

United States Department of the Interior  
National Park Service

## National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

### 1. Name of Property

Historic name: State Capitol Holiday Inn

Other names/site number: Holiday Inn Downtown

Name of related multiple property listing: \_\_\_\_\_

(Enter "N/A" if property is not part of a multiple property listing)

### 2. Location

Street & number: 320 Hillsborough St

City or town: Raleigh State: NC County: Wake

Not For Publication:  Vicinity:

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets     does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

    national     statewide    X local

Applicable National Register Criteria:

   X A     B     C     D

\_\_\_\_\_  
Signature of certifying official/Title: State Historic Preservation Officer Date

\_\_\_\_\_  
State or Federal agency/bureau or Tribal Government

In my opinion, the property     meets     does not meet the National Register criteria.

\_\_\_\_\_  
Signature of commenting official:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title :

\_\_\_\_\_  
State or Federal agency/bureau  
or Tribal Government

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**4. National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) \_\_\_\_\_

\_\_\_\_\_  
Signature of the Keeper

\_\_\_\_\_  
Date of Action

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing  
1

Noncontributing  
0

buildings

\_\_\_\_\_

\_\_\_\_\_

sites

\_\_\_\_\_

\_\_\_\_\_

structures

\_\_\_\_\_

\_\_\_\_\_

objects

1

0

Total

Number of contributing resources previously listed in the National Register 0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

DOMESTIC/hotel

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

DOMESTIC/hotel

\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: Concrete

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

### Summary Paragraph

The State Capitol Holiday Inn is a nineteen-story Modernist hotel building located in downtown Raleigh, North Carolina. The building is located at 320 Hillsborough Street on Wake County Tax Parcel ID # 1703595367, which is roughly 0.80 acres in size. The building was completed in 1969 and was designed by Lundgren and Maurer of Austin, Texas who were known for their round Holiday Inn designs. The Holiday Inn consists of a circular five-story base with lobby and parking garage, circular thirteen-story guestroom tower, and cantilevered top floor restaurant and meeting space. The five-story base features cast concrete walls with open sections ornamented with concrete railings and decorative concrete block screens. The thirteen-story circular room tower features concrete piers infilled with pebbledash concrete panels. The cantilevered top floor features full curtain walls, providing panoramic views of the city.<sup>1</sup>

<sup>1</sup> The State Capitol Holiday Inn is technically nineteen stories tall. However, the top floor is referred to as the 20<sup>th</sup> floor as the hotel naming conventions do not include a 13<sup>th</sup> floor.

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## Narrative Description

**Setting:** The State Capitol Holiday Inn is located in the urban, downtown area of Raleigh, North Carolina approximately three blocks west of the North Carolina State Capitol (*See Location Map*). As such, the surrounding area is comprised of a combination of various civic and government buildings and high-rise mixed-use buildings ranging in size and age. Additional structures in the area include historic one to two-story commercial buildings, churches, asphalt surface parking lots, and concrete parking decks. The buildings appear to range in age from the early twentieth century to early twenty-first century. The streets are organized in a grid-pattern with brick or concrete sidewalks, and metal streetlamps. Vegetation in the area largely consists of street trees. However, the North Carolina State Capitol square is located approximately three blocks east of the Holiday Inn and Nash Square is located three blocks south. Both squares are landscaped parks with mature tree coverage.

**Site:** The State Capitol Holiday Inn is located on a roughly 0.80-acre rectilinear parcel that fronts Hillsborough Street to the south, a paved parking lot to the east, a non-historic two-story restaurant building to the west, and Edenton Street to the north. The broader city block is bounded by Hillsborough Street to the south, North Dawson Street to the east, West Edenton Street to the north, and Harrington Street to the west (*See Site Map*). The building comprises almost the entire parcel. The south side features a U-shaped brick and concrete driveway and porte-cochere that serves as a valet and guest drop off and access to the parking ramp. Directly south of the building, there is a brick sidewalk located between the front of the building and Hillsborough Street. Raised concrete planter beds with street trees and vegetation are located between the porte-cochere and the sidewalk. Along the sidewalk there are metal streetlamps, street trees, and parking meters.

**Exterior:** The nineteen-story, concrete building consists of a wide circular five-story base with a narrower thirteen-story circular guestroom tower rising from the center. The building's nineteenth story cantilevers over the lower floors. The five-story base consists of cast concrete walls with open sections featuring concrete railings and decorative screens made of concrete breeze blocks. The primary entrance is located on the south side of the building and is sheltered beneath a porte-cochere. The flat roof of the five-story block features additional parking. The walls of the thirteen-story circular room tower feature concrete piers infilled with pebbledash concrete panels. Each pair of rooms historically featured projecting concrete balconies with metal railings. In 2005, the owners modified these balconies by enclosing them to create double projecting bay windows. The non-historic fixed, plate glass double windows sit above non-historic heating and cooling vents underneath, all atop the historic concrete balcony. Glass

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curtain walls enclose the top story; the north-facing windows are painted. The roof of the building is flat.

As this building is circular, it does not have clearly delineated elevations. Instead of describing the building by elevation, it is described below by building section.

*Five-story Circular Base:* The hotel's main entrance is located on the south side of the building's five-story base, sheltered beneath a six-bay porte-cochere. The building's main entrance provides access to a lobby vestibule and consists of a non-historic set of aluminum-framed single-leaf automatic sliding doors with sidelights. A metal awning projects from four of the porte-cochere's bays further emphasizing the hotel's main entrance. On the second, third, and fourth story, the six bays located directly above the porte-cochere consist of cast concrete walls with open sections featuring concrete railings. Beyond these six bays, each bay features a plain cast concrete wall on the ground level, above which sits a plain cast or decorative concrete block screen that stretches the remainder of the five-story base. Accessed via a U-shaped brick and concrete drive, the porte-cochere also allows entrance to the angled parking deck, which comprises the remainder of the five-story base. Open-air angled parking spaces cover the flat roof (fifth floor) of the five-story base. The circular room tower cantilevers out over the fifth floor parking level, creating a partial overhang.

*Circular Guestroom Tower:* The walls of the circular guestroom tower feature concrete piers infilled with pebbledash concrete panels. Each pair of rooms features a double projecting bay window with fixed metal windows. The double windows are fixed plate glass with heating and cooling vents underneath. The bay windows were originally open balconies but according to tax records were enclosed in 2005. The balcony floors and original projection of the balconies remain intact.

*Top Floor Restaurant:* The top floor of the building cantilevers over the lower floors and features full metal and glass curtain walls. The north-facing windows have been painted over to accommodate back of house space on the twentieth floor (technically the nineteenth story).

**Interior:** The interior of the building functions as a hotel, which was its original historic usage. The first floor features a lobby with four conference/ballroom spaces, a fitness room, and back of house space. Floors two through five are used as a parking garage and can be accessed via internal stairways or elevators. Floors six through nineteen are guest rooms with the eighteenth floor featuring suites and seventh floor featuring accessible guest rooms. The twentieth floor (technically the nineteenth story) features amenity spaces including a restaurant, bar, and meeting rooms in addition to back of house space (kitchen). The upper floors are accessible via two guest elevator cabs, one freight elevator cab, and two utilitarian stairs. The building has been

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renovated multiple times, most recently in 2016. These renovations updated finishes to keep the hotel in style with the contemporary marketplace. Although finishes have changed, the floor plan and primary public circulation of the building, inclusive of its central core with elevators, stair access and circular hallway have remained intact. This circular hallway continues to allow access to the pie shaped guest rooms. The functions of the ground floor lobby and meeting rooms and the twentieth-floor restaurant and amenity spaces are consistent with the original historic functions to support the hotel operation.

*Ground/First Floor:* The programming of the ground floor remains consistent with the original historic use of the space including lobby with check-in desk, elevators, and meeting spaces. The lobby features a check-in desk, elevators at the center, and small alcoves located along the perimeter of the south side of the building. Finishes in the lobby are non-historic and include ceramic tile flooring, gypsum board walls, and gypsum board ceilings. The building's main entrance provides access to a lobby vestibule and consists of a non-historic set of aluminum-framed single-leaf automatic sliding doors with sidelights. A second set of non-historic aluminum-framed single-leaf automatic sliding doors with sidelights provides access from the vestibule into the lobby. The vestibule features the same finishes as the lobby.

Additional spaces on the first floor include meeting rooms (ballrooms) and back of house space. The four meeting rooms feature retractable partition walls that allow the rooms to become one large space. The meeting rooms feature replacement finishes including carpet flooring, gypsum board walls, and ACT ceilings with gypsum board soffits around the perimeter to obscure MEP equipment. The replacement doors to the meeting rooms consist of a pair of simple wood doors. The back-of-house space includes offices located behind the check-in desk and storage/laundry area located at the rear (north) side of the building. Finishes in the back of house offices include carpet flooring, gypsum board walls, and ACT ceilings. The back-of-house laundry and storage space features LVT flooring, gypsum board and concrete block walls, and ACT ceilings.

*Parking Garage (Floors 2-5):* Located within the five-story circular base, floors two through five consist of a parking ramp with angled parking spaces. Access between the parking ramp and hotel occurs via the building's central core with two elevator cabs and two utilitarian stairways. The fifth floor of the five-story base consists of open-air angled parking spaces. Finishes in the parking ramp consist of paved concrete decking and precast concrete walls and ceiling.

*Upper Guestroom Floors (Floors 6-18):* The upper floors are located in the circular room tower and have functioned as guestrooms since the building's initial construction in 1969. The circulation pattern and floor plans remain largely unchanged. Finishes within the corridors and guest rooms have routinely been updated to meet changing styles. Although the finishes have changed, the primary public circulation of the building, inclusive of its central core with

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elevators, stair access, and circular hallway allowing access to the pie-shaped rooms remain intact. The hallway encircles the central core and guestrooms are located around the perimeter of the building. Finishes in hallway consist of carpet flooring with ceramic tile flooring at the elevator lobby, gypsum board walls, and gypsum board ceilings with popcorn finish. Entrance alcoves along the outside of the circular hallway provide access to guestrooms. Each small alcove features private entries into two pie-shaped guestrooms. Guestroom doors are single-leaf wood doors. Non-historic finishes in the guestrooms are consistent with typical hotel guestroom finishes and include carpet flooring with ceramic tile flooring in the guestroom bathrooms, gypsum board walls, and gypsum board ceilings with popcorn finish. Bathroom and guestroom doors feature metal door surrounds.

The seventh floor of the building has been slightly altered to create ADA accessible rooms. When the building opened in 1969 it featured four ADA accessible rooms, but more rooms were added over the years. Today the entire seventh floor features ADA accessible rooms. The typical pie shaped rooms remain intact; however, bathrooms have been altered to meet accessibility requirements. Each entrance alcove features a partition wall that separates the unit entrances. Finishes in these rooms mirror those on the other guestroom floors. The eighteenth-floor features guestroom suites. Entrance alcoves remain intact and still feature two doors per alcove. Finishes in the suites are the same as those used on the other guestroom floors.

*Restaurant (20<sup>th</sup> Floor):* The twentieth floor of the building (technically the nineteenth story) functions as a restaurant and amenity space for the hotel. The north side of the floor serves as back of house space including the hotel's kitchen and dry storage. For this reason, the window glazing on this side of the twentieth floor has been painted over or covered in gypsum board to allow better functionality of the space. Finishes in the back of house space include vinyl tile flooring, ceramic tile and gypsum board walls, and a combination of ACT and gypsum board ceilings. The remainder of the floor features a large restaurant and bar area as well as a smaller meeting room. Like the other floors throughout the building, a central core with stairs and elevators organizes the twentieth floor with a circular double-loaded hallway providing access to the central core at the interior and the special use rooms at the exterior. Finishes in the amenity space include carpet flooring, gypsum board walls and a combination of gypsum board and ACT ceilings.

**Alterations:** The exterior of the building largely retains its historic appearance, with enclosure of the balconies in 2005 being the most recognizable change to the exterior of the building. The original balcony structure/floors and projection remain extant. Changes to the balconies are additive, to create windows and to allow for the reinstallation of PTAC units. These heating/cooling units are located at roughly the same height as the original balcony railings which helps preserve the visual rhythm created by the balconies. Some changes to



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landscaping/hardscaping occurred outside of the entrance to the building around 2013. This included the alteration of some of the concrete planters. The building originally featured an outdoor swimming pool located at the rear of the building at the second floor. This pool has since been filled in and the area is now unused.

The interior of the building has been renovated multiple times, most recently in 2016. These renovations consisted almost entirely of finish updates. The overall floor plan and primary public circulation of the building, inclusive of its central core with elevators, stair access and circular hallway remain intact. The functions of the ground floor lobby and meeting rooms and the twentieth-floor restaurant and amenity spaces are consistent with the original historic functions to support the hotel operation. Despite these alterations and subsequent updates of finishes, the building still reads as a midcentury Modernist hotel and remains a landmark feature of Raleigh's downtown skyline.

**Integrity Assessment:** The State Capitol Holiday Inn retains its historic integrity as a significant mid-twentieth century hotel building in downtown Raleigh. The hotel's original layout remains largely intact, including the building's central core, circulation pattern, the location of corridors, guest rooms, and amenity space.

*Location:* The State Capitol Holiday Inn remains in its historic location and therefore retains integrity of location.

*Setting:* When initially constructed, the State Capitol Holiday Inn was located in an urban downtown setting with mixed-use buildings around it. Today, the area surrounding the building remains a dense urban downtown surrounded by mixed-use buildings. Despite redevelopment of nearby buildings over time, the setting remains intact. The State Capitol Holiday Inn is located along Hillsborough Street, which is historically and currently a major artery through downtown Raleigh. The hotel also retains its proximity to the North Carolina State Capitol, which in turn has helped it retain its integrity of setting.

*Design:* The Modernist State Capitol Holiday Inn retains character-defining elements of its design that conveys its historic association as a hotel. The overall form of the hotel as well as design details like the decorative concrete breeze block screens and porte-cochere remain intact and make the building architecturally distinct and identifiable as a Modernist design. At the exterior, changes are limited to the enclosure of balconies and the removal of the rear pool. These changes have not diminished the building's appearance as a circular Modernist hotel and do not detract from the building's overall integrity.

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At the interior, alterations are largely limited to changes in finishes, which is commonplace among hotels, especially of this era. The overall floor plan and primary public circulation pattern including the core of the building with elevators, stair access, and circular hallway has been retained at all floors. New finishes have replaced the historic, however the upper floor spaces have largely retained a finished appearance. The overall configuration of space inclusive of the ground floor lobby and meeting rooms and the twentieth-floor restaurant and amenity spaces remain intact and are consistent with the original historic functions to support the hotel operation. Although certain finishes have been updated over the course of the hotel's use, the overall materiality of the building has not been altered. Overall, the building retains its original design elements as designed by Lundgren and Mauer and remains representative of a circular Modernist hotel. As such, the State Capitol Holiday Inn retains integrity of design.

*Workmanship and Materials:* Similar to design, the building retains a great deal of original materials and allows the building to convey materials and workmanship commonly seen in mid-to-late-twentieth century design. At the exterior, the architect's utilization of mid-century elements like decorative concrete breeze block screens, concrete, and a porte-cochere remain intact. Although the balconies have been enclosed, the work is reversible, and the overall fenestration pattern remains consistent with the historic configuration. At the interior, the building retains its original plan and circulation pattern including location of lobby, amenity space, and guest rooms. Although certain finishes have been updated over the course of the hotel's use, the overall materiality of the building has not been altered. As such, the State Capitol Holiday Inn retains integrity of materials and workmanship.

*Feeling:* The State Capitol Holiday Inn's retention of design and continued use as a hotel combined with its intact location and setting within downtown Raleigh result in a retention of the building's feeling as a downtown Modernist hotel. The building's small urban site remains largely intact featuring a porte-cochere and pedestrian walkway. The original massing and shape of the building remains intact and exterior alterations are limited to the enclosure of balconies. While some alterations have occurred throughout the interior of the building, specifically regarding the building's original finishes, the building's original layout including location of lobby, amenity spaces, and guest rooms remain largely intact. The building's central core with elevators, stair access, and circular hallway express the historic use of the building as a hotel. As such, the State Capitol Holiday Inn retains integrity of feeling as a Modernist hotel in an urban downtown.

*Association:* The State Capitol Holiday Inn was constructed as a downtown hotel to house groups of tourists and businesspeople from other areas. The design of the hotel included not only guest rooms, but multiple amenities to allow for a variety of uses and events. The guestrooms remain intact on the upper floors conveying their capability and intended purpose to provide

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lodging for visitors. The ground and twentieth floors remain public amenity space containing a lobby, conference/ballroom, and restaurants. The hotel's relationship to downtown Raleigh remains intact. As such, the building retains its association as an urban downtown hotel due to the retention of the hotel's relationship to the city as well as its original circulation pattern and layout including the presence of upper floor guest rooms and public amenity spaces.

Overall, the State Capitol Holiday Inn retains integrity and remains an important physical representation of a Modernist hotel in the downtown Raleigh.

The North Carolina Office of State Archaeology does not recommend a statement of archaeological potential for this property.

DRAFT

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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**Areas of Significance**

(Enter categories from instructions.)

COMMERCE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1969-1974  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1969  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Lundgren and Mauer  
\_\_\_\_\_  
\_\_\_\_\_

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The 1969 State Capitol Holiday Inn is locally significant under Criterion A in the area of COMMERCE for its contribution to the economic growth and development of the city of Raleigh during the mid-twentieth century. Located at 320 Hillsborough Street in Raleigh, the

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round hotel building reflects a period of rapid growth in the city's commercial, industrial, and institutional sectors. Proof of this expansion can be seen through the boom that occurred in both the city's population as well as the large amount of new construction and development. The construction of the State Capitol Holiday Inn was part of this period of significant mid-century growth. Obtaining a chain hotel like the Holiday Inn, specifically one of the chain's more unique and rare round designs, serves as further proof of Raleigh's growing importance. These round Holiday Inns were only sited in urban areas with a guaranteed customer base. Raleigh's position at the intersection of government, education, and technological/scientific innovation made it the ideal candidate. The building, which opened in 1969, remains an active hotel and is locally significant as a mid-century commercial and Modernist landmark.

The period of significance for the State Capitol Holiday Inn is from 1969, when the building was completed, to 1974, which is the fifty-year cutoff.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

### **Developmental History**

#### *Growth of Downtown Raleigh*

The construction of the State Capitol Holiday Inn can be traced back to the rapid and dramatic growth of Raleigh during the post-World War II era. Until the end of World War II, Raleigh was a relatively sleepy town with an economy largely based on its role as the state capital of North Carolina and as a center for higher education with six colleges (North Carolina State College, Shaw University, Meredith College, St. Mary's College, Peace College, and St. Augustine's College). Raleigh's industrial economy was small and consisted of a few minor textile mills and other modest operations.<sup>2</sup>

After World War II, Raleigh saw a veritable boom in its commercial, industrial, and institutional sectors. This growth was largely due to the southward migration of industry in the United States combined with the development of technological research facilities for the state government and area universities; these research facilities eventually settled in what became known as the Research Triangle Park (RTP) located just outside of Raleigh city limits. Proof of this mid-century growth can be seen in the rapid increase in both development and population. Building permits rose from 544 in 1946 to 1,627 in 1965 and the city's population increased from 53,661

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<sup>2</sup> M. Ruth Little, *Post-World War II and Modern Architecture in Raleigh, North Carolina: Non-Residential Architecture, 1945-1975*, Final MPDF Addendum, 2018, 6.

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in 1945 to 123,793 in 1975.<sup>3</sup> According to the 2008 Post-World War II and Modern Architecture in Raleigh, North Carolina, 1945-1965 MPDF by architectural historian, Ruth Little,

*During the postwar era Raleigh was totally transformed. Population doubled, the city limit area nearly tripled, miles of paved streets increased by 250%, the number of industries tripled, the number of wholesale distributors increased by 224 %, and over 7,500 houses were built in the city limits. By far the majority of the approximately 18,000 buildings constructed during the period were in the unannexed suburbs.<sup>4</sup>*

Raleigh's central business district (CBD), which is concentrated on Fayetteville Street at the center of the city, first evolved during the 1920s and 1930s featuring retail stores, banks, and office and government buildings. Most of these early buildings in the CBD were low-rise structures, but some larger structures, including four high-rise bank buildings, were constructed in the 1960s. Otherwise, by the mid-twentieth century most new commercial development had moved into the Raleigh suburbs.<sup>5</sup>

It was during this period of great growth that the State Capitol Holiday Inn was constructed in downtown Raleigh. The nineteen-story hotel was perfectly positioned to cater to those visiting the city for reasons pertaining to the state government as well as those visiting in connection with one of the many colleges located only blocks from the hotel. The hotel also benefitted from the rapidly growing U.S. tourism industry, which brought in patrons traveling for recreation and pleasure alone.<sup>6</sup>

#### *Comparative Analysis: Mid-Century Hotel/Motels in Raleigh*

The State Capitol Holiday Inn's Modernist design falls in line with Raleigh's other mid-century non-residential architecture, while its circular form and central location in downtown Raleigh allow it to stand apart as an iconic building. According to architectural historian M. Ruth Little,

*The most striking aspect of nonresidential properties of the postwar era is the high percentage of Modernist design. Unlike the largely traditional-style residential and religious properties of the era, the default design style of government buildings,*

<sup>3</sup> 1965 Raleigh Chamber of Commerce brochure, Elizabeth Reid Murray Collection, Olivia Raney Local History Library, Raleigh; *Hill's Raleigh City Directory*, 1965 (Richmond: Hill Directory Company, 1966) ix; *Hill's Raleigh City Directory, 1975* (Richmond: Hill Directory Company, 1975), x.

<sup>4</sup> M. Ruth Little, *Post-World War II and Modern Architecture in Raleigh, North Carolina: Non-Residential Architecture, 1945-1975*, Final MPDF, 2009, E-3.

<sup>5</sup> Little, 2018 8.

<sup>6</sup> Josh Shaffer, "A love song to Raleigh's circular Holiday Inn, an oddball 'pleasure dome' of the past," *The News and Observer* [Raleigh, NC], February 28, 2022, Online Edition.

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*education buildings, offices, retail stores, restaurants, motels, industrial buildings, and gas stations was Modernist. Many of these were the work of avant-garde architects of the School of Design at North Carolina State College and other local architects in their orbit. Public leaders and private businessmen selected Modernist design to symbolize their progressive attitude and Raleigh's leading role as the capital city of North Carolina. It is notable that most of the architects identified during the survey were local.*<sup>7</sup>

Between 1945 and 1975 roughly a dozen hotels and motels were built in Raleigh. Today, the State Capitol Holiday Inn is one of only a few surviving mid-century hotels/motels, most having been demolished to make way for new redevelopment as Raleigh experiences yet another period of growth. Currently there are no hotel/motels in Raleigh that are listed on or determined eligible for the National Register of Historic Places. According to architectural historian M. Ruth Little,

*The 1969 State Capitol Holiday Inn [320 Hillsborough Street], Raleigh's most iconic hotel of the period, probably survives only because of its large scale and unusual design. The nineteen-story building, with five stories of parking at the base, thirteen stories of pie-shaped guest rooms, and a cantilevered, curtain-walled restaurant and meeting rooms at the top, was the tallest structure in Raleigh for several years. Designed by Lundgren and Maurer of Austin, Texas, the hotel was dubbed an "instant landmark."*<sup>8</sup>

According to a 2018 survey of Post-World War II and Modern Architecture in Raleigh conducted by Little, only three of the handful of remaining midcentury hotel/motels were found to have retained sufficient architectural integrity to warrant intensive survey. These included the 1957 Belvidere Motel (now a Budget Inn) at 2729 S. Wilmington Street, the 1976 Best Western South Inn at 3901 S. Wilmington Street, and the State Capitol Holiday Inn. While still extant and intact, the Belvidere Motel and Best Western South Inn represent the once ubiquitous one to two-story motor lodge building type. This building type represents the mid-century rise in automobile culture and the boom of tourism that occurred throughout the country during this time. Both of these motels are located south of the Raleigh city limits well outside of the downtown core and the CBD. The Best Western at 3901 S. Wilmington Street is also representative of the rise of large hotel chains that occurred throughout the United States during the mid-to-late twentieth century. Located near I-40 and US-70 both the Belvidere and Best Western were built for motorists passing through the area. Comparatively, the State Capitol Holiday Inn stands apart as a high-rise urban hotel. While it is still the result of the growth of large hotel chains and represents the surge of autocentric tourism, the building's unique cylindrical form and location in the middle of an urban downtown make the building architecturally distinct. For most guests of

<sup>7</sup> Little, 9.

<sup>8</sup> Little, 19.



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the State Capitol Holiday Inn, Raleigh was their destination. As opposed to those staying at the Belvidere and Best Western who were often just passing through on their way somewhere else.



Figure 1: The 1957 Belvidere Motel (now a Budget Inn) at 2729 S. Wilmington Street is a good example of an intact mid-century motor lodge in Raleigh.

Several other mid-century hotel/motels remain extant in Raleigh but have undergone extensive alterations and remodeling. This includes the 1971 Motel 6 located at 1401 Buck Jones Road, which had a hipped roof added sometime between 1983 and 1993. Another of these altered mid-century hotels includes the 1973 former Howard Johnson's (now a Double Tree), located at 4100 Glenwood Avenue, which was remodeled in 2015 to give the building a Late Modernist appearance. These motels were also located outside the Central Business District.

The only other remaining mid-century hotel/motel in downtown Raleigh is the 1964 Days Inn at 300 N. Dawson Street (originally a TraveLodge). The motel had been altered significantly, concealing much of the building's original design behind stucco. However, the 2019 renovation of the building into the Longleaf Hotel and Lounge uncovered and restored many of these mid-century details including the concrete breeze block screens also seen on the State Capitol Holiday Inn. The former Days Inn represents the once ubiquitous one to two-story motor lodge building type and catered to a different clientele than the State Capitol Holiday Inn, drawing in those who wanted a comfortable, but affordable place to stay as opposed to more luxurious accommodations with more amenities like a gourmet restaurant (See Figures 2-4 below).

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Figure 2: View of the 1964 Days Inn at 300 N. Dawson Street, originally a TraveLodge drew in those passing through town on their way to other destinations (source: <https://www.thelongleafhotel.com/>)



Figure 3: View of the 1964 Days Inn at 300 N. Dawson Street, which reopened ca. 2019 as the Longleaf Hotel and Lounge. The renovation uncovered some previously hidden mid-century details (source: <https://www.thelongleafhotel.com/gallery>)

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Figure 4: View of the 1964 Travelodge at 300 N. Dawson Street, which catered to guests wanting comfortable, but affordable accommodations.<sup>9</sup>

Other hotel/motels in Raleigh have not fared as well during the twenty-first century development boom including the 1963 Velvet Cloak Inn, a luxury motor hotel once located just outside of downtown at 1505 Hillsborough Street which was demolished in 2017.

### Criterion A: A Holiday Inn for Raleigh

The State Capitol Holiday Inn is eligible at the local level under National Register Criterion A in the area of Commerce for its contribution to the economic growth and development of the city of Raleigh during the mid-twentieth century. The hotel building reflects the rapid growth of the city's commercial, industrial, and institutional sectors during this time. Proof of this growth can

<sup>9</sup> "Travelodge," Advertisement in *The News and Observer* [Raleigh, NC], October 11, 1964, 10.

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be seen through the boom that occurred in both the city's population as well as the surge in new construction and development. The construction of the State Capitol Holiday Inn was part of this period of significant mid-century growth. Obtaining a chain hotel like the Holiday Inn, specifically one of the chain's more unique and rare round designs, serves as further proof of Raleigh's growing importance. These round Holiday Inns were only sited in urban areas with a guaranteed customer base. Raleigh's position at the intersection of government, education, and technological/scientific innovation made it the ideal candidate.

### *Brief History of the Holiday Inn*

Home builder and entrepreneur Kemmons Wilson founded Holiday Inn in Memphis, Tennessee in 1952. In that year, he opened three inns, each located at a major highway approach to Memphis. The Holiday Inn's original design concept was known as the "Roadside Holiday Inn" and consisted of rows of barrack-like single-story brick buildings. The pool, restaurant, and lobby were often located at the edge of the property.<sup>10</sup> The true Holiday Inn typology began in 1956 when the company contracted Memphis architect, William W. Bond, to develop a design for the new Holiday Inns. In 1958, the team unveiled their new classic design consisting of two-story flat-roofed room blocks arranged in a U- or L-shaped plan which formed a courtyard. The pool was centrally located within the courtyard, and a building featuring the lobby, restaurant, and meeting room would be configured to create a closed courtyard. Details differed from location to location, but the general design concept remained standard. A "glass wall" design also became common in the 1950s and 1960s. This design element allowed for brighter, more modern rooms, and lowered construction costs. Other standard specifics included concrete block or concrete slab walls to reduce risk of fire and to better soundproof the rooms. This became the typology of the typical American Holiday Inn.<sup>11</sup>

<sup>10</sup> John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America (The Road and American Culture)* (Baltimore, MD: The Johns Hopkins University Press, 1996), 261.

<sup>11</sup> Jakle, et al., *The Motel in America*, 269.

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Figure 5: Holiday Inn, Wildwood, FL ca. 1970, representative of the Holiday Inn typology.<sup>12</sup>

In the 1960s, Holiday Inn continued to expand across the country and began to spread into downtown, international, and small-town markets, where the Holiday Inn was often the nicest place to stay. After opening a fourteen-story, 254-room hotel with a revolving rooftop restaurant in Baltimore, Maryland, the company opened resort hotels in the West Indies and Barbados, followed soon by properties in Canada, Mexico, Western Europe, North Africa, Central and South America, and Southeast Asia. Due to this international expansion, they changed their slogan to be “The World’s Innkeeper.”<sup>13</sup> Part of this expansion included Kemmons Wilson’s collaboration with Austin, Texas architect Leonard Lundgren and his partner Ed Mauer. In 1964, Lundgren designed the first round Holiday Inn in Austin, Texas. When Wilson approached Lundgren, he was looking for a design that would work for hotels constructed on expensive downtown lots, instead of the large, roadside parcels that Wilson originally made his name developing.<sup>14</sup> During the 1960s and 1970s, Lundgren and Mauer used this first design as the basis for a handful of other round Holiday Inns eventually constructed throughout the United States, Mexico, and Central America.<sup>15</sup>

Lundgren’s design for the round Holiday Inn was first utilized in 1964 with the construction of the Holiday Inn Austin Town Lake located in Austin, Texas. Although the hotel remains extant, large additions have been made to the hotel, diminishing the building’s soaring verticality and bold circular design. Additional changes have been made to the hotel’s exterior including alterations to the cladding and removal of the original balconies, further altering the building’s appearance.

<sup>12</sup> Jakle, et al., *The Motel in America*, 269.

<sup>13</sup> Jakle, et al., *The Motel in America*, 272.

<sup>14</sup> Ned Barnett, “Cylindrical hotel still sticks out,” *The News and Observer* [Raleigh, NC], July 13, 1998, 13, 17 (1B, 5B).

<sup>15</sup> Leonard J. Lundgren, Architect, <http://leonardlundgrenarchitect.com/>, Accessed August 2024.

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Figure 6: Austin Town Lake Holiday Inn, the original 1964 design featured a focus on the building's cylindrical and vertical design (left). Today, the building features large additions and alterations to the building's exterior cladding and fenestration (right).<sup>16</sup>

Additional extant circular Holiday Inns include the Holiday Inn in Los Angeles (now the Hotel Angeleno) which was constructed between 1969 and 1970, the 1967 Holiday Inn Long Beach Airport in Long Beach, California, and the 1971 Holiday Inn Charleston Riverview in Charleston, South Carolina.

<sup>16</sup> "Holiday Inn, Austin, Texas," Leonard J. Lundgren, Architect, <http://leonardlundgrenarchitect.com/>, Accessed August 2024.

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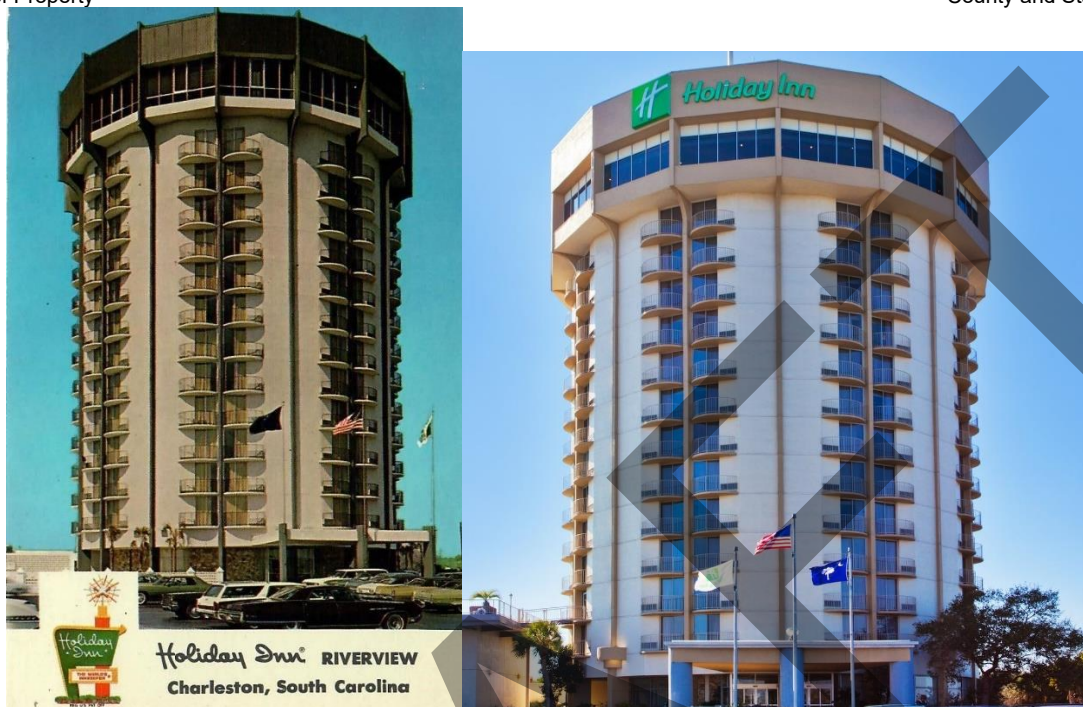


Figure 7: Views of the Holiday Inn Charleston Riverview in Charleston, South Carolina. The building has undergone some alterations to the cladding on the top floor as seen in the historic postcard (left) and more recent image (right).

### *History of the State Capitol Holiday Inn*

The State Capitol Holiday Inn was constructed in downtown Raleigh in 1969 during a period of great growth in the city, which was reflected in the rapid rise in development and population in the area. The site of the hotel was previously home to the Raleigh Woman's Club. A year after purchasing the property in 1966, Raleigh developer Ben Haigh applied to have the site and surrounding area rezoned from Office and Institutional to Business District. According to a 1967 article from the *Raleigh News and Observer*, the other half of the block had already been zoned for general business and Haig's request for rezoning was approved.<sup>17</sup> This zoning change allowed for the construction of the Holiday Inn which broke ground in 1968.<sup>18</sup> When the hotel was completed in 1969, the 170-foot-tall State Capitol Holiday Inn held the title of tallest building in Raleigh. Due to its siting on a slight rise, the hotel retained this honor for the next eight years, despite the 1964 BB&T building rising 220 feet above the street level.<sup>19</sup>

<sup>17</sup> "Rezoning For Motel Approved," *The News and Observer* [Raleigh, NC], January 4, 1967, 22.

<sup>18</sup> "Formal Opening Ceremony For Holiday Inn Is Today," *The News and Observer* [Raleigh, NC], April 5, 1970, 4.

<sup>19</sup> Josh Shaffer, "A love song to Raleigh's circular Holiday Inn, an oddball 'pleasure dome' of the past," *The News and Observer* [Raleigh, NC], February 28, 2022, Online Edition.

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Figure 8: The State Capitol Holiday Inn under construction in 1969.<sup>20</sup>

The State Capitol Holiday Inn had its opening ceremony in April 1970. According to an article in the *Raleigh News and Observer*, hundreds of Raleighites and residents from nearby towns visited the new hotel on its opening day. More than 1,000 people took tours of the building's 18<sup>th</sup>, 19<sup>th</sup>, and 20<sup>th</sup> floors to see the building's suites and rooftop restaurant.<sup>21</sup> When it opened, the building employed approximately 125 people and featured 204 regular rooms plus a number of suites that could be rented for between \$75 and \$85 a night.<sup>22</sup> Dinner at the top floor restaurant, known as the "Twelve Signs," started at around \$5 per person. The menus given to female diners did not feature prices, while those given to the male diners were clearly marked furthering the

<sup>20</sup> Shaffer, "A love song to Raleigh's circular Holiday Inn," 40.

<sup>21</sup> "New Holiday Inn Here Is Visited by Hundreds," *The News and Observer* [Raleigh, NC], April 6, 1970, 26.

<sup>22</sup> "New Holiday Inn Here Is Visited by Hundreds."



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restaurant's air of luxury. The restaurant's gourmet menu featured items such as Main lobster, cherries jubilee and baked Alaska.<sup>23</sup>

Obtaining a national chain hotel like the Holiday Inn, specifically one of the chain's more unique and rare round designs, was directly tied to the city's rising importance. The nineteen-story hotel was perfectly positioned to cater to those visiting the city for reasons pertaining to the state government as well as those visiting in connection with one of the many colleges located only blocks from the hotel. The hotel also benefitted from the rapidly growing U.S. tourism industry and owner/developer Ben Haigh noted that tour and travel agencies would provide the hotel with tour and convention groups.<sup>24</sup>

The State Capitol Holiday Inn was not just for those visiting Raleigh and the hotel made efforts to draw in locals. The hotel enticed residents by offering a \$250 annual membership to use the Observatory Club, a bar located on the twentieth floor.<sup>25</sup> The *Raleigh News and Observer* ran advertisements for the hotel's Sunday Brunch. Over the next few decades, the State Capitol Holiday Inn continued to draw visitors and residents alike. A 1982 advertisement in the *Raleigh News and Observer* touts a New Year's Gala to be held in the building's Top of the Tower restaurant. The advertisement includes pricing for dinner or dinner and a room, seemingly inviting residents in the Raleigh area to enjoy a night on the town.<sup>26</sup> Local couples even held their wedding receptions in the hotel's restaurant and ballroom.<sup>27</sup>

<sup>23</sup> "New Holiday Inn Here Is Visited by Hundreds."

<sup>24</sup> Charles Craven. "Word for New Inn Is Plush." *The News and Observer* [Raleigh, NC], May 9, 1969, 41.

<sup>25</sup> Wade Jones, "The Word Is Luxury At New Holiday Inn," *The News and Observer* [Raleigh, NC], November 28, 1969, 40; "New Holiday Inn Here Is Visited by Hundreds."

<sup>26</sup> "New Year's Gala," Advertisement in *The News and Observer* [Raleigh, NC], December 26, 1982, 125.

<sup>27</sup> "Motane-Carroll," *The News and Observer* [Raleigh, NC], October 16, 1994, 82; "Weber-Smith," *The News and Observer* [Raleigh, NC], June 3, 1990, 93.

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State Capital

Figure 9: 1986 Advertisement in *The News and Observer* advertises Sunday Brunch at the State Capitol Holiday Inn<sup>28</sup>

<sup>28</sup> "Sunday Brunch," Advertisement in *The News and Observer* [Raleigh, NC], November 28, 1986, 94.

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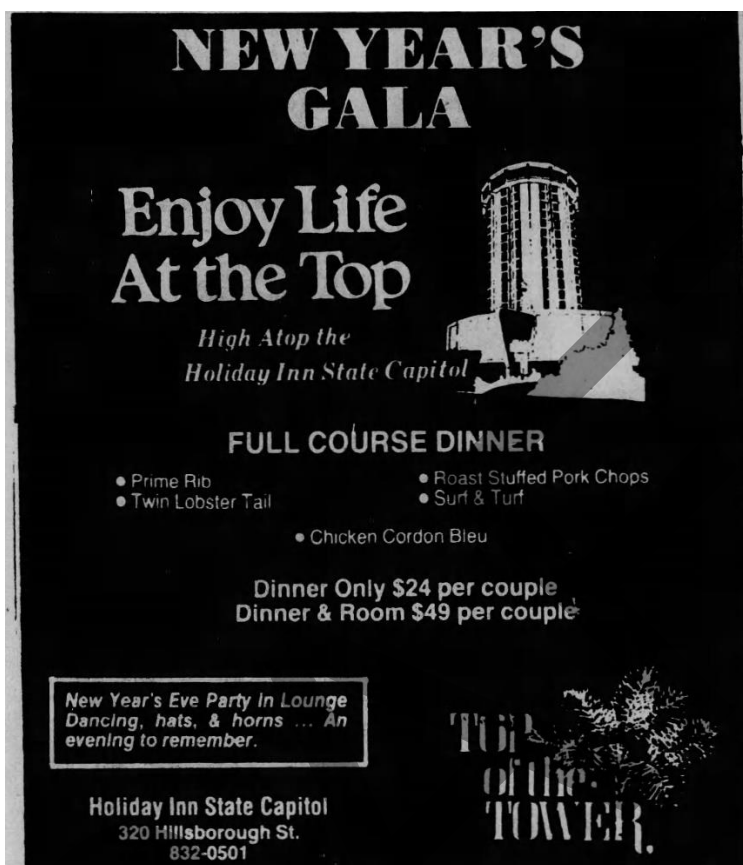


Figure 10: 1982 Advertisement in *The News and Observer* advertises a New Years gala at the State Capitol Holiday Inn<sup>29</sup>

Since the building opened in 1969, it has had various owners but has always remained in use as a hotel. The building became a Clarion brand hotel during the early twenty-first century but converted back into a Holiday Inn around 2012.

### Conclusion

The State Capitol Holiday Inn is significant at a local level under Criterion A for Commerce. The building was constructed in 1969 as a round Holiday Inn Hotel. The hotel is one of few surviving examples of the round Holiday Inn building type. While renovations to the balconies have occurred, the changes are additive. The interior configuration of the hotel remains relatively unchanged. As such, the building still retains a high degree of integrity to convey its significance.

The intact, round Modernist hotel is a commercial landmark located in Raleigh's downtown core. The hotel is reflective of a period of rapid growth in the city's commercial, industrial, and

<sup>29</sup> "New Year's Gala," Advertisement, 125.

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institutional sectors. The hotel's cylindrical design represents the Holiday Inn's continued growth during the 1960s when the company began to expand into downtown and international markets. The construction of the State Capitol Holiday Inn was part of this period of significant mid-century growth for both Raleigh and the Holiday Inn chain alike. When the nineteen-story hotel was constructed in Raleigh, it was perfectly situated to cater to those visiting the city for reasons pertaining to the state government as well as those visiting in connection with one of the many colleges located only blocks from the hotel. The building became an instant landmark and served as proof of Raleigh's growing influence as an important southeastern city. Obtaining a chain hotel like the Holiday Inn, specifically one of the company's more unique and rare round designs, illustrated Raleigh's mid-century rise. The building has remained in continuous operation as a hotel serving residents and visitors alike since it opened in 1969. To this day, the State Capitol Holiday Inn remains an iconic landmark in Raleigh's rapidly changing skyline.

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**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: \_\_\_\_\_

**Historic Resources Survey Number (if assigned):** \_\_\_\_\_

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**10. Geographical Data**

**Acreage of Property** 0.80

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |                            |                          |
|----------------------------|--------------------------|
| 1. Latitude: 35°46'51.13"N | Longitude: 78°38'38.94"W |
| 2. Latitude:               | Longitude:               |
| 3. Latitude:               | Longitude:               |
| 4. Latitude:               | Longitude:               |

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**Verbal Boundary Description** (Describe the boundaries of the property.)

The boundary is composed of Wake County Parcel Number 1703595367, per the Wake County Real Estate Data system. The parcel is bound by Hillsborough Street to the south, an unrelated parking lot to the east, West Edenton Street to the north, and an unrelated commercial building to the west. The concrete sidewalk along Hillsborough and Edenton streets are not included in the boundary.

**Boundary Justification** (Explain why the boundaries were selected.)

The boundary reflects the current parcel boundary. The northeast portion of the adjacent parcel was historically part of the property boundary as it allowed access to the loading dock. It was removed from the property boundary in 2016 according to Wake County property records. The remainder of the adjacent parcel, which is currently an unrelated parking lot, was never associated with the subject property and previously featured a filling station.

---

**11. Form Prepared By**

name/title: Caitlin Herrnstadt  
organization: Heritage Consulting Group  
street & number: 15 W. Highland Avenue  
city or town: Philadelphia state: PA zip code: 19118  
e-mail: projects@heritage-consulting.com; cherrnstadt@heritage-consulting.com  
telephone: 215-248-1260  
date: 10/28/2024

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**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)



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### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log

Name of Property: State Capitol Holiday Inn

City or Vicinity: Raleigh

County: Wake County, State: North Carolina

Photographer: Caitlin Herrstadt (Heritage Consultant Group)

Date of Photograph: August 2024

1 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_001 Exterior, view looking north.

2 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_002 Exterior, view looking northwest.

3 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_003 Exterior, view looking northwest.

4 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_004 Exterior, view looking southwest.

5 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_005 Exterior, view looking southeast.

6 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_006 Exterior, view looking northwest.

7 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_007 Exterior, view looking south.

8 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_008 Exterior, view looking north.

9 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_009 Exterior, view looking south.

10 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_010 Interior, Ground Floor, Lobby, view looking southwest.

11 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_011 Interior, Ground Floor, Lobby view looking southeast.

12 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_012 Interior, Ground Floor, Lobby view looking southwest.

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13 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_013 Interior, Ground Floor, Elevator Lobby view looking northwest.

14 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_014 Interior, Ground Floor, Back of House, view looking southeast.

15 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_015 Interior, Ground Floor, Stairway, view looking west.

16 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_016 Interior, Ground Floor, Parking Garage, view looking north.

17 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_017 Interior, Eighteenth Floor, Guestroom, view looking north.

18 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_018 Interior, Eighteenth Floor, Corridor, view looking southwest.

19 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_019 Interior, Eighteenth Floor, Guestroom view looking southeast.

20 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_020 Interior, Eighteenth Floor, Guestroom, view looking southeast.

21 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_021 Interior, Eighteenth Floor, Guestroom, view looking southwest.

22 of 22: NC\_WakeCounty\_StateCapitolHolidayInn\_022 Interior, Twentieth Floor, Restaurant, view looking northeast.

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**Paperwork Reduction Act Statement:** This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

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