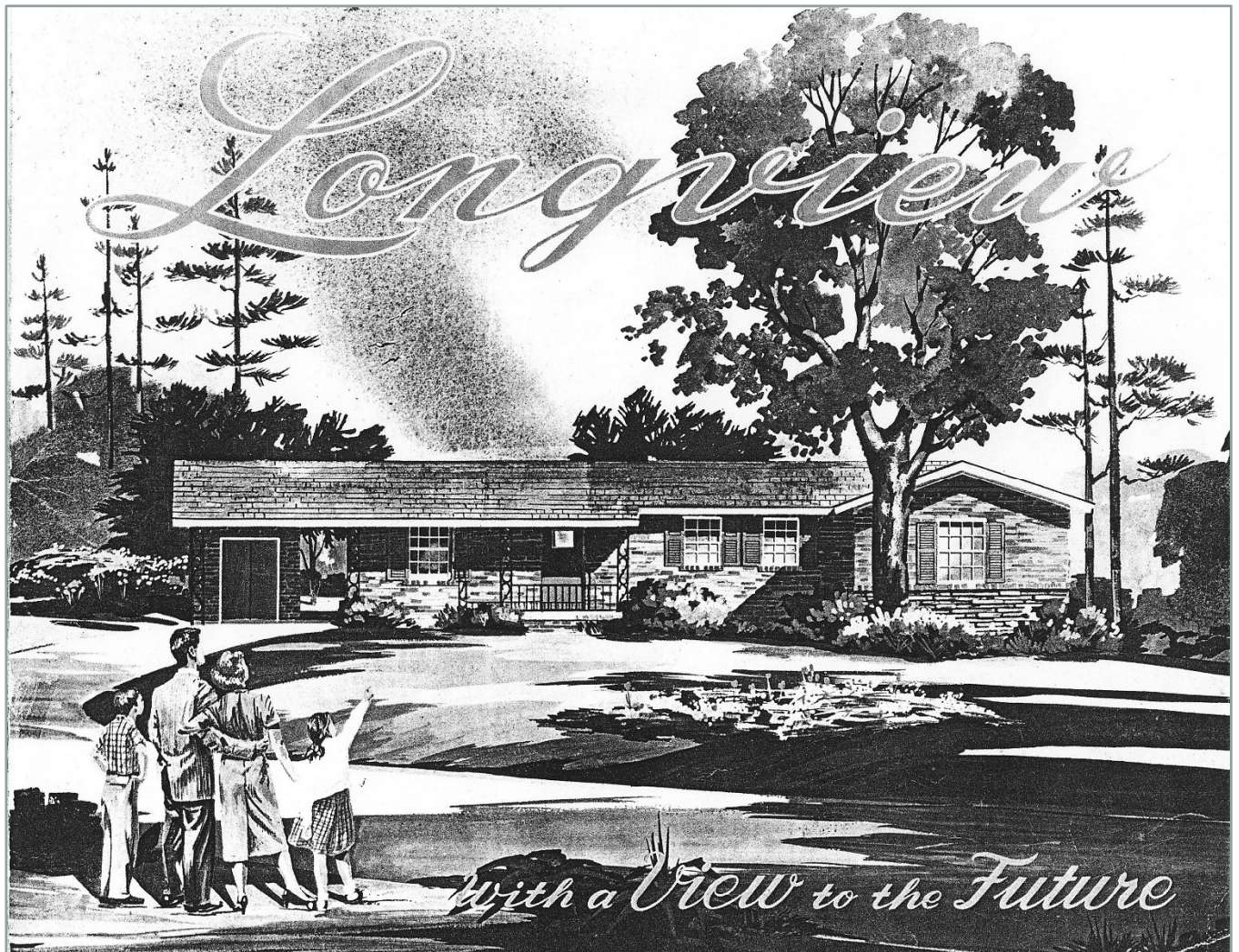


LONGVIEW SUBDIVISION (1958-1962)



BY ELLEN RANKIN

Cover Page:
1958 Cover of Longview Subdivision Sales Brochure
(Source: City of Chamblee)

Acknowledgements Page:
1958 Plan of AS-1 in Longview Subdivision Sales Brochure
(Source: City of Chamblee)

Acknowledgments:

The Past and Present Residents of Huntley Hills

City of Chamblee Staff

TRC Environmental Corporation

Atlanta History Center

DeKalb History Center

Atlanta Regional Commission: George Rounds (Mapping)




Longview
OFF PEACHTREE IND. BOULEVARD
GLENDALE 7-0252

PLAN
AS-1

LOT _____ BLOCK _____

ADDRESS _____

SALES PRICE _____

LOAN _____

DOWN PAYMENT _____

ESTIMATED CLOSING COST _____

ESTIMATED TOTAL CASH NEEDED _____

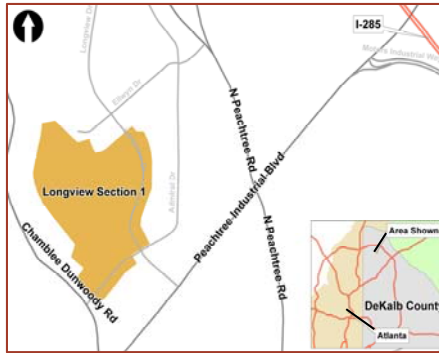
ESTIMATED MONTHLY PAYMENT _____
(INCLUDING PRINCIPAL, INTEREST, TAXES AND INSURANCE)

EARNEST MONEY REQUIRED _____
(TO APPLY ON DOWN PAYMENT)

1958 AS-1 Plan in Longview Sales Brochure
(Source: City of Chamblee)

INTRODUCTION TO LONGVIEW SECT. 1

The original Longview Subdivision, now known as a part of Huntley Hills, is located in the City of Chamblee in DeKalb County, Georgia. Post-World War II development was spurred in Chamblee by its proximity to the newly opened General Motors plant in neighboring Doraville and by other manufacturing plants built along newly-constructed Peachtree Industrial Boulevard (now Peachtree Boulevard) which abuts Huntley Hills neighborhood to the south.



The subdivision, planned in the late 1950s in response to rapid growth in the Chamblee area, is comprised of Ranch houses with large setbacks along curvilinear streets. From the beginning of the post-World War II house-building boom to the mid-1970s, the Ranch house was one of the most popular house types in the United States. In 1949, *Architectural Forum* declared, "Never before in the history of U.S. buildings has one house type made such an impact on the industry in so short a time."

Within the subdivision, shared amenities were built to facilitate community interaction, including an elementary school, commercial and religious properties, a park, a swimming pool, and tennis courts. Unusual in planned subdivisions of the time, the developer left much of the topography in place. The resulting elevation changes allowed many houses to incorporate a basement-level garage, a feature rarely found in Georgia's ranch houses.

As noted in *Single Family Residential Development: DeKalb County Georgia 1945-1970 (2010)*, Longview Sections 1 and 2 are comprised of 352 houses, 327 of which were constructed between 1958 and 1970. This publication documents the history of the 240 houses in Section 1 of the Longview Subdivision and the Ranch houses it contains. This Section provides an unusual opportunity to study the first stage of a planned ranch subdivision in the late 1950s and early 1960s in that few alterations have occurred within the original neighborhood as evidenced by its current state. It is the author's hope that this document serves not only as informational literature for the past, present, and future residents of Huntley Hills, but also may help homeowners, local officials, and other proponents of original Ranch preservation with listing Huntley Hills in the National Register of Historic Places.

GENERAL NOTES

LONGVIEW SECT. 1

PLATTED:

Filed: August 15, 1955

Revised: 1957, 1958 & 1960

BUILT: 1958-1959

240 Lots sold until 1962

DEVELOPER:

Long Corporation, Inc.

BUILDER:

Long Constriction Co.

REAL ESTATE/FUNDING:

Longview Realty Co.

Long Agency Inc. (Insurance)

Echo Mortgage Corp.

ARCHITECT:

JAMES E. GILDER, AIA

ENGINEER:

C.E. TORRELL

ADDITIONS:

LONGVIEW SECT. 2 (1962)

Ramey Investment Corp.

112 Lots

HUNTLEY HILLS (1963-1969)

Edwards Engineering Co.

Units 1, 2, 4-8 (1963): 252 Lots

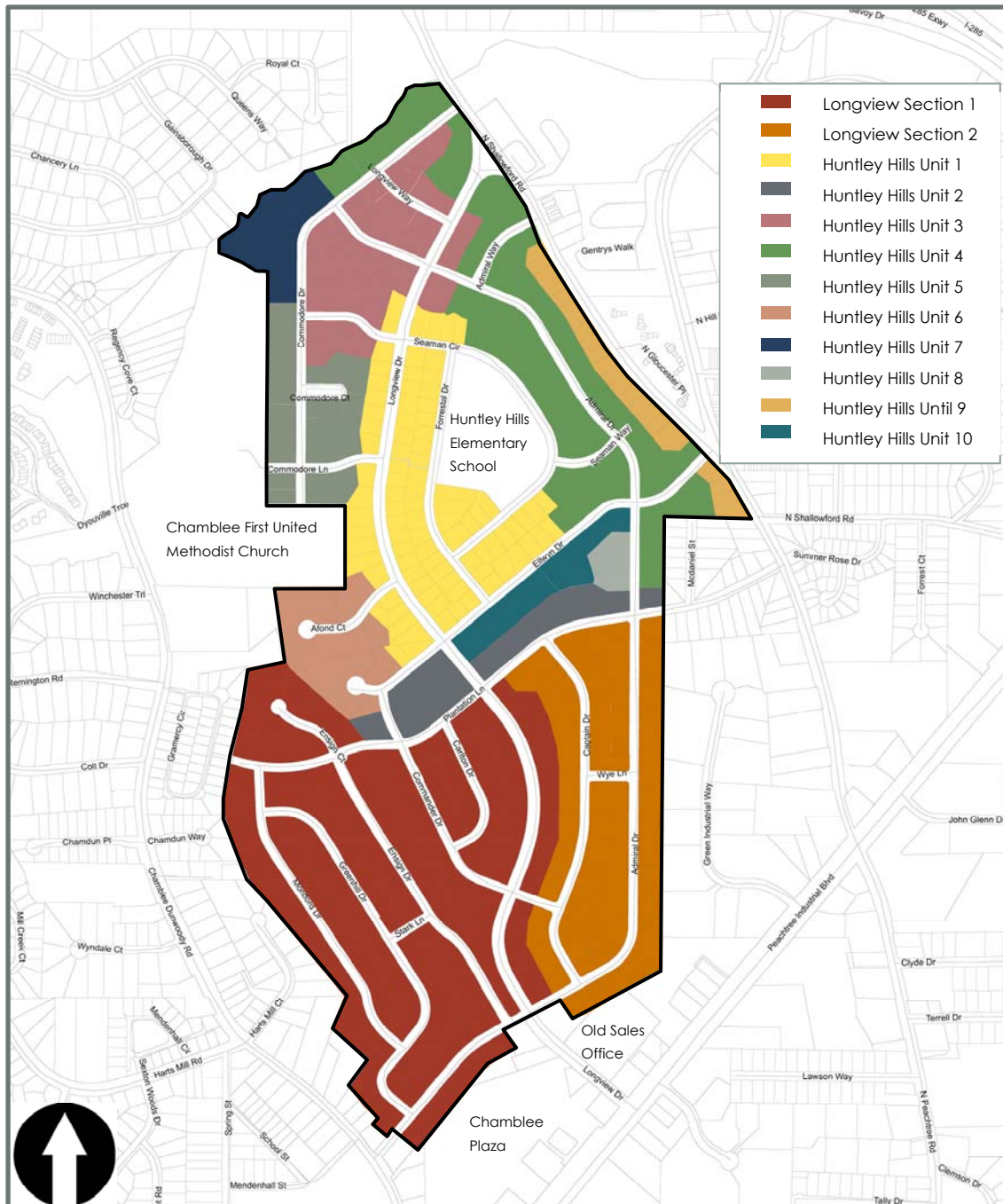
Unit 9 (1964): 23 Lots

Unit 3 (1963-1965): 52 Lots

Kent Corp. (John N. Cox)

Unit 10 (1969): 13 Lots

LONGVIEW AND HUNTLEY HILLS DEVELOPMENT



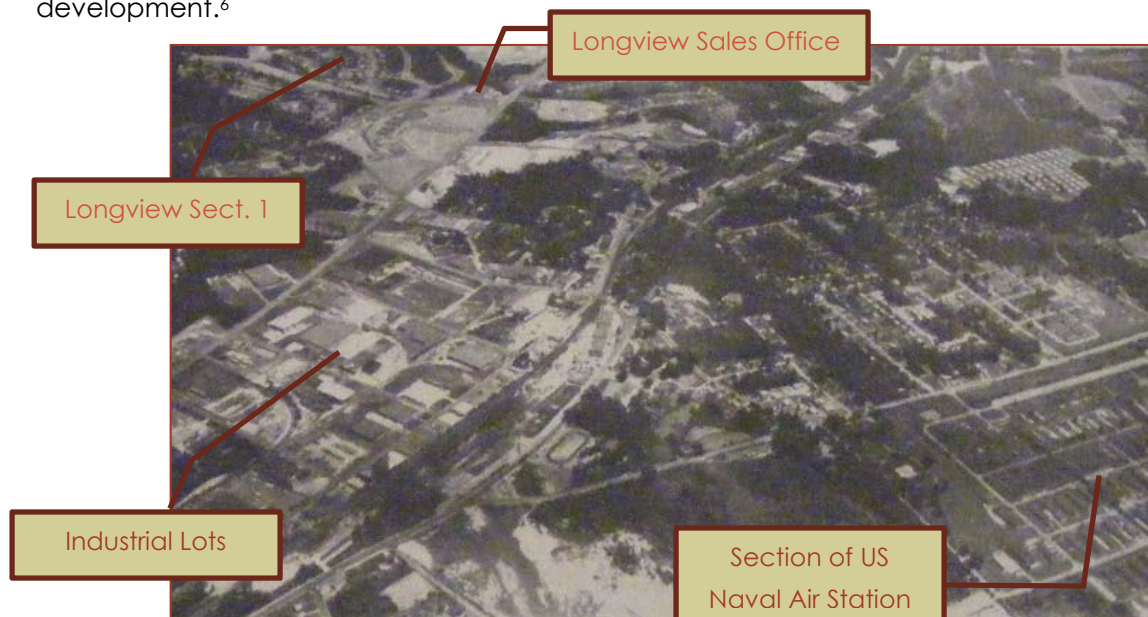
LONGVIEW AND HUNTLEY HILLS DEVELOPMENT

Development of Longview and Huntley Hills in Chamblee, GA
Based on Plat Maps at DeKalb County Courthouse
(Source: Atlanta Regional Commission and Ellen Rankin, 2014)

A HISTORY OF THE LONGVIEW DEVELOPMENT

The original Longview Subdivision, now a part of the Huntley Hills Neighborhood, is located in the City of Chamblee. Chamblee began as Roswell Junction on a spur line of the Richmond and Danville Railroad and grew as a dairying community. In 1881, when the town was large enough for a post office, authorities rejected the name of Roswell Junction; the name Chamblee was that of an African-American railroad worker who had entered his name in a contest.¹ Incorporated in 1908, the City experienced its first building boom in 1917 when Camp Gordon was built for the training of the Army's 82nd Airborne Division. World War II brought another wave of change to the city when the U.S. Navy took over the Camp Gordon site to use as a military airport and flight training school. A 2,000-bed hospital was built on the property, which at its peak had a population of 10,000 patients and staff, far more than the City of Chamblee itself.² Even with the influence of the military, Chamblee continued as a dairy center for Atlanta until the late 1940s when large-scale housing development took over.³

In 1948, Peachtree Industrial Boulevard was a nameless dirt road. General Motors (GM) bought a large tract of dairy land in Doraville on the north border of Chamblee for the construction of an automotive assembly plant. In 1949, Peachtree Industrial was paved to accommodate GM and became the "main drag" linking with Peachtree Road. Following GM's lead, two dozen national companies opened heavy industrial plants in Chamblee including U.S. Envelope, Boyle Midway, General Electric, John Deere, Singer, Eastman-Kodak, Write Right, Allis Chalmers, and Westinghouse.⁴ Along with the factories came new homes to house the workers. The population more than tripled from 1940 through 1960.⁵ The city limits were expanded during this period to encompass numerous residential developments. In 1959, the Naval Air Station became DeKalb-Peachtree Airport. At that time the city purchased Keswick Park, prompting newspapers to write that Chamblee was the metropolitan Atlanta area's most progressive city in parks development.⁶



1959 Aerial View of Industrial and Residential Development in Chamblee

(Source: North DeKalb Record)



Special Collections Department, Pullen Library, Georgia State University

During the week of July 21, 1958 the City of Chamblee issued permits for four houses to be constructed in the Longview Subdivision. Noted at the time, the development was in planning stages for ten years and was built by the Long Corporation and its sub-companies, which had also built the Darlington Apartments (2025 Peachtree Road) where their offices were located. The Long Corporation and their various subsidiaries also built the Howell House at 710 Peachtree Street in Atlanta as well as military housing throughout the southeast, predominantly in South Carolina, Florida, and Puerto Rico.⁷ The connection to military housing could perhaps explain the close location of Longview to the former Camp Gordon and WWII Naval Air Station site.

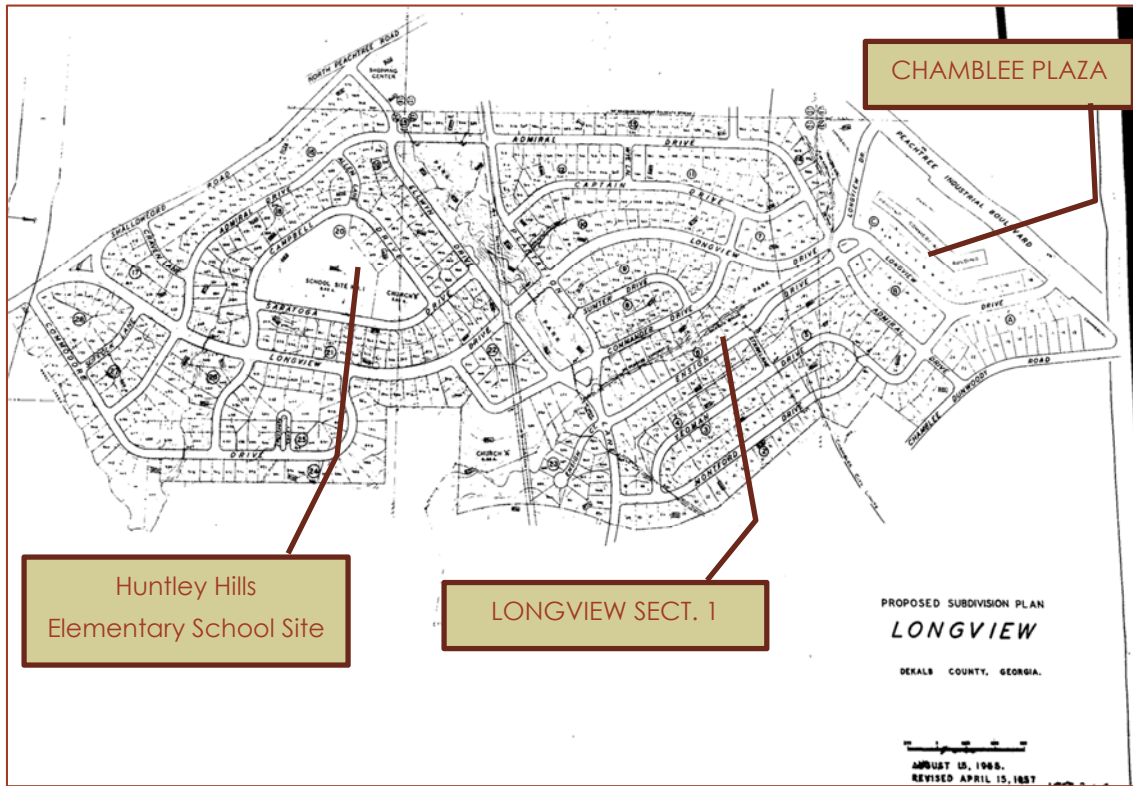
1952 Photograph of Howell House

(Source: Georgia State University Library Archives, File #LBGPF1-114c)

Builders of mass-produced houses would allow initial home purchasers a choice of details such as finishes, windows, doors, and, to some extent, layout. In the Longview subdivision the houses were of the same basic massing and were assembled with mass-produced products including bricks manufactured on site. Thirty-five plans were available and over seventy exterior finishes offered.⁸ The Longview developer and architect customized plans with specific features, including outdoor living and sunlit areas, adaptations for hilly terrain, sloping lots, corner lots, and triangular lots. Depending on the slope of the land on which a particular Ranch house was built, a basement may have been integrated into the design.

2014 View of Streetscape of Greenhill Drive with 3774 Greenhill Drive turned sideways to integrate basement-level garage on triangular lot.





1955 Section of Longview Subdivision Plat
 (Source: DeKalb History Center)

The houses in Longview were reported as containing six rooms with 1150 square feet of floor space and on lots approximately 100 x 150 feet in size. The subdivision was expected to have over 2,000 homes, which would have made it one of the largest in the State. Seen on the original plat above, the Chamblee Plaza Shopping Center was also part of the overall design plan.⁹ Opened on November 10, 1960 the shopping center was developed and built on the original site by H.W. Ivey Construction Company.¹⁰



1960s View of Chamblee Plaza
 (Source: DeKalb History Center)



Ca. 1958-59 Sign Found in
Longview Section No. 1
(Source: Charles Rudd)

The Long Corporation, in business since 1914, served as an umbrella company for the development of the Longview subdivision until the remaining lots were sold to a subsidiary company (Ramey Investment Company) in 1962 and to Edwards Engineering Company in 1963. Earle E. Long, Vice President and Manager of Long Contracting Company, built a house at 3659 Greenhill Drive and lived there until 1963 when he moved to 3769 Longview Drive for a year, and then left the subdivision after the company had abandoned their plans over a year before.¹¹ Reportedly, Long also built the community swimming pool just outside of Section 1 of the subdivision. The pool opened to the community in 1959 and is still a feature of the community today.¹²

Little is known about the architect, James E. Gilder, other than he was licensed to practice in Pennsylvania and Georgia.¹³ Primary records do not document why the Long Corporation abandoned the project, but according to long-time homeowner Charles Rudd, after the head of the company died, the corporation was dismantled bit-by-bit.¹⁴ The sales office for the subdivision, complete with a display room, was located in the brick building with large overhang on Longview across from Chamblee Plaza. The subdivision model, located at the house at 3747 Longview Drive, still stands at the entrance to the neighborhood.¹⁵ Many residents remember riding around in a golf cart with the sales person to see models and select a lot. The community was planned to extend through what is now I-285 (which began construction in 1959) into Dunwoody in the area on both sides of North Peachtree just across the expressway.

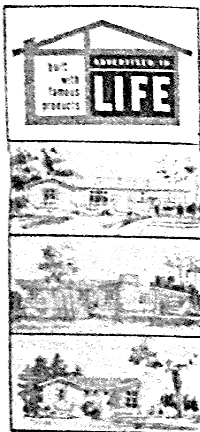
This description of the community from inside the cover of the sales brochure depicts the offered amenities:

"Longview...a city within itself, didn't just happen...It was planned with a VIEW to the FUTURE. Nothing was overlooked from land planning to complete community services. Over 928 rolling acres – subdivided into 2,014 lots...trees...three school sites...four church sites...shopping center...parks...all utilities – sewer, water, natural gas, electricity, telephone service, police and fire protection. All streets are paved and have attractive rollover concrete curbs. Years and years of experience, research, inherent knowledge, and the finest materials and skills go into each home in LONGVIEW. Engineered by the staff of Long Organization, and each home individually designed by James E. Gilder, A.I.A., quality and charm is the goal. All homes are built by Long Construction Company, home builders since 1914, having constructed over 15,735 homes since 1942 alone. Yes – quality, beauty, convenience, and charm can all be yours, and ...what is more...a SECURE VIEW to the FUTURE in Longview."

THE BEST HOME VALUE



HOMES WITH A VIEW TO THE FUTURE
NOW OPEN



**2014 HOME
COMMUNITY**

FEATURES of your Longview Home

- Wooded Lot Landscaped and Planted
- Concrete Driveway
- All Brick Exterior
- Trussed Roof with Plywood Sheathing and Colored Strips
- Garage or Carport
- Garden Tool Storage Room
- Driveway Colors for Exterior and Interior Painting
- Metal Termite Shields
- Hardwood Floors over Plywood Subfloors

- Created by Long Organization—45 Years of Home Building Experience
- Builders of Beautiful Howell House and Darlington Apartments

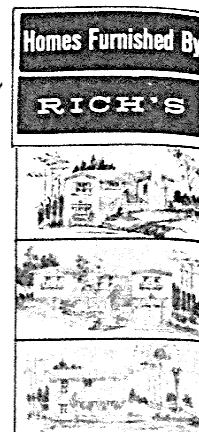
SELECTION OF HOME
SALES CONTRACT PREPARED
MORTGAGE LOAN ARRANGED
DELIVERY OF DEED

ONE STOP
FOR
HOME
OWNERSHIP

SELECTION OF HOME
SALES CONTRACT PREPARED
MORTGAGE LOAN ARRANGED
DELIVERY OF DEED

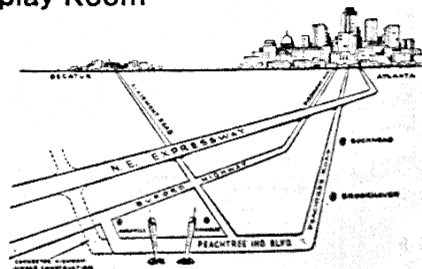
35 FLOOR PLANS - 70 ELEVATIONS
FREE! FREE! Prizes for The Whole Family!

See the Home on the Ceiling...Full Size...
Furnished...Interesting...Educational
You are invited to our Sales Office
and Distinctive Display Room



**103
HOMES
NOW OPEN**

- Fiberglass bat insulation with Reflective Foil in Ceiling and Walls
- Doors and Windows Fully Weather Stripped and Screened
- Deluxe Hardware
- 2 Bathrooms — Colored Tile and Fixtures
- Large Medicine Cabinets
- Deluxe Kitchen with Custom-made Cabinets
- Plastic Counter Tops
- Built-in Electric Oven
- Counter Top Electric Range
- Range Hood with Exhaust Fan
- Electric Dishwasher
- Electric Food Waste Disposer
- Plentiful Closet Space
- Pre-Wired for Telephones
- Complete Wiring for Inter-Communication System
- 100 Ampere Electrical Service
- Individually Selected Lighting Fixtures
- Outside Flood Lights — 2 Master Switches
- Door Chimes
- Electrical Outlet and Plumbing Provided for Washing Machine
- 40-Gallon Gas Hot Water Heater with Glass-lined Tank
- Radiant Perimeter Gas Heating System



\$17,500 to \$19,950
LESS THAN 10% DOWN

DRIVE OUT PEACHTREE ROAD TO

3694 Longview Drive, Chamblee, Georgia, Phone 6Lendale 7-0252

Longview
AT CHAMBLEE

A HISTORY OF THE LONGVIEW DEVELOPMENT

By the end of November in 1958, forty-four permits had been issued within the subdivision and the developers were pushing for annexation of the Longview development to include today's boundaries of Huntley Hills into the City of Chamblee, a step that took over fifty years to be implemented.¹⁶ The houses originally cost from \$17,500 to \$19,950 with less than ten percent down. Longview was advertised as "one-stop for home ownership." People could purchase a house and the mortgage through the same company, a practice very common in the post-World War II era. Longview was one of many subdivisions to be constructed in the area, which was the fastest growing area in Atlanta because of industrial development and construction of the Northeast leg of the Atlanta Circumferential Highway (the Perimeter).¹⁷

In the quarter century between 1945 and 1970 DeKalb County experienced significant growth period across all economic sectors: residential, commercial, manufacturing, educational, transportation, and military. With the establishment of the General Motors Plant near Doraville in 1947, manufacturing was on the rise. Frito-Lay, Eastman Kodak, and General Electric all established offices and manufacturing plants in Chamblee, contributing to the increase in migration to DeKalb County from outside the State.¹⁸ As indicated on the location map of the Longview Advertisement, the Long Corporation tried to appeal to the residents of downtown who were looking to move out of the city. The "white flight" from cities such as Atlanta and Decatur to the suburbs resulted in no small part from the dismantling of Southern segregationist policies of the South and of government programs of urban renewal in these cities' poorest neighborhoods. In addition, increased employment opportunities in manufacturing and service industries drew workers and their families from other states. Many workers were leaving the "Rust Belt" of aging factory towns in Northeastern and Midwestern states and migrating to the "Sun Belt" of newer manufacturing areas such as DeKalb County.¹⁹

LONGVIEW DR (Chamblee)—From 5549 Peachtree Industrial Blvd north, 1 east of Chamblee-Dunwoody rd
 3695 Longview Realty Co Inc GL7-0252
 Long Constn Co (br) bldg GL7-8246
 Long Agcy Inc ins GL7-0252
 Deho Mgt Corp GL7-0252
 1747 Forney Robt E mfrs agt GL7-0795
Admiral dr intersects
 3755 Richardson Carl V @ GL7-5373
 3761 Lawrence Kenneth 457-2665
 3769 Whitehead Saml E @ GL7-8743
 3787 Alex Mike J @ GL7-9769
 3795 O'Hara Roger C @ GL7-7584
 3786 Peabody Edw G @ GL7-0323
Commander dr begins
 3803 Davis Joe P @ 457-4959
 3804 Eckert Russell G @
 3808 Vacant
 3813 Nettles Richd G @ GL7-9693
 3821 Batton Jas L @ 457-6437
 3824 Johnson Wm S jr @
 3827 Oxford Jonathan A @ GL7-5144
 3832 Scarbrough Marvin B @ 457-0543
 3833 DiBona Chas G @ GL7-8616
 3838 Anglin Marvin D @ 457-3820
 3839 Kohler Fredk W @ GL7-0987
 3844 Greenlee Brenten E @ GL7-0843
 3845 Taylor Richd M @ GL7-7532
 3850 Suxton Jas C @ GL7-5721
 3851 Sauls Ulmont V jr @ GL7-7114
 3857 Gearing Donald W @ 457-6038
 3858 Ovick Richd L GL7-3940
 3863 Wolfe Russell H GL7-7423
 3866 Ketchie Edw R 451-1148
 3869 Shoemaker Wm D @
 3874 Brumer Arth J @ GL7-2987
 3875 Bredshaw Chas E GL7-3680
 3880 Hundley Jim C GL7-5628
 3881 Durdan Marjorie K Mrs @ GL7-5939
 3887 Harper Wm R @ 457-9946
 3888 Wiggins Wm R jr @ GL7-3256
 3893 Clark Robt H @ GL7-4552
 3896 Pickard Bruce L 457-6126
 3899 Johnson Saml S jr @ 457-3461
 3904 Crown Harry V @ GL7-6890
 3905 Leshar Chas W @ GL7-4683
 3912 Rhodes Ollen C @ 457-3002
 3913 Long Robt E @ 457-7486
Plantation la intersects

While the neighborhood was developing during the explosion of suburban growth in DeKalb County, and reflecting the need for housing of workers in the area's new industries, many early residents of the neighborhood were employed by neighboring businesses. According to the Atlanta Suburban directory, about half of the residents were renters in 1958 and 1959, but this number declined in the early 1960s as houses continued to sell. Most of residents, both renters and owners, were young couples or single men who frequently worked in supervisory and engineering positions at the neighboring industries including Crest Manufacturing, John Deere Plow, and General Motors. Some owners, however, had other employment such as at the *Atlanta Constitution*, a producer at Burke Dowling Adams, an announcer at WPLO, an inspector for the Interstate Commerce Commission, and employees of the nearby Southern Railroad.²⁰

1960 List of Longview Businesses and Residents

(Source: Atlanta Suburban City Directory, Page 244)

LONGVIEW SUBDIVISION: 1963-1969 ADDITIONS

One of the driving forces of North DeKalb and Chamblee ironically led to short-circuiting Long's 2,500-house subdivision. When construction began on the Atlanta Circumferential Highway (the Perimeter) in early 1959, the planned subdivision was cut in half and the section in Dunwoody was abandoned. Thus the development ended at Longview and North Shallowford, just south of the Perimeter. In 1962 Long Corporation sold Section 2 of Longview Subdivision, comprised of 112 lots, to a subsidiary, Ramey Investment Corporation.²¹ While Longview Realty (also known as Long View Realty) continued to operate out of the sales office on Longview Drive until 1966, they were no longer involved in the sales of lots or construction of houses within the neighborhood.²²

WHY PAY RENT???
YOU CAN OWN A LOVELY HOME FOR LESS
IN BEAUTIFUL *Huntley Hills!*

it's your money!
is it buying you a home?

Now you can OWN the home your family really needs in one of the Northside's most distinctive communities instead of paying rent. Come see the beautiful homes in Huntley Hills. Huntley Hills has 10 models from which to choose. You get a big, wooded lot in a community that is within walking distance of a fabulous shopping center, schools, churches, and a community swimming pool! LET US SHOW YOU HOW YOUR RENT CAN BUY THE HOME YOU REALLY NEED.

SEE SIX MODEL HOMES EXCITINGLY FURNISHED BY RICH'S REGISTER FOR FREE CARIBBEAN CRUISE

 \$490 <small>DOWN</small> \$84* <small>MONTHLY</small> THE WESTCHESTER -- a spacious three-bedroom home, with one or two bathrooms, laundry room, plenty of storage. <small>Only \$15,340</small>	 \$700 <small>DOWN</small> \$94* <small>MONTHLY</small> THE SAXON -- a spacious split-level, three bedrooms, a large kitchen, lots of storage, one or two bathrooms. <small>ONLY \$14,990</small>
 \$650 <small>DOWN</small> \$90* <small>MONTHLY</small> THE ESSEX -- An exquisite ranch-type home, with three bedrooms, two baths, large kitchen - family room, and a laundry room. <small>ONLY \$16,750</small>	

choose your lot, your plan, your colors
 Ownership is easy. You select the lot you like, the house you need, and choose YOUR colors. We build your home for YOU at a price that will please you. *includes principal and interest

100% VA LOANS, NOTHING DOWN
MINIMUM FHA DOWN PAYMENTS
NO CLOSING COSTS TO PURCHASERS
SALES OFFICE: TELEPHONE 451-1601

Huntley Hills!

The entrance to Huntley Hills is at 5600 Peachtree Industrial Boulevard, Chamblee. From downtown Atlanta take the Northeast Freeway to Chamblee, Shallowford, or Chamblee-Tucker exits and turn left to Peachtree Industrial Boulevard. Or come directly to Peachtree Road.

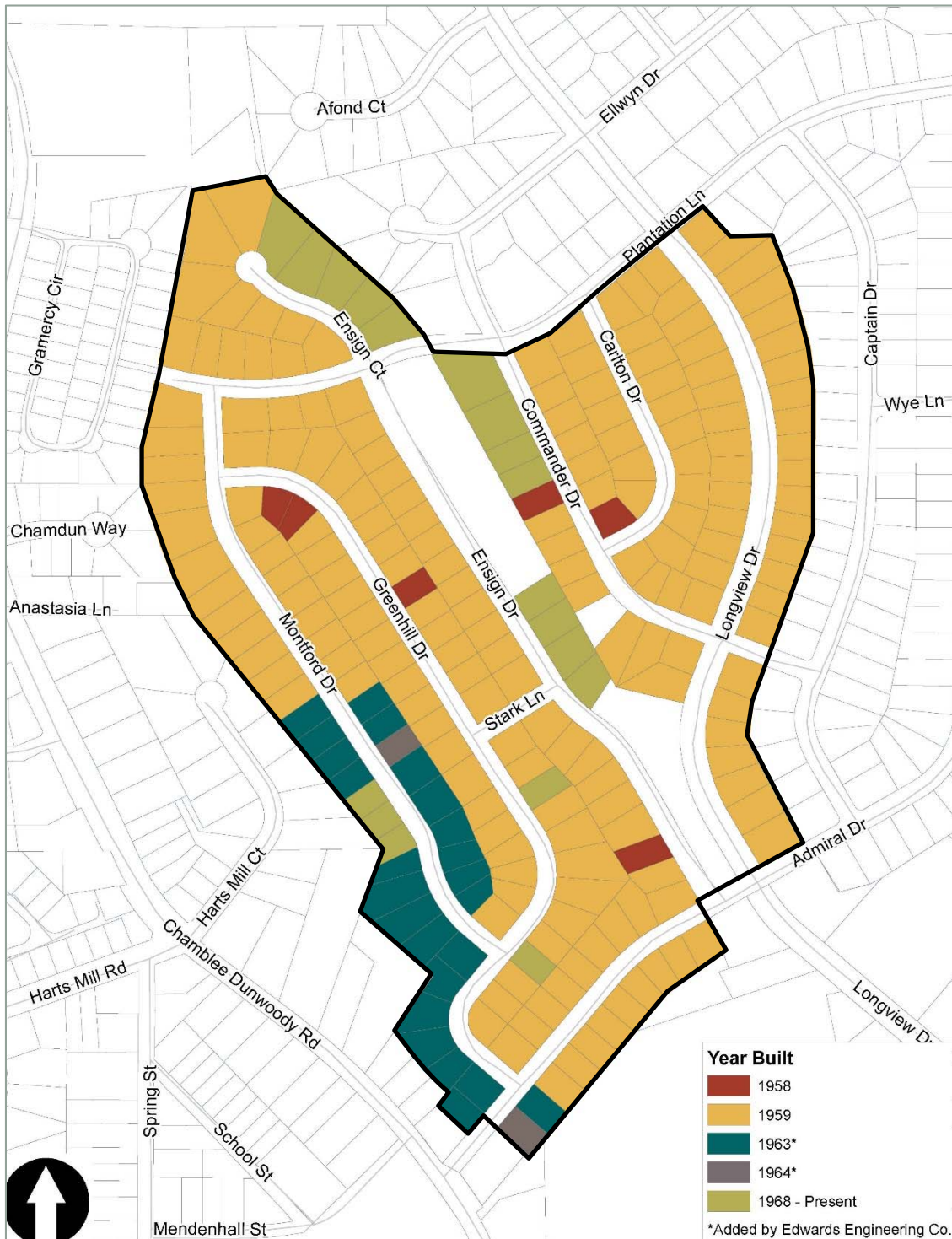
CHAMBLEE (DUNWOODY) RD
 CHAMBLEE-PLAZA SHOPPING CENTER
 PEACHTREE INDUSTRIAL BLVD
 PEACHTREE ROAD
 PERIMETER HIGHWAY

BUILT BY EDWARDS ENGINEERING CORPORATION OF GEORGIA

By 1963 Edwards Engineering Company acquired Longview Subdivision Section No. 1, renamed it Huntley Hills, and began development of the remaining empty lots.²³ As seen on the map on the following page, Edwards Engineering added 26 houses along the southwest intersections of Montford Drive, Greenhill Drive, and Admiral Drive. In all of Huntley Hills, and as surveyed by the firm of Watts & Browning Engineers, Edwards Engineering Company developed 327 lots, which were most of the remaining available lots in the original Longview Plan to the Perimeter in the 1960s.²⁴ John N. Cox and the Kent Corporation developed Section 10, which was comprised of 13 lots along Ellwyn Drive in 1969 (See Page 2 for the Development Map of Longview and Huntley Hills).²⁵

LONGVIEW SUBDIVISION: 1963-1969 ADDITIONS

LONGVIEW SECTION 1 DEVELOPMENT



Development of Longview Section 1 in Chamblee, GA

Based on Property Records at DeKalb County Courthouse and Field Inspection

(Source: Atlanta Regional Commission and Ellen Rankin, 2014)

LONGVIEW SECTION 1 DEVELOPMENT

ORIGIN AND EVOLUTION OF THE RANCH HOUSE

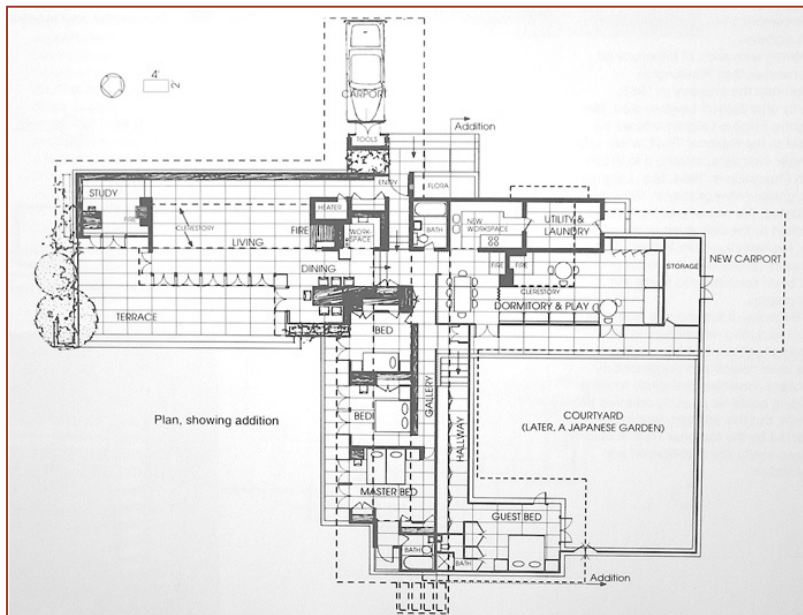
Today's Ranch house has its origins in the early 1800s. The Spanish, living on wide-open and generally sunny landscapes in Southern California, still needed protection from the elements. The wide overhangs from the roof of the house helped to protect the thick adobe walls from both the rain and the hot sun and helped keep the inside comfortable. The massive earth walls implied safety and security. The early Ranch house had only one room, a flat roof, and dirt floors. As the size of households in the Ranch houses of Southern California grew, so did the houses. Wings were added, typically at the rear of the structure, giving it first an L-shaped design and then later a U-shaped design.²⁶ Often the walls enclosed a central courtyard or patio. The central patio served as a focal point of the house and was a place for children to play, visitors to be greeted, and business meetings and other activities to take place.



Ca. 1930 Early California Ranchos

(Source: University of California, Santa Barbara)

The Ranch house of the 1950s and 1960s is essentially a twentieth-century re-invention. With its southwestern origins, the Ranch house was also influenced by the Craftsman and Prairie styles of architecture. The Craftsman style contributed its simple exterior ornamentation and low-pitched gable roof. The Prairie style of Frank Lloyd Wright is known for its wide roof overhang, horizontal orientation, and low-pitched roofs. The link between Wright's Prairie style and the Ranch house is also shown in the materials used, window arrangement, emphasis on functionality, and convenience in the floor plans.



1948 Frank L. Wright Expansion to his 1939 Rosenbaum Usonian House in Florence, Alabama

(Source: Save Wright Organization)

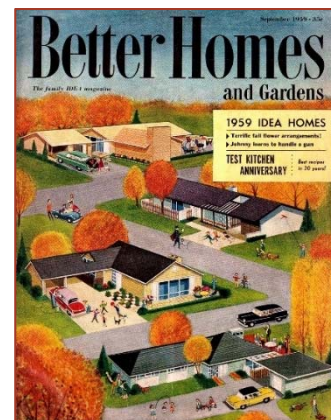
The Ranch house also borrowed from many of Wright's Usonian principles, which evolved from Wright's desire to construct houses that were simpler and smaller than the houses he had previously designed.²⁷ Usonian houses were arranged in zones: dining/kitchen areas, living/common spaces, and bedrooms. Open floor plans also became a common Ranch house feature.

RANCH HOUSES BEFORE AND AFTER WORLD WAR II

Owning one's home has long been part of the American Dream. The "American Dream Home" was and is powerful in domestic architecture. Before World War I, houses in the United States could be distinguished from region to region as each region of the country was dominated by a particular style. As Columbia University Professor Kenneth T. Jackson noted, "Early in the twentieth century a house on the South Carolina coast looked quite different from a house in the Piedmont a few hundred miles away."²⁸ As indicated in popular books and magazines of the period, the "American Dream Home" in the years before World War II was often a quaint one-and-a-half story Cape Cod cottage. However, by the 1930s the Ranch house had already become an acceptable house type among most architects and home builders. Thanks to the popularity of society and home interior magazines like *Better Homes and Gardens*, *Sunset*, *Life*, and *House Beautiful* as well as architectural trade journals like *American Builder* and *House and Home*, people across the United States became fascinated with the perceived image of the laid back, informal lifestyle of the West coast. As architect Christine Hunter suggests, "The image of a modest house on its own in a bucolic setting has remained powerful in the United States; for many people it is still an essential part of the American Dream."²⁹

During World War II, the federal government placed restrictions on new home construction in order to conserve materials, money, and manpower. In 1945, the final year of the war, "new construction did not meet the demand for new housing" as was the case for the previous sixteen years.³⁰ Post-war builders could draw on the lessons learned during World War II, when housing for military personnel and defense factory workers had to be built quickly and economically. Post-war, when the pent-up need for more housing was tremendous and when manpower to build houses became available as military personnel left active duty, the Ranch house was at the forefront of suburban development.

Following World War II, the split-level, the American Small House, and the Ranch House all became "American Dream Homes." The Ranch house gained popularity quickly throughout the Country. Modest and unpretentious, the Ranch house became the dream home for many. The Ranch house was a symbol of modern consumer inclinations and rising post-war incomes. Because the Ranch house was one-story, devoid of details, and typically made of only two primary materials (wood and brick), it was a "developer's dream."³¹ For the first time, one housing type became a mass-market product that could be constructed from "a range of choices in appearance, amenities, and location."³² By the 1960s cities as diverse as New York and Atlanta began to have Ranch house suburban dwellings that were similar in their design and layout.



**1959 September Cover of
Better Homes and
Gardens**
(Source: *Better Homes and
Gardens*)



October 19 1942 Life Magazine Advertisement

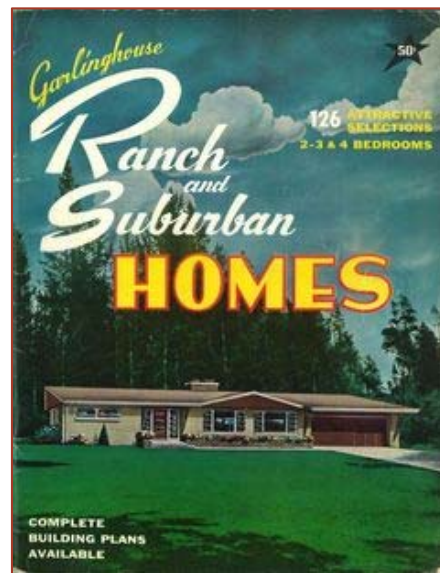
(Source: Life Magazine)

The era of Ranch house popularity and suburban expansion in the United States "was a time of modernization and industrialization in many sectors of the economy, including building construction."³⁴ Communities with Ranch houses began to develop rapidly across the country. Generally located on the outside edge of urban cities, the Ranch house accounted for "at least sixty-two percent of construction" in six metropolitan areas in 1946-1947.³⁵

As with most new and "modern" styles of homes, the Ranch house became a showcase for the latest household products. The single level of the Ranch house particularly appealed to young mothers who did not have to contend with stairs while attending to the needs of their young children, while the open floor plan freed women from feeling isolated in the kitchen. The ideas of "livability, flexibility, and an unpretentious character" attracted many homebuyers to the Ranch house during the housing boom of the 1950s and 1960s.³⁶

1950 L.F. Garlinghouse Ranch and Suburban Homes Plans

(Source: The Garlinghouse Company)



The Ranch house was further popularized by low interest loans available from banks and veteran's loans encouraged by the Federal government. Once wartime restrictions were lifted and the housing boom began, the price of a new home fell to just below \$10,000 in most suburban areas (This is approximately \$132,167 in 2014 dollars, according to the U.S. Bureau of Labor Statistics' inflation calculator). In order to qualify for such loans, however, the new home had to be smaller and more compact than the homes of previous generations. House types like the Ranch were ideal in terms of size and cost. Thanks to easily attainable government loans with low interest rates, many of which advertised "No Down Payment" or "One Dollar Down,"³⁷ Ranch houses were within reach of most middle-income house buyers.

RANCH HOUSES IN GEORGIA

As noted previously, the Ranch was the leading house choice in the post-war period. In its 2010 book, *The Ranch House in Georgia Guidelines for Evaluation*, the Georgia Historic Preservation Division delineated several Ranch building types by their overall forms and their interior plans.³⁸ The authors based their selection of house types on "scholarly writings, literature from the building industry, plan and pattern books, prefabricated house catalogues, technical writings for building tradesmen, and popular writings for prospective customers."³⁹ Ranch houses statewide indicated the enthusiastic adoption of the essential Ranch House as a building type, supplemented by some variations.

Research indicates that in Atlanta, architects and builders often collaborated on house plans and development projects, with the developer hiring an architect to design several houses for a subdivision. Developers often bought tracts of land varying in size (depending on the current expectations and needs) and developed them with a set number of pre-designed houses. The placement of the house and its features did not necessarily consider views and the landscape. House placement and design were often based on current trends, economy, the size of the development, and the target audience. However, while Ranch houses were widely popular, in Georgia immense suburban tract developments by builders such as the Levitt brothers were rare. Development of Ranch house subdivisions throughout the State was instead by a variety of large and small companies and individual builders who either designed or constructed their own "in house residential models or worked from selected house plans offered by a vast amount of pattern book companies."⁴⁰ Even well known Georgian architects, such as Leila Ross Wilburn, primarily known for the Craftsman and Colonial Revival style in her pattern books from the early part of the 20th Century, began producing pattern books promoting Ranch houses.



Cover of the Ranch and Colonial Homes Pattern Book by Leila Ross Wilburn, Date Unknown

(Source: Agnes Scott College Archives at McCain Library)

A single Ranch house form could have included a large number of stylistic elements such as multi-colored brick exteriors, metal filigree posts, picture windows, and false shutters. Such elements made each house unique, even though it may have been very similar in form to the houses next door and across the street. With few exceptions, one constant element among Ranch houses was the application of brick or brick veneer on part of or the entire exterior. Artificial shutters and/or wrought iron roof supports also added a traditional component to the house that appealed to regional taste. Climatic conditions further influenced the choice of stylistic elements. A Ranch house in a warm, Southern climate such as in Georgia might have larger roof overhangs, awning windows, or be sited differently than a Ranch house in Northern areas. Furthermore, the relationship with the outdoors likely had a larger impact on the Ranch house in Georgia because Georgia's generally mild climate encourages outdoor activities almost year-round. The relationship with the outdoors is enhanced through the use of sliding-glass doors, picture windows, and patios.

COMMON EXTERIOR FEATURES OF RANCH HOUSES

- One story or one story with lower level
- Low and long
- Simple or complex plans varying with the lot
- Hipped or gable roofs with overhanging eaves
- Variety of exterior finishes but unadorned or painted brick predominant
- Contrasting materials such as stone and concrete used for accents
- Chimney makes an architectural statement
- Unobscured front entry
- Variety of window types, including tripartite window with center picture window, and flanking operable windows or casement windows
- Rear of house opens onto private outdoor living space
- Garage or carport integrated into the design: garages often in basement level; carports are open and often have a brick screen wall.

COMMON INTERIOR FEATURES OF RANCH HOUSES

- Zoned living spaces
- Open living rooms with central hearth
- Three bedrooms, two baths most common arrangement

LINKING HOUSE TO SITE

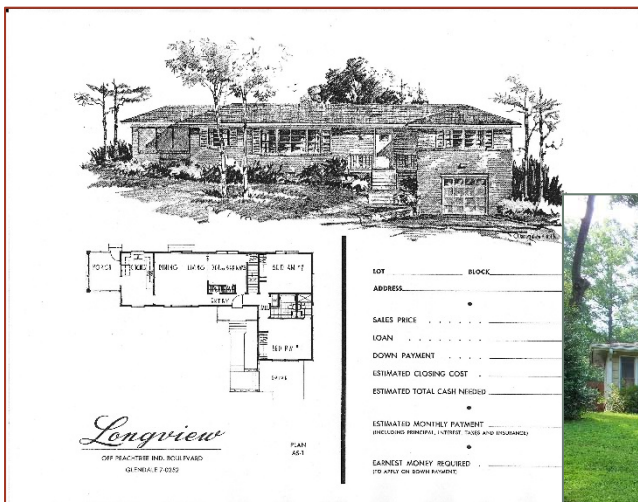
- Low horizontality integrates house to site
- Siting and orientation is longwise on the lot, however on a narrow lot the house is angled or placed with the short wall facing the street and the house extends to the rear
- When topography permits, exposed lower level is used as a garage and living space

LANDSCAPE

- Existing topography and trees retained to allow for natural drainage
- Driveways have visual presence
- Open front lawns with foundation plantings
- The front yard is public space and the backyard is private space
- Planters integrated into the house design

LONGVIEW LINEAR-WITH-CLUSTERS SUBTYPE

Within the thirty-five Longview Subdivision plans are three basic Ranch subtypes: Linear-with-Clusters, Courtyard, and Half-Courtyard. The Linear-with-Clusters subtype has one or more perpendicular projections and “degrees of irregular massing.”⁴¹ “Linear” refers to the horizontality of the house, but perpendicular projections can be added such as garages, carports, or additional rooms.⁴² The subtype can be arranged in an L-or T-shaped plan on a single level or with basement, yet still retain its overall linear form.⁴³ In Section 1 of the Longview Subdivision, there are eighty-seven houses using one of the sixteen variations of Linear-With-Clusters subtype plans, and these houses comprise forty-seven percent of the section.



1958 Plan of AS-1 Shown at 3795 Longview Drive

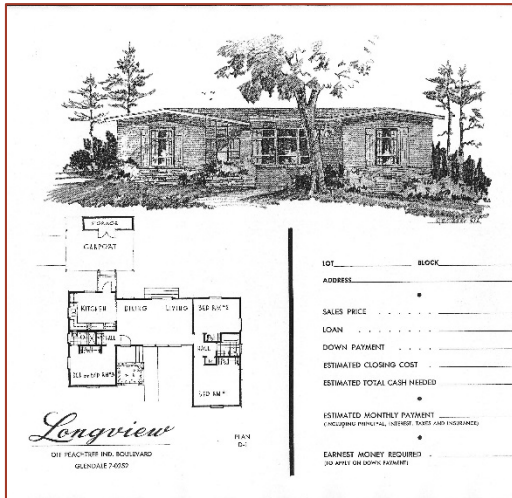
(Source: City of Chamblee; 2014 Photo by Ellen Rankin)



Distribution of Linear-with-Clusters Subtype
(Source: Atlanta Regional Commission)

LONGVIEW COURTYARD SUBTYPE

The Courtyard Ranch subtype has at least two wings that embrace a courtyard, typically on the front. Some examples have slight or diminutive wings that merely suggest the presence of a courtyard.⁴⁴ In Section 1 of the Longview Subdivision, there are seventy-one houses using one of the twelve various plans of the Courtyard subtype, and these houses comprise thirty-eight percent of the section.



1958 of Plan D-1 Shown at 1973 Plantation Lane

(Source: City of Chamblee; 2014 Photo by Ellen Rankin)



Distribution of Courtyard Subtype

(Source: Atlanta Regional Commission)

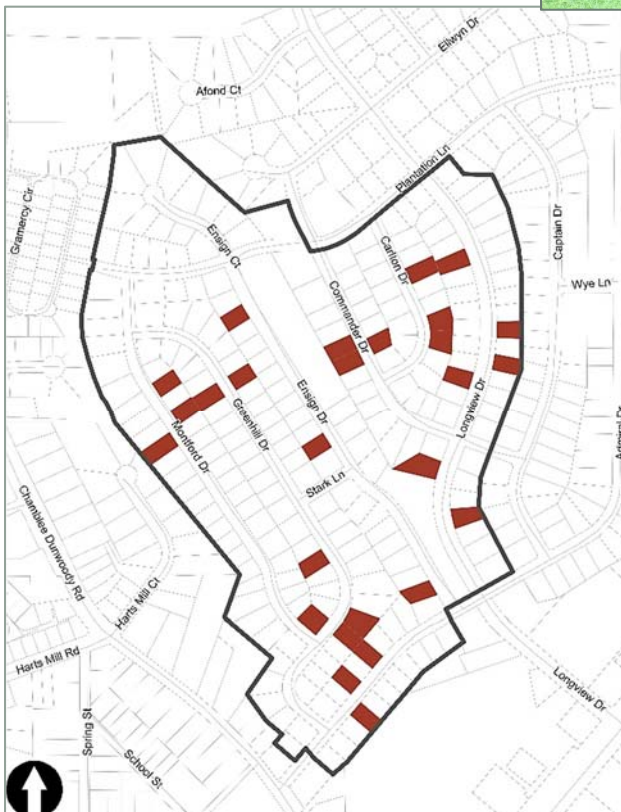
LONGVIEW HALF-COURTYARD SUBTYPE

This subtype features a half-courtyard formed by the intersection of two wings of the house. This type may give the appearance of a Linear-With-Clusters from the front, but generally presents a symmetrical L-shape with both wings containing living space.⁴⁵ In Section 1 of the Longview Subdivision, there are twenty-seven houses based on one of five plans of the Half-Courtyard subtype and these houses comprise fifteen percent of the section.



1958 Plan of HSR-1 Shown at 3851 Longview Drive

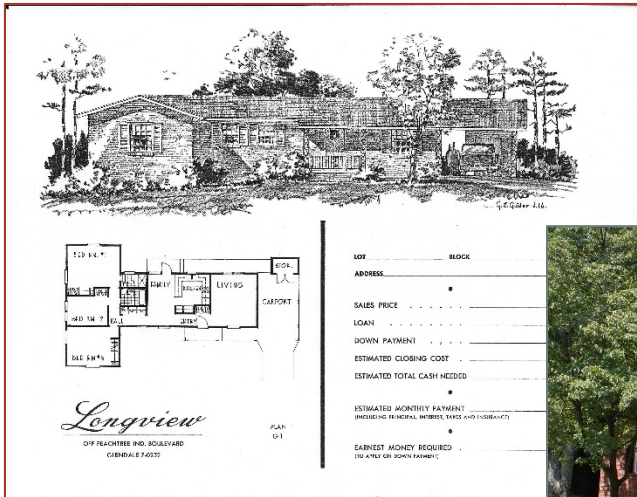
(Source: City of Chamblee;
2014 Photo by Ellen Rankin)



Distribution of Half-Courtyard Subtype
(Source: Atlanta Regional Commission)

LONGVIEW RANCH HOUSE STYLES: PLAIN STYLE

The Plain or Plainly Styled is the most prevalent architectural style of Ranch House in Georgia. "Plain" is not so much a style in the historical sense but rather a style in the modern mid-20th-century sense of absence of historically derived forms and ornament. Plain style presents functionally derived forms and features, straightforward construction and use of materials, and an exterior design that often reflects the interior arrangement of spaces and functions. Its distinctive appearance is often visually striking in its bold simple forms. The style can have a variety of exterior materials with red brick as the most common. The Plain Style is present in eighty-four percent of the Ranch houses in Longview Section 1.



1958 Plain Style Shown at 3868 Ensign Drive

*(Source: City of Chamblee;
2014 Photo by Ellen Rankin)*



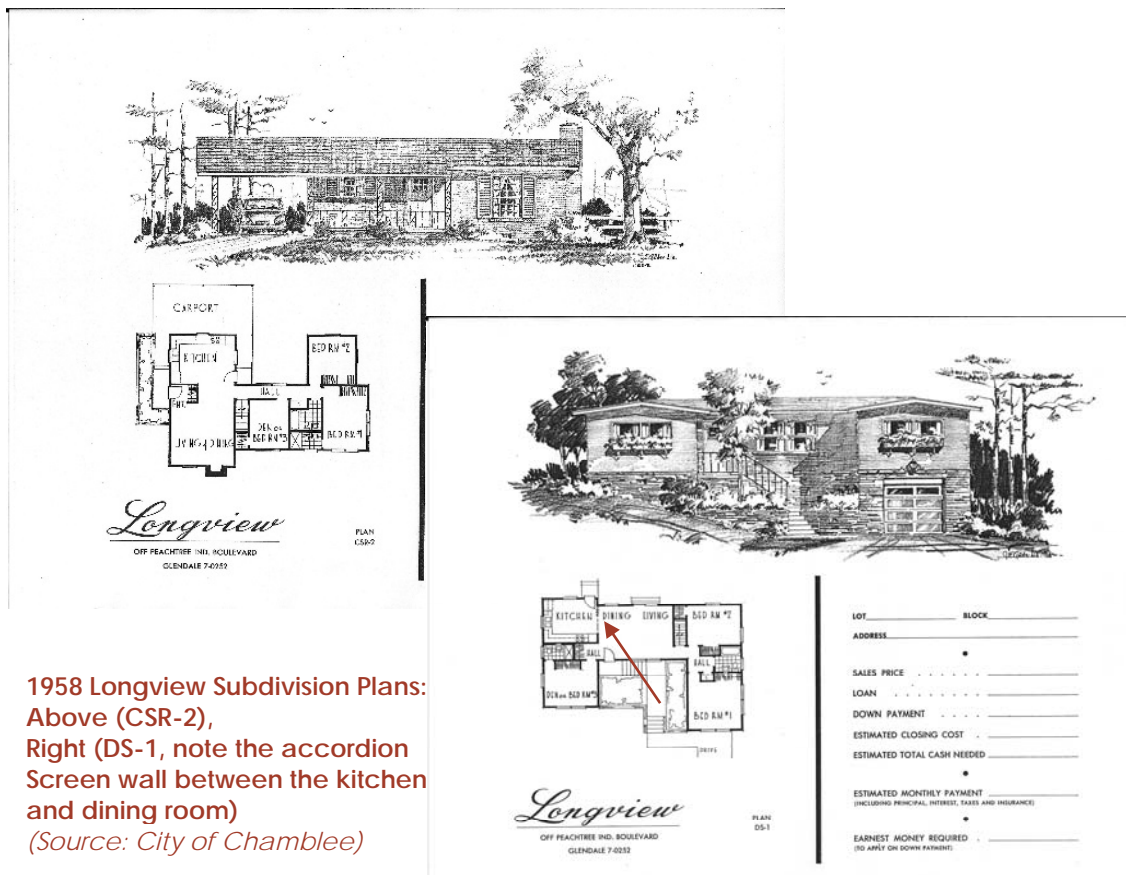
Distribution of Plain Style

(Source: Atlanta Regional Commission)

LONGVIEW PLAN AND FORM

The traditional symmetrical, central hall floor plan that was once very popular in the United States gave way to the asymmetrical Ranch house. The layout of these “modern” homes was intended to increase the efficiency of household activities as well as to increase the time spent on more enjoyable activities in and around the home. As publications of the period noted, “These rooms now profit by modern devices and facilities...Efficient equipment and arrangement can save your energy and health, make the tasks pleasant and easy and give you increased leisure for relaxation and recreation.”⁴⁷ There were few interior walls to separate the kitchen from the dining room or the dining room from the living room. This openness, which no longer isolated food preparation from other activities, allowed the occupants to move freely from one room to the next and promoted both family togetherness and larger gatherings of friends.

By using post-and-beam construction methods, Ranch houses could have an open floor plan that permitted bountiful amounts of light to fill the house through newly introduced picture windows and sliding glass doors.⁴⁸ As displayed in the Longview Subdivision Section 1, the bedrooms were generally clustered on one side of the house with the kitchen, dining room, and living room/den in the middle or back and the carport or garage occupying the other end of the house or within a basement, thus creating zones of activity inside the home. In some of the floor plans, there was an accordion screen wall placed between Bedroom 3/Den or the Kitchen and the Dining/Living space so that one could further open up the living area or create a private space.⁴⁹ This same technology is an adaption from Frank Lloyd Wright's design seen in his Usonian Houses.⁵⁰



LONGVIEW CHARACTER DEFINING FEATURES

A primary feature of Ranch houses was a single-level design. Following in the tradition of its southwestern predecessors and in an effort to present the image of a rambling estate in the countryside, all rooms were placed on the ground floor. The “rejection of traditional New England vertical lines for the western outdoorsy horizontal aesthetic” was intentional.⁵¹

As with the majority of newly developed suburbs of that era, the overall design in Longview Subdivision was open and (at the time) seemingly endless. Houses no longer had to be placed close together and it became feasible for houses to be built on wide lots that allowed horizontally oriented houses. The house types in Longview Subdivision Section 1 feature a long horizontal façade that was further elongated by the addition of an attached garage, carport, or sunroom. The rectilinear shape of the Ranch house was typically oriented with its long side facing the street, although some lot configurations led to some houses with the shorter side facing the street.

Typical of all ranch houses, those in the Longview Subdivision had hipped or low-pitched gable roofs with deep-set overhanging eaves and wide overhangs like those featured in the original southwestern Ranch house. If a front porch was included, it typically was small and often served more as an entrance stoop, as most outdoor activities were intended to take place behind the house in the backyard.

In keeping with the honest and unassuming nature of the typical Ranch house, exterior ornamental decorations on the houses in the Longview Subdivision were sparse. If a house did have exterior ornamentation, it was typically limited to wrought iron porch supports and/or balustrades; stone or Roman brick accents often on the chimney, integrated planter or second level; and/or decorative shutters. These features were decorative and not an integral part of the house.



3848 Carlton Drive: Note the metal filigree balustrade; stone accents on the chimney and lower level; and different colored brick *(Source: Ellen Rankin)*

LONGVIEW INTERIORS

Designers and builders of Ranch houses wanted to present the image of a thoroughly "modern" home. The houses were designed so that, "Comfort and utility are stressed, lines and decoration simplified, size is reduced to meet present day requirements, ornamentation is pared away."⁵² While designed with relative simplicity and few outside architectural details or interior decorations, the Ranch house instead displayed its dream home status with the latest advances in heating, automatic dishwashers and clothes washing machines, and electric clothes driers. While air conditioning was available as an extra in Longview, most of the original homeowners opted for a central attic fan instead. Central air was often added in the 1970s and 1980s when it became cheaper.⁵³ Scaled down ornamentation also allowed money, material, and space to be used on other interior features such as larger kitchen cabinets. In Longview each house was equipped with a 40-gallon water heater, Hotpoint wall-type built-in electric oven, countertop electric range, garbage disposal, and electric dishwasher.⁵⁴



1958 Hotpoint Appliance Advertisement in *Better Homes and Gardens*

(Source: *Better Homes and Gardens*)

FEATURES OF YOUR

Longview HOME

- Wooded Lot Landscaped and Planted
- Concrete Driveway
- All Brick Exterior
- Trussed Roof with Plywood Sheathing and Colorful Shingles
- Garage or Carport
- Garden Tool Storage Room
- Decorator Colors for Exterior and Interior Painting
- Metal Termite Shields
- Hardwood Floors over Plywood Sub-floors
- Dry Wall Construction over Fir Studs
- Fiberglass bat Insulation with Reflective Foil in Ceiling and Walls
- Doors and Windows Fully Weather Stripped and Screened
- Deluxe Hardware
- 2 Bathrooms — Colored Tile and Fixtures
- Large Medicine Cabinets
- Deluxe Kitchen with Custom-made Cabinets
- Plastic Counter Tops
- Built-in Electric Oven
- Counter top electric range
- Range Hood with Exhaust Fan
- Electric Dishwasher
- Electric Food Waste Disposer
- Plentiful Closet Space
- Pre-Wired for Telephones
- Complete Wiring for Inter-Communication System
- 150 Ampere Electrical Service
- Individually Selected Lighting Fixtures
- Outside Flood Lights — 2 Master Switches
- Door Chimes
- Electrical Outlet and Plumbing Provided for Washing Machine
- 40-Gallon Gas Hot Water Heater with Glass-lined Tank
- Radial Perimeter Automatically Controlled Gas Heating System Adaptable to Air-Conditioning
- Heating Ducts Adequately Insulated for Future Air-Conditioning

Additional features included in some homes are basements with inside stairs, fireplace, and aluminum sliding glass doors to patio areas.

MAKE YOUR OWN SELECTIONS

YOU HAVE the choice of selecting from completed homes, ready to move into ... or ... you are invited to apply your own individuality by making your own selections in the LONGVIEW Display Room. You may choose the desired location from an on-site inspection of the property, or from the 928-acre topographic subdivision model ... pick out the floor plan that best suits your need ... determine the exterior design most attractive to you ... then comes the thrill of putting your personal touch to a home of your own. Sure, you can also personally select the following:

- Varieties of brick
- Roof and exterior trim colors
- Wall colors and wall papers
- Electrical lighting fixtures
- Door chimes
- Kitchen floor cover
- Built-in electric oven
- Counter top electric range
- Electric Dishwasher
- Electric Food waste disposer
- Range hood with exhaust fan
- Kitchen cabinets
- Cabinet Hardware
- Counter tops
- Colored bathroom fixtures
- Colored bathroom tile
- Air Conditioning (extra)

Note: Stage of home construction will determine permissible selections.

ONE STOP FOR HOME OWNERSHIP • TELEPHONE GLENDALE 7-0252

LONGVIEW RELATIONSHIP TO THE OUTDOORS

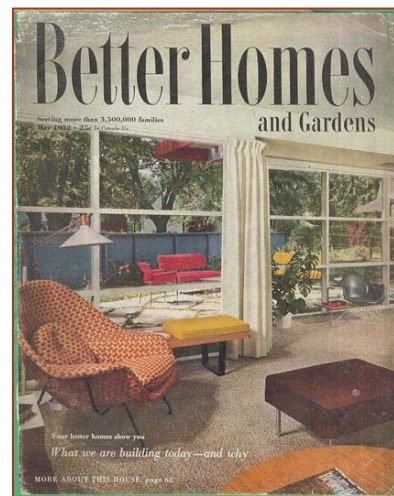
In selling the suburban Ranch house, marketers of the Ranch house copied the idea of an actual “Ranch” house surrounded by wide-open land. As seen in Longview Subdivision, the concept of the open southwestern prairie was translated into “a broad front lawn, with the long side of the house facing the street, suggesting a large lot” in the suburbs.⁵⁵ The long, horizontally oriented house also created a screen to divide the front yard from the back. Originally, the houses did not have fences separating neighboring yards or front from rear yards. In the 1970s people began enclosing the rear yard for security and privacy with chain-link fences and some of these are still present today.⁵⁶ Over time, many of these fences were replaced with wood privacy fences, however the



2014 View of Longview Drive Streetscape
(Source: Ellen Rankin)

front yards have remained open, creating a streetscape of broad front lawns identified as the “Ranch House Landscaping.”⁵⁷ This landscape is generally defined by integral planter boxes; foundation plantings to connect the house with the yard; a broad front lawn; retention of preexisting trees; landscape treatment around the mailbox; and courtyards, terraces, and patios. The patios varied in size and shape but were typically surrounded by a landscape with flowers and shrubs.

The Ranch house reflected a significant change in the activities that took place in the yard around the home. Easy access to the outdoors was an important aspect, and in the Longview Subdivision, houses featured large areas of glazing and large door openings made of insulated plate-glass. These doors led outside and “connect you to the day, to the time of day, and the weather of the day.”⁵⁸ While previous house forms oriented access points into and out of the house from the front areas through porches, Ranch houses instead oriented activity to the back. In 1998, *Old House Journal* described the backyard of a typical Ranch house as something that “welcomes and shelters the private family.” A signature feature of Ranch houses was that upon passing through a “wall of windows,” residents and guests were led onto a concrete patio. Harkening back to the patios and courtyards of the original southwestern Ranch, the patio became a focal point of outdoor activity. Outdoor entertainment was always an aspect of the Ranch house lifestyle, and some form of outdoor activity or entertainment was usually not far away from the patio. The unification of indoor and outdoor life became essential to the “modern” lifestyle the Ranch house portrayed.⁵⁹



May 1952 Cover of Better Homes and Gardens
(Source: Better Homes and Gardens)

LONGVIEW IMPACT OF THE AUTOMOBILE

Following World War II and ever-increasing use of the automobile, few homeowners concerned themselves about long walks to a public transit station. They could now drive to and from their homes regardless of distance or weather. However, as automobile usage increased, the need for storage space for automobiles became essential. Automobile and their storage spaces eventually affected “virtually every type of building and human use of land.”⁶⁰ One common way to store automobiles was the carport. Typically large enough to accommodate one vehicle, carports became a standard feature on new homes, especially in Ranch houses. The carports in Longview are most frequently attached to the side elevation and feature brick screen walls, although some models have them projecting off the façade with metal lattice details. Facilitated by Long Construction Company's leaving much of the topography in place, garages were frequently placed on the basement level. The integration of carports and garages into homes provides evidence of a strong connection between the rise of the automobile and the popularization of the Ranch house.



2014 View Vehicular Approach to 3893 Longview Drive and Detail of Brick Screen
(Source: Ellen Rankin)



2014 View of Vehicular Approach and Garage at 1960 Plantation Drive
(Source: Ellen Rankin)



2014 View of Projecting Flat Carport with Metal Lattice at 3868 Montford Drive
(Source: Ellen Rankin)

LONGVIEW PAST, PRESENT, AND FUTURE

Between 1945 and 1970, DeKalb County witnessed phenomenal growth. A government friendly to industry and willing to provide the infrastructure to entice construction of new manufacturing plants facilitated an enormous increase in population as people moved into the area to take advantage of employment opportunities. New ideas about housing, transportation, education, and commerce were incorporated into over a thousand new subdivisions, including Longview. To build these houses Long Corporation, in business throughout the Southeast, used nationally recognized modern planning strategies, construction methods, and materials. The Long Corporation employed local architect James Gilder, who deployed a variety of Ranch house floor plans designs that took advantage of local climate and topography.

People continue to be drawn by the Longview Subdivision's location and affordability. Many current residents view their houses as good starter homes for young married couples, for young families, or for those looking to downsize. The amenities that the Long Corporation integrated into its original neighborhood plan are still appealing to new and long-time residents, especially the proximity to the Perimeter, businesses, schools, and parks. "We wanted something affordable that was all brick and inside the Perimeter," said resident Paige Perkins, who moved into the neighborhood in 1992. "We found this subdivision interesting and liked the mixture of people. It looked like a George Jetson neighborhood. There are young families and older ones – even some of the original owners living here. The location is great."⁶¹ Outwardly, little has changed in Huntley Hills since it was first developed in the late 1950s. Very few residents have altered their homes significantly, and only ten of the exteriors of the houses in the Longview Section 1 have been altered beyond recognition of their original form. Only nineteen of the houses in Longview Section 1 are infill properties, and even the majority of these were built in the late 1960s or early 1970s.

Unfortunately, Ranch houses in DeKalb County are now threatened by changing land uses, residential re-development, and modifications to the buildings themselves to meet twenty-first century life styles. Victims of their own past popularity, Ranch houses are presently viewed as ordinary and plentiful, and are even vilified by some planners for their role in suburban sprawl. Few people are concerned when individual Ranch homes are demolished and replaced by large new houses, or even when entire subdivisions of Ranch houses built in the 1950s or 1960s are razed to make way for new shopping centers or for more intense residential development.

The National Register of Historic Places is the official list of the Nation's historic places. Included in the preservation movement is safeguarding mid-twentieth century and post-World War II structures. Longview Section 1 is historically significant both because it reflects the post-World War II explosion of subdivision development and because it contains an exemplary collection of mid-century, post-World War II residential architecture. It is the author's hope that this document not only will provide information to past, present, and future residents of Huntley Hills, but also will help provide homeowners, local officials, and other proponents of original Ranch preservation with data that will aid the evaluation and potential listing of Huntley Hills in the National Register of Historic Places.

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