NATIONAL REGISTER OF HISTORIC PLACES

Wachovia Building Company Contemporary Ranch House
Raleigh, Wake County, WA7344, Listed 12/10/2014
Nomination by Cynthia de Miranda
Photographs by Cynthia de Miranda, January 2014
1. Name of Property

   historic name  Wachovia Building Company Contemporary Ranch House
   other names/site number  McKimmon II, Arthur, House

2. Location

   street & number  823 Bryan Street
   city or town  Raleigh
   state  North Carolina
   county  Wake
   zip code  27607

3. State/Federal Agency Certification

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

   Signature of certifying official/Title  Date
   North Carolina Department of Cultural Resources
   State or Federal agency and bureau

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

   Signature of certifying official/Title  Date
   State or Federal agency and bureau

4. National Park Service Certification

   I hereby certify that the property is:
   □ entered in the National Register.  □ See continuation sheet  □ determined eligible for the National Register.  □ See continuation sheet  □ determined not eligible for the National Register.  □ removed from the National Register.  □ other, (explain:)

   Signature of the Keeper  Date of Action
   __________________________  __________________________
## 5. Classification

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### Name of related multiple property listing
Post-World War II and Modern Architecture in Raleigh, North Carolina, 1945-1965

### Number of Contributing resources previously listed in the National Register
N/A

## 6. Function or Use

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## 7. Description

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### Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)
8. Statement of Significance

Applicable National Register Criteria
(Mark “X” in one or more boxes for the criteria qualifying the property for National Register listing.)

☐ A Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ B Property is associated with the lives of persons significant in our past.

☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark “X” in all the boxes that apply.)

Property is:

☐ A owned by a religious institution or used for religious purposes.

☐ B removed from its original location.

☐ C a birthplace or grave.

☐ D a cemetery.

☐ E a reconstructed building, object, or structure.

☐ F a commemorative property.

☐ G less than 50 years of age or achieved significance within the past 50 years.

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

9. Major Bibliographical References

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

Previous documentation on file (NPS):
☐ preliminary determination of individual listing (36 CFR 67) has been requested
☐ previously listed in the National Register
☐ Previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey

# ________________________________

☐ recorded by Historic American Engineering Record # ________________________________

Primary location of additional data:
☒ State Historic Preservation Office
☐ Other State Agency
☐ Federal Agency
☐ Local Government
☐ University
☐ Other

Name of repository: North Carolina Department of Cultural Resources
10. Geographical Data

Acreage of Property .34 acres

UTM References
(Place additional UTM references on a continuation sheet.)

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See continuation sheet

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

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

11. Form Prepared By

name/title Cynthia de Miranda
organization MdM Historical Consultants, Inc.
street & number P.O. Box 1399
phone 919-906-3136

city or town Durham state NC zip code 27702

Additional Documentation
Submit the following items with the completed form:

Continuation Sheets
Maps
A USGS map (7.5 or 15 minute series) indicating the property’s location
A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs
Representative black and white photographs of the property.

Additional items
(See with the SHPO or FPO for any additional items.)

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

name Jacqueline Jordan
street & number 823 Bryan Street
phone 919-427-3205

city or town Raleigh state NC zip code 27607

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

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.
DESCRIPTION

The 1951 Wachovia Building Company Contemporary Ranch House stands high above Bryan Street in the single-family section of Raleigh’s Cameron Village mixed-use development of the early 1950s. The modest Ranch house stands perpendicular to the street and, like its neighbors, is set back roughly thirty feet. Its front yard slopes upward sharply with an ivy-covered hillside and finishes with a narrow, flat lawn. A couple of pine trees dot the slope and frame the house, and a concrete driveway edges the right side of the parcel. The dwelling stands east of the Cameron Village National Register Historic District (2011) boundary line. The curvilinear plan, hilly topography, and low-slung houses created a comfortable, middle-class neighborhood northwest of downtown Raleigh as the city began its rapid expansion in the mid-twentieth century. Bryan Street was part of the original plat for Cameron Village. Today, however, too many houses have compromised architectural integrity for the street to be included in the historic district.

The single-story, double-pile Ranch house is compact and has spare, clean detailing that complements the rustic feel of its wide, painted, wood-shingle siding. Its low-pitched, asphalt-covered hipped roof has broad boxed eaves, creating a horizontality that grounds the small dwelling to its hill above the roadway. Although the shorter east elevation fronts the street, the facade is actually the wider north elevation. It overlooks space sheltered by a gable-roofed breezeway joining the house to a side-gabled, single-car garage fronting the street. This arrangement broadens the footprint of the building and reinforces the horizontal. Windows are slider- and awning-style wood sash set in pairs at the tops of the walls. Near the northeast corner, in both the north and east walls, pairs of awning windows are stacked three units high so that the composition extends down to the floor. An interior chimney rises at the center of the hipped roof. The house stands on a continuous brick foundation.

The concrete driveway leads up the hill from the street to the garage; near the top of the drive, a short brick staircase with brick cheek walls branches to the left and rises to a path paralleling the east elevation. A second, flagstone stair climbs the upper part of the hill to the flagstone-floored breezeway. A low brick wall edges the street side of this outdoor space, providing a little privacy, while metal railings line the opposite side and a back brick stair, preserving openness between the breezeway and the more-secluded rear yard. The ceiling of the breezeway is plywood; the surface merges with the soffit of the boxed eaves of both the house and garage; the material there is plywood as well. The back stair at the breezeway leads down to a patio paved with brick laid in a basketweave pattern. It spans the area between the house and garage and extends across the back of the garage, terminating there in a brick privacy wall that lines the north edge of the patio. Alongside the west end of the patio, at the dwelling’s facade, low brick walls form planters and an entrance hatch to the crawlspace. Adjoining the basketweave patio is a later brick-and-concrete extension and a brick walk leading to the stoop at the back door of the
house. The relatively flat rear yard has a semicircular lawn edged by trees and ivy and is enclosed by black chain-link fencing. A short length of flagstone path leads from the southeast corner of the rear yard to the narrow side yard edging the south elevation of the dwelling.

The four-bay facade is asymmetrically arranged, with the front entrance placed near the stacked pairs of windows to its left. The breezeway, acting like a front porch, provides access to the front entry. The single-leaf, six-panel door is set in a section of wall sheathed with vertical plywood paneling rather than the oversized wood shingles seen elsewhere. To the right of the front door, a short angled wall extends to the northeast, slightly expanding the width the footprint at the west end of the nearly square floorplan. Beyond this jog in the wall plane, the remaining north elevation has shingle siding, a pair of double-stacked awning windows and a single double-stacked awning window, all set just below the eave.

The west and south elevations have shingle siding and clerestory slider windows below the eave. The west elevation also includes a single-leaf glazed door at its east end, providing egress from the kitchen to the back yard. The south, or rear, elevation exhibits a larger window opening filled with glass block at the center for the bathroom. The street-facing east elevation features paired clerestory sliders at its south end and a paired set of stacked awning windows at its north end.

The garage, like the house, has shingle siding, but its roof is a low-pitched saltbox gable with the same roof ridge and slope as the breezeway. An overhead garage door is sheltered under a very deep, boxed eave and provides access to the parking bay, and a single-leaf louvered personnel door at the north end of the garage’s west elevation provides egress to the stair landing behind the breezeway. A double set of louvered personnel doors opens into a storage shed at the back of the garage. A paired set of windows pierces the center of the north elevation, and the west elevation is a blind, shingled wall.

The interior plan puts the living and working spaces across the front, or north side of the house, and the three bedrooms and bathroom toward the back. The front door opens to a combined living-dining room. A corner fireplace with metal doors and a slate hearth is set into brick walls that jut into the west end of the living room space. Elsewhere, floors are wood and walls and ceilings are drywall. West of the dining room is the kitchen, which features built-in counters, cabinetry, and a ceramic-tile floor. The wall between the kitchen and dining room features a built-in cupboard shared by the two rooms. Sliding doors allow it to be opened to both spaces at once, dissolving some of the separation between the rooms. Built-in shelving and a lower cabinet provide additional storage on the dining room side below the double-faced upper section.

A narrow hall leads from the south wall of the dining room into the back of the house. Two bedrooms join the kitchen across the west side of the house, and a larger third bedroom is at the
southeast corner. A full and a half bathroom are paired together off the hall and between the two bedrooms along the south side of the house; the half-bath is entered from the hall, and the full bath can be entered from the half-bath or from the large bedroom. A utility closet, housing the furnace, hot water heater, chimney and storage, is situated in the core of the house at the crook of the L-shaped hall.

Overall, the interior has minimal decorative features. Base molding—often obscured by baseboard heaters—is quarter-round, which is also used as crown molding. Plain wood door trim has mitered corners but no decorative details. The bedrooms have built-in cabinetry and wardrobes. Simple sliding panels on double tracks provide access to the built-in wardrobes and overhead cabinets in all three bedrooms. In the two smaller bedrooms, wardrobes are positioned on the shared wall. The room in the southwest corner also has a built-in dresser under shelving on that wall and suspended cabinets with awning doors along parts of the north and west walls. The larger bedroom has two wardrobes standing face-to-face at the direct entrance to the full bathroom. The wardrobe on the north side of the pair is double-sided.

The property has seen very few changes since the 1950s. Most are limited to site work. The basketweave brick landing behind the breezeway and the matching patio and planters beyond is original, but the concrete-paver extension, the brick-and-concrete section, and the brick walkway and curved brick garden wall to the north all date to 2012. At the front, the steps from the drive to the breezeway are new flagstone, installed in 2010; the original steps had cracked due to foundation settlement. The cheek walls and the breezeway wall were rebuilt with their original brick at the same time. The original slate floor of the breezeway was replaced with flagstone, again due to settlement damage and a flagstone path at the southwest corner of the house was added as well. The tile floor in the kitchen dates to 2006. The wall cabinets in the second bedroom were likely added soon after construction, probably by architect and first owner Arthur McKimmon. They are the only built-in furniture that do not appear in the neighboring dwelling at 829 Bryan Street, which used the same plan but changed the relationship of house to garage. The date of the glass-block infill at the bathroom window is not known.¹

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¹ Jacqueline Jordan, current owner, e-mail correspondence with the author, March 10, 2014.
SUMMARY OF SIGNIFICANCE

The 1951 Wachovia Building Company Contemporary Ranch House, at 823 Bryan Street in Raleigh’s Cameron Village, is locally significant under Criterion C in the area of Architecture as a contemporary Ranch house with excellent integrity. The contemporary Ranch style is documented on pages F-22 through F-23 of the 2009 Multiple Property Documentation Form (MPDF) “Post-World War II and Modern Architecture in Raleigh, North Carolina, 1945-1965.” Context 1, “Community Development and Transportation,” pages E-2 through E-6 in the MPDF provides historic context for the massive suburban development that occurred in Raleigh during the two decades following World War II. Context 2, “Architecture,” pages E-9 through E-17, provides context for the evolution of Modernism in Raleigh, which influenced the design of contemporary houses in the city. The locally significant Wachovia Building Company Contemporary Ranch House falls under Property Type 1 “Single-Family Houses” and pages F-22 through F-25 of the MPDF provide property type descriptions and significance.

Contemporary houses, including contemporary Ranch houses, in Raleigh must retain integrity at their interior and exterior to meet Criterion C for architectural significance, according to the registration requirements on page F-26 of the MPDF. The Wachovia Building Company Contemporary Ranch House exhibits remarkable architectural integrity, retaining its original materials as well as its contemporary-style detailing, organization of space, sensitive placement, exterior living areas, and built-in cabinetry. The house also still has its original brick hearth and wood windows and sheathing. The open breezeway leading to a separate garage, the most distinctive element of the design, is intact as well.

The period of significance for the house is 1951, the date of its construction.

HISTORICAL BACKGROUND

The Wachovia Building Company Contemporary Ranch House at 823 Bryan Street is one of several extant dwellings built from a single plan by Raleigh developer E. N. (Ed) Richards in the early 1950s. Richards’s Wachovia Building Company was putting up speculative housing in the single-family section of the Cameron Village mixed-use development. The company purchased a dozen other parcels along with that at 823 Bryan Street from York Building Company in April 1951. Richards would later purchase more house lots for speculative development in Cameron Village.²

For his first group of Cameron Village parcels, Richards used a Ranch house plan with a single-car garage connected by a breezeway. The three-bedroom, one-and-a-half bathroom houses have compact, nearly square floor plans with an open living room/dining room configuration. Windows are wood sliders in the private rooms. Elsewhere, there are awnings generally arranged in pairs and stacked two or three high, the latter creating a window wall. Such triple stacks were placed on two adjacent exterior walls of the living room, near their common corner. The roof was either hipped or gabled. Exterior finishes included brick, Roman brick, stone, vertical plywood, wood shingles, board and batten, and weatherboard. Each house featured at least two exterior materials.

In executing the plan, some houses were placed laterally with regard to the breezeway and garage; that is, with the facade facing the street and the kitchen door, at a narrower side elevation, leading directly to the breezeway and garage. This configuration is seen at 829 Bryan Street and at 622, 623, and 627 Woodburn Road. All of these houses have been altered with the enclosure of the breezeway. In at least five cases, the house placement was perpendicular: a narrow end faced the street and the facade turned to the breezeway and garage, leaving an elevation without a door to face the street. This latter arrangement is seen in gable-roofed—and heavily altered—versions at 817 Bryan Street and 626 Woodburn Road. A hipped example at 1003 James Street has a massive addition to its garage and an enclosed breezeway. Another hipped example, at 619 Smedes Place, combines stone with wood shingle siding; it has been altered with an enclosed breezeway and its garage converted to living space. The house at 803 Woodburn Road was also likely a perpendicular version of this plan, but it has been so altered and expanded that this cannot be confirmed. The unaltered version of the perpendicular placement is observed only at 823 Bryan Street, the Wachovia Building Company Contemporary Ranch House. A few houses built on the thirteen lots are not extant, such as at 811 Bryan Street, and their original configuration is not known. The same model was also built at a few other lots, such as at 825 Woodburn Road, later purchased by the Wachovia Building Company.

Regardless of placement on the site, the floor plan features a combined living room-dining room space, an L-shaped hall embedded in the rectangular plan, and a paired full bathroom and half-bathroom inserted between two of the bedrooms. The half-bath has a door from the hall as well as a door leading into the full bathroom. The kitchen features a secondary means of egress through one of the narrow elevations; it would be a side or back door, based on the placement of the house.

The origin of the plan is not known, but was likely drawn by Leif Valand, the architect for the commercial buildings and multi-family housing in the Cameron Village mixed-use development. Valand had a background in designing prefabricated houses for a company called American Houses in the late 1940s, for which Ed Richards had been a salesman at the same time. Valand is
also credited with the design of the Banks Kerr House at 703 Smedes Place, another plan repeated throughout the neighborhood. That plan featured a similar compact Ranch with awning window stacks and slider clerestory windows but with an additional, smaller bay—rather than a breezeway and garage—either at one end or placed perpendicular to the main block. The Wachovia Building Company later erected houses of that plan in Cameron Village; examples remain at 630 and 638 Smedes Place, both built in 1953. Valand also designed Ed Richards’s own house at 2116 Banbury Road in 1951. He was employed at that time by the York Building Company, but left in 1952 to establish his own Raleigh firm.\(^3\)

Another possibility is that Richards purchased the plan from a catalog or a magazine or that Valand altered an existing design from a plan book. Similar, but larger, dwellings appear in a 1957 catalog of plans from the Standard Homes Company, which had offices in Washington, D.C. and Fuquay-Varina in Wake County. Both models have a floor plan very similar to the contemporary Ranch built by Richards in Cameron Village, including the embedded L-shaped hall and the paired bathroom and half-bath between two of the bedrooms. “The Colorado” also features a low-pitched hipped roof and the paired awning windows installed in stacks up to three, including placement of two window walls in the adjoining exterior walls of the living room near their corner. A related plan, “The Cardenas,” has the same window arrangement, but replaces the three-window stack with a vertical picture window over an awning; it also has a dramatic shed roof. Notably, both Standard Homes models are larger than the Richards plan. They are L-plan houses, with the third bedroom occupying the space of the kitchen in Richards’s plan, while a secondary block in the larger plans accommodates either a kitchen and separate dining room (in the case of “The Colorado”) or a more open-plan kitchen-dining-family room (offered by “The Cardenas” plan). In both larger plans, the front door opens to a foyer, which leads to the embedded hall.\(^4\)

Wachovia Building Company purchased the thirteen parcels in April 1951 and started construction immediately. The company sold the house at 823 Bryan Street to Arthur and Elizabeth McKimmon in July 1951. Arthur McKimmon II was a Raleigh architect and a 1940 graduate of North Carolina State College (now University) in architectural engineering. He worked in William Henley Deitrick’s office before establishing his own firm around 1948. The McKimmons owned the house just until 1956, when they sold it to Albert and Susan Jenkins and moved to a house of McKimmon’s design at 2751 Toxey Drive, east of the Carolina Country Club in Raleigh. Ten years later, the Jenkinses sold the contemporary Ranch house to Nathaniel


Sparrow and moved into a ca. 1965 house designed by McKimmon at 400 Scotland Street (not extant), just a few blocks from McKimmon’s own new home. There have been three subsequent owners of 823 Bryan Street since Sparrow’s ownership. Current owner Jacqueline Jordan has owned the house since 1998.5

Just two years after erecting his first speculative houses throughout Cameron Village, Ed Richards began developing the Ridgewood subdivision. He was, at the same time, still building speculative houses of a different, less contemporary design in Cameron Village. According to Pat Juby, a salesperson with Richards’s Cameron Brown Realty Company in that period, all the split-level and Ranch houses in Ridgewood are variations on five plans, with no involvement from an architect. There has long been speculation that Leif Valand had designed the Ridgewood houses, but Juby’s recollection discounts that idea. It remains possible, however, that Valand created the plans or altered purchased plans used by Richards. In any case, as the MPDF details, Richards went on to become one of the most prolific developers of subdivisions in Raleigh in the second half of the twentieth century. The style of his speculative houses shifted, however, from contemporary to archetypal and even Colonial. The shift begins at Cameron Village and continues with the Ridgewood development.6

ARCHITECTURAL CONTEXT

The Wachovia Building Company Contemporary Ranch House meets criteria laid out in the MPDF for the contemporary Ranch style, which is described as having “innovative forms such as groupings of large windows, post-and-beam frameworks, wide eaves with exposed rafters, clerestory windows, and the integration of the house into the site through exterior living spaces.” The Wachovia Building Company Contemporary Ranch House exhibits many of these elements. The window walls at the southeast corner, created by paired stacks of awning windows, are a common Modernist approach for integrating exteriors into the living space. In the bedrooms, sliders placed at the eave become clerestory windows, providing light and ventilation to the spaces while preserving privacy. Meanwhile, the perpendicular siting of the house relative to the


6 Notes from Ruth Little’s interview with Pat Juby are in the Ridgewood survey file at the North Carolina Historic Preservation Office in Raleigh.
detached garage shifts the front door from the street-facing elevation to a side elevation, altering the typical approach to a dwelling. This is a contemporary element derived from the work of Frank Lloyd Wright, who protected privacy with partially hidden entries—as well as with high, small windows like those in the bedrooms here. Finally, the connection of the house to the garage by a breezeway creates sheltered exterior living area, and the original patio just behind the breezeway enlarges and enhances that space.

In the MPDF, Ranches are categorized both by style and by size. The vast majority of Ranch houses identified in Raleigh fell into one of two sizes: the minimal and the rambler. Minimal ranches have no more than three or four bays across a wide façade, while ramblers have additional bays or garages that dramatically extend the width of the dwelling. The Wachovia Building Company Contemporary Ranch house is too compact to be considered a rambler and yet too complex in massing to be considered minimal. It is something of a hybrid—being both compact and extended—but it also brings in the additional element of complexity through its siting.

Two other examples of the contemporary Ranch have been identified in Raleigh outside Cameron Village. Both occur about two miles northwest in the Ridgewood neighborhood, which Ed Richards developed with Willie York beginning in 1954. The houses share a similar configuration, one that differs from the contemporary Ranch plan used by Richards’s Wachovia Building Company in Cameron Village. Like the latter, the two Ridgewood houses turn a narrow elevation to the street, but they keep the main entrance at that front elevation. The 1954 house at 1330 Crabapple Lane in Ridgewood has a gabled roof, a wall of stacked awning windows, and smaller one-over-one windows in the private rooms. The parcel is at a corner, and the gable end holds the front door and fronts Crabapple Lane while the longer elevation faces Churchill Road, the intersecting street to the north. The deep eave at the gable end shelters a small front porch, but the slope on the south side of the house extends far enough to shelter a side porch and carport with integrated shed along its south edge. The side porch, much like the breezeway at 823 Bryan Street, is delineated on its open sides by a low wall, here accented with slender squared columns that provide both support and a partial sense of enclosure to the outdoor space. A large addition behind the side porch and carport, however, closes those spaces from the back yard of the dwelling and decreases the interaction between the structure and its environment. Nearby, 3311 Churchill Road in Ridgewood has a similar arrangement with a brick exterior. A modest Ranch house turned on the parcel with its narrow gabled end to the street, it also shelters a screened porch, a carport, and a storage shed under the extended wing of one slope of the gable. Real estate records indicate alterations but no additions; windows may have been removed from the left side of the facade, but characteristic large windows remain to the right. The additional sheltered spaces at both houses and their manner of connecting to the dwelling with the extension of the roof slope are their contemporary elements.
As seen at the Ridgewood examples, simple alterations or additions to contemporary Ranches can adversely affect integrity. The intact openness of the breezeway at the Wachovia Building Company Contemporary Ranch House creates a transparency that diverges from the traditional porch of older residential styles, which only offers transitional—not integrated—space between the outdoors and indoors. The screened porch at 3311 Churchill Road blocks some of the contemporary-style transparency, and the addition behind the porch and carport at 1330 Crabapple Lane limits the feeling of openness to the landscape there. In both cases, the outdoor living areas are less integrated into the surrounding yards because the connection—either visual or physical—is obstructed on one side.

The complex relationship between house, garage, and outdoor space at the Wachovia Building Company Contemporary Ranch House has not been identified in an intact contemporary Ranch in Raleigh outside of Cameron Village. The Wachovia Building Company Contemporary Ranch House has a front entry that does not present directly to the street, as opposed to all the other examples cited here. Most importantly, without the open breezeway, the altered Ranch houses have lost a major, defining element of the contemporary style in this minimal form. Only the Wachovia Building Company Contemporary Ranch House at 823 Bryan Street meets the contemporary houses’ registration requirements for excellent interior and exterior integrity.

Richards’s contemporary Ranch plan in Cameron Village was employed at a time when professors at the newly revamped School of Design at North Carolina State College (now University) were beginning to build their own Modernist houses in Raleigh. The commercial part of Cameron Village employed Modernist design, and the contemporary Ranch plan nicely complemented the work going on there. Its use shows a moment in Raleigh’s history where speculative residential design might have taken off in a Modernist direction, much like it did for architect-designed dwellings. However, later subdivisions do not bear this out, as the rarity of the speculative contemporary Ranch type indicate. Even in Cameron Village and Ridgewood, where other modest contemporary Ranches have been identified, Ranches are predominantly archetypal. Richards’s shift away from the contemporary for his speculative housing was presumably based on his experience with the market for the style or the economics of building houses that reacted to the individualities of site. His later houses in Cameron Village are archetypal and not contemporary, as are the majority of Ranches in Ridgewood. Despite the transformation of the study of architecture at the School of Design and the infusion of nationally prominent talent in the field, the average Raleigh homeowner’s taste for residential design remained resolutely conservative and traditional. The market dutifully followed suit.
**BIBLIOGRAPHY**


VERBAL BOUNDARY DESCRIPTION

The boundaries coincide with the legal bounds of parcel 1704243497.

BOUNDARY JUSTIFICATION

The boundary includes the entire parcel historically associated with the Wachovia Building Company Contemporary Ranch House.