

AN ORDINANCE DESIGNATING the (former) Carolina Pines Hotel, 1526 Tryon Road IN THE PLANNING JURISDICTION OF RALEIGH, NORTH CAROLINA, A HISTORIC LANDMARK.

WHEREAS, the General Assembly of the State of North Carolina authorized the creation of a countywide Historic Preservation Commission for Wake County and otherwise provided for the preservation of certain historic sites and buildings by the passage of Part 3C, Chapter 160A, Article 19 of the North Carolina General Statutes; and

WHEREAS, the City of Raleigh agreed to participate in the countywide Historic Preservation Commission through an interlocal agreement with Wake County; and

WHEREAS, the Wake County Historic Preservation Commission has made an investigation and recommended the following property be designated a historic landmark; and

WHEREAS, the North Carolina Department of Cultural Resources has made an analysis that the following property is eligible to be designated a historic landmark; and

WHEREAS, on the 20th day of July, 1999 a public hearing was held in the City Council Chamber of the Municipal Building, Raleigh, by the City Council of the City of Raleigh to determine whether the hereinafter described property should be designated a historic landmark; and

WHEREAS, all requirements of Part 3C, Chapter 160A, Article 19 of the North Carolina General Statutes, preceding the adoption of this ordinance, have been met.

NOW, THEREFORE, BE IT ORDAINED BY THE RALEIGH CITY COUNCIL THAT:

Section 1. The property designated as the (former) Carolina Pines Hotel, owned by the Rho Chapter, Delta Sigma Phi Fraternity, in the planning jurisdiction of Raleigh, North Carolina, be and is declared a Raleigh Historic Landmark. Said property being more particularly described as follows:

The (former) Carolina Pines Hotel at 1526 Tryon Road, Raleigh, (Wake County PIN # 0792.04 93 7871), approximately 7.32 acres, including the entire parcel on which the building stands.

Section 2. Those elements that are integral to its historical, architectural, archaeological significance, or any combination thereof are as follows:

Exterior of the former hotel constructed in 1933 as a primary element of the Carolina Pines Resort complex, including Colonial Revival elements such as the central entrance portico with four Tuscan columns, front door with side lights and fan light above, remaining eight-over-eight double-hung sash windows. The parcel also includes a stable (altered) and site features such as dense pine growth, and the two original stone walls and circular drive.

Section 3. No building, site, structure, or object that is designated in this ordinance located on the hereinbefore described site may be altered, restored, moved, remodeled, or reconstructed so that a change in design, material, or outer appearance occurs unless and until a certificate of appropriateness is obtained from the Wake County Historic Preservation Commission or its successors.

Section 4. No building, site, structure, or object that is designated in this ordinance located on the hereinbefore described site may be demolished unless and until either approval of demolition is obtained from the Wake County Historic Preservation Commission or a period of three hundred sixty-five (365) days has elapsed following final review by the Wake County Historic Preservation Commission of a request for demolition (or any longer period required by N.C.G.S. 160A-400.14 as it may be amended hereafter).

Section 5. All owners of the property hereinabove described, whose identity and addresses can be ascertained by the exercise of due diligence, shall be sent by certified mail a copy of this ordinance.

Section 6. This ordinance shall be indexed after the property owner's name in the grantor and grantee indexes in the Office of the Register of Deeds of Wake County.

Section 7. City administration and the Wake County Historic Preservation Commission are hereby authorized to have erected an appropriate sign on the site herein described setting forth the fact that said site has been designated a historic landmark by action of the Raleigh City Council and the Wake County Historic Preservation Commission.

Section 8. In the event any building, site, structure, or object is demolished in accordance with the ordinances of the city of Raleigh, this ordinance may be repealed.

Section 9. Any violation of this ordinance shall be unlawful as by law provided.

Council Member Odom made a motion that the above ordinance be adopted. Council Member Kirkman seconded the motion, and upon vote, the motion carried this the 20th day of July, 1999.

Effective Date: ~~Upon Adoption~~

Distribution: City Council
City Manager
City Attorney
Planning Department (2)
Inspections Department (3)
Wake County Register of Deeds
Wake County Historic Preservation Commission



City Of Raleigh
North Carolina

STATE OF NORTH CAROLINA)
COUNTY OF WAKE)

CERTIFICATION

I, Gail G. Smith, City Clerk of the City of Raleigh, North Carolina, do hereby certify that the attached is a true and exact copy of Ordinance No. (1999) 611 adopted July 20, 1999.

IN WITNESS WHEREOF, I have unto set my hand and have caused the Seal of the City of Raleigh to be affixed this 26th day of July,



Gail G. Smith
Gail G. Smith
City Clerk

**WAKE COUNTY HISTORIC PRESERVATION COMMISSION
LANDMARK DESIGNATION APPLICATION**

1. Name of Property

Historic Name: Carolina Pines Hotel

Current Name: Delta Sigma Phi Fraternity House

2. Location

Street Address: 1526 Tryon Road

City/Town/Jurisdiction: Raleigh (formerly Swift Creek Township)

NC PIN Number: 0792.04 93 7871

3. Owner Information

Name: Rho Chapter, Delta Sigma Phi Fraternity, Alumni Control Board

Address/Phone: Dan Morrison, Rho Chapter President
2719 Everett Avenue, Raleigh, NC 27607
(919) 834-7215

4. Applicant/Contact Person

Name: Carrie Albee

Address/Phone: 4951-303 Tall Timber Drive
Raleigh, NC 27612
(919) 782-3925

5. General Data/Site Information

A. Date of Construction and Major Additions/Alterations: Hotel, 1933; Second Story Wings, c1950; Rear and Side Decks, 1994

B. Number, Type, and Date of Construction of Outbuildings: 2; Stable, 1933 with extensive renovations to the east facade, c1990; Well House, c1965, currently undergoing extensive renovations

C. Approximate Lot Size or Acreage: 7.32 acres

D. Architect, Builder, Carpenter, and/or Mason: Unknown

E. Original Use: Hotel

F. Present Use: Fraternity House

6. Classification

A. Category (Building, Structure, Object, Site): Building

B. Ownership: Private

C. Number of Contributing and non-contributing resources on the property:

	<u>Contributing</u>	<u>Non-Contributing</u>
Buildings	<u>2</u>	<u>1</u>
Structures	<u>2</u>	<u>0</u>
Objects	<u>0</u>	<u>0</u>
Sites	<u>0</u>	<u>0</u>

D. Previous Field Documentation (When and by Whom): 1992, M. Ruth Little and Todd Johnson

E. National Register Status and Date (Listed, Eligible, Study List): Study List, 1992

7. Signature of Applicant Carrie Albee

8. Supporting Documentation (Attach to Application on Separate Sheets. Please Type or Print.)

A. Photographs. Application must include current black and white photos of all facades of the main building and at least one photo of all other contributing and non-contributing resources. Photos must be identified in pencil with the name of the property, its address or location, and the date. Additional photographs of the exterior of interior of the property are helpful. Black and white or color photographs or color slides are acceptable for additional views.

B. Maps. Include a map showing the location of the property. Tax maps with the boundaries of the property are preferred, but sketch maps are acceptable. Please show street names and numbers and all structures on the property.

C. Justification for the area to be designated. Describe the appearance and use of the land to be designated.

D. Architectural description and significance. Describe the property, including exterior architectural features, additions, remodelings, and alterations. Also describe significant outbuildings and landscape features. If the owner has given the Commission permission to have design review over any interior features, describe them in detail and note their locations. Include a statement regarding the architectural significance of the property.

E. Historical Significance. Note any significant events, people, and/or families associated with the property. Include all major owners. Please include a bibliography of sources consulted.

FOR OFFICE USE ONLY Date Received: 3/4/99 Received By: RAP
4/29/99

A. Photographs

Attached, Figures 1 through 32.

B. Maps

Attached, Maps 1 through 5.

C. Boundary Description and Justification

The designation boundary for the Carolina Pines Hotel is the 7.32 acre legal parcel (Wake County PIN# 0792.04 93 7871). At the time of the grand opening of the Hotel in the Summer of 1933, however, it was only one small part of the greater Carolina Pines Resort which consisted of over 470 acres of owned or leased property. The original particular tract associated directly with the Carolina Pines Hotel was a parcel of approximately 170 acres purchased from the Mary E. Buffalo Estate by Carolina Pines, Inc. in 1938.¹ However, following the collapse of the Carolina Pines Resort in the 1930s, the tract was subdivided and the significantly reduced hotel parcel, consisting of 10.35 acres, was sold individually.² The current 7.32 acre parcel now owned by Delta Sigma Fraternity has remained intact since its purchase in 1947 by Miss Lena E. Simmons and Miss Sara E. Wilkerson.³ It is this latter parcel which serves as the proposed historic boundary for the Carolina Pines Hotel.

This 7.32 acres parcel abuts Tryon Road which serves as the southern boundary. The parcel is characterized by dense pine growth along the property lines, which serves as an effective buffer between the Hotel and adjacent properties, including the current Raleigh Golf Association fairways, and the American Legion Post to the west. The Hotel is situated in a clearing dotted with pine trees, set back from the road, with a wide lawn gently sloping downwards towards the Hotel building. The parcel also includes two outbuildings: a Well House to the east of the Hotel, and the Stable directly behind the Hotel to the north. In addition to having been associated with the Hotel for over half a century, the current 7.32 acre parcel has remained intact, retaining its historical integrity.

¹ Wake County Deed Book 792, Page 561. The Buffalo tract had first been leased with an option to purchase by H. A. Carlton, founder of the Carolina Pines, in January of 1929, and again in January of 1931. The latter lease, good for ten years or until the purchase of the property by the leasee, allowed for the construction on the property of "a Golf Course, and riding club grounds and/or grounds for any other recreational purposes." Under these provisions Carlton constructed the Carolina Pines Hotel on the Buffalo property in 1933. The lease and option was subsequently passed from Carlton to Carolina Pines, Inc., which exercised the option to purchase in December of 1938. Up until this time, the Carolina Pines Hotel was located on leased land. See Wake County Deed Book 564, Page 309; and Wake County Deed Book 610, Page 193.

² Wake County Deed Book 792, Page 574.

³ Wake County Deed Book 968, Page 648. The deed describes the parcel as "containing 7.27 acres and being the southeastern portion of the Carolina Pines Hotel lot." Subsequent deeds also refer to the parcel as being 7.27 acres, however, upon the purchase of the parcel by the Rho Chapter Alumni Control Board of Delta Sigma Phi Fraternity in 1974, the same parcel is described as consisting of 7.32 acres. The acreage from the 1974 deed most likely reflects the results of a more recent and accurate survey of the property. It is certain from the correspondence in survey points, however, that the various deeds describe the same parcel.

No new buildings have been constructed since 1933, although some renovations have taken place, and the pine forest from which the resort, and hotel, took their names has been preserved. Landscape features such as the original decorative stone walls and the circular drive around the Hotel remain virtually unaltered since their construction. The current use and overall character of the land remains unchanged from the period of significance. Therefore it is proposed that the historic boundary be the current 7.32 acre legal parcel, as recorded in the Wake County Tax Map.

D. Architectural Description and Significance

Setting. The Carolina Pines Hotel is located on the north side of Tryon Road, two miles south of downtown Raleigh, formerly in Swift Creek Township but now incorporated just within the Raleigh city limits (figs. 1-32, map 1). The larger property is bounded by Tryon Road and the Raleigh Golf Association to the south, the Norfolk and Southern Railroad and the old Raleigh Airport to the east, and the RGA golf course and various modern housing developments to the north and west (fig. 1). The overall character of the area is primarily low density residential development, although along old Highway 21 commercial development is exerting substantial development pressure to the east of the site. Situated in a clearing and bounded on three sides by dense pine forest, the Carolina Pines Hotel sits on the north slope of a small knoll (fig. 2), at the peak of which is located its axial counterpart, the Clubhouse of the Raleigh Golf Association, constructed in 1929 and also executed in the Colonial Revival style (fig. 24). The southern boundary of the Carolina Pines property, that which borders Tryon Road, is marked by a low stone wall (fig. 20). This stone wall, along with a somewhat more elaborate stone wall running along the south facade of the Hotel building (figs. 21, 22) and the semi-circular paved drive cutting through the lawn and encircling the hotel, serves to delineate the Hotel and wide, sloping lawn from the pine forest surrounding the property. These stone walls are both original to the Hotel, and for this reason, and by virtue of their having remained in good condition, the two stone walls have been determined as *contributing structures* to the Carolina Pines Hotel historic property.

Primary Building: Exterior. The Carolina Pines Hotel Building, the primary *contributing building* on the site, is a two story, five part facade wood frame gable roof structure executed in simple Colonial Revival style (fig. 1). The Hotel originally consisted of a two-story central block of private rooms with one story flanking wings which housed the large public rooms (fig. 25), but sometime after the Hotel was sold to Lena Simmons and Sara Wilkerson in July of 1947 and became the "Colonial Pines Hotel," the wings were raised to two-stories to house additional rooms, creating a more evenly proportioned facade (fig. 27).⁴ These flanking wings are set back from the central portion of the Hotel,

⁴ The dating of the second story wing additions is based upon documentary photographs of the Carolina Pines Hotel located on site and in the North Carolina State Archives, as well as documentary evidence from the Wake County Deed Books. The original wings were intentionally constructed to provide for future expansion, but it seems that this did not actually occur until well into the 1940s, or perhaps even the early 1950s. Figure 25 in this nomination shows the Hotel before the second story was added to the flanking wings, while Figure 27, dating to roughly the same period, shows the Hotel after the addition. The tell tale sign in these photographs, however, is not so much the building itself, which gives little to indicate a particular date, as in the automobiles which are parked in front of the Hotel. The same station wagon is pictured

and are slightly shorter. The southern facade of the Hotel consists of a shallow portico supported on four tuscan columns, evenly spaced, framing a two paneled door with eight lights, flanked by transoms and crowned with a wide fan light above (figs. 4, 5). The Hotel exhibits eight over eight light, double sash windows with two-part molded surrounds which, like the rest of the exterior moldings, are simple and unassuming. The exterior of the Carolina Pines Hotel has been well preserved and retains its historic character.

Primary Building: Interior. The interior spaces are equally as unpretentious. The basic first floor plan of the Hotel is very simple, consisting of a long central hall running the width of the Hotel, leading to the dining room on the west end and the lounge on the east end (fig. 10, map 5). In between the large public rooms are a series of individual bedrooms and bathrooms, in a linear arrangement. The one story kitchen extends from the back of the dining room (fig. 7). As on the exterior, ornamentation of these rooms is minimized, even in the public rooms, traditionally the most elaborate and grand rooms in a hotel (figs. 11, 29, 30). On the second floor, the plan is essentially the same, with the translation of the two first floor public rooms into four additional bedrooms on the second floor. The adaptation of the Carolina Pines Hotel for use as a fraternity house has, as expected, resulted in a great deal of wear and tear on the interior of the Hotel; however, there have been very few major alterations to the structure and most of the original material remains intact including hardware, mantel pieces and doors, molding, and bathroom fixtures (figs. 14-16). Furthermore, the original plan has been left undisturbed with no modern partitions or spatial rearrangement evident in the structure.

Associated Buildings and Structures. In addition to the Hotel, there are two other buildings on the Carolina Pines Hotel property. The original Stable, located directly behind the Hotel building and aligned perpendicular to it, has been modified since the purchase of the property by Delta Sigma Fraternity to serve as a clubhouse for entertaining (figs. 17, 18). This adaptation in use has resulted in some alteration to the original structure, including the replacement of the original siding, the installation of new double doors along the east wall, and a small shed addition on the north face. The interior of the structure, however, retains its original exposed wooden members and unfinished character. For these reasons the Stable has been determined as a *contributing building* to the Carolina Pines Hotel historic property. The Well House is located to the southeast of the Hotel building, on the east side of the paved drive and within the pine forest (fig. 19). The original structure has been completely destroyed, as evidenced from the decaying pile of weatherboard and framing adjacent to the current Well House, which appears to have been built sometime during the last quarter century of concrete block. All mechanical equipment associated with the well, itself, is new, and Delta Sigma Fraternity is currently in the process of rebuilding the roof of the Well House. For these reasons the Well House has

in both photographs; however, Figure 27 also features several other automobiles which appear to date from the late 1940s, suggesting that the second story wing additions were completed at the earliest by the late 1940s. The particular date of 1947 has been chosen in this document because it is known that the Hotel changed hands in July of 1947, being sold by Rose Marre St. Cloud to Lena E. Simmons and Sara E. Wilkerson. When the Hotel next changed hands in 1954, the Hotel is referred to as the "Colonial Pines Hotel" and the deed also includes the sale of a 1941 Buick Sedanet, most likely the featured car in the photographs. From this it can be determined that Figure 25 had to have been photographed after the 1947 purchase, because the Hotel was not called the "Colonial Pines Hotel" until after that date. These facts suggest a construction date for the second story wing additions of somewhere between 1947 and the early 1950s. See Wake County Deed Book 968, Page 648.

been determined as a *non-contributing building* to the Carolina Pines Hotel historic property.

E. Historical Significance

Chronology. On July 23, 1933, what was said to be “one of the principal recreation centers in this section of the South,” the Carolina Pines Resort and Hotel, developed by Herbert Anderson Carlton, officially opened with a flurry of excitement, promising an idyllic and diversified recreational facility accessible to all members of society from the most wealthy to those of “ordinary means.”⁵ In addition to the Hotel, itself, which by the time of the grand opening was one of the newest buildings on the Carolina Pines Resort site, the development included a surprising variety of recreational complexes and activities aimed at attracting as many people as possible to the area, a prospect which greatly appealed to the businessmen and civic leaders of Raleigh who hoped to gain national recognition for the city through the success of Carolina Pines in much the same way as Southern Pines had benefited from its proximity to Pinehurst. At the time of the Grand Opening of the Hotel, the Resort boasted a full 450 acres of recreational accommodations, including a hotel, two eighteen hole golf courses, a riding club with 35 saddle horses, 4 tennis courts with night illumination, a lake and pool under construction, casino, Club House, girl’s and boy’s camps, an outdoor theater, polo grounds, a fishery, a pet farm, a bottling company, and several additional associated structures used for various social activities including dances, concerts, and organizational meetings.

Despite the boasts and the attempts to see that the Carolina Pines Resort and Hotel was, indeed, a success, H. A. Carlton’s venture into resort development proved to be a financial failure. Only nine months after the Grand Opening of the Carolina Pines Hotel, Carolina Pines, Inc. was thrown into receivership by the “guiding genius,” himself, in a last ditch effort to try to salvage the corporation from closing and liquidation.⁶ Carlton would eventually lose his interests in the Carolina Pines Resort, but the corporation, first under Carlton’s siblings and then under the Murchison family, would continue to run the Hotel throughout the 1930s and into the 1940s, as well as other individual parcels of the Resort, until selling the unsuccessful Hotel to Rose Marre St. Cloud in 1947. After changing hands several times in the 1950s, the still active Hotel, now called the “Colonial Pines Hotel” was eventually purchased by Delta Sigma Fraternity in December of 1957, and has since served as the Rho Chapter Fraternity House.

Statement of Historical Significance. The primary period of significance for the Carolina Pines Hotel is the period from its construction in 1933 to its receivership in April of 1934. During this early period, the Carolina Pines Hotel and Resort reflects significant local and national trends.

⁵ “Great Dream Comes True,” *Raleigh News & Observer*, 23 July 1933, 1.

⁶ “Build Legion Hut at Carolina Pines,” *Raleigh News and Observer*, 23 July 1933, 1.

Architecturally, the Carolina Pines Hotel is an interesting and intact representative of the Colonial Revival style in Wake County, manifested here in the grand scale of a resort hotel. Far from being a typical execution of a style familiar throughout the twentieth century in both domestic and recreational architecture, however, the Carolina Pines Hotel represents an attempt to fuse the architectural language of the Colonial Revival and the philanthropic philosophy of one ambitious man, Herbert A. Carlton, during a time when few could afford the extravagant tastes and exquisite luxuries of North Carolina's more famous and expensive resorts such as Pinehurst, Lake Lure, and the Grove Park Inn. With the Carolina Pines Hotel as the centerpiece, Carlton attempted to create a resort that was accessible to the average citizen but which offered all of the conveniences and modern amenities found in the elite resorts. And in the Colonial Revival style Carlton found a ready-made and easily recognizable architectural vocabulary that effectively communicated Depression Era values such as simplicity, stability, and honesty. But rather than adopting the more elaborate and ornate Colonial Revival prevalent during the nineteen-twenties, the Carolina Pines Hotel reflects the practical, minimalist design aesthetic which found its foothold in America in the wake of the 1929 stock market crash in its stripped down, unadorned exterior and simple, unassuming interior. These design elements, and the philosophical motivation behind them, makes the Carolina Pines Hotel a unique and fascinating example of the Colonial Revival style in Wake County.

From its earliest beginning the Carolina Pines Hotel and Resort made a particular appeal to the common man, promising choice recreational activities and luxurious accommodations for citizens of all classes at an affordable price, an important, and somewhat novel, concept for a resort venture at the time. Publicity propaganda from the months leading up to, and following the Grand Opening of the Carolina Pines Hotel in 1933 reflect this emphasis, praising Herbert Carlton as a true philanthropist, and assuring guests that at Carolina Pines "the management has considered the times and kept fees down to a point where all may enjoy their favorite recreation."⁷ Carlton, gushed one *Raleigh News and Observer* staff writer, was not a self-serving developer out for personal gain, but rather "a dreamer who is also a builder. Doubtless his name will rank high on the recording angels' list of those who love their fellowmen. But he's getting part of his reward now, when he basks in the pleasure of those made happy through his endeavors at Carolina Pines."⁸

Despite this effort on the part of the Carolina Pines management to present the resort as "a priceless asset to the community and the State, a pastoral jewel of intangible value because its set deep in the heart of human happiness and spiritual welfare,"⁹ the Carolina Pines Resort and Hotel went bankrupt less than a year later, when Carlton elected to place the company under court regulated receivership due to his inability to pay his creditors. And yet, even amidst financial ruin the communal spirit behind this venture remained, as evidence in the statement made by *Raleigh News and Observer* editor Johnathan Daniels at the court hearings for the Carolina Pines Resort receivership that "Since, as your honor

⁷ "Sports of Land, Water, Air, at Carolina Pines," *Raleigh News and Observer*, 23 July 1933, 2.

⁸ "Great Dream Comes True," *Raleigh News and Observer*, 23 July 1933, 1.

⁹ *Ibid.*

said, this is a community affair as well as a legal one, it seems to me that lawyers should join creditors in trying to save Carolina Pines.”¹⁰

This philanthropic desire found its architectural manifestation in the Colonial Revival style, a ready-made architectural language which communicated classic American ideals and the Depression values of simplicity, modesty, and security. In the simple, minimalist execution of the Colonial Revival at the Carolina Pines Hotel, Carlton and his builder set about the task of creating a “Colonial style” hotel that was unpretentious yet sturdy, not luxurious yet comfortable, and which was, above all, affordable both for the investors and the guests. The exterior of the Carolina Pines is characterized by utmost simplicity, practically devoid of ornamentation altogether save for the simple architrave moldings and the shallow two-story portico supported on columns of the tuscan order, the favored and most appropriate classical order in early American architecture, as evidenced in its use by Thomas Jefferson at the University of Virginia. The interior of the structure is equal in simplicity, reducing the entrance foyer, central halls, and primary public rooms, traditional spaces for grand displays of wealth and splendor, to plain architraves and chair rails, with modest but quality furnishings. This theme extended beyond the Hotel to include the Club House, where guests “dined in the simple Colonial hall room,”¹¹ and the Gateway, a “lovely rustic Colonial structure...furnished in early American style.”¹² The Colonial Revival style gave Carlton a convenient and appropriate architectural language for his Carolina Pines Hotel, and allowed him to create a structure of elegant simplicity and a comfortable environment that was practical and inexpensive.

A-1. GOLF COURSE REGIONAL RESORT

To ensure the success of the development, Carlton attempted to present The Carolina Pines Resort and Hotel as a fusion of two common resort types, the country club golf resort, and the springs and health spa resort. To appeal to the clientele of wealthy businessmen, the Carolina Pines offered, above all, golf and tennis, as well as several clubhouses and evening entertainment facilities. Local businessmen were assured that the Carolina Pines was “superb as a regular residence for commuters who have urban businesses and also high regard for restful living,”¹³ and that the accommodations were ideal for business luncheons, “five minutes from the city but miles away from its noise and heat.”¹⁴ But while acutely aware that success required local patrons, the Carolina Pines Resort sought to attract the same socio-economic group as resorts such as Pinehurst, as evidenced in the assertion that “more Raleigh folks are discovering it every day, but from the looks of the licenses on the cars parked around the clubhouse, they aren’t the only ones enjoying Carolina Pines. From more than half the states in the union, guests have

¹⁰ “To Bend Efforts for Continuation of Pines Resort,” *Raleigh News and Observer*, 11 February 1934, 2.

¹¹ “Club House Pines’ Hub,” *Raleigh News and Observer*, 23 July 1933, 1.

¹² “Gateway Proves Popular Resort,” *Raleigh News and Observer*, 23 July 1933, 2.

¹³ “New Hotel Opens Today,” *Raleigh News and Observer*, 23 July 1933, 1.

¹⁴ “Club House Pines’ Hub,” *Raleigh News and Observer*, 23 July 1933, 1.

been there.”¹⁵ The Hotel’s convenient location to the Norfolk-Southern Railroad, Highway 21, and the Raleigh Airport seemed to virtually ensure that the resort was “destined to be of unique convenience to travelers by plane as well as those who ride the highways.”¹⁶ The Carolina Pines Resort deliberately plays off of the Pinehurst legacy, directly appealing to out-of-state customers through its emphasis on this easy and quick transportation to the Hotel, as asserted from one article in the *Raleigh News and Observer* which boasted that “The New Yorker, desirous of playing a round of golf in the South may board an Eastern Air Transport liner after breakfast and land almost at the door of the Carolina Pines clubhouse for lunch with the afternoon on the links before him,”¹⁷ while visitors to other, less conveniently located destinations such as Pinehurst might find that “to reach other resorts along this important air route [New York to Miami], it is necessary to lose considerable time motoring from the nearest airport.”¹⁸ The expectations for the Carolina Pines Resort and Hotel were great, perhaps most assertively expressed in the bold statement by one author of a *Raleigh News and Observer* editorial that the ambitious Herbert A. Carlton had “conceived creation of a playground of elaborate combination, the like of which, in completed form, will stand unparalleled in the nation.”¹⁹

With this appeal to the upper class businessman was the attempt to draw people to the Carolina Pines Resort and Hotel who were seeking rest, relaxation, and improved health through contact with the natural elements, a popular vacation trend since the Victorian Era when such “spa” resorts had arisen out of a desire to flee the stressful and unhealthy conditions of the industrialized city for a pastoral retreat where one could rejuvenate the mind and body. The Carolina Pines Hotel offered just such advantages, emphasizing not only a variety of physically stimulating activities, but also boasting their own mineral springs, water from which was bottled and sold regionally. Like at Fuquay Springs and Lake Myra, the health seeker was offered the Carolina Pines Hotel, “safe from the din of city streets and cool in its cradle of pine wood land.”²⁰

C. LOCAL CIVIC PRIDE

Although the entire development was funded by the personal funds of Herbert Carlton and his family, the nearby city of Raleigh took an intense and personal interest in the construction and success of the resort, as it had the potential to bring economic gain to the city and the region. The Carolina Pines Resort, it was asserted, would surely become “a combination pleasure ground and resort place that is going to make North Carolina famous abroad. He [Carlton] covers it all under the name of Carolina Pines-and the whole country is going to hear from it.”²¹ Carlton capitalized on the local interest in the venture

¹⁵ Ibid.

¹⁶ “New Hotel Opens Today,” *Raleigh News and Observer*, 23 July 1933, 1.

¹⁷ “Airway and Highway Meet at the Pines,” *Raleigh News and Observer*, 23 July 1933, 1.

¹⁸ “Airway and Highway Meet at the Pines,” *Raleigh News and Observer*, 23 July 1933, 1.

¹⁹ “Carlton’s Enterprise,” *Raleigh News and Observer*, 18 August 1933, 4.

²⁰ “New Hotel Opens Today,” *Raleigh News and Observer*, 23 July 1933, 1.

²¹ “Carlton’s Enterprise,” *Raleigh News and Observer*, 18 August 1933, 4.

and emphasized the regional nature of the resort, consciously linking the success of the Carolina Pines with that of the region. The Carolina Pines Hotel, it was stated, was “a strictly made in North Carolina affair. Interior decorations present a sense of cordiality and restfulness. Furnishings were made for comfort,” implying that the Carolina Pines, like the state of North Carolina itself, was characterized by restfulness, comfort, easy-going charm, and Southern hospitality.²² *The Raleigh News and Observer* encouraged this association, drawing attention to the fact that the materials that had gone into the building and “the furnishing of the new hotel went native products on a large scale, Mr. Carlton favoring Raleigh and North Carolina enterprise.”²³ The Grand Opening announcement proudly boasted that in the making of the Carolina Pines Hotel, “both the stone and logs used in its construction having come from the Carolina Pines estate. Slate for the floors came from Davidson County. As with every other project on the development, Tar Heel material is used throughout.”²⁴ By making a direct association between the Carolina Pines resort and the local region, Carlton sought to guarantee for himself strong local support on which he could build to ensure the financial success of the resort.

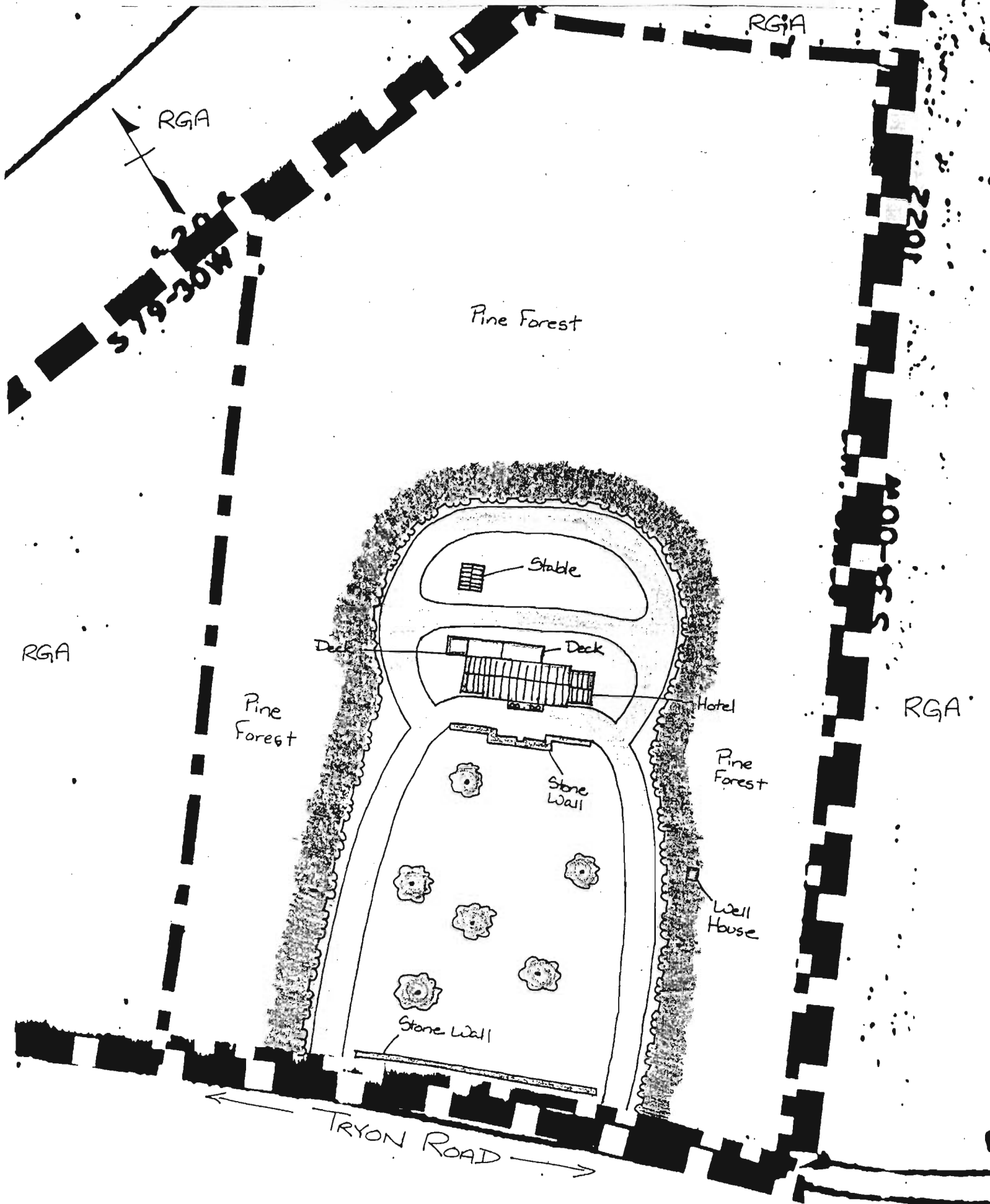
Although his efforts failed, the regional association of Carolina Pines Hotel with the city of Raleigh and Wake County is still strong, with much twentieth century development in the south of Raleigh growing out of the failed resort. Housing developments, especially following the Second World War, and throughout the twentieth century, and commercial growth along what is now Highway 401 was initially spurred by the location of the Carolina Pines Hotel to the Buffalo tract on Tryon Road. The Carolina Pines Hotel is the only remaining structure left from the Carolina Pines Resort, and it now stands as a strong reminder of the economic venture which, along with the Raleigh Golf Association, first interested the City of Raleigh in the now rapidly growing area bounded by the Beltline, Highway 401, Tryon Road, and Lake Wheeler Road.

²² “New Hotel Opens Today,” *Raleigh News and Observer*, 23 July 1933, 1.

²³ Ibid.

²⁴ “Gateway Proves Popular Resort,” *Raleigh News and Observer*, 23 July 1933, 2.

Map 4 - Carolina Pines Hotel Site Map



Not to Scale