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Taking the Longview

An inside-the-Bellline jewel begins to sparkle

Peter Ramsay, a broker with Prudential Carolinas Realty, sits in the front yard of one of his unique Longview listings. Architect Thomas Cooper designed this home for himself, and has also designed traditional homes in the Hayes Barton area. This Frank Lloyd Wright-inspired home features 2142 square feet of living space and is priced at \$225,000.

PHOTOS BY CAROL HAMMERSTEIN

RALEIGH

Barbara Risman loves her neighborhood inside Raleigh's Beltline and considers it an "undiscovered jewel."

The N.C. State University sociology professor moved to the city from Orange County about 12 years ago, and she is not talking about neighborhoods in the city's northwest "Magic Kingdom" where inside-the-Beltline home prices in recent years have often soared beyond reality.

"I wanted something close (to NCSU) and I wanted my daughter to go to good schools," says Risman of her neighborhood. "It's a community with lots of trees and a diverse neighborhood of different ages and income levels. This was my choice."

Risman is talking about Longview, an area in the northeast quadrant of Raleigh inside the Beltline. It includes a number of neighborhoods with names such as Longview Gardens, Longview Estates, Longview Park and Windsor Park. The rough boundaries are Raleigh Boulevard on the west and New Bern Avenue on the south with some spillover of homes around the Raleigh County Club.

Gillian Kittrell, a principal in Hodge & Kittrell and Realtor of the Year in 2002, agrees with Risman that Longview is unknown to many homebuyers.

"It's often overlooked by people," says Kittrell. There were 19 sales in 2002 and nine sales in 2003 in the three Longview neighborhoods, according to MLS (Multiple Listing Service) figures.

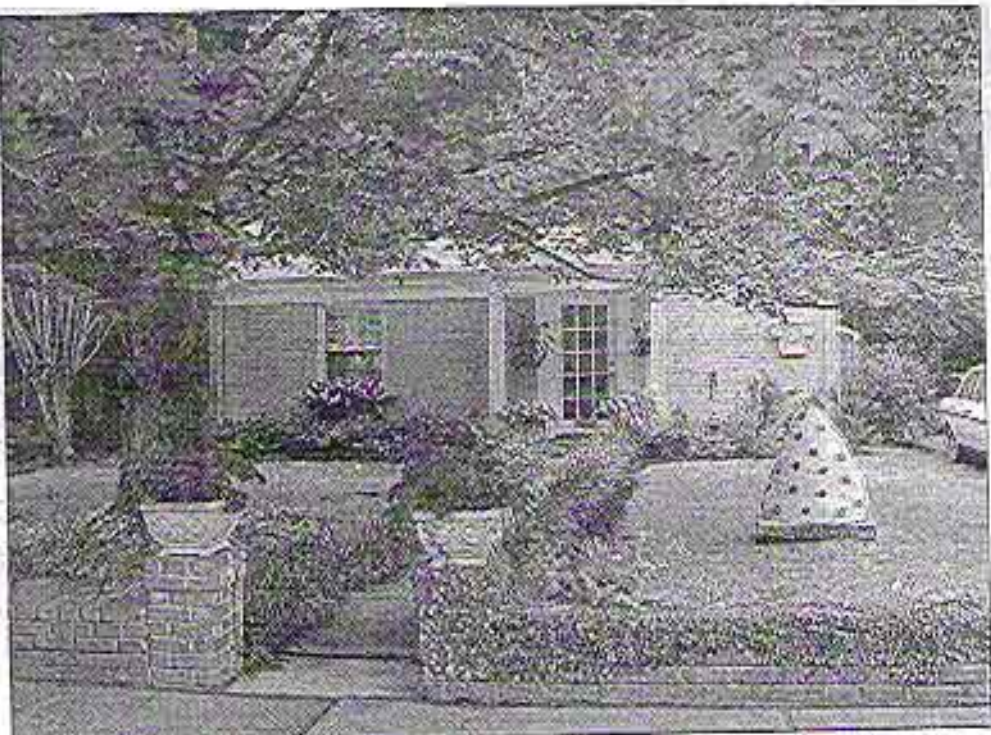
"And there are some very nice properties there," Kittrell adds. "You certainly can get more house for your money than in traditional inside-the-Beltline neighborhoods."

One person who is no stranger to Longview is Peter Williams, one of the deans of Raleigh's real estate community, and founder in the former Williams & Haywood, at one time the city's largest residential real estate brokerage.

"Dr. Clarence Poe used to go horseback riding out New Bern Avenue and to a hill where he had a view of the Neuse Valley. He told my mother that his desire was to buy the land and build a house on that hill," recalls Williams. Poe built Longview in 1910 and later purchased 800 acres of nearby land.

He consulted with the Urban Land Institute in the 1930s, says Williams, and laid out a development that he called Longview Gardens. Serious sales didn't begin until after World War II when Poe negotiated with Williams to be vice president of the project and the exclusive sales agent.

"We divided it into an inexpensive section and an expensive section," says Williams. "Dr. Poe envisioned



Leo Hansley owns an art gallery on Glenwood Avenue just seven minutes from his cottage, pictured above, in the Longview area. Hansley won an award for the improvements he made to his home on N. King Charles Road off New Bern Avenue. Below, another N. King Charles home is listed by Martha Lewis of Re/MAX United, and priced at \$199,900.

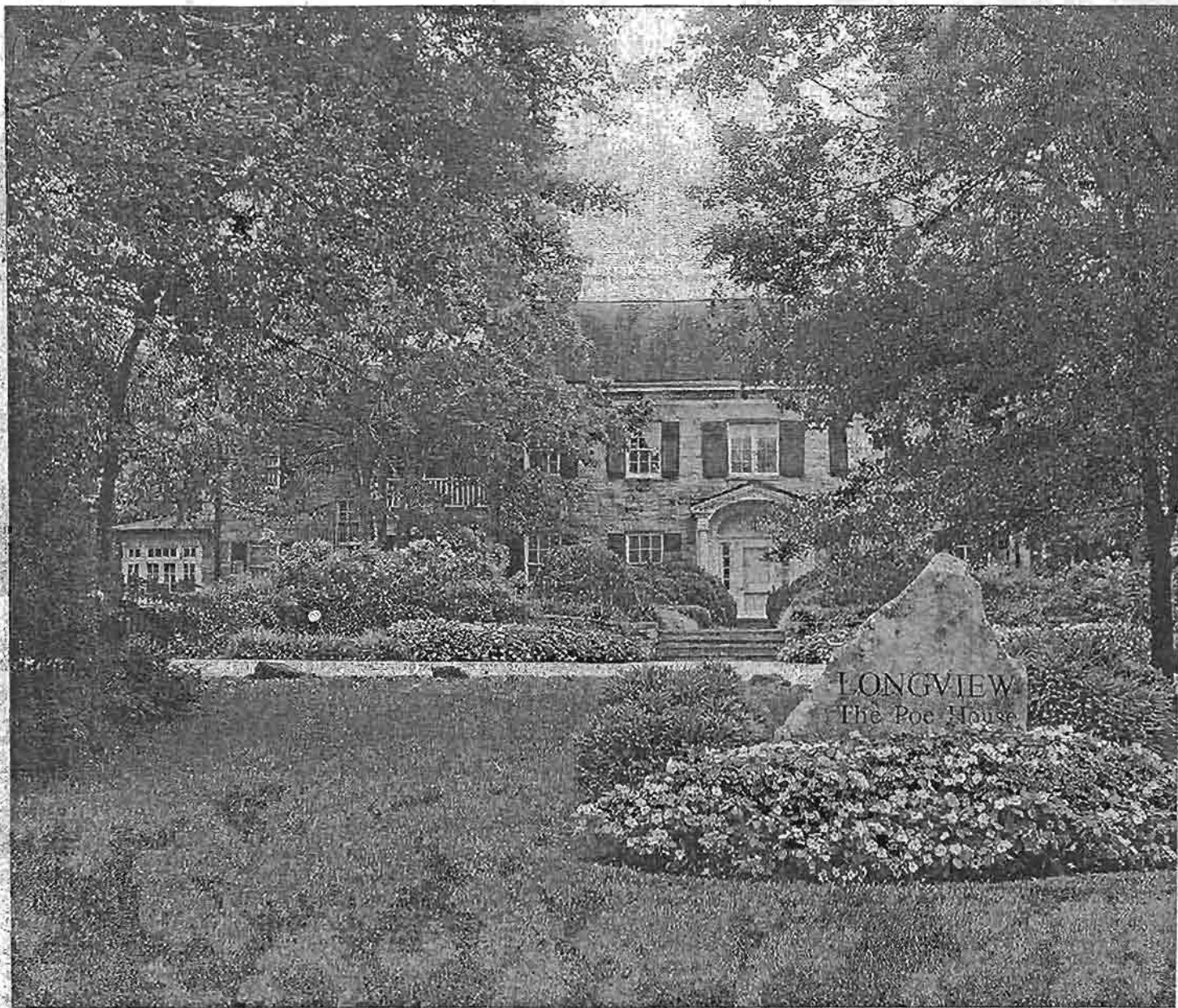
that the whole city would like to move out there someday."

Peter Rumsey, a 24-year veteran broker with Prudential Carolinas Realty, sells homes in Longview and other older neighborhoods such as Oakwood, Mordecai and the Kaplan Drive area in southwest Raleigh.

"What you have in Longview are quiet, winding streets with solid well-built homes on large lots," says Rumsey.

"There's a wide diversity of housing sizes and types. It's five minutes from downtown or Wake Medical Center. There's a greenway that runs along Crabtree Creek and starts at Crabtree Boulevard. It meanders along the creek almost to New Bern Avenue. I think it's one of the most stable integrated neighborhoods in the





Dr. Clarence Poe built the historic Longview home, pictured above, in 1910. He also bought 800 acres of nearby land, part of the Longview district today. The Poe House is rented for events. At right is a new home on Milburnie Road in the Longview district. Hodge & Kittrell lists several of these new bungalows at \$106,900.

PHOTOS BY CAROL HAMMERSTEIN

LONGVIEW

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city," he adds.

Lee Hansley, a well-known art gallery owner who lives in nearby Windsor Park in a gray brick "classic little saltbox," says that the area is overdue for attention. "It's the last frontier inside the Beltline," he declares. Hansley lives seven minutes

from his gallery on Glenwood Avenue and equally close to neighborhood supermarkets.

Hansley likes the stability and safety of the area, listing his immediate neighbors, including the young homeowners who have moved into the area.

"I'm only the third owner of my house. It has a fenced in backyard and a spectacular maple tree in the front yard," he says.

Rumsey, Kittrell and other Realtors®

