

HISTORIC DISTRICT INFORMATION FORM

I. NAME OF DISTRICT:

Monland Place Historic District--this was the name given to the development by the American Land Company, developers of the neighborhood.

II. LOCATION OF DISTRICT

A. General Location

1. Describe in general terms the location of the district:

The district is located southwest of the CBD, between Alcova Street and South Broad Street.

2. Principal streets, highways, and geographic features:

Alcova St. and Blvd.

Alcova Street and Boulevard are the principal streets in the district. They parallel each other.

3. City:

Monroe ✓

4. County:

Walton ✓

B. U.S. Congressman and Congressional District

Doug Barnard--10th District

III. CLASSIFICATION:

Occupied

Little preservation work in progress, other than the general maintenance of the buildings and the occasional rehabilitation of a house in the neighborhood.

Current use: residential

IV. DESCRIPTION OF DISTRICT

A. Narrative Description

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1. General character, appearance, and historical development:

District is a planned, middle class neighborhood of the early 20th century. The American Land Company subdivided the land and sold lots with restrictive covenants in 1906. Most of the buildings in the area are modest, one-story frame structures with little detailing. The wide streets, uniform lot size, and uniform set back requirement all tend to give the area a planned character. Neighborhood was essentially developed by the 1930s, meaning that many of the houses have similar design qualities.

2. Natural terrain, landmarks:

Area is relatively flat. No natural landmarks exist.

3. Various parts of the district:

Because of its planned nature and quick development, the district is generally uniform in character, with no distinct parts.

4. Pattern of land subdivision:

One large block (Boulevard Street) was developed off of Alcova Street by the American Land Company. Despite gentle curves at the north end of Boulevard Street, the street pattern remains a gridiron-pattern block. Lots were laid out in uniform size, with 50' frontage. Many individuals combined two lots. (See attached plat map.)

5. Arrangement or placement of buildings:

Buildings generally face the streets at right angles, with uniform setbacks. Neighborhood is more densely developed along Alcova Street--less so along Boulevard.

6. Architectural characteristics:

District is made up of one and two story frame (and some brick) buildings, built from 1906 to the 1930s. Most of the homes are modest in scale. In one or two instances, some late Victorian detailing can be found, but in most cases the homes are rather simple. Large

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porches are common, many using the half columns typical of the bungalow style. Wide eave overhangs are also common. Bungalows are prevalent in the area as are other early 20th century styles, taken from pattern books of the era. Mixtures of several different styles of the period are also common.

Wood is the most common building material, although some brick is used. The craftsmanship in the district appears to be of a high quality. The design qualities are fairly typical for early 20th century buildings in Monroe.

7. Landscape characteristics:

Two landscape features are important to the district. First, the informal landscaping of the lawns is typical for the era and creates a rural, naturalistic atmosphere, especially along Boulevard. Large bushes and hedgerows are common in the district. A second major feature is the row of trees along Alcova Street, which define the western edge of the district. These trees are a major characteristic of the district, pointing to its planned nature.

8. Archaeological potential:

Unknown

9. Exceptions to the general rule:

None

B. Condition:

Excellent
Good--general condition of the district
Fair

C. Acreage of district (approximate):

19

D. Number of properties in district (approximate):

43

E. Intrusions and non-historic properties. Intrusions and non-historic properties are marked on the accompanying map.

Intrusions--General Description and Criteria for Inclusion:

The intrusions can be of two types. First are the historical structures that have been significantly altered after the district's period of significance has passed. This alteration is such that the historical features of the building have been destroyed. Criteria used included date of alteration, design of alteration, and degree of alteration. The second type of intrusions are modern structures which, because of their design, proportions, massing, siting, or other feature, detract from the significance of the district. Criteria used included date of construction, design, and compatibility with the district.

Non-historic structures--General Description and Criteria for Inclusion:

Most buildings in this category are structures built after the 1930s. While they generally blend into the district in terms of siting, proportion, massing, height, and design, they do not necessarily contribute to the significance of the district. These are usually very non-descript buildings, with few if any design details. Criteria for inclusion included date of construction, design features, and compatibility with district.

F. Boundaries of district

1. Brief boundary description and justification:

The district boundaries are shown on the accompanying map and include, with only one exception, all of the lots originally included in the Monland Place development. The one lot that is excluded lies at the southwest corner of the development and has a modern structure on it which significantly detracts from the district. The boundary was chosen because this was the intact historical boundary.

2. Difference of areas outside the district:

First Methodist Church lies north of the district while the Walton Mills are to the east. Vacant land is found south of the district. To the west are modern commercial structures.

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| G. Photographs: | I. U.T.M. References: |
| Attached (See photographs #51-57) | A Z17 E248890 N3741900 |
| | B Z17 E248680 N3741480 |
| H. Maps: | C Z17 E248510 N3741560 |
| Attached (See Maps M-33, 34) | D Z17 E248710 N3741900 |

V. HISTORY

A. Summary of Historical Facts

1. Original owner/developer:

Charles Walker--American Land Company

2. Subsequent developer:

N/A

3. Original use:

Residential

4. Subsequent use:

Same

5. Architects:

Unknown

6. Contractors:

Unknown

7. Other artists/craftsmen:

Unknown

8. Dates of development:

1906 to 1930s

B. Historical Narrative:

As Monroe developed into an industrial town in the 1890s and early 1900s, the population grew accordingly. From 438 and 530 individuals in 1870 and 1880 respectively, Monroe's population climbed to 983 by 1890 and 1,846 by 1900. While many of these people were workers for the new industries, a growing number were middle class businessmen and shopkeepers who worked for the town's service establishments.

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The need for housing for this growing population was great, as only a small number of residences existed near the CBD in 1880. Much of the development that remains today dates from this period of growth. While most of the residential development at this time was haphazard, at least one neighborhood could claim it was a planned subdivision.

In 1906, Charles Walker owned a house and a plot of land in Monroe southwest of the CBD and McDaniel Street, on the road leading to Alcovia Mountain. Walker was from a prominent family in town, and he took his place among the leaders in Monroe. A graduate of the University of Georgia and the law school of Georgetown University, he served as first president of the Bank of Grantville and, in later years, as president of the Monroe Cotton Mills.

Seeing the growth of Monroe, Walker subdivided his land in 1906 in order to develop a planned, residential subdivision. This was the first such effort in Monroe, breaking the traditional development pattern in the town. The American Land Company was formed to administer the sale, which began on October 23rd. Seventy-nine lots, most 50' X 150', were platted by H.E. Burton. Streets shown as part of the development included Alcova, Barrett, Boulevard, and Waverly Circle.

A substantial amount of promotion accompanied the offering of lots. Large newspaper ads told of the virtues of planned residential living. The white flag of the American Land Company flew over the site. In addition, a contest was held to name the development. Mrs. E.H. Smith won a \$10 gold piece for the winning entry: Monland Place.

Restrictive covenants were attached to the lots in order to encourage good development. Houses built in Monland Place had to cost at least \$1,000, and had to sit back at least 15 feet from the sidewalk. This second restriction, coupled with the width of Boulevard Street, gives the appearance of a much larger, open neighborhood. A final covenant required that lots be sold only to whites. (To capture black sales, the American Land Company also developed Maple Heights in 1906, located along Marable Road in north Monroe.)

By the end of October, approximately 25 lots had been sold in Monland Place. Many early property owners purchased two lots, providing them with 100 feet of street frontage. Construction and development in the area began almost immediately. Landscape features were also developed. Of special interest is the row of trees planted along Alcova Street which remain today to define the northwestern edge of the district.

In ten years time, Monland Place was fairly extensively developed. Most of the homes in the area were one-story, frame

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structures with full-length or encircling porches. Residents of the area included merchants and professionals (such as a local postmaster) who benefited by the area's proximity to the CBD. As was the case for many years, the Zion Hill Baptist Church was the only building facing Monland Place on the north side of Alcova Street.

Development continued, but at a much slower pace, during the 1920s. Housing construction continued, with small frame structures being the standard for the area. Middle class business and professional men continued to live in the neighborhood.

By the 1930s, development in the district effectively ended, and since that time only intrusions have come to place pressure on the area. In a few instances, houses within the district have been built that do not conform to the historic architecture of the area. Commercial structures on the north side of Alcova Street are generally a blighting influence on the historic residential qualities of the district. Finally, the First Methodist Church, built in 1950, has blocked both northern expansion of the residential area and southern expansion of intruding commercial districts.

VI. SIGNIFICANCE

A. Areas of Significance:

Architecture	Local History
Community Planning	
Landscape Architecture	

B. Statements of Significance:

Architecture: The architecture of Monland Place, like its planned nature, is indicative of the changing character of the field in the early twentieth century. As more and more Americans moved into the middle class, an architectural style had to be developed to suit their needs.

Almost all of the buildings in Monland Place are of frame construction. The earliest draw on Victorian precedents with asymmetrical floor plans, bay windows, decorative woodwork, and other typical features of the era. Later buildings are more straightforward in design. A few are bungalows or have features from this popular 1910s and 1920s style. Most fall into a category described by John Linley, author of the HABS Georgia Catalog, as "anonymous" architecture, which have a heavy dependence on pattern books. Porches, while still existing, take on less importance. Detailing plays a much subtler role. Thus, this architecture is important both as representative of

prevailing national trends and as indicative of the rising middle class in Monroe's transformation from a small commercial center for farms to a community based on industry.

Community Planning: Monland Place was conceived at a time when city planners and architects were experimenting with the development patterns of American cities and towns. The romanticism of the nineteenth century had led to naturalistic subdivisions with parks and curvilinear streets. Planners also experimented with development controls at this time.

Monland Place is significant as a planned residential neighborhood, developed by one developer in a short period of time, in contrast to the other "haphazard" development in town. In order to control development in the neighborhood, Monland Place was sold with restrictive covenants. These were the first such covenants used in Monroe on a large-scale basis, but they were harbingers of future developments in zoning and land use controls. Because of the pioneering use of these techniques in Monroe, Monland Place has an important place in the community's history.

Landscape Architecture: While Monland Place was not fully developed in the naturalistic tradition of suburbs of the 1890s and 1900s, an attempt was made to use landscape features to define the character of the neighborhood. Yards were planted informally with bushes, hedgerows, trees, and flowers. A line of trees was also planted along Alcova Street, to act as an edge for the development. These efforts resulted in landscape features that remain important parts of the character of the district.

Local History: The residents of Monland Place are similar in nature to those of the East Marable Street Historic District: middle class professional and business men. This class played an important role in developing the city as a regional commercial center and in increasing its industrial base. For this reason, their collective accomplishments have been important in terms of local history.

VII. SOURCES OF INFORMATION:

See Overview Statement