

New Carrollton (72-000)

New Carrollton is a mid-twentieth-century residential suburb in northwestern Prince George's County. Located approximately five miles from Washington, D.C., the community is bounded by the Capital Beltway (I-495), Annapolis Road, the Baltimore-Washington Parkway, and Good Luck Road.

New Carrollton was originally part of the large landholdings of the Beall family, a prominent Prince George's County family that owned thousands of acres extending from Upper Marlboro to Georgetown. In the nineteenth century, the Beall family constructed several houses for various family members including at least two houses located near what is now known as New Carrollton.¹ The Beall family chose to build their houses near the Washington-Annapolis Stage Coach Road, an important early road, now known as Annapolis Road.² Martenet's map of 1861 documents the houses of Horatio Beall, J. Murphy, B.I. Ridgeway, Mrs. Lanum, and L. Mitchell in the area that would become New Carrollton.³ In 1878, the Hopkins map shows little new development in the area.⁴

The area remained largely rural and undeveloped until the twentieth century. The Beall, Beckett, and Lanham families resided in the area and farmed the land. In the 1920s, Edward L. Mahoney purchased 300 acres of land near present-day Legation Road and constructed a modest Cape Cod dwelling for himself in 1927. Mahoney also built stables and a training track for his horses.⁵ In the late 1930s, Mahoney converted the horse track to a midget and stock car racing track. Because of the success of the racetrack, in 1941, Mahoney expanded and modernized the track. He opened the West Lanham Speedway on his property, which attracted 8,000 fans on opening night.⁶

In the early 1950s, Mahoney's neighbor Maurice Downes sold his property to Albert W. Turner, president of the Berwyn-based Modern Construction Company.⁷ Turner was known for developing other neighborhoods and buildings in Washington, D.C. and Prince George's County, including College Park, University Park, Lewis Heights, and Hollywood.⁸ Turner had grand plans for the property he purchased. In 1953, Turner was able to successfully lobby the Maryland Legislature to incorporate an undeveloped area between Riverdale and Lanham as the City of Carrollton, without having any residents living in the prospective city.⁹ Turner was elected as the first mayor of the City in 1954. He named the city for the "historically famous family of Carrolls – founders of American democracy."¹⁰

Between February 1953 and March 1959, Turner platted 17 sections of "Carrollton," which he planned to develop into a 1,300-house community. Buyers were able to select their house from 14 available models that sold for \$16,200 to \$19,500. Sales in the development were initially handled by H. Carlyle DeLozier,

¹ George Denny, Jr., *Proud Past, Promising Future: Cities and Towns in Prince George's County, Maryland* (Brentwood, MD: George D. Denny, Jr., 1997), 269.

² Denny, *Proud Past, Promising Future*, 269.

³ Simon J. Martenet, "Atlas of Prince George's County, Maryland, 1861, Adapted from Martenet's Map of Prince George's County, Maryland" (Baltimore: Simon J. Martenet C.E., 1861).

⁴ G.M. Hopkins, "Atlas of Fifteen Miles Around Washington, Including the County of Prince George Maryland" (Philadelphia: G.M. Hopkins, C.E., 1878).

⁵ Denny, *Proud Past, Promising Future*, 270.

⁶ Jack Munhall, "8,000 See Joseph Win Midget Debut," *The Washington Post*, 25 June 1941.

⁷ Denny, *Proud Past, Promising Future*, 270-271.

⁸ "Permits Sought for 25 Houses," *The Washington Post*, 6 May 1951; Fred H. Morhart, Jr., "Three Ramblers Complete Selection of Homes of '51," *The Washington Post*, 2 September 1951.

⁹ Roger B. Farquhar, "Legislature Approves Record Road Program for Maryland," *The Washington Post*, 8 April 1953.

¹⁰ "Everything Your Family Could Want," *The Washington Post and Times Herald*, 25 March 1956.

a realtor based in Hyattsville.¹¹ As a result of the success of the community, in 1956 Turner offered six additional models for sale. The houses contained two, three, and four bedrooms, and featured “plaster walls, basements and slate roofs. All homes have colored bath fixtures, completely equipped kitchens, fully sodded and shrubbed lots.” Prices remained affordable and were priced between \$15,990 and \$20,950.¹² “Qualified veterans” were attracted to the community with the promise of no down payment and 30-year financing.¹³

Turner marketed Carrollton as an affordable, attractive, and conveniently located community only 20 minutes from Washington, D.C. by car. He promoted his new city in conjunction with the new residential development. Buyers in the community that “democracy built” would be able to “have a voice in choosing your mayor, city council and other officials.”¹⁴ He promised future residents that living in Carrollton meant “a new way of life for its citizens.”¹⁵ Turner’s community was attractive to buyers, and by April 1957, over 250 houses were constructed.¹⁶

Carrollton continued to be a great success and when Edward Mahoney died in December 1957, Turner purchased Mahoney’s estate including his house and race track.¹⁷ Turner incorporated the 300-acre parcel into the City of Carrollton and used Mahoney’s house as a construction office. Mahoney’s house and racetrack were later demolished.¹⁸ Mahoney’s property became the site of Greenbrier, another of Turner’s Modern Construction Company subdivisions in the City of Carrollton. By February 1963, the last lot in Carrollton was sold. The city continued to grow and annexed additional land in subsequent years. In the 1960s, Turner continued to develop Carrollton, constructing shopping centers, apartment buildings, and other commercial buildings in the area. In 1966, the city was renamed the City of New Carrollton, to distinguish it from the other two Carrollton cities in Maryland.¹⁹ By 1968, virtually every lot in New Carrollton was improved.

The city continued to grow in the late twentieth century as the city government annexed adjoining land. In November 1978, the Metrorail line was extended to New Carrollton, solidifying the community as an established commuter suburb in Prince George’s County.²⁰

There are currently no designated Historic Sites or Historic Resources in New Carrollton.

Windshield Survey

A windshield survey of New Carrollton was conducted in November 2007. The survey area includes approximately 1,390 primary resources. The community contains a variety of buildings constructed between circa 1953 and 1965. New Carrollton reflects the period from which it developed. Many houses

¹¹ Paul Herron, “Features Planned for Entire Family in ‘Home of ‘55’,” *The Washington Post and Times Herald*, 28 August 1955; “Homes Bigger, Costlier ’56 Forecast Indicates,” *The Washington Post and Times Herald*, 25 September 1955.

¹² “New Home Costs to Keep Climbing,” *The Washington Post and Times Herald*, 8 September 1956.

¹³ “A New City – an Old Maryland Name,” *The Washington Post and Times Herald*, 16 October 1955.

¹⁴ “Look At the Advantages of Owning Your Home in the Community Democracy Built,” *The Washington Post and Times Herald*, 8 January 1956.

¹⁵ “Everything Your Family Could Want,” *The Washington Post and Times Herald*, 25 March 1956.

¹⁶ “Suburbia and ‘City Slickers’ Rule at Carrollton,” *The Washington Post and Times Herald*, 6 April 1957.

¹⁷ “E.L. Mahoney Is Dead at 73,” *The Washington Post and Times Herald*, 30 December 1957; Denny, *Proud Past, Promising Future*, 270.

¹⁸ Denny, *Proud Past, Promising Future*, 272-275.

¹⁹ Denny, *Proud Past, Promising Future*, 272-275.

²⁰ Washington Metropolitan Area Transit Authority, “Metro History,” <http://www.wmata.com/about/history.pdf>.

illustrate the transitional nature of domestic architecture in the 1950s, reflecting both traditional elements of the Colonial Revival style and more modern elements of the Modern Movement. Common building forms include Cape Cods, ranch, minimal traditional, and split-level houses. Most houses appear to be one of the 20 models designed by Albert Turner's Modern Construction Company. Although the original houses featured slate roofs, very few houses appear to retain that design feature. Other common materials found in New Carrollton include aluminum, asbestos, and vinyl. Many houses incorporate brick on the first story of the facade and other modern cladding materials on the second story and secondary elevations. Reflecting its establishment as an automobile suburb, approximately 95 percent of houses have either a carport or garage. The curvilinear streets of New Carrollton take advantage of the rolling hills of the landscape. The community is predominately residential, although schools, churches, and public buildings are also located within the neighborhood. Public buildings include Lamont Elementary School, Charles Carroll Middle School, and the New Carrollton Recreation Center. Commercial development is located on the perimeter of the neighborhood and is largely concentrated around the shopping centers on Annapolis Road. The New Carrollton Metro Station is located south of the community.

Historic District Evaluation

New Carrollton meets several Prince George's County Heritage Themes including suburban growth and residential architectural styles. New Carrollton meets the following criteria for designation as a Prince George's County historic district:

- (1)(A)(i) and (iv) – New Carrollton is representative of a planned mid-twentieth-century automobile suburb. Platted in 17 sections between 1953 and 1959, it is indicative of the number of affordable commuter suburbs established in Prince George's County and the Washington, D.C. metropolitan area in the mid-twentieth century. New Carrollton is also significant for being established as a municipality before the construction of a single building in the community.
- (2)(A)(i) – The houses in New Carrollton embody the distinctive characteristics of mid-twentieth-century architecture, particularly of the Modern Movement. The 20 models provided by the Modern Construction Company showcased mid-twentieth-century design and allowed buyers to choose a house that reflected their personal aesthetic, but also complement that of their neighbors. As a whole, the variety of architectural styles and forms in New Carrollton captures the transitional nature of domestic architecture in the mid-twentieth-century, combining elements of both the traditional and modern.
- (2)(A)(iv) – New Carrollton represents one of the most cohesive and unified mid-twentieth century suburbs in Prince George's County. The City reflects the evolution of suburbs in the larger Washington, D.C. metropolitan area and the variety of domestic architectural styles and housing forms demonstrates the evolution of suburban architecture in Prince George's County.

New Carrollton also meets the following National Register criteria for designation as a historic district:

Criterion A – New Carrollton is significant as a mid-twentieth-century automobile suburb of Washington, D.C. The large number of garages, carports, and driveways reflect the importance of the automobile in the New Carrollton community. The platting of Carrollton was only the first part of Albert Turner's plan for the City of New Carrollton. Turner acted as a merchant builder who marketed a lifestyle to residents of Carrollton, but he also served as a community builder, securing large tracts of land, and creating a long-term plan for the development of the City of New Carrollton. With this plan, residents of Carrollton played an integral role in the

development of New Carrollton. Turner designed the community to appeal to a middle-class commuter, creating an affordable community that featured attractive modern designs and amenities desired by the middle class.

Criterion C – New Carrollton contains a collection of residential architecture that reflects popular styles and forms from the mid-twentieth century. The community showcases 20 designs that combined both traditional and modern elements that appealed to the growing middle class in the Washington, D.C. metropolitan area. The distinctive style of the Modern Movement is exemplified in the cohesive subdivision of New Carrollton.

In addition to its significance, New Carrollton remains a cohesive community with virtually no infill. Most houses retain their original form and have had few alterations or additions. New Carrollton has retained its integrity of location, design, setting, materials, workmanship, feeling, and association.

Prepared by EHT Tracerics, Inc.
January 2008

This weekend... come to

Carrollton

where house-hunting is easy

20 STYLES > Split-level - Rambler - Cape Cod - Colonial < 2, 3, 4 BEDROOMS

FULLY PLASTERED WALLS • FULL BASEMENTS • LIFETIME SLATE ROOFS

Why cover the countryside, inspecting all the different home styles, when one trip to Carrollton offers you such a wide selection? Whether your taste runs to modern or traditional, whether you're looking for a small house or large... you'll find just the plan to fit your family's needs at Carrollton. All homes are solidly, dependably built... designed to grow as your family grows... and each home has all these features, usually associated with homes considerably higher in price.

- Ceramic tile baths, colored bath fixtures
- Sliding mirror medicine cabinets
- Gas or electric cooking range, garbage disposal, kitchen exhaust fan and refrigerator
- Natural hardwood kitchen cabinets
- 30" attic exhaust fan
- Selection of vinyl tile, selection of paper or paint
- Wide range of brick colors
- Abundance of evergreens and shrubs, lots completely sodded

\$16,400 to \$20,250

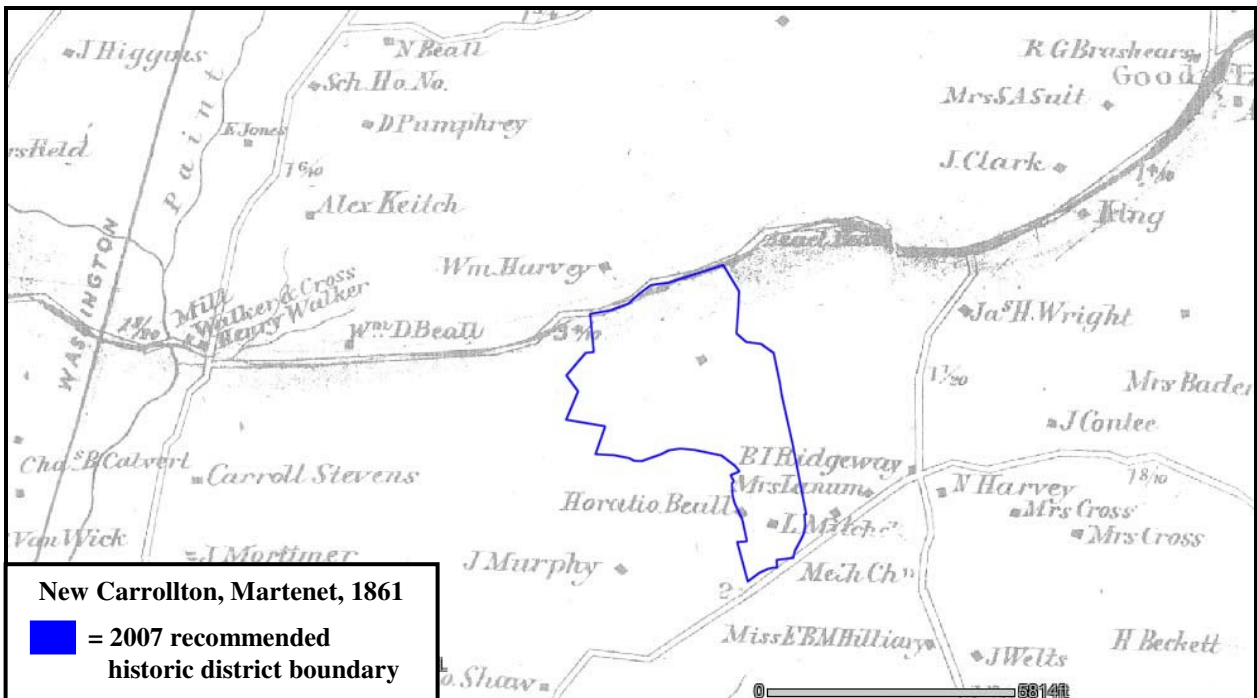
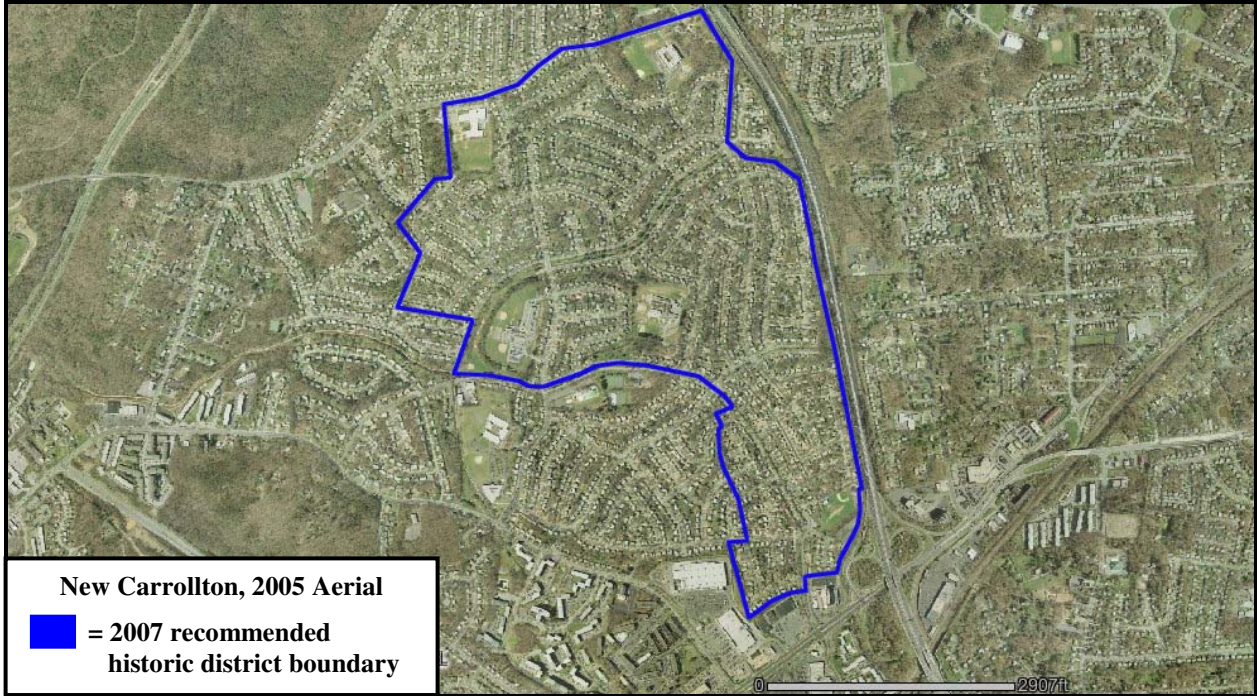
30-Year 4 1/2% V.A. Financing to Qualified Veterans if You Act Now!
Down Payment from \$350. Immediate Occupancy on Some Models.

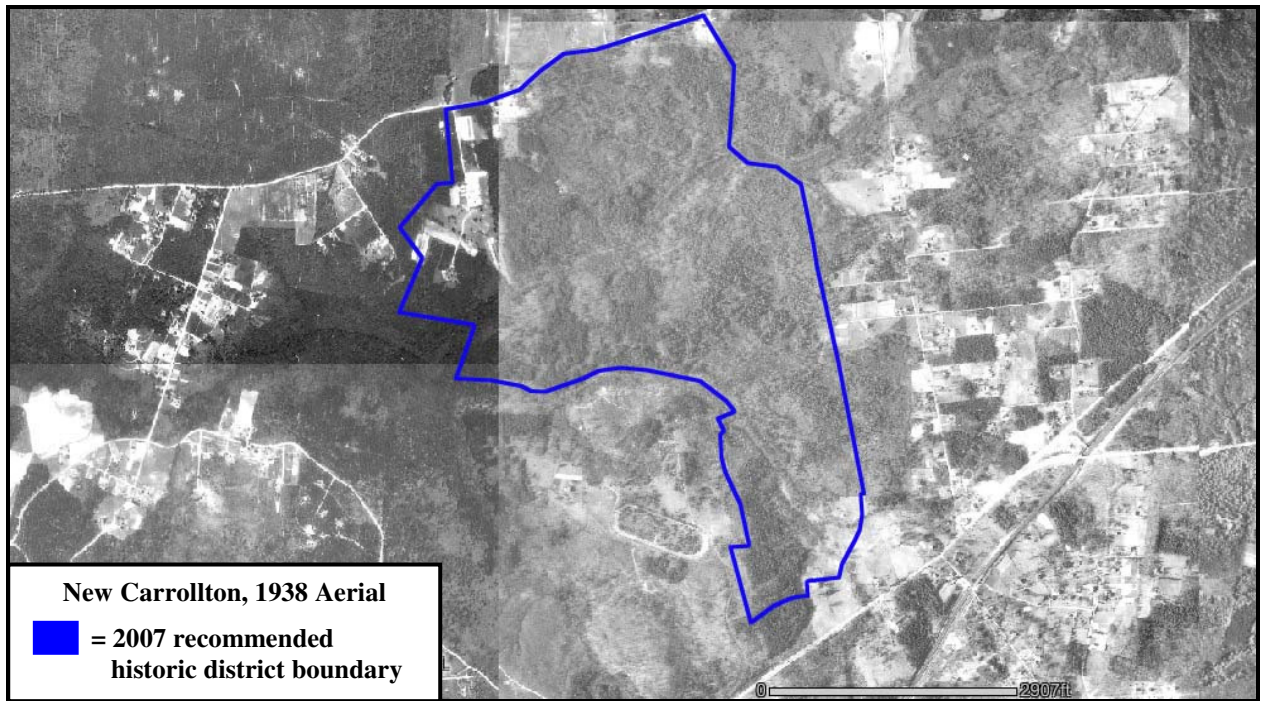
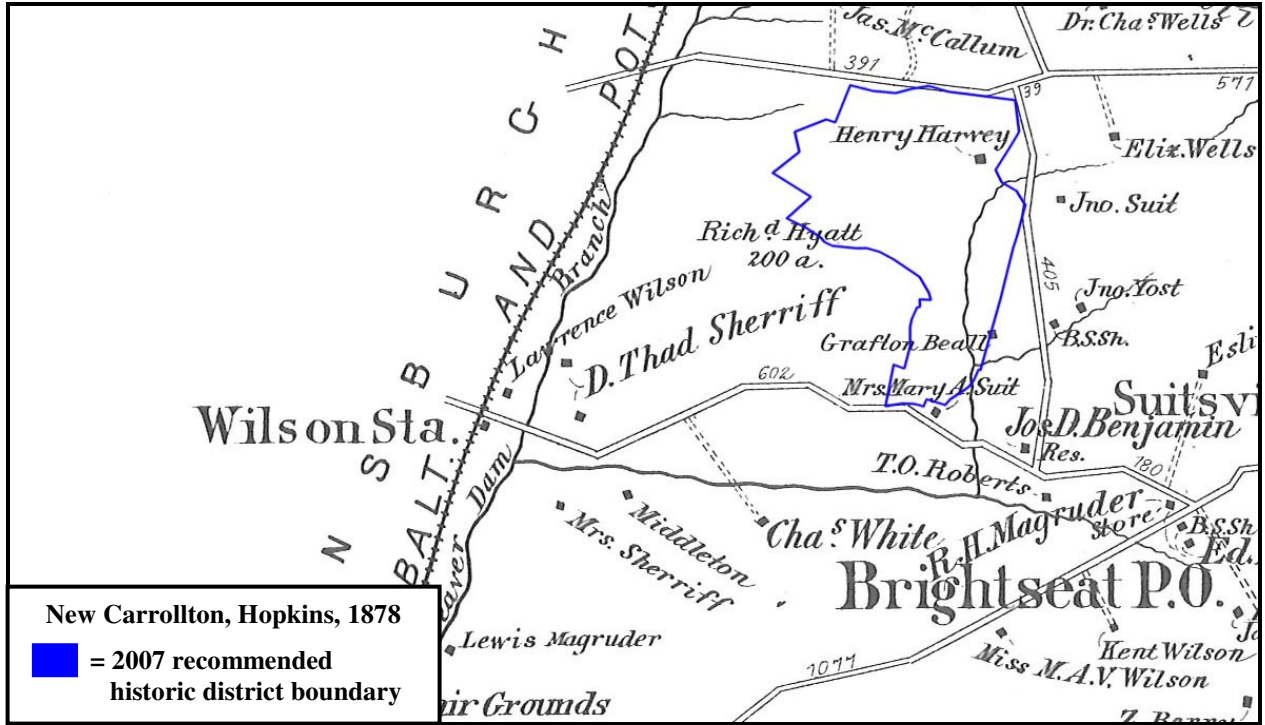
TO REACH:
 Out New York Avenue to Baltimore-Washington Parkway, turn right on Riverdale Rd. to Defense Highway (Route 50). Left on Route 50 approximately 100 yards to entrance of Carrollton on left.

Developed and Built by
MODERN
 Construction Co., Inc.

Exclusive Sales by
CARROLLTON REALTY
 8500 Annapolis Rd., Lanham, Md.
 UNion 4-7100 • UNion 4-1911

Display ad from *The Washington Post and Times Herald*, 23 March 1957, shows 17 of the 20 models available for purchase in Carrollton.









Looking southeast, 8505 Madison Street (*EHT Traceries, 2007*)



Looking southeast, 5807-5805 87th Avenue (*EHT Traceries*, 2007)



Looking southeast, 5817-5815 87th Avenue (*EHT Traceries, 2007*)



Looking northwest, 6008-6010 85th Avenue (*EHT Traceries*, 2007)



Looking southeast, 8501 Oglethorpe Street – 6003-6001 Westbrook Drive (*EHT Tracerics, 2007*)



Looking east, 5909 Westbrook Drive (*EHT Traceries*, 2007)



Looking west, 5806 Westbrook Drive (*EHT Traceries*, 2007)



Looking southeast, 5917-5915 85th Avenue (*EHT Traceries*, 2007)



Looking east, 8503-8501 Nicholson Street (*EHT Traceries*, 2007)



Looking southwest, 8317 Nicholson Street (*EHT Traceries, 2007*)



Looking south, 8309 Nicholson Street (*EHT Traceries*, 2007)



Looking southeast, 8315 Longfellow Street (*EHT Traceries*, 2007)



Looking northwest, 5702 84th Street (*EHT Tracerics*, 2007)



Looking west, 5708 84th Street (*EHT Traceries*, 2007)