

122-66

Form 10-300  
(Rev. 6-72)

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

### NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE:	Virginia
COUNTY:	Norfolk (city)
FOR NPS USE ONLY	
ENTRY DATE	

#### 1. NAME

COMMON:  
Monticello Arcade

AND/OR HISTORIC:  
Monticello Arcade

#### 2. LOCATION

STREET AND NUMBER: In 200 block of East City Hall Avenue; Between City Hall Avenue and Plume Street.

CITY OR TOWN: Norfolk

CONGRESSIONAL DISTRICT: Second (G. William Whitehurst)

STATE: Virginia

CODE: 51

COUNTY: (in city)

CODE: 710

#### 3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input type="checkbox"/> Site <input type="checkbox"/> Object <input checked="" type="checkbox"/> Building <input type="checkbox"/> Structure	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered <input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress	Yes: <input checked="" type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify) _____ <input type="checkbox"/> Comments _____

#### 4. OWNER OF PROPERTY

OWNER'S NAME: Gray  
C. Wylie Grandy

STREET AND NUMBER: 1421 West Princess Anne Road P.O. Box 3503

CITY OR TOWN: Norfolk

STATE: Virginia

CODE: 51

#### 5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS ETC.: Norfolk City Hall

STREET AND NUMBER:

CITY OR TOWN: Norfolk

STATE: Virginia

CODE: 51

#### 6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY: Virginia Historic Landmarks Commission Survey

DATE OF SURVEY: 1975

DEPOSITORY FOR SURVEY RECORDS: Virginia Historic Landmarks Commission

STREET AND NUMBER: 221 Governor Street

CITY OR TOWN: Richmond

STATE: Virginia

CODE: 51

SEE INSTRUCTIONS

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7. DESCRIPTION

CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input type="checkbox"/> Altered	<input checked="" type="checkbox"/> Unaltered		<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site	

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Built in 1907 the three-story, Beaux-Arts style Monticello Arcade forms a protected pedestrian passageway between City Hall Avenue and Plume Street in the middle of a long block in downtown Norfolk and closes the vista down Monticello Avenue. A modern office building between Plume Street and Main Street has been built with an arcade aligned with that of the older building, allowing a continuous view through two blocks. The Arcade has steel frame construction with a facing of molded and polychromed terracotta. Both the facades are seven bays in length and are composed of a two-story Ionic order, surmounted by an elaborate cornice, with an attic story above. The original fenestration is virtually intact in the upper two stories and consists of a pair of windows in each bay having large one-over-one sash and divided by narrow stone mullions. Only one of the original ground-floor exterior shop fronts, on Plume Street, is intact, but the structure of the building and its columns seem to be undisturbed beneath the modern shop fronts. The first and second stories are divided by simple recessed-panel spandrels with small paterae, while the main cornice separates the second and third stories.

The plan consists of a longitudinal mall open to the roof, lit by skylights, and entered through the central bay of each facade, by way of a two-story opening surmounted by a broken segmental pediment. Files of shops flank this mall on each of the three levels. Just inside the opening, behind the exterior rank of shops at either end, are cross halls leading to stairs in each of the corners.

The interior is remarkably unaltered. The two-story, order-and-attic scheme of the exterior, as well as the ground-floor shop front design and many of the decorative embellishments, is carried over to the central mall. A pair of elaborate, engaged Ionic columns with angle volutes and delicately modeled female masks flanks each entry. These carry blocks of enriched entablature which formerly, according to early photographs, supported engaged spheres. Over these, at the tops of the third-story piers, cartouches were affixed. These and the spheres have been removed.

The second-story gallery is supported by the first-floor shop fronts, while the third-floor gallery is cantilevered over the second on steel brackets. These were formerly cloaked in a classical covering, with cartouches attached to the piers under them, but these embellishments have been removed.

The loss of these ornaments, as well as Doric piers between each of the first-story shop fronts, and the alteration of a few of the shop fronts constitute the only major changes to the Arcade's interior. The remaining detail is strikingly crisp, and the original gallery railings with their delicate arcaded balustrades give a pleasing visual unity to the interior.

The Arcade is in apparently sound condition but is in imminent danger of demolition by the Norfolk Redevelopment and Housing Authority.

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**8 SIGNIFICANCE**

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input checked="" type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known) 1907

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input type="checkbox"/> Industry	<input type="checkbox"/> Science	_____
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Sculpture	_____
<input checked="" type="checkbox"/> Architecture	<input type="checkbox"/> Landscape Architecture	<input type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Literature	<input type="checkbox"/> Theater	_____
<input checked="" type="checkbox"/> Commerce	<input type="checkbox"/> Military	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Music		
<input type="checkbox"/> Conservation			

STATEMENT OF SIGNIFICANCE

The Monticello Arcade is among the few remaining civic amenities of architectural significance in Norfolk's central business district. One of only two shopping arcades standing in Virginia, it is also one of the last examples of a commercial building form popular throughout nineteenth-century America. Its strategic location, sophisticated design, and finely executed detail, place it among Virginia's notable architectural achievements of the twentieth century.

The idea of a protected trading area can be traced back at least to the Greek stoa, and hence it is not surprising that the scheme should have been adapted to American commercial use as early as 1828 in the Greek-Revival Providence (R.I.) Arcade. The scheme of a multi-story building having many small shops opening onto an interior skylighted court continued to be used intermittently throughout the next fifty years in both Europe and America. In the 1850s it was adapted from wood to iron framing. In the last twenty years of the century, practically every city that could support a multi-story commercial building had an arcade.

The population of Norfolk grew to 100,000 by the early-twentieth century and touched off a land boom. Many small companies capitalized on the rapid development of fashionable residential districts such as Ghent and the resort areas in nearby Princess Anne County. Much attention was drawn to the city by the Jamestown Exhibition held in 1907, the year that the Monticello Arcade was built. A city guide of the period noted that "the parade of shoppers on Saturday nights, when the retail district is very animated, . . . [and] the shops remain open . . . until ten o'clock," was a notable feature of Norfolk life. The Monticello Arcade is a conspicuous product of this economic efflorescence.

The Arcade was built for Percy S. Stephenson, an attorney, real estate agent, and auctioneer who subsequently maintained an office in the building on land created by the filling of the Town Back Creek in 1905. Stephenson apparently went bankrupt a few years later, and the building was taken over by the Selden Grandy estate from which the builder had leased the land. The Arcade is still in Grandy hands.

It opened in 1908, and early photographs in the Mann Collection of the Virginia State Library depict an elegantly appointed building well-designed to attract the Norfolk shopper. The early tenants of the structure were representative of Norfolk's economic life. On the lower level were milliners, shoe stores, cafes, tailors, and other small businesses. The upper

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(Number all entries)

8. SIGNIFICANCE

floors were occupied chiefly by insurance agents and a multitude of real estate companies like the South Ghent Land Company, the Highland Park Building Company, and the Lafayette Residential Park Company.

The Monticello Arcade continued to be a fashionable business address until about 1940. It is still a potentially popular commercial building with its central location, convenient siting, and amenable design.

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9. MAJOR BIBLIOGRAPHICAL REFERENCES

Condit, Carl. American Building Art: the Nineteenth Century. (1960)  
 Mihalap, Hope, "Monticello Arcade Like A World Apart," Virginian Pilot,  
 November 10, 1974.  
Norfolk and Portsmouth Directory, (1908, 1909).  
 Photographs in Mann Collection, Virginia State Library, Richmond, Va.  
 Squires, W.H.T., ed. Guide to Norfolk, Virginia (1915).  
 Tucker, George H., "Tidewater Landfalls," Virginian Pilot, July 27, 1974.

10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	° ' "	° ' "		° ' "	° ' "	
NE	° ' "	° ' "		° ' "	° ' "	
SE	° ' "	° ' "		° ' "	° ' "	
SW	° ' "	° ' "		° ' "	° ' "	
APPROXIMATE ACREAGE OF NOMINATED PROPERTY:				Less than one acre		
LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES						
STATE:	CODE	COUNTY		CODE		
STATE:	CODE	COUNTY:		CODE		
STATE:	CODE	COUNTY:		CODE		
STATE:	CODE	COUNTY:		CODE		

11. FORM PREPARED BY

NAME AND TITLE:  
 Virginia Historic Landmarks Commission Staff

ORGANIZATION: Virginia Historic Landmarks Commission DATE: April 1975

STREET AND NUMBER:  
 221 Governor Street

CITY OR TOWN: Richmond STATE: Virginia CODE: 51

12. STATE LIAISON OFFICER CERTIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National  State  Local

Name Junius R. Fishburne, Jr.  
 Junius R. Fishburne, Jr., Exec. Director  
 Virginia Historic Landmarks Commission  
 Title \_\_\_\_\_

Date APR 15 1975

NATIONAL REGISTER VERIFICATION

I hereby certify that this property is included in the National Register.

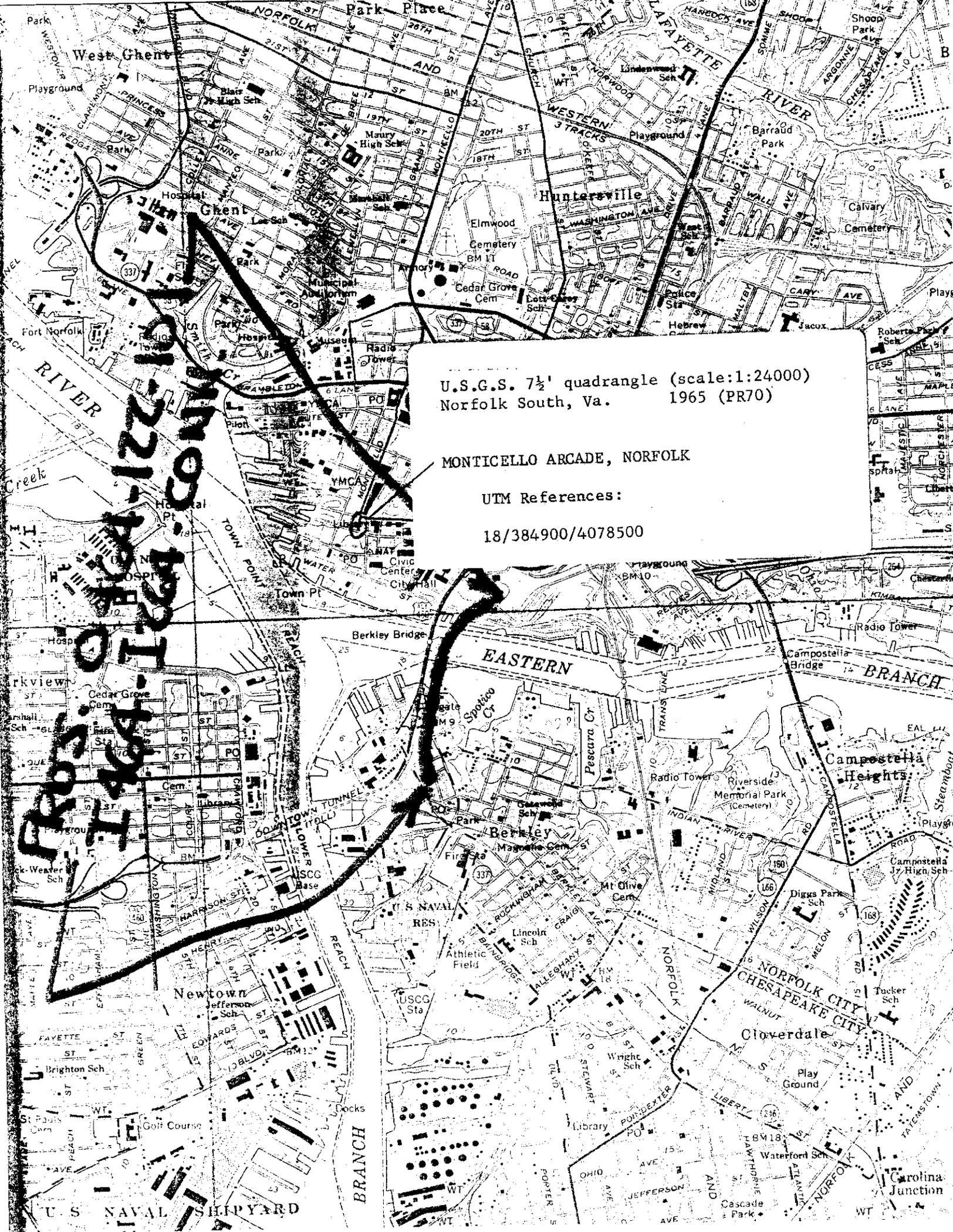
\_\_\_\_\_  
 Director, Office of Archeology and Historic Preservation

Date \_\_\_\_\_

ATTEST:  
 \_\_\_\_\_  
 Keeper of The National Register

Date \_\_\_\_\_

SEE INSTRUCTIONS



**RESEARCH**

U.S.G.S. 7 1/2' quadrangle (scale:1:24000)  
Norfolk South, Va. 1965 (PR70)

MONTICELLO ARCADE, NORFOLK

UTM References:  
18/384900/4078500

U.S. NAVAL SHIPYARD