Cleveland Street
and
Holloway Street

Historic Districts Preservation Plan

Durham Historic Preservation Commission
and
Durham City-County Planning Department

Adopted February 2, 1987
Amended February 2016
Amended August 2017
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Introduction

A. Overview

The Cleveland Street and Holloway Street areas offer one of Durham's best opportunities to re-establish a richly embellished, turn-of-the-century neighborhood. Located a few blocks northeast and east, respectively, of Downtown Durham, the area's surviving blend of late 19th and early 20th century fashionable residential structures makes the Cleveland Street and Holloway Street neighborhoods prime candidates for recognition as historic districts.

The Cleveland Street and Holloway Street Historic Preservation Plan includes the history of the districts, the need for the districts, the preservation goal for the districts and policies and recommendations achieve the goal. Section I contains an overview of the Plan and an explanation of National Register Districts and Local Historic Districts. Durham's Historic Preservation Commission and Certificates of Appropriateness are also discussed. Section II outlines the history of the areas, the proposed local districts boundaries and an assessment of the collected inventory data. Section III is the Historic Preservation Strategy which examines the goal, policies and implementation recommendations for preserving the historic integrity of the districts. Section IV references principles and review criteria for restoration, new construction and landscaping.

B. National Register Historic Districts

On September 20, 1985, the Cleveland Street and Holloway Street neighborhoods were listed on the National Register of Historic Places as Historic Districts. In 2009, the Holloway Street National Register Historic District was significantly expanded to the north of the previous boundary. The National Register listing of these areas is an honor that recognizes historic and architectural significance. The designation also means that any Federal or State funded project in the district must be reviewed to assess the project's effect on the historic area and that contributing properties are eligible to undertake historic tax credit rehabilitations. Map 1 shows the National Register Historic Districts in Durham.

C. Local Historic Districts

The local Historic District Overlay Zone was created by the Durham City Council to provide a local means of protection for
Durham's historic areas. This zoning classification can be applied to neighborhoods of historic importance and supplements the underlying zoning of the property. The North Carolina enabling legislation (G.S. 160A-400.1 through 400.15) permits municipalities to create an overlay zoning district and a Historic Preservation Commission to review all exterior modifications, demolitions and new construction within a local district for approval or denial. A Historic Preservation Plan defines a preservation strategy for a district and provides the Commission criteria and guidelines for their review of changes in the area.

D. Historic Preservation Commission

The Unified Development Ordinance establishes a nine member Historic Preservation Commission as the review body to oversee the local historic districts and landmarks. The Commissioners, who serve overlapping terms of three years, are all required to be residents of Durham County. The membership must include one registered architect, one registered landscape architect, one realtor or developer, one cultural or social historian, and one lending institution representative. The body meets at regularly scheduled meetings on a monthly basis.

It is the general responsibility of the Historic Preservation Commission to: 1) advise the City Council and Board of County Commissioners on the establishment of historic landmarks and districts and on their respective historic preservation plans; 2) review and act upon Certificates of Appropriateness for any exterior building or site modifications, new construction or demolition within local historic districts and landmarks; and 3) educate the public about the community’s historic resources and their preservation. In addition, the Historic Preservation Commission may review and advise on the historic appropriateness of rezoning petitions and other actions in National Register Districts.

E. Governing Bodies, Planning Commission, Planning Staff

The City Council and Board of County Commissioners have established the Historic Preservation Commission and appoint its members. The applicable governing body is the approving authority for the designation of a historic district overlay and respective historic preservation plan for the local historic district. Prior to a governing body’s action on designation, the Historic Preservation Commission and Planning Commission review and make recommendations to the governing body regarding the designation and preservation plan for the proposed district.

The City-County Planning Department is responsible for providing staff assistance to the Historic Preservation Commission. The Planning staff produces the preservation plans for proposed local historic districts, processes applications for Certificates of
Appropriateness, and provides the Commission and the public with technical assistance.

F. Preservation Plan Updates

City Council approved an update to the plan in February 2016. This update incorporated references to the newly adopted Historic Properties Local Review Criteria, which replaced the individual review criteria found within this preservation plan, as well as the other adopted local preservation plans. In August 2017, City Council approved an additional update that removed the district designation from a portion of 208 N. Elizabeth Street, and made further technical changes and updates.
Map 1, National Register Districts Throughout Durham

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Number</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>West Point on the Eno</td>
<td>13</td>
<td>American Tobacco</td>
</tr>
<tr>
<td>2</td>
<td>Duke Homestead</td>
<td>14</td>
<td>Golden Belt</td>
</tr>
<tr>
<td>3</td>
<td>Watts-Hillandale</td>
<td>15</td>
<td>Lakewood Park</td>
</tr>
<tr>
<td>4</td>
<td>Trinity</td>
<td>16</td>
<td>Durham Cotton Mills Village</td>
</tr>
<tr>
<td>5</td>
<td>West Durham</td>
<td>17</td>
<td>North Carolina Central University</td>
</tr>
<tr>
<td>6</td>
<td>North Durham-Duke Park</td>
<td>18</td>
<td>Forest Hills</td>
</tr>
<tr>
<td>7</td>
<td>Pearl Mill Village</td>
<td>19</td>
<td>Holloway Street</td>
</tr>
<tr>
<td>8</td>
<td>Bright Leaf</td>
<td>20</td>
<td>Foster and West Geer Street</td>
</tr>
<tr>
<td>9</td>
<td>Cleveland Street</td>
<td>21</td>
<td>Burch Avenue</td>
</tr>
<tr>
<td>10</td>
<td>Downtown Durham</td>
<td>22</td>
<td>Stokesdale</td>
</tr>
<tr>
<td>11</td>
<td>Morehead Hill</td>
<td>23</td>
<td>Hope Valley</td>
</tr>
<tr>
<td>12</td>
<td>East Durham</td>
<td></td>
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</tr>
</tbody>
</table>
History of the Districts

This section of the Cleveland Street and Holloway Street Historic Districts Preservation Plan includes the history of the districts, a description of the local districts' boundaries, and the inventory and analysis of what remains in the districts today.

A. History of District Buildings

1. Early History

From the 1840s when Dr. Bartlett Durham built his estate in what is now Durham's downtown through the early years of the twentieth century, Durham encountered extremely rapid growth. The completion of the North Carolina Railroad Company line in 1854 provided the means for Durham's products to reach both ends of the state. Steady growth for the area accompanied the railroad; and by 1860 an academy, a hotel, stores, trade shops, saloons, and a tobacco factory were scattered in and around present-day downtown Durham.

The Civil War curtailed growth temporarily, but the hamlet of Durham was already established and provided the foundation for future growth. Even though Durham saw no military action during the Civil War, the end of that war can be credited for the remarkable growth that followed. The surrender at Bennett's Farm (west of Durham) of the North Carolina troops brought numerous Union and Confederate soldiers to the hamlet. J. P. Green's tobacco factory, previously built and owned by R. F. Morris and located on land purchased from Dr. Durham, provided a necessary diversion for the troops waiting for the terms of surrender to be negotiated. The soldiers returning home spread the word about the quality tobacco they found in Durham. Soon, tobacco orders came to J. P. Green from all over the reunited nation, and the growth of his company set the stage for Durham's development as a major manufacturing town.

By 1870 Durham was incorporated, and the years that followed brought phenomenal growth to the City. New factories, commercial enterprises, and public institutions brought a stream of new Durham residents. The population of Durham sprang from 200 in 1869 to 2,000 in 1880, and doubled to 4,000 in 1890. It was during these years and the early decades of the Twentieth Century, that the Cleveland and Holloway Historic Districts provided part of the residential neighborhood needed for the growing downtown.
2. **1870s Through 1890s**

With the incorporation of Durham in 1869, the city limits included several farms located in the vicinity of Cleveland Street - north to Old Five Points and west of Oakwood Drive. By the 1870s "Hen Peck Row" in the southern area of the district became Dillard Street and a series of the most elaborate residential structures in the City's history were constructed. Julian S. Carr's home, "Waverly Honor," was constructed at the corner of Dillard and Ramseur Streets in 1870. It was later replaced by Carr's "Somerset Villa", built in 1888. A number of other elaborate homes followed, and were located to the north on Dillard Street. The area soon became known as "Mansion Row," and this name remained until the destruction of "Somerset Villa" in 1926. This very fashionable neighborhood provided the impetus for the residential development of the remainder of the Cleveland Street and Holloway Street Historic Districts.

![](image)

Somerset Villa (http://www.opendurham.org/buildings/somerset-villa)

In the 1870s the "Road to Roxboro", which was located on a natural ridgeline that extends north from downtown, had its name changed to Person Street. By the 1880s Person Street became Cleveland Street, and substantial, well-built homes began to spring up on lots subdivided from these former farm lands. Though not as elaborate as the residences on "Mansion Row" to the south, these homes were the fashionable dwellings of the early entrepreneurs and business leaders who came to Durham as a result of the 1870s boom. Another ridge extending east known as the "Road to Raleigh" became Holloway Street in 1886. The Holloway Street neighborhood became another desirable residential area with large, highly decorated homes. Together, these two ridges—Cleveland and Holloway Streets—represented Durham's finest neighborhood in the late nineteenth and early twentieth centuries.

The continuing growth of Durham brought a diversified mix of people by the 1890s. Recent immigrants to the United States, including large groups of Russian Jews and Greeks, came to Durham and successfully found employment. Many of these immigrants began
settling in the Cleveland Street and Holloway Street areas. The ridges along these two streets remained the chosen sites for the more prestigious homes, and the dwellings constructed "downhill" to the east and north were progressively smaller and less substantial. As demands increased for a variety of housing, many of the established residents took in boarders, and duplexes and rooming house became established before the turn-of-the-century.

3. Architecture of Nineteenth Century Structures

Cleveland, Holloway and Dillard Streets primarily attracted the merchants, manufacturers, and professionals. Many of their substantial homes are still standing today. The rich variety of homes built during the 1890s is typified by such structures as the Freeland Markham House (801 Cleveland Street), which exhibits the late Victorian Neo-Classical Style; the Leary-Coletta House (809 Cleveland Street), which was designed by the Philadelphia architect Samuel L. Leary as his residence in the Shingle Style; and the Stone-Hackney-Markham House (204 N. Dillard Street), which demonstrates a very ornate Queen Anne–style house.

The Twentieth Century brought the introduction of smaller yet impressive structures throughout the district. The E. H. Lawrence House (803 Cleveland Street) and the F. L. Hunter House (606 Cleveland Street), both no longer standing, and the Henry Wilkerson Home (524 Holloway Street) were the first one-story structures built on these fashionable streets. All of these homes exhibited an abundance of Queen Anne-style details and features including highly decorative gables and applied sawn work. Though smaller in scale than their neighboring structures, the mass and height of these buildings were
accentuated by their steeply raked, hipped roofs with applied gables and their large, elaborate porches. It was important to these early property owners that their more modest structures blend successfully with the existing homes to maintain the visual quality of their neighborhood.

4. Early Twentieth Century Development

The Cleveland Street and Holloway Street areas continued to develop in the early years of the twentieth century. Several churches, a synagogue, and public and private schools located in and around the Districts were constructed in these years. Moreover, commercial enterprise began to take place in the neighborhood. Small shops and markets began to dot the landscape along the eastern end of Holloway Street, while a shopping area known as "Little Five Points" at the intersection of Mangum and Cleveland Streets provided most of the services needed by the neighborhood. The one remaining commercial building inside the Holloway Street Historic District is O'Briant's store (613 Holloway Street), adjacent to the railroad tracks. This brick, two-story commercial structure was constructed prior to 1915 by a local resident, R. P. O'Briant, and it served as a neighborhood grocery. The building displays granite lintels and sills and a decorative corbelled brick cornice. During the 1920s and 1930s the neighborhood remained relatively intact while growth in the area slowed.
5. **1940s to 1980s**

The years during World War II and the following decades brought a steady decline in the neighborhood. The increasing importance of the automobile made living near downtown unnecessary, and most of the early residents began to move away. The Jewish community had left the area by the 1940s and the Greek families, who at one time had exclusively settled in this area, moved out of their homes and closed their shops by the 1960s. In an effort to revitalize downtown, many of the houses that linked downtown to the neighborhood were demolished during the 1960s. The resulting vacant lots and the widening of Mangum and Roxboro Streets solidified this disconnection. Also during this period, many houses were converted to apartments and rental properties for lower income citizens.

6. **1980s to present**

Although the Cleveland Street and Holloway Street Historic Districts continued to deteriorate, much of the original historic fabric remains. Several of the older homes in the area have remained owner-occupied and these properties contribute to the historic setting, including the Stone-Hackney-Markham House (204 N.Dillard Street), the R. Percy Reade House (510 Holloway Street), and the Leary-Coletta House (809 Cleveland Street). Throughout the district, while historic elements of many properties remain visible, unsympathetic renovations and additions overshadow the earlier fabric in many cases. The adoption of the local district in 1987 began a gradual reinvestment in the neighborhood. Following the expansion of the National Register boundary in 2009, the number of rehabilitations and owner-occupants has greatly increased, significantly improving the historic integrity of the area.
B. History of Landscape

The landscaping in the Cleveland Street and Holloway Street districts also contributes to the unity of the districts. Large oak trees still line the streets as they did in the early years of the twentieth century. Many sidewalks and low retaining walls have also survived to help delineate the original lawn areas. These elements, in conjunction with the similar scale and mass of the remaining structures, make the Cleveland Street and Holloway Street Historic Districts a historically valuable asset for Durham.
Analysis of the Districts

During the preparation of the 1987 version of this preservation plan, a survey and inventory of the entire Cleveland Street and Holloway Street Historic Districts was completed. This work updated the surveys conducted in the preparation of the National Register nominations. In 2016, the Planning staff conducted a survey and inventory of the existing district and the expanded Holloway Street National Register Historic District.

The information which resulted from these surveys and the previous inventory was used to analyze the attributes and needs of the historic area. This section of the Preservation Plan addresses the existing conditions which make up the Cleveland Street and Holloway Street Local Historic Districts. The section is divided into subsections: Boundaries of the Districts, Architectural and Historic Significance, Architectural Styles, and Summary.

A. Boundaries of the Districts

Cleveland Street

The Cleveland Street Local Historic District generally consists of properties along the 700 and 800 blocks of Cleveland Street. Map 4 depicts the exact boundaries of the Cleveland Street district.

Holloway Street

The Holloway Street Local Historic District generally consists of the properties from the north and south sides of the 500 and 600 blocks of Holloway Street (and including 701 and 702 Holloway), and the properties bounded by Peachtree Place, Liberty Street, and North Dillard Street. The exact boundaries are shown on Map 5.

Comparison with National Register District Boundaries

Map 3 shows a comparison between the current National Register Districts boundaries and the Local Districts boundaries for both the Cleveland Street and Holloway Street districts.

B. Architectural and Historical Significance

Criteria

Each property in the study area was evaluated in terms of architectural and historic significance. The following terms and definitions were used in the evaluation.

Contributing: Those properties which contribute to or support the historic and architectural character of the district.
Non-contributing: Those properties which do not contribute to the historic and architectural significance of the district.

The designation of the significance of each property in each district is found below in Figure 1. The geographical distribution of historic significance for each district is shown on Maps 4 and 5.

**Figure I, Cleveland Street and Holloway Street Property Data**

<table>
<thead>
<tr>
<th>Property</th>
<th>PID</th>
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<th>Significance</th>
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<tbody>
<tr>
<td>703 Cleveland St.</td>
<td>110399</td>
<td>1890's</td>
<td>C</td>
</tr>
<tr>
<td>707 Cleveland St.</td>
<td>110400</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>801 Cleveland St.</td>
<td>110401</td>
<td>1907-10</td>
<td>C</td>
</tr>
<tr>
<td>802 Cleveland St.</td>
<td>110347</td>
<td>c.1900</td>
<td>C</td>
</tr>
<tr>
<td>803 Cleveland St.</td>
<td>110402</td>
<td>1905</td>
<td>C</td>
</tr>
<tr>
<td>806 Cleveland St.</td>
<td>110346</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>807 Cleveland St.</td>
<td>110403</td>
<td>1890's</td>
<td>C</td>
</tr>
<tr>
<td>809 Cleveland St.</td>
<td>110404</td>
<td>1891</td>
<td>C</td>
</tr>
<tr>
<td>810 Cleveland St.</td>
<td>110345</td>
<td>1900-10</td>
<td>C</td>
</tr>
<tr>
<td>812 Cleveland St.</td>
<td>110344</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>813 Cleveland St.</td>
<td>110405</td>
<td>1880's (early)</td>
<td>C</td>
</tr>
<tr>
<td>815 Cleveland St.</td>
<td>110406</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>819 Cleveland St.</td>
<td>110407</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>823 Cleveland St.</td>
<td>110408</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
<td>901 Cleveland St.</td>
<td>110409</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
<td>905 Cleveland St.</td>
<td>110410</td>
<td>1980's</td>
<td>N</td>
</tr>
<tr>
<td>907 Cleveland St.</td>
<td>110411</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
<td>909 Cleveland St.</td>
<td>110412</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>206 Gray Ave.</td>
<td>110343</td>
<td>1990</td>
<td>N</td>
</tr>
<tr>
<td>207 Mallard Ave.</td>
<td>110348 (portion)</td>
<td>1994-2005</td>
<td>N</td>
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**Holloway Street Local Historic District**

<table>
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<tr>
<th>Property</th>
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<td>1899</td>
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<td>206 N. Dillard St.</td>
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<td>1908-09</td>
<td>C</td>
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<tr>
<td>212 N. Dillard St.</td>
<td>110531</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>218 N. Dillard St.</td>
<td>110532</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>706 Gilbert</td>
<td>111329 (portion)</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>504 Holloway St.</td>
<td>110441</td>
<td>1985</td>
<td>N</td>
</tr>
<tr>
<td>509 Holloway St.</td>
<td>110467</td>
<td>Vacant (parking lot)</td>
<td>N</td>
</tr>
<tr>
<td>510 Holloway St.</td>
<td>110440</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
<td>513 Holloway St.</td>
<td>110468</td>
<td>c. 1890</td>
<td>C</td>
</tr>
<tr>
<td>514 Holloway St.</td>
<td>110439</td>
<td>c. 1890</td>
<td>C</td>
</tr>
<tr>
<td>516 Holloway St.</td>
<td>110438</td>
<td>1915-1920</td>
<td>C</td>
</tr>
<tr>
<td>517 Holloway St.</td>
<td>110469</td>
<td>1910-13</td>
<td>C</td>
</tr>
<tr>
<td>519 Holloway St.</td>
<td>110470</td>
<td>c. 1910</td>
<td>C</td>
</tr>
<tr>
<td>520 Holloway St.</td>
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<td>1903</td>
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<tr>
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<td>110471</td>
<td>1901</td>
<td>C</td>
</tr>
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<td>Property</td>
<td>Address</td>
<td>Built Year</td>
<td>Status</td>
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<td>---------</td>
<td>------------</td>
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</tr>
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<td>523 Holloway St.</td>
<td>110472</td>
<td>c. 1900</td>
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<td>524 Holloway St.</td>
<td>110436</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
<td>525 Holloway St.</td>
<td>110473</td>
<td>1880's</td>
<td>C</td>
</tr>
<tr>
<td>526 Holloway St.</td>
<td>110435</td>
<td>1900-10</td>
<td>C</td>
</tr>
<tr>
<td>527 Holloway St.</td>
<td>110474</td>
<td>c. 1900</td>
<td>C</td>
</tr>
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<td>529 Holloway St.</td>
<td>110450</td>
<td>1901</td>
<td>C</td>
</tr>
<tr>
<td>568 Holloway St.</td>
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<td>N</td>
</tr>
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<td>601 Holloway St.</td>
<td>113330</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>602 Holloway St.</td>
<td>111375</td>
<td>1890's</td>
<td>C</td>
</tr>
<tr>
<td>603 Holloway St.</td>
<td>111331</td>
<td>c. 1900</td>
<td>C</td>
</tr>
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<td>604 Holloway St.</td>
<td>111376</td>
<td>1990's</td>
<td>N</td>
</tr>
<tr>
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<td>111332</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
<td>606 Holloway St.</td>
<td>111377</td>
<td>1990's</td>
<td>N</td>
</tr>
<tr>
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<td>111378</td>
<td>1990's</td>
<td>N</td>
</tr>
<tr>
<td>609 Holloway St.</td>
<td>113333</td>
<td>1910</td>
<td>C</td>
</tr>
<tr>
<td>610 Holloway St.</td>
<td>111379</td>
<td>1990's</td>
<td>N</td>
</tr>
<tr>
<td>611 Holloway St.</td>
<td>111334</td>
<td>1900</td>
<td>C</td>
</tr>
<tr>
<td>613 Holloway St.</td>
<td>111335</td>
<td>1915-1920</td>
<td>C</td>
</tr>
<tr>
<td>650 Holloway St.</td>
<td>111380</td>
<td>Vacant</td>
<td>N</td>
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<tr>
<td>686 Holloway St.</td>
<td>111381</td>
<td>Vacant</td>
<td>N</td>
</tr>
<tr>
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<td>111304</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
<td>702 Holloway St.</td>
<td>111348</td>
<td>c. 1900</td>
<td>C</td>
</tr>
<tr>
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<td>110466 (portion)</td>
<td>1975</td>
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<tr>
<td>812 Railroad St.</td>
<td>111349</td>
<td>1915</td>
<td>C</td>
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</table>

1These properties are parcels within the original district boundaries, but either created/modified through subdivision or not clearly referenced in prior plan versions.
2The district encompasses only the rear portion of 207 Mallard, which only contains accessory structures.
3The district encompasses only the parking lot portion of 308 Oakwood.

C. Architectural Styles

Further analysis of the inventory data indicates a number of similarities among the existing structures. 78 percent of all primary structures are two stories in height, and the majority of smaller homes were designed to exaggerate their vertical mass. A steep, hip roof was one way to emphasize this height, and 60 percent of all homes have this roof type. To further accentuate the upper areas of homes, dormer windows and attic gables with windows are prevalent throughout the district. Gables are present in various forms on 75 percent of the structures, including applied gables on hip roofs. These gables generally contain decorative attic vents and "barge boards" and many are pedimented. The gables and dormers with their decorative element were used to reflect individuality while retaining conformity with the district. The overall appearance of the district shows a similarity in mass and scale, which indicates a strong desire by the early builders to maintain a stately order in the neighborhood. This compatible use of
mass and scale should be emphasized to designers of new buildings for the district.

In reviewing the architectural styles of the structures, an interesting mix appears. The predominant style is Queen Anne, and the Cleveland Street and Holloway Street Historic Districts has the largest concentration of this style in the City. The next most prominent styles are Colonial Revival and Neo-Colonial. A mix of Victorian Folk and "I House" styles make up the remaining structures with two notable exceptions. The building at 613 Holloway Street was the former O'Briant's Store and was built between 1910 and 1920. This two story brick building is standard commercial in style. The Leary-Coletta House at 809 Cleveland Street is the only pure "Shingle Style" home in the neighborhood and was built in 1891. Even though the structures in the Cleveland/Holloway Historic District show a mix of styles, many of these homes in the district display similar individual features.

Nearly all structures in the district include large front porches and the majority wraparound one or both sides of the structure. About 20 percent of all homes contain an upper floor balcony or porch. The individual treatments of the porches vary with the architectural style of the primary structures, and many porches have had inappropriate non-historic details added (decorative wrought iron, lattice enclosed columns, etc.). Primary window treatments indicate that 1 over 1 and 2 over 2 are the most prevalent, with 6 over 6, 12 over 1, and other variations making up the remainder (see figure V for definitions of Window Types). Many designers added decorative small windows on the front of their homes. These windows were rondels, oval forms and small squares; and they generally contain beveled, etched or stained glass.
Queen Anne

527 Holloway Street

The Queen Anne style was popular in Durham from the 1880s through 1910, its heavy ornamentation reflecting the wealth of its residents and the availability of mass produced sawn and turned lumber. Although there were numerous variations in design, the most distinctive features include the following: an asymmetrical facade, a dominant front-facing gable (which is often canted, round, or square), differing wall textures, overhanging eaves, pedimented porches, spindle work and turned balustrades, sawn or turned brackets, and second-story porches or balconies. The houses of this style tended to be clustered on Cleveland Street and Holloway Street, as those were the first streets to be developed within the Districts.
Triple-A-Roofed

Exhibiting elements of the Queen Anne style, but applied to a much smaller form, the triple-A-roofed house was found throughout middle-to low-income areas, as mill housing, and in rural areas. Named for its side-gabled form with a decorative gabled centered on the facade, the triple-A-roofed house could be one- or two-stories in height and often had a rear wing. The triple-A-roofed house often had decorative shingles and louvered vents in the in the front, and sometimes the side, gables as well as wide, hipped or shed-roofed porches supported by turned posts.
Late Victorian/Transitional Victorian

A number of houses in the Districts exhibit Queen Anne style details, as well as elements of the Colonial Revival or Craftsman styles. The houses are simpler in form, more reserved in detail, and often utilize decorative gables on the facade, wide cornices and overhangs, and wide porches supported by columns or post-on-pier supports. The houses reflect the transition from the Queen Anne style, popular at the turn of the twentieth century, to the Craftsman and Colonial Revival styles that dominated within the District from the 1910s through the 1930s.
Neoclassical Revival

206 North Dillard Street

There was a movement from the late nineteenth century through the 1920s that came to be known as the Neoclassical Revival style. Houses built in the style were grand in form and detail. Generally symmetrical in form, the two-story houses had massive two-story porches or porticos on the facade that are supported by large fluted columns with Ionic or Corinthian capitals. Other characteristics of the style include prominent entrances featuring wide front doors with decorative sidelights and transoms, second-floor balconies under the portico, and flanking one-story wings.
Craftsman

The Craftsman style became popular in the 1920s and 1930s as a reaction to the mass produced elements of the Victorian era and therefore had a simpler design, often incorporating handcrafted “honest” woodworking. Common features of the Craftsman style include low-pitched rooflines, deep eaves, exposed rafter tails, knee brackets in the gables, and wide front porches supported by tapered wood columns on brick or stone piers. The style was most often applied to the bungalow form, but details were also applied to the Foursquare form or to Transitional Victorian style houses.
Colonial Revival

The Colonial Revival style, popular from the 1920s through the 1950s, referenced the American colonial architecture of the period around the Revolutionary War. Colonial Revival style houses are generally two-stories in height with symmetrical facades, side-gabled roofs, evenly spaced door and window openings, and classical details including fluted columns and pilasters on the porch and entrance respectively. Occasionally, Colonial Revival style elements were applied to smaller cottages and bungalow forms.
D. **Summary**

The synopsis of the inventory data indicates much about the past appearance of the neighborhood. The majority of structures contribute to the historic fabric of the Districts. A few buildings are deteriorating; however, most are in good condition. A wealth of details and architectural similarities exist throughout the Districts and landscaping over the years has remained stable. The assessment of this information was used to create the following section of the Preservation Plan. The Historic Preservation Strategy (Section IV) discusses the way the Cleveland Street and Holloway Street Historic Districts can remain a vital part of Durham's downtown area.
Figure II, Typical Cleveland/Holloway Architectural Details

- Gable with boxed cornice and returns
- Dormer window
- Cornice
- Window hood
- Pediment gable (fish scale shingles)
- Transom
- Sidelite
- Chink wall
- Bay window
- Rondel
- Turned spindles and post
Figure III, Roof Types

- GABLE ROOF
- HIP ROOF
- MANSARD ROOF
- GAMBREL ROOF
- SHED ROOF
- FLAT ROOF
Figure IV, Gable Treatments

PLAIN GABLE

CORNICED BOXED PEDIMENTED

BOXED CORNICE WITH RETURNS

BARGEBOARD

BRACKETS
<table>
<thead>
<tr>
<th>Two Over Two</th>
<th>Six Over Six</th>
<th>Twelve Over One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Over One</td>
<td>Craftsman Casement</td>
<td>Casement</td>
</tr>
<tr>
<td>Rondel</td>
<td>Fanlight</td>
<td>Transom and Sidelight</td>
</tr>
</tbody>
</table>
Map 3, Local and National Historic District Comparison
Map 4, Cleveland Street District Boundaries and Property Significance
Historic Preservation Strategy

A. Introduction

The strategy section of the Preservation Plan for the Cleveland and Holloway Historic Districts consists of the goal, policies and recommendations needed to maintain the historic context of the neighborhood. The historic preservation goal is a general statement which indicates the desired end state or condition of the local historic districts. Following the goal is a list of policies for each district, which are specific statements of what posture the City should take to encourage historic preservation in the districts. The recommendations are the suggested means for acting on the policies. The goal, policies and recommendations will guide the Historic District Commission, other public bodies, property owners and developers as they make decisions regarding the future development and preservation of Cleveland and Holloway Historic District areas.

B. Historic Preservation Goal

The goal of the Cleveland Street and Holloway Street Historic Preservation Plan is a viable neighborhood with its historic heritage intact, preserved and displayed in its buildings and landscape, and a community which understands and respects that heritage. This goal addresses the physical elements of architecture in the districts, but also focuses on awareness in the Durham community and in the neighborhood of our historic resources.

The policies of the Cleveland Street and Holloway Street Historic Preservation Plan are grouped into six categories of preservation concern: Education, Regulation, Financial Assistance, Technical Assistance, Economic Development, and Planning Coordination. This categorization is not meant to reflect a priority; these policy areas are considered of equal importance in achieving the Plan's stated goal. Specific recommendations or actions are included for each policy as concrete steps to be taken by the City or other actors to implement the policies of the Plan.
C. Cleveland Street and Holloway Street District Policies and Recommendations

1. Policy: Education

Provide information and educational resources to property owners, residents and the community at large about all aspects and implications of historic district designation and historic preservation.

Recommendations

a. Develop an informational brochure for property owners and residents describing the historic district designation and how it affects physical modifications.

b. Support an active neighborhood association in the Cleveland Street and Holloway Street neighborhood as a means of disseminating information and advocating the interests of the residents.

c. Make available to all property owners and residents in the district a copy of the *Historic Properties Local Review Criteria*.

d. Connect property owners to historic preservation rehabilitation workshops, oriented to the needs of district property owners and residents, to display and teach appropriate preservation techniques.

Discussion

Education of people affected by historic district designation is probably the single most important means of insuring its success in preserving the community's historic resources. Property owners in particular need to be aware of the restrictions applied to their properties and the protection afforded to their properties. Having property owners aware of the Certificate of Appropriateness requirement will help to alleviate problems of modifications being undertaken without historic review.

An informed citizenry is also an asset in preserving the historic resources in the Cleveland Street and Holloway Street areas. The community at large benefits from connecting Durham's past with the buildings and neighborhoods as they exist today. Knowing about the role of each district in the City's history will aid in the understanding of why Durham is what it is today.

The policies and recommendations outlined here emphasize a proactive approach to education in historic preservation. The City will pull together expertise of its staff, Commission members, the N.C. Office of Archives and History and other community resource persons as needed to support educational programs. These programs include brochures,
audio-visual materials and workshops as well as basic information dissemination.

2. **Policy: Regulation**

   Require the issuance of a Certificate of Appropriateness prior to the issuance of building permits for any exterior building or site modification. Use the *Historic Properties Local Review Criteria*, as referenced in this Plan, as a basis for issuing Certificates of Appropriateness. Use the other authorities granted to the Historic Preservation Commission, including delaying demolition, to preserve the historic heritage of the district. Enforce existing housing code and zoning requirements to preserve the character of the neighborhood and architectural heritage of the district.

**Recommendations**

a. Provide to property owners and residents of the district, and the general public upon request an easy to understand copy of the *Historic Properties Local Review Criteria*.

b. Adopt Historic Preservation Commission Rules of Procedures and administrative procedures to facilitate the fair and timely review of requests for Certificates of Appropriateness.

c. Maintain the policy of pre-submittal conferences to help guide applicants to prepare complete COA applications.

**Discussion**

The major authority granted to the Historic District Commission is the issuance of Certificates of Appropriateness (COA) which protects the neighborhood from intrusive exterior treatments of buildings. The state enabling legislation and local ordinance already require that design guidelines be established to indicate what constitutes historically appropriate building modifications. These design guidelines and review criteria (the *Historic Properties Local Review Criteria*) for the Cleveland Street Historic District are referenced in this Plan. To further protect the integrity of the district, the Commission may delay demolition within the district for up to 365 days, initiate and participate in negotiations to save buildings, propose changes in City policies affecting historic resources, and report violations. The Historic Preservation Commission intends to take an active role in exercising its authority to protect the district.
3. **Policy: Financial Assistance**

Investigate, implement and publicize financial assistance to encourage property owners to maintain and preserve properties in the district.

**Recommendations**

a. Educate property owners about the landmark designation program.

b. Refer owners of historic properties to the State Historic Preservation Office for information on State historic tax credits.

c. Investigate methods of establishing a higher priority for housing rehabilitation assistance to structures in local historic districts.

**Discussion**

Historic Landmark designation allows the property owner the opportunity to apply for a property tax deferral. The program is intended for those Durham properties that have the highest degree of historic integrity and cultural significance. The tax deferral would allow the property to be taxed at 50 percent of its assessed value. This deferral is one of the best incentives available for the preservation of historic structures in North Carolina. Landmark designation is ultimately decided by the City Council through a public hearing process.

The policies and recommendations of this Plan recognize that the potential for designating local landmarks does not address all of the financing assistance needs in the district. Planning staff and the Commission will investigate other incentives, grants and other financial aid for district property owners. Also, sources of funding or fund raising opportunities that have not been anticipated may emerge in the future. The City should be prepared to develop those opportunities for innovative financial assistance as they arise. State historic tax credits for home owners offers owners of qualifying structures another opportunity to help offset the costs of maintaining the historic integrity of individual structures in Cleveland Street and Holloway Street districts. The staff in the Durham City-County Planning Department can assist owners with finding the right incentives.
4. **Policy: Technical Assistance**

Offer reasonable and timely technical assistance to property owners and developers for the design and implementation of restoration or new construction in the district.

**Recommendations**

a. Maintain a historic preservation library and list of State and non-profit resources to assist district residents and the community at large in solving technical problems.

b. Offer the technical expertise of the Planning Department staff and Historic Preservation Commission members where appropriate to assist in solving technical problems.

c. Facilitate the usage of technical assistance, if available, from the N.C. Office of Archives and History.

**Discussion**

Often property owners find it difficult to deal with problems specific to their historic structures, in particular with the maintenance, repair or replacement of historic exterior elements. Frequently, out of frustration or ignorance, historic elements will be removed and replaced with incompatible materials.

Significant historic preservation expertise exists with staff, Historic Preservation Commission members, state government and in the local community. The Cleveland Street and Holloway Street Preservation Strategy acknowledges the importance of bringing together technical expertise and property owners planning renovation and/or new construction. But making the connection isn’t sufficient; property owners can be expected to utilize such expertise only if it will not result in significant increases in inconvenience, development time or cost.

5. **Policy: Economic Development**

Promote appropriate new economic development opportunities in the historic district.

**Recommendations**

a. Support efforts to create a more pedestrian and transit-friendly atmosphere in and around the district.

b. Support other compatible new development on appropriately zoned land at the periphery of the district.
Discussion

Economic development opportunities in the Cleveland Street and Holloway Street districts are limited due to the residential nature of the district. The recommendations generally focus on supporting adjacent economic development activities which are compatible with the residential character of the area. The Downtown Master Plan suggests economic development potentials in the vicinity of the historic district.

6. Policy: Planning Coordination

Promote planning in and around the Cleveland Street and Holloway Street Historic Districts to support and encourage historic preservation.

Recommendation

a. Encourage development of compatible design district zoning standards adjacent to the historic district.

b. Maintain zoning designations that encourage historic preservation.

c. Consider the impacts upon the district from implementing policies of the Downtown Master Plan, as adopted by City Council, and the adopted Downtown and Urban Open Space Plans.

Discussion

Historic preservation objectives can best be achieved if the surrounding neighborhoods are viable and thriving. Planning activities which coordinate public and private development decisions will contribute to the neighborhood’s stability. The proximity of these neighborhoods to the downtown area, and possible spillover effects of downtown development activity underscore the need to define the boundaries of the residential neighborhood and limit intrusions of incompatible uses. Likewise, additional planning will compliment strategies to preserve the historic character of the neighborhood.
Principles and Review Criteria for COAs

An integral component of the preservation strategy for every designated local historic district is the adoption and application of review criteria for changes to designated properties. The overall objective of these review criteria is to ensure the integrity of Durham’s historic areas by promoting sensitive modifications and harmonious improvements.

When local districts are designated, owners of property in the District are bound by the following restriction:

From and after the designation of an historic district or historic landmark, no exterior feature or designated portion of any building or other structure (including masonry walls, fences, light fixtures, steps, pavement, and other appurtenant features) nor any above-ground utility structure nor any type of outdoor advertising sign shall be erected, altered, restored, moved or demolished within or on such historic district or historic landmark until after an application for a certificate of appropriateness as to the exterior feature or designated portion has been submitted to and approved by the Historic Preservation Commission. (Unified Development Ordinance Sec. 3.17.1A)

Review criteria were adopted to guide the Historic Preservation Commission in determining whether an application for a certificate of appropriateness is in keeping with the historic character of the designated historic district or landmark. In addition, these review criteria assist property owners and applicants in understanding what constitutes historically appropriate modifications, site work, and new construction. The review criteria for all designated local historic districts and local historic landmarks are contained within the Historic Properties Local Review Criteria document.

Additional information on proper preservation techniques is available from many sources. The list of references in an appendix at the end of this document includes several texts on preservation techniques. The staff of the Durham City-County Planning Department and the staff of the State Historic Preservation Office are available to assist property owners in understanding good practices for preservation.
Appendix

A. Reference Materials

1. Durham History

2. Architectural History and Renovation