Located near O'Fallon Park in north St. Louis, Holly Place is part of a six-block subdivision (Plymouth Park) surveyed by Julius Pitzman for the Plymouth Investment Co. Plymouth was incorporated on November 2, 1904 with a capital stock of $21,000 equally divided among the three-member Board of Directors: Frank W. Giese (President), who built 4570 Holly Place for his own house in 1909, F. W. Prange and John H. Gundlach. The incorporators, all north St. Louis businessmen, imposed a number of deed restrictions (including a prohibition against negroes) similar to those employed by others developing early 20th century residential enclaves for the "better class."

In contrast to the 25-foot setback and two-family dwelling limit required in the rest of Plymouth Park, buildings in Holly Place were restricted to two-story, single-family houses of brick or stone set back 40 feet. Four such houses, all designed by St. Louis architect Edward F. Nolte in the "old English" style, were under construction by mid 1906. By 1915, all but three of the total 34 houses in Holly Place had been built. (See architectural survey map.) Most were architect-designed with Colonial Revival and Craftsman the most popular styles. Many of the Holly Place architects and builders are also represented in the parallel but larger Skinker deBaliviere development in the city's West End.

After the U. S. Supreme Court ruled racially restrictive covenants unconstitutional in the 1950s, Holly Place experienced a bleak period of conversion to rooming houses. The street, however, survived without any demolitions and today most of the owner-occupants are middle-class blacks.
Opened for development in the last decade of the 19th century, the area included in this survey experienced an initial building boom comprised of large, single-family houses designed by architects for specific clients and speculatively built houses designed for developers. Fifty-three of the fifty-four surviving buildings constructed between 1890-1899 fall into those two categories; the other structure is an 1897 commercial design at 25-31 N. Sarah by Barnett, Haynes & Barnett. Styles represented from this time period include local interpretations of Queen Anne, Romanesque Revival and Colonial Revival. Twenty-two structures from the next decade (1900-09) were identified in the survey. Building types include single-family and small-scale multi-family executed in Renaissance Revival, Tudor Revival, Arts & Crafts, Colonial Revival and Four-square. Only two buildings, both multi-family, date from 1910-1919. Of the twelve built between 1920 and 1929, all are multi-family including two high-rise apartment buildings. The single building from the 1930s is an award-winning design by Harris Armstrong for the small medical building at 114 N. Taylor.

A number of the buildings on West Pine were damaged by a 1927 tornado; others were modified as rooming houses during World War II. After several decades of gradual decay and subsequent demolitions, the survey area was included within the boundaries of the Washington University Medical Center Redevelopment Corporation. Although the twelve years since the onset of that Corporation have brought a large measure of stability and reinvestment to West Pine, those years have also seen a few unfortunate demolitions of historic structures for more dense new construction. Some new construction has also been built on vacant lots.
The Visitation Park Survey was undertaken as a preliminary step in assessing the resources located within the boundaries of a local historic district enacted in 1975. The strong corridor of important buildings on both sides of Union established a strong eastern boundary for the district; extensive demolition to the west of Belt had unfortunately set the western boundary. The northern boundary was determined both by the path of the early narrow gauge railroad (1872) and the block-wide Cabanne Subdivision of 1877 that ran west from Union on Cabanne. The southern boundary as of the 1975 ordinance had isolated the southern half of City Block 5484 leaving Enright (formerly Von Versen) removed from the Visitation district to the north and the Central West End district immediately to the south.

The survey established a common subdivision history for all of City Block 5484, similar architects/contractors, dates of construction and housing types. In 1986, the Heritage & Urban Design Commission approved the extension of the Visitation district to include all of City Block 5484. Dates of construction were established by a search of building permits, The Daily Record and occasionally deeds. Various primary and secondary sources were read in order to formulate the historical context for the certification documentation submitted to the State Office under separate cover. An abridged District description and significance follows:

**DESCRIPTION:** The Visitation Park Local Historic District includes 87 contributing buildings constructed between 1890 and 1929. Sixty-four of those buildings are single-family houses, designed predominately in Foursquare/Colonial Revival, Georgian/Colonial Revival and Arts & Crafts. Thirteen are multi-family including one highrise apartment building dating from 1927. The ten institutional buildings within the boundaries include two churches, four schools, one branch library, two club buildings, one orphanage and the former Visitation gymnasium. The nine, non-contributing buildings were constructed less than fifty years ago and are noted on the Architectural Survey Map by an * asterisk. Examples of non-contributing buildings can be seen in Photo #74 at the far right, Photo #11 at the far right and Photo #46 at the right rear. Alterations within the District are generally confined to the replacement of original roof material and porch details. Several buildings are currently vacant and vandalized.

**SIGNIFICANCE:** Although the development of the District after 1895 can be seen as part of the larger Central West End neighborhood, the early presence of country estates, an important farm-to-market road, a privately funded narrow gauge railroad and associated Cabanne Subdivision set the stage for a more suburban aspect in Visitation Park. In contrast to the relatively modest and informal domestic architecture in the District, the high art architecture on Union north from Delmar to Cabanne offers one of the most impressive boulevards in the city. Most, if not all, of those buildings could be nominated to the National Register as single sites. The collection, along with the residential context, has survived in spite of massive white flight and middle-class black migration to St. Louis County.

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May 11, 1987

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