourists and to regular tenants" and to provide for and operate camping grounds, swimming and bathing pools, picnic grounds, trailer parking spaces, gift and souvenir shops, and various other facilities for the accommodation of transient guests and tourists."<sup>130</sup>

In 1948, Rhodes and Cannon built the Streamline Moderne restaurant building (BN6410) that became the Hillbilly Rest-Runt and contained a gift shop and offices. In the fall of 1948, police arrested Vaughn Cannon for violating prohibition laws and operated gambling establishments.<sup>131</sup>

<sup>130</sup> "Rhodes and Cannon Buy Homeland Park Resort," *Asheville Citizen-Times*, June 13, 1945; Articles of Incorporation, Homeland Park Cottages Inc., Book C016, page 181, filed October 3, 1945, Buncombe County Register of Deeds.

<sup>131</sup> "Witnesses are Heard by Jurist," *Asheville Citizen-Times*, August 27, 1948.



During his February 1949 trial, prosecutor Walter Haynes called Cannon “the king bee in the slot machine business” in Asheville and Buncombe County.<sup>132</sup>

In 1949, Homeland Park Inc. began subdividing the development following a series of plats. While Cannon dealt with his legal troubles, Rhodes continued to operate Homeland Park as a tourist camp, adding amenities like a horseback riding and tennis courts. Managers sometimes took tourists from the park to dances at the Farmers Ball in Swannanoa.<sup>133</sup>

In June 1951, Harvey Hester, Eugene Hester’s son, opened the Hillbilly Rest-Runt (BN6410) and added the second story to the building. Hester promoted the restaurant’s “barnyard roof” as a place for dancing and at the grand opening on June 29, 1951, promised an “actual pig pen on the roof.”<sup>134</sup>

In 1952, Homeland Park Resort advertised “70 rustic cottages of various sizes, with or without kitchenettes.” In ads, the owners promoted golfing, swimming, horseback riding, hiking, and shuffleboard among the many activities available to customers.<sup>135</sup>

In 1954, the Rhodeses and Cannons sold the property that included twenty-four cottages to livestock and citrus fruit producers C.O. Johnson and D.A. Dallas. At the time of the sale, the Rhodeses planned to remain in their privately-owned cabin on the property.<sup>136</sup>

In July 1958, the property that had remained as a tourist camp was auctioned. The owners offered “29 modern rustic cottages,” an office building, laundry building, and four building lots.<sup>137</sup> Today, the cabins are individually owned—some are owner occupied and others are rentals.

#### Context: Tourist Camps in Asheville and Vicinity from the 1930s into the Post World War II Era

In the early 1930s as more Americans purchased automobiles, the allure of travel beckoned thousands to hit the roads in search of adventure and leisure. The building and improvement of roads greatly boosted the nascent industry of holiday car travel. Investors and entrepreneurs saw the opportunity that this new form of tourism could bring and established tourist camps in the southern Appalachians. As one writer poetically espoused in 1932, “Western North Carolina is a haven for tourist campers. Here among shaggy peaks when evening comes, the weary motorist may rest before a well-appointed cabin while he watches the purple shadows on the mountains deepen into black and the gold in the western sky change to the silver cool stars against the blue velvet cloak of night.”<sup>138</sup>

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<sup>132</sup> “Prosecutor Denounces Attitude of Asheville People on Gambling,” *Asheville Citizen-Times*, February 11, 1949.

<sup>133</sup> Annie McDonald, e-mail communication with Jennifer Martin, May 10, 2019.

<sup>134</sup> Advertisement in the *Asheville Citizen-Times*, June 29, 1951.

<sup>135</sup> Advertisement in the *Asheville Citizen-Times*, July 27, 1952.

<sup>136</sup> “Homeland Park Sold for \$47,500,” *Asheville Citizen-Times*, August 26, 1978.

<sup>137</sup> Advertisement in the *Asheville Citizen-Times*, July 17, 1958.

<sup>138</sup> “W.N.C. Tourist Camps Draw Large Patronage from Restless Motorists,” *Asheville Citizen-Times*, July 31, 1932.

The early 1930s saw the establishment of numerous tourist camps in and around Asheville. In May 1934, the *Asheville Citizen-Times* listed six tourist camps near Asheville, including Homeland Park,



**RELAXATION FROM SIGHT-SEEING**—Western North Carolina draws tourists not only from other states, but from east and central North Carolina as well. For many years, the group shown above has been coming to Asheville and vicinity for vacation periods, "sometimes as often as twice during a single summer." From left to right, Mrs. J. W. Powell, Mr. Powell, engineer for the Cannon mills in Kannapolis, and Miss Frances Powell, their daughter, look on as son Jimmy Powell takes a shot at the wicket in the croquet pit at the Mineral Springs tourist camp.

Scene from Mineral Springs Tourist Camp, *Asheville Citizen-times*, August 3, 1939

which was cited as the largest. E.V Farmer operated Valley Springs Camp on the Hendersonville Road which had three large cabins and a bathhouse. In June 1937, the owner listed the camp "for sale cheap" in the local newspaper.<sup>139</sup> No evidence of the camp remains. In the early 1930s, realtor Wallace Wright established Mineral Springs Camp just east of Beaucatcher tunnel. The camp included eight cabins and a bathhouse centered around the well-known mineral springs. It operated until at least 1941, but its location cannot be verified.

The majority of tourist camps founded in the early 1930s closed due to the economic hardship of the Great Depression. One exception besides Homeland Park is Foster's Log Cabin Court. In 1931, Z. H.

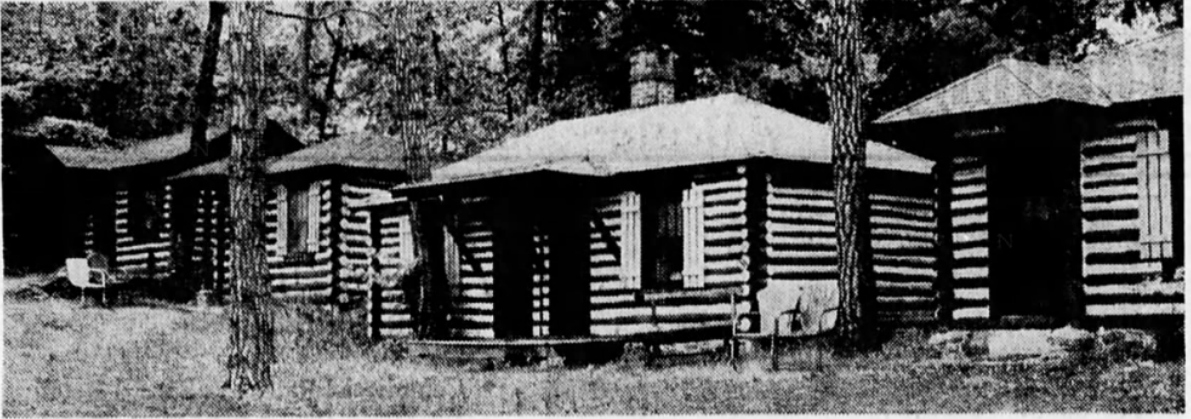
Foster open Foster's Tourist Camp, later called Foster's Log Cabin Court (BN1406, NRHP 2017) on Weaverville Highway near Marshall Road. The complex included twelve log cabins and a central bathhouse. By 1940, twenty-one cabins stood at Foster's. Listed in the NRHP, Foster's Log Cabin Court features an intact collection of one-story Rustic Revival-style, saddle-notched log cabins, a dining lodge, and associated structures.<sup>140</sup>

Western North Carolina experienced a resurgence in automobile tourism in the 1940s, thanks in large part to the establishment of the Great Smoky Mountains National Park in 1934 and the Blue Ridge Parkway, started in 1935. Improved roads and the expansion of tourism as an industry boosted and promoted travel by car throughout the post-World War II era.

<sup>139</sup> Classified advertisement, *Asheville Citizen-Times*, June 21, 1937.

<sup>140</sup> Clay Griffith, "Foster's Log Cabin Court," National Register of Historic Places Nomination," May 1, 2017.





## FOSTER'S LOG CABIN COURT

21 Cottages each with Private Bath—10 with Kitchenettes. Completely Furnished. Quiet and restful. A Honeymooners' Paradise. Dining Room and Gift Shop.

Asheville, N. C.

Write Mrs. Audrey Foster, Foster's Log Cabin Court or Phone 2463

Five Miles North on U. S. 19-23-25-70

*From Asheville Citizen-Times, June 12, 1955*



One of the cabins at Foster's Log Cabin Court, view to the southwest

## Evaluation

Homeland Park Historic District retains a high degree of integrity. Of the fifty-nine buildings occupying the district, four are noncontributing, and all of those due to age. The overwhelming majority (forty-one) of dwellings are saddle-notched log cabins built in the 1930s. Another thirteen frame bungalows and small dwellings date to the late 1930s. Because the district remains in the place where Hubert C. Jarvis and Elizabeth and Eugene G. Hester established Homeland Park in 1931, it retains integrity of location. The surrounding area has become more developed commercially, but the district's immediate setting remains intact. The collection of highly intact dwellings from the 1930s set in a landscape of mature trees and stone walls contributes to the district's integrity of design, materials, workmanship, and setting. Homeland Park, with its arrangement of modest dwellings of primarily log and wood, conveys its integrity of association and feeling as a 1930s tourist camp.

Properties can be eligible for the NRHP under Criterion A if they retain integrity and are associated with a significant event or pattern of events that have made contributions to history at the local, state, or national level. Homeland Park Historic District is eligible for the NRHP under Criterion A in the area of Entertainment/Recreation as an intact representation of a motor camp established during the early years of automobile tourism in Asheville and the surrounding area. Although numerous such camps operated from the early 1930s into the post-World War II era, only two remain intact—Homeland Park and Foster's Log Cabin Court. Homeland Park Historic District is significant on the local level.

For a property to be eligible for significance under Criterion B, it must retain integrity and be associated with individuals whose activities are demonstrably important within a local, state, or national context. Several individuals are associated with the founding and operation of Homeland Park including Hubert C. Jarvis, Elizabeth and Eugene G. Hester, W.H. and Beulah Rhodes, and Vaughn and Loraine Cannon, but none made specific contributions to local, state, or national history related to their involvement in Homeland Park. Therefore, the Homeland Park Historic District is not recommended eligible for the NRHP under Criterion B.

For a property to be eligible for significance under Criterion C, it must retain integrity and embody the distinctive characteristics of a type, period, or method of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction. Homeland Park contains an intact collection of saddle-notched log houses and small Craftsman bungalows and dwellings from the 1930s. The district retains a high degree of integrity and presents a collection of domestic architecture associated with the nascent automobile tourism industry of the 1930s. The Homeland Park Historic District is recommended eligible for the NRHP under Criterion C for its local architectural significance.

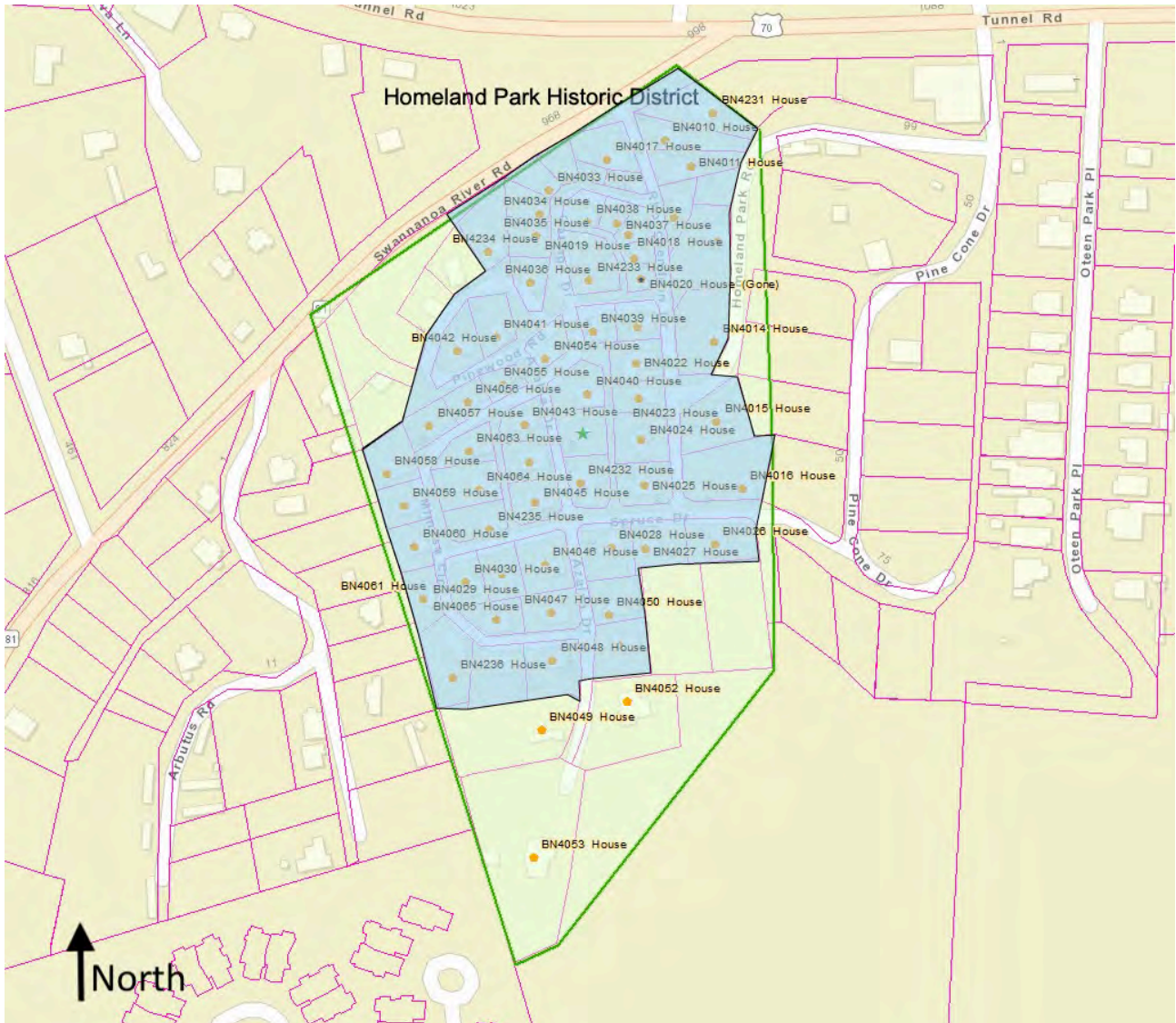
It is unlikely that additional study of this property would yield any unretrieved data not discoverable through informant interviews, building technology, and documentary sources.



Therefore, the Beverly Hills Historic District is recommended not eligible for the NRHP under Criterion D.

**Boundary Description**

The Homeland Park Historic District encompasses eight acres on the south side of Swannanoa River Road roughly between Homeland Park Road to the east and Arbutus Road to the west. The district's boundaries are delineated by the compact and intact collection of dwellings associated with the Homeland Park organization as part of its commercial and residential development established in the early 1930s. Properties just outside the boundaries are of a recent construction date and do not relate historically or architecturally to the district's resources.



NRHD Boundary shaded in blue. The green outline is the approximate boundary delineated when the district was placed on the Study List in 1999. Map created from HPOWEB

6. Hillbilly Rest-Runt: Property Description and Evaluation

Resource Name	Hillbilly Rest-Runt
HPO Survey Site Number	BN6410
Location	1085 Tunnel Road, Asheville
PIN	9668-26-4896-00000
Construction Date	Circa 1948, circa 1951
Recommendation	Not eligible under any Criteria



Hillbilly Rest-Runt, view to the east-southeast

Description

The Hillbilly Rest-Runt stands on the south side of Tunnel Road (US 70) in a built-up commercial area of east Asheville. A sidewalk and small grassy area extend along the front of the building. The building’s rear is constructed into a steep hillside so that the rear parking lot is nearly level with the building’s upper story.

The two-story, Streamline Moderne-style building is constructed of concrete block veneered with buff-colored Etowah Brick from Hendersonville’s Moland-Drysdale Corporation. Typical of the style, the building emphasizes curving forms, notable at the front corners, and horizontal lines created by original flat metal canopies. On the façade, a projecting brick tower accented with glass block and a brick flue serve as prominent vertical elements that extend above the roofline. The upper story, sheathed in vertical aluminum siding, was added in the early 1950s to create additional space for the restaurant that occupied the building starting in 1951. The majority of the



building's casement windows, as well as the curving picture window remain intact. The Hillbilly Rest-Runt, built by Atlanta restaurant owner Harvey Hester, is reminiscent of the 1947 *Atlanta Constitution* office building, a brick Streamline Moderne building on Alabama Street in Atlanta.

A circa 1980, flat-roofed, one-story addition with stucco-like siding extends from the rear elevation. Access to the addition is from a rear parking lot.

As indicated by the large sign out front, the building contains numerous offices and small shops. The portions of the interior accessible to the principal investigator appear to retain few original finishes, but mostly modern walls and ceilings. The space that contained the restaurant and dance floor have been partitioned for use as offices.



Northeast (front) corner, view to the southwest



Modern rear addition, view to the north

### History

In July 1948, the *Asheville Citizen-Times* reported that Vaughn Cannon and W.H. Rhodes were constructing a new building at Homeland Park Tourist Court to house offices, a dining room, and a gift and novelty shop. The newspaper described the building as a fireproof structure constructed of cement blocks and veneered with buff brick.<sup>141</sup>

In a March 1951 newspaper advertisement, W.H. Rhodes sought tenants for his “new restaurant building...just completed, never occupied. Lovely concrete, steel, tile and tapestry brick...Within 600 yards of great Blue Ridge Parkway.”<sup>142</sup>

In June 1951, Harvey Hester of Atlanta opened Hillbilly Rest-Runt, a cheeky name referencing the establishment’s mountain theme. Around the time the restaurant opened, the upper story was added to the building. Hester grew up in Asheville and owned a well-known restaurant in Atlanta called Aunt Fanny’s. At the opening of Hester’s Asheville restaurant, a newspaper article highlighted interior murals painted by Atlanta artist Vaughn Stewart. Hester promoted the restaurant’s upper-level “barnyard roof” as a place for dancing and at the grand opening on June

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<sup>141</sup> “New Building Going Up At Tourist Court,” *Asheville Citizen-Times*, July 1, 1948.

<sup>142</sup> *Asheville Citizen-Times*, March 10, 1951.



29, 1951, promised an “actual pig pen on the roof.”<sup>143</sup> By November 1951, Harvey Hester’s company, Hillbilly Foods Inc., had filed for bankruptcy.<sup>144</sup>



West elevation, view to the east



East elevation, view to the west

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<sup>143</sup> Advertisement in the *Asheville Citizen-Times*, June 29, 1951.

<sup>144</sup> “Hillbilly Firm Files Petition for Bankruptcy,” *Asheville Citizen-Times*, November 6, 1951.



Interior hallway on north side of building, main level, view to the west

<b>SPECIAL DINNER MENU</b>	
(Choice of Appetizer or Dessert)	
Grapefruit Juice	Apple Juice Tomato Juice
or	
Hillbilly Homemade Bean Soup	
Half Chicken, Fried or Broiled (Our Special)	1.25
Chipped Beef with Mushroom Sauce	.65
Chopped Steak	.95
Prime Ribs of Roast Beef	2.00
Salmon Croquettes	.85
Roast Turkey and Dressing	1.50
All Meat Franks, Hillbilly Baked Beans	.85
Ham Steak with Pineapple	1.50
Breaded Veal Cutlet	.95
Half Barbecued Chicken	1.50
Vegetable Plate with Egg	.75
Chicken Livers on Toast	.95
Baked Chicken and Dressing	1.50
Country Style Steak	.85
Leg of Lamb, Mint Jelly	1.50
Deviled Crabs	1.25
Pepper Steak, Yellow Rice	1.25
Broiled Spanish Mackerel	.95
Fried Mountain Trout	1.50
Fried Pork Chops	1.25
Fish Sticks	.85
Shad Roe, Bacon	2.00
Filet of Sole, Broiled or Fried	.85
Choice of Two Vegetables in Season	
Choice of Salad at Our Salad Bar, Please Serve Yourself	
Iced Tea	Coffee Hot Tea
Desserts	
Ice Cream	Bread Pudding Jello with Cream
Delicious Homemade Pies and Cobblers Made Fresh	
Every Day in Our Kitchen, 20 Serving	
Lemon Ice Box	Strawberry Cream Coconut Apple Cobbler

Menu featured in the July 3, 1955 *Asheville Citizen-Times*

In 1955, a local Veterans of Foreign Wars group purchased the building from W.H. Rhodes. The sale included all the furnishing from the restaurant, which were detailed in four pages of the deed.<sup>145</sup> The VFW used the ground floor for its club activities and operated the restaurant on the main floor.<sup>146</sup> Later that year, the Carroll Lance and Russell McKenzie, owners of the popular Asheville restaurant Chez Paul, took over operations of the Hillbilly Rest-Runt. It appears the restaurant closed in 1955, or soon after. By 1962, Oteen Gift and Garden Center was operating in the "Old Hillbilly Restaurant Building."<sup>147</sup>

Chris and Dolly Kalogerakis family bought the property in the late 1960s or early 1970s. The Kalogerakis family were part of the large Greek community that formed in Asheville in the early twentieth century. Members of the Kalogerakis family owned several Asheville establishments including the Pisgah

<sup>145</sup> Buncombe County Deed Book 756, page 147, dated March 22, 1955.

<sup>146</sup> "VFW Acquires Hillbilly Restaurant," *Asheville Citizen-Times*, March 23, 1955.

<sup>147</sup> Advertisement in the *Asheville Citizen-Times*, March 18, 1962.



Café, owned by Chris Kalorgerakis from 1933 to 1974. Chris Kalorgerakis also owned the Tar Heel Restaurant on College Street in the 1940s. Chris and Dolly Kalorerakis operated the Parkway Motel on Tunnel Road.<sup>148</sup>

The Kalogerakis family sold the building in 1978. Since the Hillbilly Restaurant vacated the property, a variety of businesses have operated from the building including a garden center and sewing store in the 1960s, a realty office in the 1970s, and a karate school in the 1990s.<sup>149</sup>

### Context: Streamline Moderne Architecture in Asheville

Streamline Moderne, sometimes called Art Moderne, emerged in the 1930s as a form related to the Art Deco style of the 1930s. Streamline Moderne emphasized curving forms and long lines and often used glass block or curved glass for effect. Inspired by the industrial designs for ships, airplanes, and automobiles, the style emphasized aerodynamics and horizontality. Architects and builders most commonly applied the Streamline Moderne style to commercial or public buildings.

Streamline Moderne buildings are relatively rare and Asheville retains few examples of the style, while the Art Deco style is evident in some of the city's most iconic buildings. The former Esso gas station at 76 Biltmore Avenue likely dates to circa 1950 and features a porcelain enamel paneled exterior, flat roof, and a curved front corner and canopy characteristic of the Streamline Moderne style. Glass blocks fill a bay on the south end. The northwest portion of Tire Discount Barn at 2 London Road near Biltmore Village is a one-story brick building with a curved façade. The circa 1950 flat roof structure with a flat parapet features original metal casement windows along its front elevation. The building with the oversized tire on its roof is attached to an Art Deco-influenced building with brick pilasters.



Former Esso Station on Biltmore Avenue, view to the east

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<sup>148</sup> "Parkway Motels Seeks \$25,000 for Damages," *Asheville Citizen-Times*, May 22, 1974; Obituary for Christopher Kalogerakis, *Asheville Citizen-Times*, March 2, 1984.

<sup>149</sup> Advertisements in *Asheville Citizen-Times* shed light on the building's later occupants.



Discount Tire Barn on London Road, view to the south

### Evaluation

The Hillbilly Rest-Runt remains on a major artery in east Asheville where it was built circa 1948 and therefore retains its integrity of location and setting. The exterior of the original building is mostly intact, although a substantial non-compatible stucco addition extends from the rear elevation. The interior bears little resemblance to the period when the building served as a restaurant. Because of the interior alterations, the building lacks integrity of design, workmanship, and materials. The space originally occupied by the restaurant is now subdivided into offices so that the integrity of feeling and association have been compromised.

Properties can be eligible for the NRHP under Criterion A if they retain integrity and are associated with a significant event or pattern of events that have made contributions to history at the local, state, or national level. The Hillbilly Rest-Runt operated in the building at 1085 Tunnel Road for approximately four years in the early 1950s. The business offered standard southern fare and presented décor and themes that maligned southern Appalachian culture, namely the image of hillbillies, or white mountain dwellers. The business was one of many restaurants in operating in Asheville during the post-World War II period and therefore holds no particular significance. The Hillbilly Rest-Runt is recommended not eligible for the NRHP under Criterion A.

For a property to be eligible for significance under Criterion B, it must retain integrity and be associated with individuals whose activities are demonstrably important within a local, state, or national context. Harvey Hester opened the Hillbilly Rest-Runt in 1951. Hester owned another restaurant in Atlanta but does not demonstrate significance in any particular field. The Hillbilly Rest-Runt is not eligible under NRHP Criterion B.



For a property to be eligible for significance under Criterion C, it must retain integrity and embody the distinctive characteristics of a type, period, or method of construction, or represent the work of a master, or possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction. The Hillbilly Rest-Runt is a Streamline Moderne-style commercial building. Because of significant alterations to the interior, the Hillbilly Rest-Runt is recommended not eligible under Criterion C for its architectural significance.

It is unlikely that additional study of this property would yield any unretrieved data not discoverable through informant interviews, building technology, and documentary sources. Therefore, the Hillbilly Rest-Runt is recommended not eligible for the NRHP under Criterion D.

**GRAND OPENING**

**HARVEY HETZER'S HILLBILLY REST-RUNT TONITE**  
**Friday—June 29**

Located On  
**Highway 70**  
**At Homeland Park**  
**Oteen**

★ GOOD FOOD  
 ★ GOOD FUN  
 ★ GOOD ENTERTAINMENT  
 ★ GOOD EVERYTHING

WHY SAKES ERLIVE! WE UN'S HEV GOT A PASSEL UF FOOD OUT AT OUR PLACE 'N JIST ITCHING TO WAIT ON THE LIKES UF YOU - HAND AND FOOT - CUM ON OUT!

DO NOT MISS OUR BIG OPENING ON  
**JUNE 29!**

CALL 5765 FOR RESERVATIONS

Advertisement of the Hillbilly Rest-Runt's grand opening in the Asheville Citizen-Times, June 29, 1951

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