

Landmark Designation Report for the



Ziglar-Bowers House 421 Heathcliff Street Charlotte, North Carolina

Prepared by:
Susan V. Mayer, Principal
January 2025

SVM
**HISTORICAL
CONSULTING**

Charlotte, North Carolina
<https://www.svmhistorical.com>
susan@svmhistorical.com

Table of Contents

General Information.....	3
Interior Designation Parameters.....	3
Chain of Title.....	4
Abstract	7
Statement of Significance.....	7
Integrity Statement.....	7
Maps.....	9
Historical Background.....	10
Wesley Heights.....	10
Impacts of Redlining	12
The Bowers Family.....	15
Blockbusting and White Flight.....	16
Later Residents and Wesley Heights’s Revival	19
Bibliography	21
Architectural Description.....	22
Floor Plans	24
Exterior Description.....	25
Interior Description	30
Main Level.....	30
Upper Level	36
Basement Level.....	40

General Information

Historic Names of Property:	Ziglar-Bowers House
Address of Property:	421 Heathcliff Street, Charlotte, NC 28208
PIN:	07103305
Deed Book & Page:	Mecklenburg County Deed Book 39493, Page 756
Amount of Land/Acreage to be Designated:	0.271 Acres
Ad Valorem Tax Value:	The 2025 Real Estate Assessed Value of parcel 07103305 which includes Ziglar-Bowers House is \$625,200.
Recommendation for Designation:	Interior and exterior designation of the house and all the property within Mecklenburg County parcel 07103305.
Name/Address of Current Property Owner:	Daniel Reach and Nancy Furst 421 Heathcliff Street Charlotte, NC 28208

Interior Designation Parameters

In support of their request for landmark designation of the interior of the Ziglar-Bowers House, the property owners have provided written consent for interior review of the house pursuant to N.C. Gen. Stat. § 160D-947(b). Specific interior elements of the Ziglar-Bowers House which are to be included in designation are

- Brick fireplace
- Tongue and groove wood flooring in main level and upper level
- Beadboard sheathing in stairwell
- Trim and moulding including
 - wood baseboards, window and door trim in upper level and specified main level rooms
 - dining room
 - living room
 - den
 - primary bedroom
- Elements of stair railings from main level to upper level including newel posts and caps, handrails, and balusters

Chain of Title

Grantor	Grantee	Date	Deed Book/Page	Notes
Chad Edward Zimmerman and spouse, Ashley Zimmerman f/k/a Ashley Harmon Farr	Daniel Michael Reach and spouse, Nancy Furst	8/27/2021	36493/756	
Paramount Realty, Inc.	Chad Edward Zimmerman and spouse, Ashley Harmon Farr	3/17/2014	29053/305	
Christian A. Ogunrinde and spouse, Chandra Ogunrinde	Paramount Realty, Inc.	11/1/2013	28809/423	
Christian A. Ogunrinde	Christian A. Ogunrinde and wife, Chandra Ogunrinde	3/19/2003	15022/111	
Rotonya Veanetta Graham now known as Rotonya Graham Wright and husband, James T. Wright	Christian A. Ogunrinde	9/6/2001	12640/616	
Key Realty of Charlotte	Rotonya Veanetta Graham	4/20/1995	8119/719	
Home Federal Savings and Loan Association	Key Realty of Charlotte, Inc.	12/28/1994	8017/930	

G. Robert Turner III, Trustee	Home Federal Savings and Loan Association	12/12/1994	8000/1992	Trustee sale, default of DIT 6343/797
Wayne Freeman, Sr. (unmarried)	Kimberly Donnelly Freeman (married) and Wayne Freeman, Sr. (married)	10/23/1993	7164/919	
Wayne Freeman, Sr. (unmarried)	Home Federal Savings and Loan Association	8/31/1990	6343/797	Deed in Trust
First Patriot Investment Corporation	Wayne Freeman, Sr., unmarried	10/11/1989	6211/820	
K. Heywood Jackson and wife, Kay Frances Jackson	First Patriot Investment Corporation	7/28/1989	6080/993	
Paul C. Bowers and wife, Juanita H. Bowers	K. Heywood Jackson and wife, Kay Frances Jackson	6/4/1971	3299/334	
E. T. James, Jr. and wife, Jereline C. James	Paul C. Bowers and wife, Juanita L. Bowers	7/22/1937	908/310	"securing a \$3500.00 Federal Housing Administration loan"
T. J. Wiggins and wife, Elma C. Wiggins	E. T. James, Jr. and wife, Jereline C. James	1936	873/486	
J. F. Ziglar and wife, Jennie D. Ziglar	T. J. Wiggins and wife, Elma C. Wiggins	1935	825/521	
Charlotte Investment Company	J. F. Ziglar and wife, Jennie D. Ziglar	1923	500/47	Lot 23

Charlotte Investment Company	J. F. Ziglar and wife Jennie D. Ziglar	1923	491/115	Lot 24
Source: Mecklenburg County Registrar of Deeds				

Abstract

Statement of Significance

The Ziglar-Bowers House is significant as the best example of a Craftsman-Colonial Revival residence in Wesley Heights, one of the last early twentieth-century inner-ring suburbs in Charlotte. The development of Wesley Heights targeted white collar workers and their families like the Ziglars. Redlining in the late 1930s led to a shift to white working-class residents, like the Bowerses. Urban Renewal and blockbusting practices in Wesley Heights accelerated its demographic transition from overwhelmingly white to Black in the 1970s. Thus, the Ziglar-Bowers House is also significant for its associative history of mid-twentieth century urban demographic transition in Charlotte.

Integrity Statement

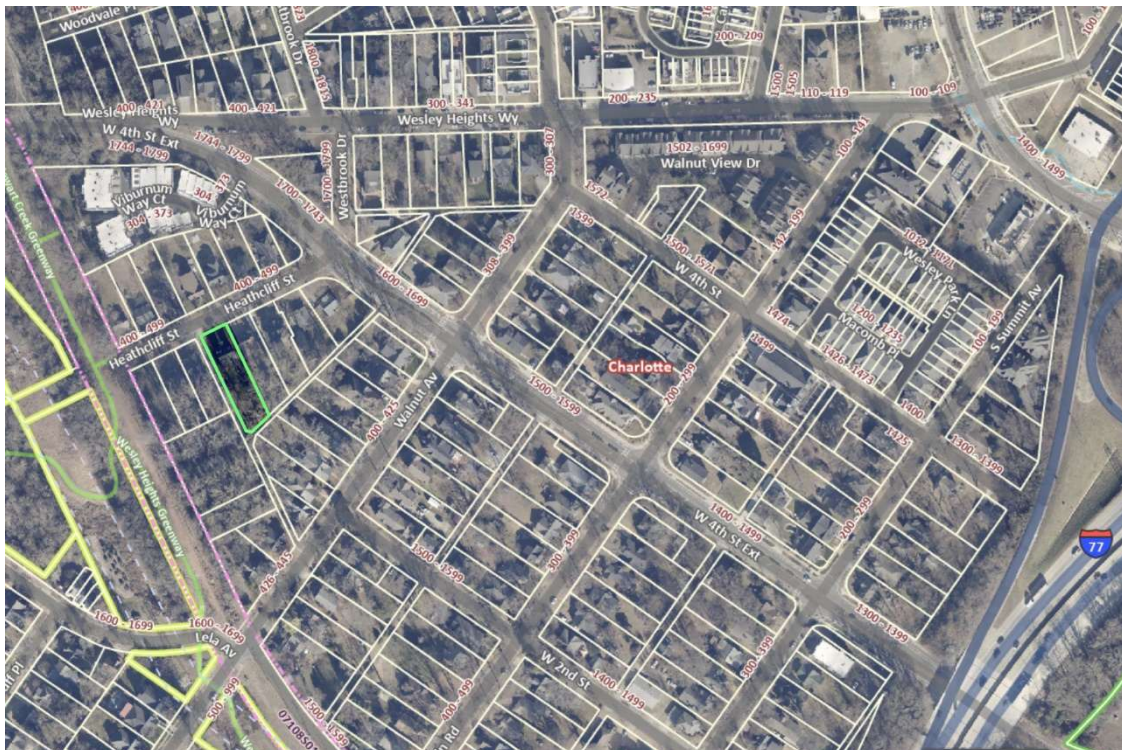
Location	High	The Ziglar-Bowers House retains a high degree of integrity of location. It is located at its original site of construction on Heathcliff Street in the Wesley Heights neighborhood.
Design	Medium	The Ziglar-Bowers House retains an overall medium degree of integrity of design as a Craftsman-Colonial Revival residence. The exterior of the house has a medium degree of integrity. While the house has remained relatively unchanged in its exterior design, the replacement of the original wood porch and gabled addition at rear slightly detract from its integrity. The interior of the Ziglar-Bowers House has undergone renovation since its original construction and has a low degree of integrity. The 1964 replacement of the original wood front porch with a concrete porch with wrought iron supports by the Bowerses retained the footprint of the structure. In addition, as the porch was altered in the historic period and has been in place longer than the original porch, the current porch has attained its own historic significance. The vertical wood paneling in its gable has been replaced with wood shake siding, but all other elements remain.
Setting	High	The Ziglar-Bowers House retains a high degree of integrity of setting. The Wesley Heights neighborhood is well preserved, and most residences along Heathcliff Street are original.
Materials	Medium	The Ziglar-Bowers House retains a medium degree of integrity of materials. The exterior has retained much of its original materials, especially the 10-over-1 wood sash Craftsman windows which have been restored. The interior overall possesses a lower degree of integrity but retains original

		floors, wood mouldings, beadboard sheathing, and other materials.
Workmanship	Medium	The Ziglar-Bowers House retains a medium degree of integrity of workmanship. The largely intact exterior and extant stairwell details convey the work of craftsmen in pre-World War II suburban construction.
Feeling	Medium	The Ziglar-Bowers House retains a medium degree of integrity of feeling. While materials and finishes have changed over the years, the layout of the Ziglar-Bowers House has had few changes and evokes its provenance as an early twentieth century middle-class home.
Association	Medium	The Ziglar-Bowers House has a medium degree of integrity of association for its connection to Charlotte's early suburban growth, the impacts of Urban Renewal, and local historic preservation. The longest-tenured owners and namesakes of the house provide an opportunity to explore the neighborhood's white-collar roots. The transition of Wesley Heights from majority white to majority Black in the 1960s and 1970s directly impacted the Ziglar-Bowers House, whose ownership followed this trend of white flight. Lastly, the designation of Wesley Heights as a local historic district in 1995 has contributed to the high architectural integrity of the neighborhood and lasting context within which to place the Ziglar-Bowers House.

Maps



Source: Polaris (2025)



Source: Polaris (2025)

Historical Background

The Ziglar-Bowers House was built ca. 1923 for John Franklin “Frank” Ziglar and Jennie Lee Davis Ziglar. They purchased lots in Wesley Heights, one of the last inner-ring suburban developments in Charlotte which attracted white collar professionals like engineer Frank Ziglar. They sold the house in 1937, and it was purchased by Paul Chadwick Bowers and Juanita Lucille Hicks Bowers. Redlining in the late 1930s led to a shift to white working-class residents, like the Bowerses. Urban Renewal and blockbusting practices in Wesley Heights accelerated the demographic transition from overwhelmingly white to majority Black in the 1970s. Architecturally, the Ziglar-Bowers House is the best example in the historic Wesley Heights neighborhood of a residence which blends the Craftsman and Colonial Revival styles that overlapped in the 1920s. As most residences in Wesley Heights of similar age to the Ziglar-Bowers House were one-story Craftsman bungalows, the Ziglar-Bowers House stands out as an unusual design choice in the neighborhood.

Wesley Heights

THE BIG LOT SALE STARTS TOMORROW

Here is the opportunity you have been waiting for. Think of being able to buy a lot in a brand new sub-division only a mile from Independence Square! This is the closest in property put on the market in Charlotte for years. Prosperity and independence are yours if you own property. Stop paying rent—come out tomorrow and select one or more of these beautiful building lots.

WESLEY HEIGHTS

Located on West Avenue (W. Trade St.) and Tuckersburg Road extending south to Lohrwood Avenue, all within the city limits with city improvements and served by 2 good car lines—Sevensville and Hawkins. Also the Gastonia Interurban runs along one entire side. This is not a pioneering proposition, as every lot has sidewalks, sewers, city water, lighting and telephone utilities available. Several homes already built and building on Wesley Heights.

TERMS \$100 DOWN Then 2 1-2 Monthly

5 per cent discount allowed if entire purchase price is paid. 5 percent discount for part cash. No interest or taxes until after May, 1923. JUST THE FAIREST, SQUAREST OFFER EVER MADE ON HIGH CLASS PROPERTY IN CHARLOTTE.

Sewers,
Sidewalks,
City Water,
Electricity
and Lighting
Facilities on
every Lot.

A few lots on
paved street.

A Public School
is also located in
Wesley Heights.
No railroads for
the children to
cross.

Salesmen on the
grounds every day of
sale until dark.

For the convenience
of those who cannot
visit Wesley Heights
during the week this
addition will be open
for inspection ALL
DAY SUNDAY.



*Map of
Wesley Heights*

**CHARLOTTE'S
PERMANENT
GROWTH**

Is assured. Its future
prosperity is unlimited.
Being the center of
the retail and whole-
sale district of the
Piedmont section it
has many advantages
over the other would-
be rival cities. It is
the industrial center of
the Carolinas. Its past
phenomenal growth is
sure to continue. No
finer climate can be
found. All these fea-
tures will cause rapid
increase in real estate
values.

**DO NOT WAIT.
BUY NOW
BEFORE THE
PEAK IS
REACHED.**

**WESLEY
HEIGHTS**
offers the best
opportunity

Each Lot Marked
In Plain Figures **\$865 to \$1395** NO AUCTION
10-DAY SALE

A Few Corner Lots of Extra Size and Value Slightly Higher

Sale Begins Tomorrow, Saturday, Oct. 7th

For 10 days only. Special prices and terms. This is YOUR opportunity. Act promptly and avoid disappointment. Come early for best selection.

LET NOTHING KEEP YOU AWAY—DO NOT FAIL TO INVESTIGATE THIS ADDITION

WE SUGGEST that you call our office, phone 425, the time you will be ready and we will have our auto call for you and take you to Wesley Heights. This will cost no more. You will not be obligated in any way. We are always proud to show this fine property whether you buy or not.

WAGNER & TODD, Sales Agents

Downtown Office With the Murray Company, Tailors, 21 So. Tryon St.
OPEN EVENINGS. REGISTER FOR FREE LOT AT DOWNTOWN OFFICE. Free Auto Service. Phone 425

Figure 1 *Charlotte News*, October 6, 1922.

In 1920 the Wadsworth Land Company, which primarily consisted of the heirs of J. W. Wadsworth, granted a deed of trust to the Charlotte Investment Company (CIC) for the Wesley Park development and surrounding property at a cost of \$200,000.¹ CIC had the property replatted and in October 1922 held a “big lot sale” for Wesley Heights over ten days starting on October 7.² The nearly full-page advertisement proclaimed the development only one mile from the Square “the closest in property put on the market in Charlotte for years.” Every lot had sidewalks, sewer and city water, lighting, and telephone service. The neighborhood was located on the Seversville and Hoskins streetcar lines as well as the Interurban service to Gastonia.³

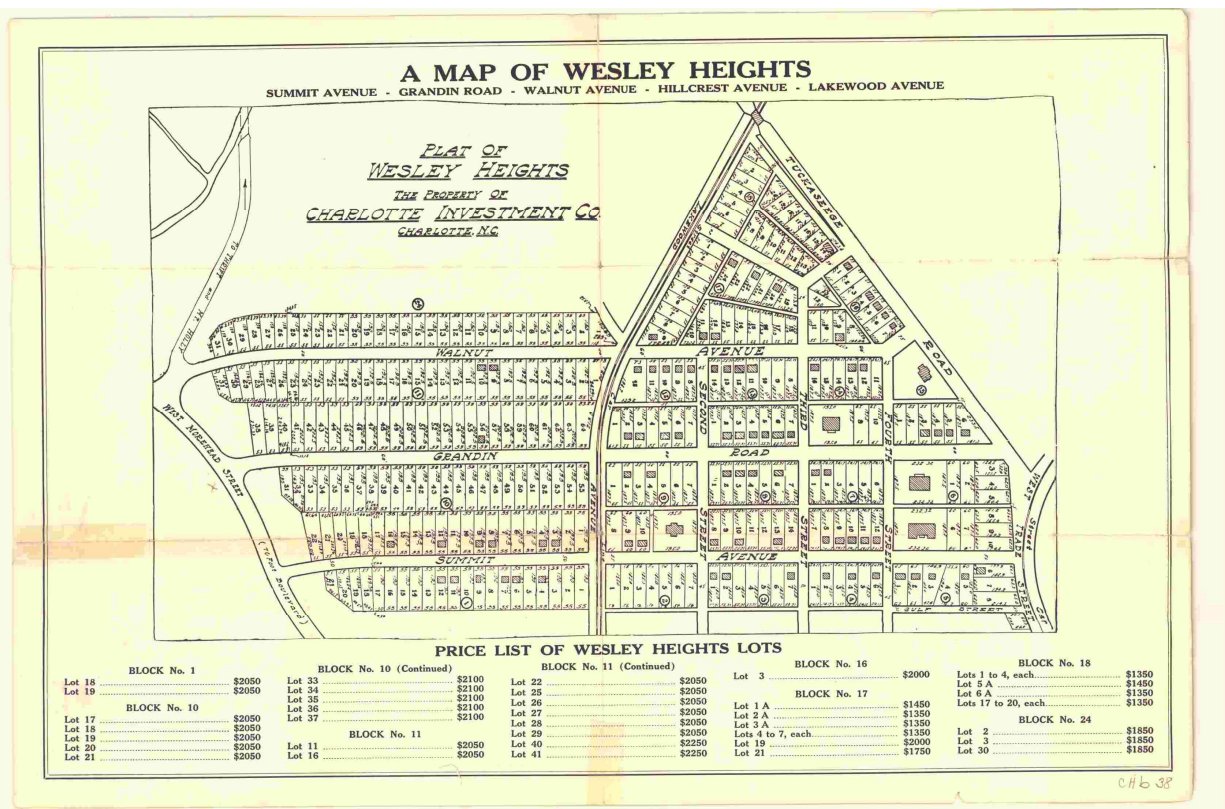


Figure 2 This 1930 sales brochure for Wesley Heights shows the Ziglar-Bowers House was extant when E. C. Griffith Company began its sales of lots.

John Franklin “Frank” Ziglar and Jennie Lee Davis Ziglar purchased Lot 24 of Block 17 the Wesley Heights development from the Charlotte Investment Company in February 1923 and Lot 23 in May 1923.⁴ Frank Ziglar was born August 10, 1886, in Winston-Salem, the son of James E. Ziglar and Martha Ellen Moore Ziglar. He was a 1908 graduate of North Carolina State University with a degree in civil engineering, and he partnered in an engineering firm in Winston-Salem before taking a position with Southern Railway. Jennie was born in Mint Hill on December 28, 1885, the daughter of George W. Davis and Frances Conder Davis. They married in 1914 and had two children, Frank

¹ Mecklenburg County Deed Book 422, Page 131.

² Mecklenburg County Map Book 332, Page 254. Unfortunately, the date is illegible.

³ *Charlotte News*, October 6, 1922.

⁴ Mecklenburg County Deed Book 491, Page 115; Mecklenburg County Deed Book 500, Page 47.

Conder Ziglar (1915-1947) and Ellen Jane Ziglar Clark (1924-2014).⁵In 1931 Frank transferred to Danville, Virginia. The Ziglars rented the house, with J. C. Taylor listed as its occupant in the 1931 Charlotte city directory. They moved back to Charlotte in 1934 and purchased a house at 1700 Dilworth Road West. The Ziglars sold the Wesley Heights house to T. J Wiggins, a building materials dealer who dabbled in real estate. Wiggins conveyed the property the following year to E. T. James, Jr. and his wife Juanita.⁶ During this period, the financial landscape of housing in Charlotte and across the country began to change with impacts on established neighborhoods such as Wesley Heights.

Impacts of Redlining

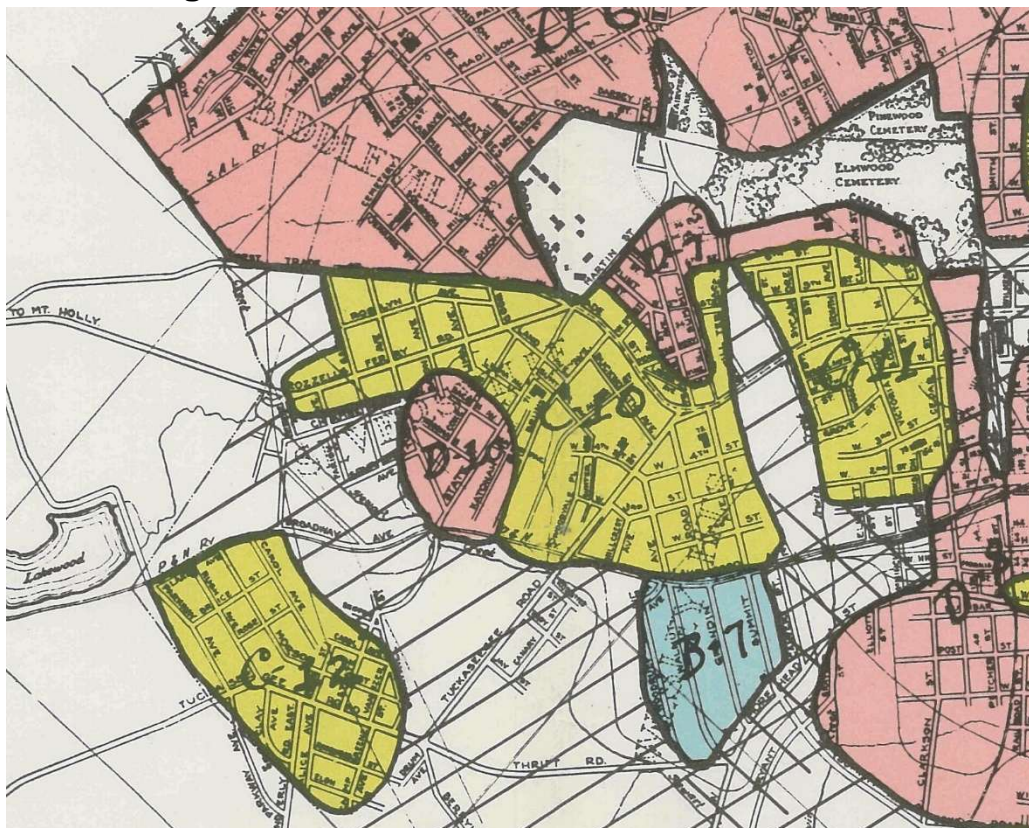


Figure 3 This excerpt from the 1937 redlining map for Charlotte shows how racism impacted the evaluation of neighborhoods.

The practice of redlining indelibly altered the trajectory of many Charlotte neighborhoods. With the collapse of housing prices and a looming foreclosure crisis during the Great Depression, the administration of Franklin D. Roosevelt created a series of agencies with the goal of stabilizing the housing market. The Home Owners' Loan Corporation was established in 1933 to issue bonds to buy and refinance residential mortgages and rate properties based on neighborhood characteristics.

⁵ "John Franklin Ziglar," Find a Grave, <https://www.findagrave.com/memorial/32843291/john-franklin-ziglar>, accessed March 31, 2025; "Jennie Lee Ziglar," Find A Grave, https://www.findagrave.com/memorial/32843290/jennie_lee_ziglar, accessed March 31, 2025; "Ziglar-Davis Marriage Yesterday," *Charlotte News*, December 24, 1914.

⁶ Mecklenburg County Deed Book 825, Page 521; Mecklenburg County Deed Book 873, Page 486.

Appraisers sent by the HOLC arrived in Charlotte in 1937. After researching records and surveying the city, they produced a map which determined the likelihood of prospective homebuyers receiving loans for specific areas. A and B ratings were given to white upper- and middleclass neighborhoods, while C and D ratings typically went to white blue-collar and black neighborhoods. Lockwood was primarily occupied by a mix of middle- and working-class white households and closely bordered by industrial areas, earning the neighborhood a C “Definitely Declining” rating. Neighborhoods with similar socioeconomic profiles in Charlotte, such as Wilmore and Fourth Ward, received the same rating.

The Home Owners’ Loan Corporation (HOLC) was created by the Roosevelt administration in 1933 to aid homeowners in danger of defaulting on mortgages. The costs of purchasing a home had been a struggle for many middle- and working-class people for well over a decade, and the Great Depression made the crisis worse and threatened to collapse the construction industry. According to Richard Rothstein, HOLC “purchased existing mortgages that were subject to imminent foreclosure and then issued new mortgages with repayment schedules of up to fifteen years (later extended to twenty-five years).”⁷ These amortized loans, which allowed the simultaneous payment of principal and interest, made homeownership more accessible—at least if you were white. HOLC produced maps for every metropolitan area in the county, hiring local agents to rate neighborhoods based on set criteria heavily based on race. The presence of non-white residents in an area, or even in proximity, would impact the rating given to a section. A and B ratings were given to white upper- and middle-class neighborhoods, while C and D ratings went respectively to white blue-collar and Black neighborhoods. The map for Charlotte was published in May 1937, and Wesley Heights was a prime example of the application of race-based criteria. The neighborhood, which was largely similar in its favorable characteristics, was split into two areas. The portion south of Lakewood Avenue was rated B. However, the northern section which included Hillcrest Avenue (later Heathcliff Street) and extended to Seversville, was rated C solely for its proximity to Biddleville and Johnson C. Smith University.⁸

⁷ Richard Rothstein, *The Color of Law: A Forgotten History of How Our Government Segregated America* (New York: Liveright Public Corporation, 2017), 63.

⁸ Thomas W. Hanchett, *Sorting Out the New South City: Race, Class, and Urban Development in Charlotte, North Carolina, 1875-1975* (Chapel Hill: University of North Carolina Press, 1998), 229-230.

It should be noted that historian Amy E. Hillier argued that HOLC maps were not the direct cause of redlining, a practice that she says was already in place, since they were largely kept secret until rediscovered by Kenneth Jackson, who analyzed them in his seminal work *Crabgrass Frontier* (1985). Geographer Joseph Gibbons termed the practice “government-sponsored redlining,” which falls more in line with Hillier’s evaluation of the influence of HOLC mapping as part of government policy rather than the driving force. See Amy E. Hillier, “Redlining and the Home Owner’s Loan Corporation,” *Journal of Urban History* 29, no. 4 (May 2003), 394-420; Joseph Gibbons, “Linking U. S. Government-Sponsored Redlining to Early-Stage White Flight,” *Urban Geography* 45, no. 8 (2024), 1385-1406.

2-3-37 (For Instructions see Reverse Side)

1. NAME OF CITY Charlotte, N. C. SECURITY GRADE C AREA NO. 10

2. DESCRIPTION OF TERRAIN: Rolling

3. FAVORABLE INFLUENCES: All city conveniences, paved streets, good transportation facilities, school and churches located in district. Also community business center located in the area.

4. DETRIMENTAL INFLUENCES: Negro university adjoining section - also box factory. Adjoining section on north is negro section.

5. INHABITANTS:

a. Type Clerical, skilled mechanics; b. Estimated annual family income \$ 900 to \$2000
laborers

c. Foreign-born None; % None; d. Negro None; % None
(Nationality) (Yes or No)

e. Infiltration of None; f. Relief families Few;

g. Population is increasing; decreasing; static.

6. BUILDINGS: Small cottages &

a. Type or types bungalows; b. Type of construction Frame & Brick veneer;

c. Average age 18; d. Repair Fair

7. HISTORY:

YEAR	RANGE	SALE VALUES		RENTAL VALUES	
		PREDOMINATING	%	PREDOMINATING	%
1929 level	\$3000 to \$6500	\$5000	100%	\$25 to \$45	\$35 100%
1933 low	\$2000 to \$4000	\$3000	60%	\$20 to \$35	\$25 70%
current	\$2500 to \$5000	\$3500	70%	\$25 to \$40	\$30 80%

1928 - 1929
Peak sale values occurred in 1928 and were 100 % of the 1929 level.

1928 - 1929
Peak rental values occurred in 1928 and were 100 % of the 1929 level.

8. OCCUPANCY: a. Land 70 %; b. Dwelling units 100 %; c. Home owners 60 %

9. SALES DEMAND: a. Fair; b. \$3500 singles; c. Activity is Fair

10. RENTAL DEMAND: a. Good; b. \$30 singles; c. Activity is Good

11. NEW CONSTRUCTION: a. Types \$4000 singles; b. Amount last year Mediocre

12. AVAILABILITY OF MORTGAGE FUNDS: a. Home purchase limited; b. Home building limited

13. TREND OF DESIRABILITY NEXT 10-15 YEARS Static

14. CLARIFYING REMARKS: The section along Roslyn Ave. & Rozzells Ferry Road has developed since 1926 and contains some nice small singles. The section east of Rozzells Ferry Road is one of the older sections of the city, with properties medium priced and fairly well maintained.

15. Information for this form was obtained from Mr. C. W. Nixon, Loan Service Field Representative and personal inspection.

Date March 5, 1937

(Over)

Page - 22-A

Figure 4 Area description for area C-10, which included the northern portion of Wesley Heights and the Ziglar-Bowers House on Heathcliff Street.

HOLC policy helped shape lending practices of the Federal Housing Administration, which insured bank mortgages for only white buyers. The agency's *Underwriting Manual*, first published in 1935 to guide banks in choosing which properties were eligible for loans, foreshadowed white flight and school desegregation:

However, if the children of people living in such an area are compelled to attend school where the majority or a considerable number of the pupils represent a far lower level of society or an incompatible racial element, the neighborhood under consideration will prove far less stable and desirable than if this condition did not exist.⁹

Wesley Heights felt its impact, with the next owners of the Ziglar-Bowers House witnessing these changes firsthand.

The Bowers Family



Paul Chadwick Bowers and Juanita L. Bowers purchased the Wesley Heights house from the Jameses in 1937.¹⁰ They had lived in Wilmore on Southwood Avenue. Paul Chadwick Bowers was born September 18, 1905, in Burke County, North Carolina, the eighth of nine children of James Avery Bowers and Alice M. McKee Bowers. He worked for the Post Office, rising to the position of superintendent of the Dilworth station.¹¹ Paul began working for the post office in 1927, rising to superintendent of the Elizabeth post office. In January 1959 he was promoted to superintendent of the Dilworth station.¹² Juanita Lucille Hicks Bowers was born on November 12, 1909, in

Burke County, the youngest of five daughters of Job Clingman Hicks and Ruth Margaret Butler Hicks. She was a great-granddaughter of Gen. Daniel Morgan. Juanita attended Lenoir-Rhyne College.¹³ She served as a judge for general elections for the local Republican Party.¹⁴ They had three children, Paul Chadwick Bowers, Jr. (1934-1998), Alice Ann Bowers Boone (1932-2006), Linda Lucille Bowers Phillips (1941). The Bowers children attended Wesley Heights School, and the family were members of Wesley Heights Methodist Church. Son Paul was a talented singer and considered a career in

⁹ Federal Housing Administration, *Underwriting Manual* (Washington, DC: Government Printing Office, 1938), Section 951.

¹⁰ Mecklenburg County Deed Book 908, Page 310.

¹¹ *Charlotte Observer*, August 29, 1985.

¹² "5 in Post Office Given Promotions," *Charlotte News*, January 27, 1959.

¹³ "Juanita Hicks and Paul Bowers Wed," *Salisbury Post*, February 23, 1931.

¹⁴ "Mrs. Juanita Bowers, GOP Elections Judge, Dies," *Charlotte News*, March 17, 1977.

ministry, receiving degrees from Duke University and Union Theological Seminary, but later earned his doctorate in history at Duke and taught at Ohio State University for nearly thirty years.¹⁵

Blockbusting and White Flight

Integration of schools was the first step in changing a racially segregated society. The Charlotte Board of Education desegregated Wesley Heights School in 1961. As announced in spring 1964 for the 1964-1965 school year, 210 Black children and 74 white children were assigned to Wesley Heights School. Over the summer, many white families moved or requested transfers, and within days of starting school no white students remained.¹⁶ The school closed in 1968 amid declining student populations in the inner-city neighborhoods. Many of these white families were likely visited by real estate agents or representatives warning of Black families moving into neighborhoods as renters or homeowners. This practice, called blockbusting, was first noted in large cities such as New York. An Associated Press article reported on efforts of residents in the Springfield Gardens section of Queens created a neighborhood relations committee to bring together white and Black residents. This community effort came about, the AP reported, when a home was sold to a Black family, and “high-pressure salesmen swarmed over the area...contending the neighborhood would become predominantly Negro—in an effort to create panic-selling among the whites.”¹⁷

¹⁵ Ohio State University, *Official Proceedings of the One Thousand Three Hundred and Forty-Third Meeting of the Board of Trustees*, June 5, 1998, 931, <https://kb.osu.edu/server/api/core/bitstreams/29a02474-328c-51f1-9386-f5476b80e9fc/content>, accessed April 9, 2025.

¹⁶ Harold Hammond, “City School Integration Off One-Third,” *Charlotte News*, September 4, 1964.

¹⁷ “N. Y. Agency Helps White Homeowners,” *Charlotte Observer*, November 23, 1958.



Figure 5 Headlines in Charlotte newspapers in the mid-1960s demonstrate public concern for blockbusting practices.

In Charlotte, blockbusting was first reported by residents of the Belmont neighborhood in October 1965. They experienced door-to-door solicitation or discreet questions at the grocery store, interested if they wanted to sell their property. The buyers would evict white tenants, or subdivide single-family homes into duplexes, and charge inflated rents to Black tenants. A social worker noted that, unlike the New York neighborhood, these older areas in Charlotte tended to have more transient residents less likely interested in community organizing.¹⁸ The following week, residents of Wesley Heights and Seversville flooded the office of city councilmembers with complaints about their own blockbusting encounters. Mrs. M. R. Collins, who lived at 123 Walnut Avenue north of Wesley Heights in Tuckaseegee Park, reported two men came calling with business cards and dire warnings that, "It looks like the colored people are taking over."¹⁹

Reporter Paul Jablow, who covered blockbusting activities in Charlotte for the *Observer*, wrote a series of four articles published in December 1966 about white flight and Black forced movement due to Urban Renewal. He highlighted the transitional neighborhoods of Belmont, Smallwood, Seversville, and Wesley Heights. Jablow observed that "Negroes are moving into the older white residential sections because this is where they can find houses they can afford."²⁰ These homes,

¹⁸ Paul Jablow, "Just Plain Instinct Tells Who's Moving," *Charlotte Observer*, October 27, 1965.

¹⁹ Paul Jablow, "Residents Say They Won't Move," *Charlotte Observer*, November 5, 1965.

²⁰ Paul Jablow, "Birth of a Possible Ghetto—Obscure and Slow," *Charlotte Observer*, December 26, 1966.

though occupied by white owners or tenants, were already in poor condition. More affluent Black homebuyers who could afford to purchase new homes, typically priced starting around \$15,000, were acting similarly to their white counterparts and moving to the suburbs. Black suburban movement was primarily northwest along the Beatties Ford Road corridor near Interstate 85, while white neighborhood development was largely concentrated in the south, southeast, and eastern areas of Charlotte. The white persons who fled neighborhoods like Wesley Heights tended to be older, longtime owners, and many either left the county or moved into more affordable mobile home parks just outside the city.

White racism instigated the quick transition of these neighborhoods rather than the behavior of the new Black residents. Jablow noted, "Often, the 'for sale' signs to up even before the first Negro family moves in."²¹ In interviews with area residents, he found that many of the fleeing whites did not cite lower property values as the reason for their move, but instead, "Mostly they say they just don't want to live next door to Negroes or don't want their children to."²² A white resident of Barringer Drive admitted this sentiment to Jablow, stating, "I'd be embarrassed to have colored right in front when my friends came from out of town...although there are some nice ones."²³ Some openly railed against integration in their neighborhoods. Hairdresser Bertie Holland Carpenter pushed her Graham Heights neighbors to either stay or sell their properties to only white buyers, telling Jablow she felt as if society was "ramming Negroes down the white people's throats."²⁴

Many homes in Wesley Heights remained on the market for months until Black residents moved in. As Jablow found, the "messy yards and chipped paint on old houses" deterred white buyers; however, he concluded, "These are the things that many Negro buyers, limited by their income and patterns of segregation can't avoid."²⁵ A real estate agent echoed this sentiment, saying,

"If there are Negroes in the neighborhood, whites won't buy. I kept two houses vacant two months and I still couldn't sell to white people. They would say, 'What's the idea of sending us out there? There are Negroes out there.'"²⁶

However, the demand for affordable housing for Black persons made it more difficult to buy, as the market was a boon to white investors. Jablow interviewed one real estate professional who said, "You come out much better on colored rental property. You can pay it off in less time because there's such a demand for it. I've purchased property just to build colored rental. You can pay off a colored duplex in 10 years. On a white rental it would take you at least 15 years."²⁷

Journalist Bradley Martin of the *Observer* published an article focusing on the racial shift along Heathcliff Street in 1970. Entitled "The Domino Theory," Martin noted that this section of Wesley

²¹ Jablow, "Birth of a Possible Ghetto."

²² Jablow, "Birth of a Possible Ghetto."

²³ Paul Jablow, "White Panic Moves in with Negro," *Charlotte Observer*, December 28, 1966.

²⁴ Jablow, "White Panic Moves in with Negro."

²⁵ Jablow, "Birth of a Possible Ghetto."

²⁶ Paul Jablow, "White Panic Moves in with Negro."

²⁷ Paul Jablow, "Negro Went Where the Housing Was," *Charlotte Observer*, December 27, 1966.

Heights was the last to experience White flight. The first Black family moved into a house on the street around 1964, and by 1970 eight of the fourteen houses were owned or being sold to Black buyers. Martin interviewed three white women who offered opposing opinions on the integration of Wesley Heights. Two women were openly racist, blaming the presence of Black residents the reason they or others had moved. The third woman, however, pointed to people like her counterparts as the problem, telling Martin, “All the blacks on this street are just as quiet and as nice as they can be.”²⁸

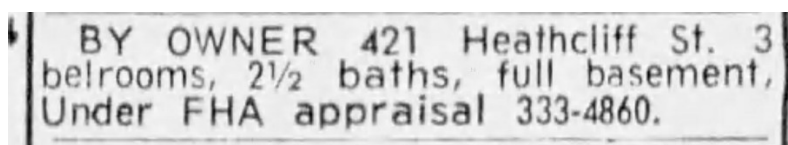


Figure 6 Advertisement for the sale of the Ziglar-Bowers House in 1971. As the Fair Housing Act of 1968 banned race-based housing practices, no mention of Wesley Heights as a neighborhood targeting African American buyers was made. *Charlotte Observer*, April 15, 1971.

The Bowers were among the holdouts on Heathcliff Street, finally selling their house to Black couple Heyward Jackson and Kay Frances Jackson in June 1971. They moved to Hidden Valley, which coincidentally underwent its own white flight in the 1980s and 1990s.²⁹

Later Residents and Wesley Heights’s Revival

King Heyward Edward Jackson (1928-2008) married Kay Frances Sigmon Jackson (1941-2003), a native of Iredell County who graduated from Unity High School in 1960 and Granard School of Nursing as a licensed practical nurse in 1962. They raised four children—Teresa Kay Sigmon, Sharon Jackson, Crystal Jackson, and Kevin Wayne Jackson.³⁰ According to building permit records, the Jacksons added a 12’ x 12’ addition to the rear of the house in 1973. However, they only were short-term residents of Wesley Heights as they purchased a house in the Oakhurst section of southeast Charlotte in 1975.³¹ They rented the house until selling it to First Patriot Investment Corporation in 1989.³²

During this period, Wesley Heights was plagued by high crime. However, since the area had been neglected by city leaders and the development community, its historic integrity was highly intact. In 1980 the Charlotte-Mecklenburg Historic Properties Commission applied for a grant to study the inner-ring suburban developments of the late nineteenth and early twentieth centuries; Wesley Heights was proposed to be studied as part of its second phase. The neighborhood drew interest from Shirley Fulton, a Mecklenburg County Superior Court Judge, and her husband, attorney Leon Orr, who purchased a Wesley Heights brick duplex in 1989 and transformed it into their residence. The couple, who desired to live in a majority-Black neighborhood, sought to use their political capabilities to bring attention to Wesley Heights. They helped found a community homeowners association, of which Leon served as president, and advocated for a zoning change from multifamily to single-family

²⁸ Bradley Martin, “The Domino Theory,” *Charlotte Observer*, July 7, 1970.

²⁹ Mecklenburg County Deed Book 3299, Page 334; Mecklenburg County Deed Book 3301, Page 362.

³⁰ “Kay Jackson,” *Statesville Record and Landmark*, March 7, 2003.

³¹ Mecklenburg County Deed Book 3732, Page 553.

³² Mecklenburg County Deed Book 6080, Page 993.

residential, especially considering the nearby construction of a new stadium for the city's new NFL team. In October 1995, Wesley Heights was designated the fourth local historic district in Charlotte, which further galvanized its revival.³³

³³ Gail Smith, "Wesley Heights Fights to Preserve Neighborhood Character," *Charlotte Observer*, August 5, 1991; "Wesley Heights Designated," *Charlotte Observer*, October 24, 1995.

Bibliography

Books

Hanchett, Thomas W. *Sorting Out the New South City: Race, Class, and Urban Development in Charlotte, 1875-1975*. Chapel Hill: University of North Carolina Press, 1998.

Rothstein, Richard. *The Color of Law: A Forgotten History of How Our Government Segregated America*. New York: Liveright Public Corporation, 2017.

Selected Newspaper Articles

Charlotte Observer.

Paul Jablow, "Just Plain Instinct Tells Who's Moving," October 27, 1965.

_____, "Residents Say They Won't Move," November 5, 1965.

_____, "Birth of a Possible Ghetto—Obscure and Slow," December 26, 1966.

_____, "Negro Went Where the Housing Was," December 27, 1966.

_____, "White Panic Moves in with Negro," December 28, 1966.

_____, "Rumors + Unfounded Fears = For Sale," December 29, 1966.

Bradley Martin, "The Domino Theory," July 7, 1970.

Other Sources

Federal Housing Administration. *Underwriting Manual* (Washington, DC: Government Printing Office, 1938).

Architectural Description



The Ziglar-Bowers House is located on the south side of Heathcliff Street in the Wesley Heights neighborhood. Heathcliff Avenue is a short street between West 4th Street Extension and the Stewart Creek Greenway, which runs along the former interurban rail lines. Heathcliff Street is lined with residences similar in size and period of construction to the Ziglar-Bowers House. Stylistically, the houses are mix of late Craftsman, Tudor Revival, Colonial Revival, and Minimal Traditional with some new construction structures that utilize revivalist styles.

The Ziglars chose a house plan and design which blended elements of the popular Craftsman style with the upward-trending Colonial Revival style. In Wesley Heights most homeowners chose the ubiquitous one-story Craftsman bungalow plan. Only one other house in Wesley Heights, the ca. 1928 Covington House at 417 Grandin Road, utilizes this mix of styles. However, the Ziglar-Bowers House retains more integrity on both exterior and interior. The Covington House has replacement windows, a new full-width uncovered porch with flagstone floor, and replacement boxed wood supports on the entry porch. It also has extensive additions to the rear and complete interior renovation.³⁴

³⁴ 417 Grandin Road, HDC 2019-00036, Application for Certificate of Appropriateness, February 13, 2019, <https://www.charmeck.org/planning/HDC/Cases/2019/2019-036.pdf>, accessed April 2, 2025; 417 Grandin Road, Zillow, 2020 listing photos, https://www.zillow.com/homedetails/417-Grandin-Rd-Charlotte-NC-28208/6181047_zpid/, accessed April 2, 2025.

The Ziglar-Bowers House is relatively unchanged in its general exterior appearance, with only two notable alterations. The original wood porch was replaced in 1964 with the extant structure. A gabled addition was made at east rear in 1973, but it is minimally visible from the street.

Number	Street	Map No.	Census Tract
421	Heathcliff St.	2	44
Street Width:	Township:	Lot	Blk.
Owner: Paul C. Bowers			
Address: 421 Heathcliff St.			
Arch. or Engr.:			
Contractor: owner	Land Area:		
Address: same	No. Dwelling Units:		
Purpose of Bldg.: Residence repairs	No. Bath Rms.:		
Floor Area: Heated	Unheated		
No. Habitable Rms.:	No. Bath Rms.:		
Estimated Cost: \$400.00	(Nearest 100) No. Stories:		
To be installed but not included in above cost:	Work to be done by the following, under separate permit.		
Electrical	Plumbing		
Heating	Sprinklers		
Sign	Other		
Total Cost: \$400.00	Water? yes	Sewer? yes	
To the Inspection Department City of Charlotte, N. C.			
Date of Application: July 20, 1964			
The undersigned hereby makes application to ☐ build ☐ repair ☐ remodel ☐ move ☐ demolish ☐ replace porch a building or structure at the location designated above and agrees to conform to all applicable laws of the City of Charlotte and the State of North Carolina.			
Remarks: Replacing wooden porch with concrete one.			
Signature of Applicant: Paul C. Bowers	Contractor Owner		
Not valid unless validated and approved below.			
☒ CITY	☐ PERIMETER	☐ ZONING	FILE COPY
Permit No. 1083103	Date 112081	Fee 3.00	Approved Thomas

ACCOUNT NO.	DO NOT WRITE IN THIS BLOCK	APPL. DATE	PERMIT NO.
01	9,999	JUL 27 1973	1,192
INDEX NUMBER	ZONING	PLANS?	P. C. CODE
41	R-6MF		21A
CENSUS TR. 1	OWNERSHIP 2	PUBLIC	LOCATION
1	PRIVATE	2	1
BOND POLICE	LICENSE	ENGINEERING	SEPTIC TANK
yes	NO	TRAFFIC	HEALTH DEPT.
NOTE: SEPARATE PERMITS ARE REQD. FOR SIGNS, ELECTRICAL, PLUMBING, MECHANICAL WORK.			
421	Heathcliff Street		
PLOT PLAN			
DRAW PLAN ACCURATELY, FROM SURVEY IF POSSIBLE. SHOW DIMENSIONS OF LOT AND LOCATE BUILDINGS BY DIMENSIONS FROM PROPERTY LINES. DIMENSION BUILDING.			
NAME OF SUBDIVISION	LAND AREA	IF CORNER LOT CHECK HERE	
OWNER: Heyward Jackson	ADDRESS: 421 Heathcliff Street		
ARCH. OR ENGR.:	ADDRESS:		
CONTRACTOR: Wells Construction Company	ADDRESS: 615 E. 15th Street		
PURPOSE OF BLDG.: Room Addition	NO. ROOMS HABITABLE:		
CONNECTED TO CITY	WATER? Yes	BSMT? NO.	STORIES: NO.
OR COUNTY SYSTEM	SEWER? Yes	FUEL: CHIMNEY: NO.	SIZE:
GEN. CONSTR. COST (INCL. FIRE SPRINKLERS IF ANY):	ELECTRICAL: \$2,575.00		
PLUMBING: \$125.00	CONTRACTOR: Fowler Electric Co.		
HEATING: \$	OTHER: \$		
TOTAL COST: \$2,700.00	FLOOR AREA HEATED: 144	NO BATHS	
DWELLING UNITS: EXISTING	FLOOR AREA UNHEATED:	DESIGN LIVE LOAD:	
THE UNDERSIGNED HEREBY MAKES APPLICATION TO ☐ BUILD ☐ REPAIR ☐ REMODEL ☐ EXTEND ☐ MOVE ☐ DEMOLISH ☐ OTHER	A BUILDING OR STRUCTURE AT THE LOCATION DESIGNATED ABOVE AND AGREES TO COMPLY WITH ALL LAWS APPLICABLE THERETO.		
REMARKS: Build a 12 X 12 Room Addition on rear of house. 10% Lighting and Ventilation.			
SIGNATURE OF APPLICANT: Heyward Jackson	DATE: 7/26/73		
NOTE: CERTIFICATE OF OCCUPANCY REQUIRED PRIOR TO OCCUPYING PREMISES			
BUILDING INSPECTION DEPT. CITY OF CHARLOTTE - NORTH CAROLINA			
ORIGINAL (RECORD)			

Building permits issued by the City of Charlotte to Paul Bowers in 1964 for porch replacement (left) and to Heyward Jackson in 1973 for a room addition (right).³⁵

³⁵ Building Permits, City of Charlotte, Robinson-Spangler Carolina Room, Charlotte-Mecklenburg Public Library.

Floor Plans



Exterior Description



The Ziglar-Bowers House is a side-gabled one-and-a-half-story wood frame structure built on poured concrete foundation walls. It is Colonial Revival in its symmetry and massing with Craftsman details. The house is sheathed in wood weatherboard siding, and the architectural shingle roof is side gabled with bracketed open eaves. The front of the site slopes from east to west, and brick steps and a concrete sidewalk lead to the entry from the Heathcliff Street sidewalk. The façade of the house faces north and is three bays wide. Pairs of typical double-hung 10-over-1 wood windows flank the gabled entrance porch, which replaced the original wood porch ca. 1964. The porch has a concrete deck with brick sheathing and steps, wrought iron supports and railings at the side, eave brackets, and wood shingle siding in the gable. The replacement entry door is wood with leaded glass. Hipped dormers flank the porch and have 4-over-1 original wood windows.



The east elevation of the Ziglar-Bowers House is two bays wide. At this elevation, the site slopes from north to south, exposing more of the poured concrete foundation. The first bay consists of the one-and-a-half story primary mass. At the main level, it has a typical window and two 6-over-6 wood windows likely replaced ca. 1973. The upper level has a centered 8-over-1 original wood window with louvered vent above and 6-over-1 original wood window. The second bay is a 12' x 12' gabled addition made to the house in 1973. A wood fence with gate provides entry to the backyard. A 4-lite hinged square wood window at the basement level is located near the façade.



The west elevation of the Ziglar-Bowers House exposes more of the poured concrete foundation with two 4-lite hinged wood windows. Its main level has a typical Craftsman window and chimney configuration, with typical windows flanking the brick chimney. The chimney, which is supported by a concrete base at the top of the foundation, has wide flat shoulders at mantle height and extends through the roof. Adjacent to this feature in the approximate center of the elevation are a shorter 8-over-1 wood window and typical window. The upper level has an off-center pair of 8-over-1 wood windows and centered louvered vent.



The south elevation of the Ziglar-Bowers House is three bays wide. The first two bays are on the primary mass of the house, with the first bay having paired French doors to a wood deck overlooking the backyard. A 4-lite hinged square wood window is located below in the foundation. The second bay is located at the stairwell and gives a split-level appearance to the house. It includes a 9-lite replacement door at ground level with a short 10-over-1 wood window above. The third bay is comprised of the gabled addition. It is built on a concrete masonry unit foundation and has a 6-over-6 wood window and wood shingle gable in its south elevation. A door provides access to the foundation of the addition, which is not accessible from the original portion basement. A wood deck at ground level extends south from the addition.



Looking south at backyard from deck at den.

Interior Description

Main Level



The front door of the Ziglar-Bowers House opens to the living room with its typical Craftsman fireplace with flanking windows. With the paired façade windows, the room is light and airy. Luxury vinyl plank flooring has been installed over the original tongue-and-groove wood flooring, which was deemed beyond restoration. The brick fireplace is painted, as is the concrete hearth. There are tall baseboards and crown moulding. Window and door openings are trimmed in painted beveled wood trim, and windows have wood sills.

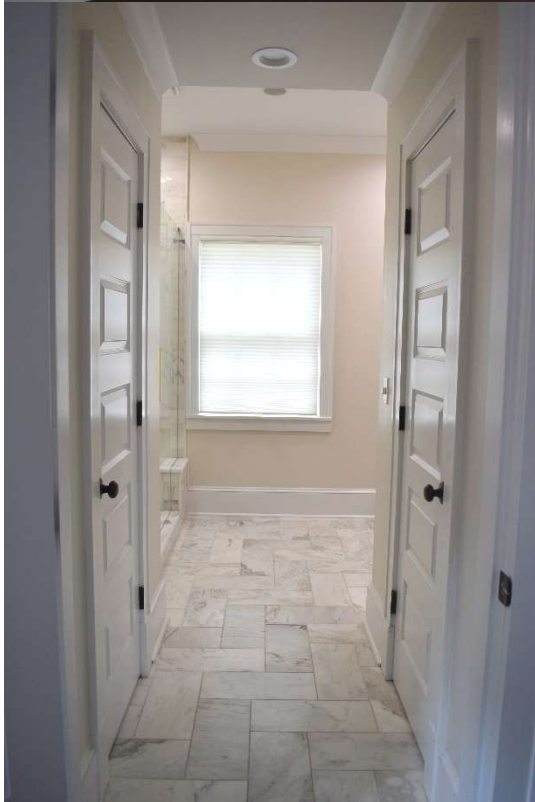


The dining room is accessed by a cased opening from the living room. It has paired typical windows on the façade and a single typical window on the west elevation. The dining room opens to the kitchen, which has been fully remodeled.





A central hallway is located through a cased opening from the living room. Accessible from this hall are the kitchen, primary suite, den, coat closet, and stairwell.



The primary suite includes a large bathroom which has been completely renovated. The bathroom comprises the gabled addition at rear.



The den has a pair of replacement French doors which open to a deck overlooking the backyard.

Upper Level

The upper level of the Ziglar-Bowers House has the highest concentration of original materials and details. The original tongue-and-groove wood flooring has been restored. It is also extant on the landing, which has a 10-over-1 original wood window. The newel post, handrail, and balusters are of simple blocky design, though the cap of the newel post is beveled.





Rooms accessible from the upstairs hallway are two bedrooms and a full bathroom. The bathroom has been fully renovated. The bedrooms are located toward the façade of the house, with each having a dormer window looking north toward Heathcliff Street.



The east bedroom also includes a cedar closet with a 6-over-1 wood window looking east.



The west bedroom formerly had a likely wood-burning stove which vented to the fireplace. While no longer extant, the former vent opening is capped and visible.

Basement Level



The stairwell from the main level to the basement is sheathed in wood beadboard. The treads are wood plank, and there is a wood railing with wrought iron supports. The landing has replacement luxury vinyl plank flooring. A 9-lite replacement door leads to the backyard.



Structure of stairwell at basement landing.

The basement upfit by the current owner ca. 2023 was approved by Charlotte Historic Districts Commission staff.

As the basement was previously unfinished, the presence of the stringer may suggest that a lower portion of the basement stairwell was altered at some point to facilitate interior access to the basement but, without physical evidence of such a modification, such unsubstantiated supposition cannot provide a valid or reliable basis upon which to downgrade the integrity of the basement stairwell.



A short run of stairs leads from the landing to the basement hallway. The basement has finished renovated with luxury vinyl plank flooring. The layout includes a den, two bedrooms, bathroom/laundry room, and mechanical room. Extant original features include windows, wood structural beams (visible in the basement hallway and east bedroom), and windows.