

**United States Department of the Interior
National Park Service**

LISTED ON:
VLR 03/18/2010
NRHP 05/21/2010

**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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Noland Company Building
other names/site number VDHR No. 121-0299

2. Location

street & number 2600 Warwick Boulevard not for publication N/A
city or town Newport News vicinity N/A
state Virginia code VA county Independent City code 700 zip code 23607

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 nationally X statewide locally. (See continuation sheet for additional comments.)

M. Catherine Alvarado 3/31/2010
Signature of certifying official Date
Virginia Department of Historic Resources
State or Federal Agency or Tribal government

In my opinion, the property X meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- 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)

- X private
public-local
public-State
public-Federal

Category of Property (Check only one box)

- X building(s)
district
site
structure
object

Number of Resources within Property

Table with 2 columns: Contributing, Noncontributing. Rows: buildings, sites, structures, objects, Total.

Number of contributing resources previously listed in the National Register 0

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

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: Business
COMMERCE/TRADE Specialty Store
COMMERCE/TRADE Warehouse

Current Functions (Enter categories from instructions)

Cat: VACANT/NOT IN USE Sub:

7. Description

Architectural Classification (Enter categories from instructions)

LATE 19TH & EARLY 20TH CENTURY AMERICAN MOVEMENTS

Materials (Enter categories from instructions)

foundation BRICK
roof SYNTHETIC
walls BRICK
other CONCRETE

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

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)

- X A Property is associated with events that have made a significant contribution to the broad patterns of our history.
X 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 a grave.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property.
G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

COMMERCE

Period of Significance 1938-1960

Significant Dates 1938

Significant Person (Complete if Criterion B is marked above) Lloyd U. Noland, Sr.

Cultural Affiliation N/A

Architect/Builder Unknown

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 #

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: Virginia Department of Historic Resources, Richmond, VA

=====
10. Geographical Data
=====

Acreage of Property less than one

UTM References (Place additional UTM references on a continuation sheet)

Zone	Easting	Northing									
1	18	373030	4	093640	2				3		
											4

___ See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

=====
11. Form Prepared By
=====

name/title Anne Barrett, John Salmon and Ashley Neville

organization Ashley Neville LLC date 12/28/09

street & number 112 Thompson Street, Suite B-1 telephone 804-798-2124

city or town Ashland state VA zip code 23005

=====
Additional Documentation
=====

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

=====
Property Owner
=====

(Complete this item at the request of the SHPO or FPO.)

name D. Ward Allen, Noland Properties, Inc.

street & number 3110 Kettering Boulevard telephone 937-294-5331

city or town Dayton state OH zip code 45439

=====
Paperwork Reduction Act Statement: This information is being collected for applications 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. 470 et seq.). A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number.

Estimated Burden Statement: Public reporting burden for this form is estimated to average 36 hours per response including the time for reviewing instructions,

gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the National Register of Historic Places, National Park Service, 1849 C St., NW, Washington, DC 20240.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 7 Page 1

Summary Paragraph

The Noland Company Building, former headquarters of the Noland Company, is located at 2600 Warwick Boulevard in the governmental and business center of Newport News. The building was constructed in three distinct sections, each at a different height, and forms a lopsided U. The earliest section, constructed in 1920, is three stories in height and is a cast-in-place concrete and brick structure. A four-story brick addition was constructed to the rear of the original building along Warwick Boulevard. A two-story brick addition constructed on the eastern end of the original building parallel to the four-story section completes the U shape. Large industrial-sized windows provide light in both the three- and four-story sections. Windows in the two-story section have been infilled. The headquarters offices of Noland Company were located on the second floor of the four-story section and have a finished appearance. The remainder of the building is very utilitarian in character and was devoted to warehouse storage space and the local store for Noland Company. There are no other buildings on this parcel.

Architectural Description

The Noland Company Building is located on Warwick Boulevard in Newport News towards the southwestern end of the peninsula on which Newport News is located. To the west are the buildings that house the city's government, with the famous Newport News coal piers to the southwest. To the east of the building lies the CSX railroad tracks and Interstate 664. An exit ramp from I-664 was built immediately adjacent to the south side of the building at the second-floor level. As a result of the interstate construction, the block of 26th Street that the original building faced no longer exists. The area beneath the ramp is unpaved and has become a parking area for the adjacent city offices. The land immediately east of the building is open with low bushes and is part of the CSX property that includes multiple railroad tracks east of the open area. The area in which the Noland Building stands consists of mostly late-twentieth-century buildings, surface parking lots, and multiple-story parking decks.

The Noland Company building sits at the southern end of a rectangular lot with the remainder of the lot paved for parking. A row of large overgrown bushes is located along the front of the building and largely obscures the first floor of the façade.

The building was constructed in three sections that form a lopsided U. The oldest section, the southern end, was built about 1920 to face 26th Street, which no longer exists in this area due to the construction of the interstate ramp. Three stories in height, the three-by-seven bay building is constructed of cast-in-place concrete with brick on the first floor and parapet. The 1926 Sanborn Insurance Company map (updated to 1947) indicated that it was constructed in 1920 of fireproof materials.¹

Two additions were made to either end of the original building and it had reached its present form by 1938 when Lloyd Noland purchased it for use as the headquarters, showroom, and warehouse for Noland Company. The

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 7 Page 2

eastern section (rear) is two stories with brick laid in five-course and seven-course American bond. The largest section of the building faces Warwick Boulevard and is four stories in height composed of brick laid in seven-course American bond.

There are two entrances on the Warwick Boulevard façade of the building, one in the third bay of the four-story section and the other in the center bay of the narrow end of the three-story section. The north entrance provided access to the lobby and stair to the second floor offices. All but hidden now behind overgrown shrubbery, the north entrance consists of double-leaf, glass-and-metal doors with transom and sidelights. The south entrance is now covered with boards. Both entrances are sheltered by a metal canopy with nicely detailed cornice that is supported by decorative brackets. The ceiling of the canopy above the lobby entrance is divided into squares that simulate coffering and each coffer has an exposed incandescent light bulb. The canopy above the second entrance does not have the coffering or the light bulbs.

The building has a variety of windows. The main four-story section has tripartite storefront windows with transoms on the first-floor façade and north end. The first-floor east wall that faces the interior of the U (west elevation) and the entire second floor has paired one-over-one-light windows with transoms. The windows in the two upper floors of this section are the original multiple-light industrial steel windows with pivoting center section. Original windows that survive in the two-story section are multiple-light industrial steel windows with pivoting or hopper center sections. Many of the windows in this section still survive but have been covered on the exterior. Other window openings in this section have been infilled or partially infilled and have modern windows. All windows in the three-story section were replaced with the existing aluminum-and-glass windows about 1995.

All three sections of the building have flat roofs. There is a covered loading dock at the bottom of the U on the north side of the three-story section as well as a recessed loading dock along the east wall of the four-story section. The construction of the interstate ramp so close to the building that vibrations from the construction and traffic necessitated the structural reinforcement of the two-story section with steel rods placed vertically along the southern and eastern sides at the second-floor level.

The interior of the building is utilitarian in character except for the lobby and the second-floor offices in the four-story section. The main public entrance on Warwick Boulevard opens into a lobby with the stair that provides access to the second floor offices. The north lobby wall curves to meet the stair wall, which is also curved at the bottom of the stairs. The walls of the stair are sheathed with a rich veneer. The metal handrail in the center of the stairs is supported by decorative twisted posts. The remainder of the first floor in this section is more utilitarian and housed offices and a showroom. The main corporate offices for Noland Company were located on the second floor. The office area is defined by wood-and-glass partitions that created internal corridors while borrowing light from the offices along the exterior walls. The remainder of this floor contained either individual offices or one large room where rows of desks once stood for the clerical workers. In this area the columns are paneled, the walls have a plain wainscot, the full-height ceiling is covered with acoustical tile and has suspended fluorescent lights, and the floors are wooden. The remaining two floors in the four-story section are typical of most warehouses with exposed brick exterior walls, steel posts and beams, exposed ceiling joists and wooden floors.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 7 Page 3

The three-story section has exposed concrete exterior walls and ceiling, concrete posts, and wooden floors on the third floor. The two lower floors have been subdivided into modern offices and corridors with modern finishes. There is a freight elevator and stair in the southeastern third of this section.

The first floor of the rear two-story section is very utilitarian with exposed brick walls, wood posts and beams, exposed ceiling joists, and concrete floors. The upper level was used for offices and training and was subdivided in the 1990s with modern partitions to create additional offices and larger training rooms.

Lloyd Noland remodeled the building when he purchased it in 1938. A 1938 newspaper article announced “\$30,000 To Be Spent Modernizing Building.” The article also provided information on how the building would be used. The general offices of the Noland Company were to be located on the upper floors of the main (four-story) building. The first floors of all three sections would be used as showrooms, the Newport News branch offices, and storerooms.

The major change undertaken during this conversion by Noland was to reorient the building from 26th Street to Warwick Boulevard and install the headquarters offices and showroom in the four-story section. The industrial steel windows were replaced with tripartite storefront windows on the first floor to provide more visibility to the showrooms. The second-floor windows were replaced with paired one-over-one-light windows with transoms, which are more residential in character than the industrial windows they replaced. The headquarters offices were located on this floor. Noland apparently also had a first-floor cornice removed from the southwestern corner of the three-story building. The cornice created a “façade” or entrance effect, which would have drawn attention away from the new main entrance when it was moved to the opposite end of the four-story building.

Noland created a lobby on the first floor and offices on the second floor that reflected their status as the headquarters for the Noland Company through his choice of materials and architectural design. For the lobby, he used elements of the then-popular Art Deco style to create a fashionable entrance. Art Deco was a movement in architecture and the decorative arts that began in the 1920s and developed into a major style in western Europe and the United States during the 1930s. The style takes its name from the Exposition Internationale des Arts Decoratifs et Industriels Modernes held in Paris in 1925. Art Deco design was essentially a style of decoration that represented modernism turned into fashion and was applied to jewelry, clothing, and handicrafts as well as to buildings.

The focus of all architectural style on this part of the building began at the entrance with the canopy above the door supported in part by brackets with a geometric design. Once inside, the curved walls of the lobby and monumental stair created a sense of sophistication that was further reinforced by the use of a rich veneer on the on the curved walls of the stair.

The individual second-floor offices were aligned along the exterior walls across the northern part of the façade and northern end including the corner office with its individual washroom (the small window inserted between the first

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 7 Page 4

and second bays on the second floor). At least some of these offices had walls covered with veneer or paneling but little of it remains intact. Glass and wood partitions were used to create corridors and a larger open area where the secretaries' desks likely were located. These partitions incorporated both frosted glass at eye level with clear glass at the transom level to create a sense of privacy while allowing light into the center of this area. The use of these elements concentrated in one area was a sophisticated use of design to create sense of importance in an otherwise utilitarian building that basically functioned as a sales center and warehouse.

Historic photographs show an open shed in the center of the U formed by the building as well as a second free-standing shed at the north end of the two-story section. These sheds are no longer extant. A pipe rack for the storage of pipes occupied much of what is now the parking lot. A railroad siding ran immediately adjacent to the eastern side of the two-story building. One photograph shows a boxcar and an open car on the siding adjacent to the building. The rail siding does not survive and it is not known when Noland ceased to use rail as a means of transportation.

Other changes occurred to the Noland Company building in the late twentieth century, mainly due to the construction of the nearby interstate exit ramp. Between 1995 and 2000, the new windows were put in the three-story building that is closest to the exit ramp. These windows eliminate much of the noise of the nearby highway. Also related to the highway construction, was the installation of metal braces on the end and eastern side of the two-story building due to the vibration caused by the construction of the interstate ramp. In addition, sometime after 1990 the two-story section was painted a brick-colored red, minimizing the concrete construction of the building.

Of the many contemporary resources surveyed in Newport News, few match the Noland Company Building in size and style. Dozens of commercial buildings dating to the first half of the twentieth-century in Newport News have been demolished, creating a landscape in this area of the city of many vacant lots, surface parking lots, and dispersed modern buildings with either older buildings standing alone or in clusters of three or four scattered throughout the area. As late as 1990, the Sears Roebuck & Company building stood across the street from the Noland Building, but it too is now gone. The three examples discussed here are based on similarities to the Noland Company Building.

Newport Manufacturing Company (121-0298), which once stood at the corner of 25th Street and Warwick Boulevard, was built ca. 1912. Similar in size and style to the earliest part of the Noland Building, the buildings were erected within blocks of each other in what was once an area filled with light industry. The three-story original section of the Noland Company building especially resembles Newport Manufacturing, with its rows of industrial windows within recessed panels. Unfortunately, Newport Manufacturing has been demolished.

Nachman's Department Store (121-0234) stood at the corner of 32nd Street and Washington Avenue. Having been constructed in 1931, this building was a close contemporary of the Noland Building, and mirrored the Noland Building in both size and style. The department store exhibited the rectilinear simplicity also seen in the Noland Building with horizontal rows of large windows and similar delineation of entries along major street elevations. In

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 7 Page 5

addition, Nachman's contained office partition walls of wood and glass, similar to those found in the remodeled offices of Noland. Nachman's Department Store was demolished beginning in December 1990.

The new Coca-Cola Bottling Building (121-0033) located in the 3200 block of Huntington Avenue stands as one of only a few pre-1950 commercial buildings of its size. The Coca-Cola Bottling plant was built about 1936 shortly before Noland's remodeling of the Warwick Boulevard building. The function, size and style of the two buildings are similar. The façade of the Coca-Cola building is more ornate than the Noland Company building, with a stepped Art Deco entrance and relief panels exhibiting the Coca-Cola logo along the façade. However, both buildings emphasize rectilinear volumes of space punctuated with rows of industrial windows.

The original three-story concrete-and-brick building, constructed in 1920, was later expanded with two additions: a large four-story building and a smaller two-story building. The building had reached its present size by 1938, when it became the headquarters of Noland Company, an international supplier of plumbing and construction materials. Noland also put its mark on the building when it was remodeled to suit the company's needs, especially the incorporation of the Art Deco style in the lobby and corporate offices. The Noland Company building is one of the few surviving historic industrial buildings in downtown Newport News.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 8 Page 6

STATEMENT OF SIGNIFICANCE

The Noland Company Building is located at 2600–2700 Warwick Boulevard in Newport News. It was at this site that the company grew, primarily under the direction of founder and president Lloyd U. Noland Sr., from a small Tidewater plumbing supplier to an international wholesale distributor of a wide variety of construction materials. Before the company purchased the ca. 1920 building and rehabilitated it in 1938 for headquarters offices, showrooms, and warehouse space, it served as a plant for the Granby Phonograph Corporation and for the Newport News Lumber Company. The Noland Company is a wholesale distributor of plumbing, heating, air conditioning, refrigeration, electrical, and industrial supplies. From its establishment in 1914, the company's main product line has been plumbing fixtures, including bathtubs, sinks, and related supplies. Currently, the Noland Company serves more than 24,000 customers—primarily construction firms and industrial manufacturers—in 14 southeastern states through more than 110 branches. In December 1996, the company moved its headquarters about three blocks to the current location at 80 29th Street. The Noland Company Building at 2600–2700 Warwick Boulevard represents the firm's period of expansion between 1938 and the end of the period of significance in 1960 (fifty years ago), which is the Period of Significance for the building.

JUSTIFICATION OF CRITERIA

The Noland Company Building is eligible for listing on the National Register of Historic Places under Criterion A in the area of Commerce as the location of the Noland Company's headquarters during the period that it expanded from a regional plumbing supplier to an international wholesale distributor of construction materials. In addition, because of the significance of Lloyd U. Noland, Sr., the company's founder, as a successful self-made businessman and civic leader, the building that served as his headquarters and office is eligible for listing under Criterion B, also in the area of Commerce.

HISTORICAL BACKGROUND

Lloyd Usilton Noland, Sr. (1885–1952), was born in Hainesville, Kent County, Maryland, on July 17, 1885. He was the son of Richard B. Noland, a blacksmith, and Martha E. Noland. The Nolands' other children included George Edward Noland (b. 1878), Elmer B. Noland (b. 1881), Susan P. Noland (b. 1883), Clarence B. Noland (b. 1889), and Jesse D. Noland (b. 1891). Martha E. Noland apparently died before her husband, who died in 1899. In 1900, the surviving children, including fourteen-year-old Lloyd U. Noland, were living in the Prince George's County household of their brother, George E. Noland, near the community of Sandy Bottom. George Noland was listed that year in the census as a wheelwright; brother Elmer B. Noland was a blacksmith; and Lloyd U. Noland was "at School." Lloyd Noland appeared in the 1910 census as a lodger in a boarding house in Newport News, Virginia, where he was employed as a plumber.²

One history of the Noland Company, however, gives a somewhat different account of Lloyd U. Noland's formative years:

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 8 Page 7

Beginning with his departure from an orphanage at the age of eleven, L. U. ‘Casey’ Noland, founder of Noland Company, was the quintessential self-made man. At a young age, he went to Baltimore, where he worked at various jobs and eventually attained employment at a steelworks. He then found an apprenticeship with a plumber, which led to employment at the Newport News shipyard.³

Another company Web site asserts that he was “an orphan with a fourth-grade education.” Although the deaths of Lloyd Noland’s parents before he reached adulthood technically made him an orphan, the available records suggest that he lived with his oldest brother rather than in an orphanage, and that he received schooling until he was at least fourteen years old. His official biographical sketch as a member of the Senate of Virginia stated that he was “educated in public schools and McDonough [*sic*] School, Baltimore.”⁴

The suggestion that Noland lived in an orphanage may have arisen from his enrollment at a boarding school named the McDonogh School. Located in Owings Mills, Maryland, just northwest of Baltimore, the school opened in 1873 in accordance with the provisions of the will of Baltimore merchant and philanthropist John McDonogh, who had died in 1850 and left half his fortune to the city to educate children. The city government eventually decided to use the funds to establish a “school farm” for poor boys, and purchased the rural property in 1872. The boys who boarded there were enrolled in a semi-military system to ensure order and provide them with discipline. Today, the McDonogh School is a non-denominational, college preparatory, co-educational day and boarding school.⁵

Noland eventually moved to Baltimore, where he was employed at a steelworks. He then apprenticed with a plumber, and came in 1904 to Newport News at age nineteen to work as a plumber at the Newport News Shipbuilding and Drydock Company. Subsequently, he worked for the W. P. Morris Plumbing Company in Phoebus, and then he joined Newport News Contracting and Engineering Company, the plumbing and heating firm of J. M. Dozier. Six years later, he was promoted to vice president of the company. In 1914, “starting with little more than a stillson wrench, a plunger and a will to succeed,” as well as \$10,000 in capital, he founded the Noland-Clifford Company with T. B. Clifford as vice president and Frank Roth as secretary. The company employed about thirty people.⁶

The Noland-Clifford offices were located in a small two-story brick building on 28th Street. The company soon expanded into the next-door space, and then in 1922 a larger building was constructed beside the second office to house offices and showrooms there, at 320–322 28th Street. The firm had specialized in plumbing and heating contracting until 1919, when it expanded into the wholesale plumbing and heating business. In that same year, Noland formed the Newport Plumbing and Mill Supply Company, and also organized the Roanoke Plumbing, Heating, and Mill Supply Company with several businessmen in that city. The companies merged in 1922 as the Noland Company.⁷

In the 1920s, as Florida experienced a period of great growth and land speculation, the Noland Company opened an office in West Palm Beach. By 1925, however, the bubble was about to burst. In the autumn, railroad companies serving the state embargoed the transportation of all goods except food because the shipment of

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 8 Page 8

construction supplies was clogging the system. The Noland Company purchased a 3,000-ton steamship to carry supplies to the West Palm Beach branch, thereby largely avoiding the consequences of the embargo. The overall Florida land boom collapsed in 1926, however, when the former Danish warship *Prinz Valdemar* sank and blocked Miami's harbor temporarily, and then when a hurricane struck the state. The Noland Company found an outlet for its Florida-bound supplies in its new Washington, D.C., branch.⁸

Over the next decade and a half, despite the problems of the Great Depression, the Noland Company continued to expand. By 1938, when it added an electrical supply division, it desperately needed new space to consolidate its far-flung operations, which were located in sixteen cities in the southeastern United States. Noland had purchased the building complex at present-day 2600–2700 Warwick Boulevard about 1936. At first, Noland hoped to lease it to another company, “but this had failed to materialize,” and Noland decided that his own company was expanding enough to justify moving to the larger quarters that the property provided. Constructed about 1920, the building was formerly the home of the Granby Phonograph Corporation, which Norfolk furniture dealer Harry Levy had founded in 1919. Levy named the company for Granby Street in Norfolk, the location of Phillip Levy and Company's main store, and called the phonographs Leviolas. He discontinued manufacture in 1923 and sold the building to Reliable Stores Corporation, which used it as a store and office. Newport News Lumber Company also used the space until the sale to Noland.⁹

By May 1938, work was about to begin on modernizing the complex. Lloyd Noland told the local newspaper that

General offices of Noland company will be located on the upper floors of the main building at Twenty-seventh street. The first floors of all buildings . . . will be used for showrooms, Newport News branch offices and storerooms. The first of the buildings and storage yards will be utilized as storage space for stocks.

General offices in Washington and Atlanta will be moved here. . . . Operation of all the branches will be directed from offices in this city. . . . Expectations are that the new headquarters will be ready for occupancy by July 1.

Noland further explained that the reason for the move was that the business had grown extensively and that further growth was projected because the firm would be carrying electrical and mill supplies in addition to its plumbing, heating, and paint products. The present and projected growth made it “necessary that we secure this additional space and larger quarters . . . especially for our general offices.”¹⁰

The Noland Company continued to grow during the latter years of the depression, through World War II, and into the post-war construction boom. In 1940, the company added refrigeration supplies to its product line. After the war, the Noland Company offered a growing inventory of plumbing, electrical, and other supplies to construction contractors. By 1952, the company had 25 branches and 1,000 employees, and annual sales had reached \$50 million.¹¹

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 8 Page 9

Lloyd U. Noland, who presided over the company's growth from his headquarters offices at 2600–2700 Warwick Boulevard from 1938 until his death in 1952, rose far above his impoverished beginnings. Among his many other offices and interests, he became a director of the Chamberlin Hotel on the grounds of Fort Monroe in Hampton in June 1927. In February 1934, he was elected president and chairman of the board of directors of the Virginia State Chamber of Commerce. By then, he also was president of Citizens-Maxine-Jefferson Bank and Schmelz Liquidating Corporation. He was vice president of Old Dominion Land Company, Hotel Warwick Corporation, Newport News Theatre Corporation, and Southern Wholesalers Association. He served as a director of First National Bank, Atlantic Investment Company, Shenandoah Life Insurance Company, the Virginia Public Service Company, and more than ten other corporations, trade and civic groups, country clubs, and associations. He also owned Biggs Antique Company in Richmond and was a past president of the Newport News Chamber of Commerce and the Rotary Club.¹²

Noland's business activities likewise expanded during the Great Depression, World War II, and the postwar years. He and his son, Lloyd U. Noland, Jr.,

helped develop Basic Construction Co., a general contractor that built offices, hospitals, university buildings and other facilities throughout the eastern United States. Basic Construction's roster of local projects included installations at the Navy base in Norfolk during World War II and an expansion of the Fort Motor Co. plant in Norfolk. . . . Noland Co.'s founder also expanded the family's holdings to hotels, including the Chamberlin Hotel in Hampton and the John Marshall in downtown Richmond.¹³

In 1946, Noland was made treasurer of the Newport News General and Non-Sectarian Hospital Association, which operated Riverside Hospital. He was also chairman of the boards of the Virginia Engineering Company, Richmond Hotels Corporation, and Tidewater Construction Company, and a director of the Central National Bank of Richmond. He served on the boards of several other corporations, associations, and trade and civic groups. He had been president of the Virginia State Chamber of Commerce for two years during the Great Depression beginning in February 1934, and he served on the Newport News City Council. From 1944 to 1950, he served in the Senate of Virginia.¹⁴

In October 1952, while on a trip to Arizona, Noland was taken ill and transported to the Mayo Clinic in Rochester, Minnesota. He died of a heart attack there on October 29. The house magazine of the Virginia State Chamber of Commerce, in an obituary, noted his many accomplishments and honors. It observed in conclusion that between the time Noland moved to Newport News in 1904 and his death, "he had risen to a dominant place in Virginia business and industry."¹⁵ The Noland Company Building best represents his productive period.

Lloyd U. Noland, Jr., assumed the presidency of the company and continued to guide its growth from the corporate headquarters offices on Warwick Boulevard. In 1960, the industry journal *Supply House Times* naming the Noland Company the Wholesaler of the Year. During the period, the company further diversified its wholesale supply offerings, especially emphasizing central air conditioning equipment. Noland Company continued to improve its

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 8 Page 10

warehouse facilities and constructing new branch buildings with showrooms to display home lighting and plumbing fixtures. In 1967, the company made an initial public stock offering that enabled it to acquire electronic data-processing systems to automate paperwork and enhance inventory control. A “first in, first out” policy regarding the sale of inventory helped keep profits up during the inflationary years of the 1970s. By 1979, the Noland Company had 61 branches in 11 southeastern states, and sales reached \$272 million. The company was not immune to fluctuations in the business cycle, especially the home-construction industry, and endured periods of lower profits over the next decade. In 1987, Lloyd U. Noland III became CEO and chairman of the board. The recession of the late 1980s resulted in the closing of some branches, the laying off of employees, and in 1991 the company’s first net loss since the Great Depression. In 1995, a bold move into the Latin American market, especially with air conditioning sales, coupled with the conservative control of expenses, improved profit margins significantly. At about the same time, the company implemented technological changes to the computerized inventory control system, acquired competing firms, expanded into Pennsylvania, and made dramatic changes in staffing at both the sales and management levels. Company president Lloyd Noland III also renewed the firm’s commitment to employee training and established a multimedia training center—Noland University—in a building at 80 29th Street, a few blocks away from the Warwick Boulevard building. The 29th Street building also became the company’s new headquarters office in December 1996.¹⁶

The Warwick Boulevard building continued in use as a warehouse and offices for the Noland Company’s Credit Department and Central Data Control until December 2007, when they moved to 80 29th Street. In May 2005, WinWholesale, Inc., purchased the Noland Company. Although WinWholesale has its corporate offices in Dayton, Ohio, Noland Company continues to operate as a wholly owned subsidiary. Its corporate office moved to Dayton in January 2009. The 29th Street building today houses a regional office of the Noland Company.¹⁷

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 9 Page 11

BIBLIOGRAPHY

Brown, Alexander Crosby Brown, ed. *Newport News' 325 Years*. Newport News: Newport News Golden Anniversary Corp., 1946.

The Commonwealth. Vol. 1, No. 1 (May 1934) and Vol. 19, No. 12 (December 1952). LVA.

Dodson, E. Griffith. *The General Assembly of the Commonwealth of Virginia, 1940–1960*. Richmond: State Publication, 1961.

“Florida Land Boom of the 1920s.” Wikipedia Web site, www.en.wikipedia.org. Accessed May 17, 2009.

The Heating and Ventilating Magazine. Jan. 1915.

McDonogh School Web site, www.mcdonogh.org. Accessed May 17, 2009.

Newport News Daily Press. May 3, 1938. Library of Virginia, Richmond, Va. (LVA).

Newport News Times-Herald. May 2, 1938. LVA.

Noland, Richard B. Grave marker. Photograph. Web site, www.findagrave.com. Accessed May 13, 2009.

“Noland Company.” Funding Universe Web site, www.fundinguniverse.com/company-histories/Noland-Company-Company-History. Accessed April 17, 2009.

Noland Company Web site, www.noland.com. Accessed May 16, 2009.

Parker, Bronson L. *The Seventeen: The Lives and Times of the Men Who Founded the Rotary Club of Hampton*. Hampton, Va.: Multi-Print, Inc., 1996.

Schrock, Richard B. WinWholesale/Noland Company, Newport News. Personal communications to Ashley M. Neville. May 15 and May 18, 2009.

Stoessner, Christopher J. “Furniture Retailing Turns into Phonograph Production: 1919.” Christopher J. Stoessner Web site, www.cjstoessner/tripod/com/granby/id2. Accessed December 16, 2009.

U.S. Census. Schedule of Inhabitants. 1880; 1900. Maryland. Kent County. Ancestry.com Web site, www.Ancestry.com. Accessed May 15, 2009.

U.S. Census. Schedule of Inhabitants. 1900. Maryland. Prince George’s County. Ancestry.com Web site, www.Ancestry.com. Accessed May 15, 2009.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 9 Page 12

U.S. Census. Schedule of Inhabitants. 1910. Virginia. Warwick County (Newport News City). Ancestry.com Web site, www.Ancestry.com. Accessed May 15, 2009.

The Virginian-Pilot. April 14, 2005, on Web site www.findarticles.com. Accessed Dec. 17, 2009.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section 10 Page 13

BOUNDARY DESCRIPTION

The nominated property encompasses the city of Newport News tax parcel 311020107.

BOUNDARY DESCRIPTION

The nominated property includes the lot on which the Noland Company Building sits. It does not include the parking lot and adjacent metal building. The metal building was constructed after the end of the Period of Significance and both it and the parking lot are on the adjacent parcel.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section Photos Page 14

PHOTO LIST

The photographs for the Noland Company Building were taken by Anne Barrett on November 17, 2009. The photographic negatives are on file at the Virginia Department of Historic Resources, Richmond, Virginia.

1. Façade, four-story section on left, three-story section on right, view to the northeast. Digital Image
2. Bracket for entrance canopy, view to the east. Digital Image
3. North end, four-story section, view to the southeast. Negative No. 24745
4. Lobby stairs, view to the northeast. Negative No. 24743
5. Second floor offices and stairs from lobby, view to the north. Negative No. 24743
6. Interior, third floor, four-story section, view to the north. Negative No. 24744
7. Interior, third floor, three-story section, view to the southwest. Negative No. 24743
8. Interior, first floor, two-story section, view to the northwest. Negative No. 24743

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Noland Company Building
Newport News, Virginia**

Section Endnotes Page 15

- ¹ Roberta Reid, Department of Historic Resources Historic District/Brief Survey Form, May 1990, on file at the Virginia Department of Historic Resources Archives, Richmond, VA
- ² E. Griffith Dodson, *The General Assembly of the Commonwealth of Virginia, 1940–1960* (Richmond: State Publication, 1961), 566; Richard B. Noland grave marker, photograph, on Web site, www.findagrave.com, accessed May 13, 2009; U.S. Census, Schedule of Inhabitants, 1880, Maryland, Kent Co., Ancestry.com Web site, www.Ancestry.com, accessed May 15, 2009; *ibid.*, 1900, Prince George’s County; *ibid.*, 1910, Virginia, Warwick County (Newport News City).
- ³ “Noland Company,” on Funding Universe Web site, www.fundinguniverse.com/company-histories/Noland-Company-Company-History, accessed April 17, 2009.
- ⁴ Noland Company Web site, www.noland.com, accessed May 16, 2009; Dodson, *General Assembly*, 566.
- ⁵ McDonogh School Web site, www.mcdonogh.org, accessed May 17, 2009.
- ⁶ Alexander Crosby Brown, ed., *Newport News’ 325 Years* (Newport News: Newport News Golden Anniversary Corp., 1946), 133; *The Heating and Ventilating Magazine*, Jan. 1915, p. 78.
- ⁷ Brown, *Newport News’ 325 Years*, 134.
- ⁸ “Noland Company,” on Funding Universe Web site, www.fundinguniverse.com/company-histories/Noland-Company-Company-History, accessed April 17, 2009; “Florida Land Boom of the 1920s,” on Wikipedia Web site, www.en.wikipedia.org, accessed May 17, 2009.
- ⁹ *Newport News Daily Press*, May 3, 1938, Library of Virginia, Richmond, Va. (LVA); Christopher J. Stoessner, “Furniture Retailing Turns into Phonograph Production: 1919,” Christopher J. Stoessner Web site, www.cjstoessner/tripod/com/granby/id2, accessed December 16, 2009.
- ¹⁰ “General Offices of Noland Company will be Established Here, \$30,000 to be Spent Modernizing Building,” *Newport News Times-Herald*, May 2, 1938, LVA.
- ¹¹ “Noland Company,” on Funding Universe Web site, www.fundinguniverse.com/company-histories/Noland-Company-Company-History, accessed April 17, 2009.
- ¹² *The Commonwealth* 1, No. 1 (May 1934): 21; Bronson L. Parker, *The Seventeen: The Lives and Times of the Men Who Founded the Rotary Club of Hampton* (Hampton, Va.: Multi-Print, Inc., 1996), 66.
- ¹³ *The Virginian-Pilot*, April 14, 2005, on Web site www.findarticles.com, accessed Dec. 17, 2009.
- ¹⁴ Brown, *Newport News’ 325 Years*, 134.
- ¹⁵ “A Friend Passes,” *The Commonwealth* 19, No. 12 (December 1952): 5.
- ¹⁶ “Noland Company,” on Funding Universe Web site, www.fundinguniverse.com/company-histories/Noland-Company-Company-History, accessed April 17, 2009; Richard B. Schrock, WinWholesale/Noland Company, Newport News, personal communication, May 15, 2009.
- ¹⁷ Richard B. Schrock, WinWholesale/Noland Company, Newport News, personal communications to Ashley M. Neville, May 15 and May 18, 2009.

NEWPORT NEWS SOUTH QUADRANGLE
VIRGINIA
7.5-MINUTE SERIES (TOPOGRAPHIC)

73 25' 75 3 687 500 METERS 77 76°22'30" 137°00'



1 075 000
METERS

VDNR 4 121-0299
NOLAND COMPANY
BUILDING
2200 WARWICK
BOULEVARD
NEWPORT NEWS, VA
UTM REFERENCE:
18/373030/493640
NAD 83