

United States Department of the Interior

National Park Service

National Register of Historic Places Registration Form

LISTED ON:

VLR 06/16/2011
NRHP 08/18/2011

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name West Broad Street Industrial and Commercial Historic District

other names/site number DHR# 127-6570

2. Location

street & number 1800- 2100 blocks of Broad and Marshall streets, bounded by Allison and Allen streets not for publication

city or town Richmond vicinity

state Virginia code VA county Independent City code 760 zip code 23220

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

[Signature]
Signature of certifying official

July 7, 2011
Date

Deputy Director, Deputy SHPO
Title

Virginia Department of Historic Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

- entered in the National Register determined eligible for the National Register
 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)

Category of Property
(Check only **one** box)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object(s)

Contributing	Noncontributing	
29	12	buildings
0	0	sites
0	0	structures
1	0	objects
30	12	Total

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

Number of contributing resources previously listed in the National Register

N/A

1 (The Atlantic Motor Company, 1838-40
West Broad Street, DHR#127-6163)
(note: not included in resource count above)

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY/PROCESSING: manufacturing facility
 COMMERCE/TRADE: store
 DOMESTIC: single-family dwelling

Current Functions

(Enter categories from instructions)

INDUSTRY/PROCESSING: manufacturing facility
 COMMERCE/TRADE: store
 Vacant

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS:

Colonial Revival: Colonial Revival

LATE 19TH AND EARLY 20TH CENTURY

AMERICAN MOVEMENTS: Commercial

MODERN MOVEMENTS: Moderne; International
Style

Materials

(Enter categories from instructions)

foundation: CONCRETE, BRICK

walls: BRICK; STUCCO: concrete block

roof: ASPHALT, CERAMIC TILE, METAL

other: METAL, STONE, GLASS BLOCK

Narrative Description

Summary Paragraph

The West Broad Street Industrial and Commercial Historic District, through its surviving architectural resources, clearly tells the story of the development of Richmond's industrial capacity and the allied development of commercial resources between 1902 and 1960. The District comprises an area of approximately 40 acres in central Richmond, occupying an approximately six square block area encompassing portions of the north and south sides of 1800, 2000, and 2200 blocks West Broad Street and West Marshall Street, between Allen and Allison Streets (and including portions of the roughly North-South Lodge, Hermitage, and North Meadow Streets). There are no 1900 and 2100 blocks of West Broad and West Marshall Streets. The majority of the existing buildings contribute to the District, are industrial and commercial buildings built between 1902 and the 1930s, and face onto West Broad and West Marshall Streets. Many of the industrial buildings in the District were served by the existing rail lines in the area while the commercial buildings were associated with the introduction of the automobile into Richmond in the early twentieth century. The District is characterized by a variety of architectural styles, including large industrial vernacular buildings, standard post-1900 commercial storefronts, and a large Modern-style department store. The majority of the commercial buildings are two to four stories in height and are composed of brick with stucco, stone, and metal detailing. The majority of the industrial buildings are one to four stories in height and are composed of brick with stone or concrete detailing. Although many of the early twentieth century storefronts have been altered, above the ground floor much of the original character of these buildings remains intact.

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)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- 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)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

COMMERCE

INDUSTRY

Period of Significance

1902-1960

Significant Dates

1902, 1906, 1912

Significant Person

(Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Albert J. Hunt, Bascom J. Rowlett, Marcellus
Wright, Walter D. Blair, J.E.B. Carpenter, and
Ballinger.

Period of Significance (justification)

The period of significance begins in 1902, when the original Virginia Fairgrounds property, located at the northwest corner of West Broad Street and Hermitage Road, was sold by the Commonwealth of Virginia. This led to the industrial (and later commercial) development of the area, largely inspired by the area's easy access to existing railroad transportation lines. The period of significance ends in 1960, by which time the District had transitioned from rail-focused industrial activity to automobile-focused commercial enterprises, reflecting society's increasingly wholehearted embrace of the automobile as a primary means of transportation. The year 1960 also marks the beginning of Richmond's western suburban expansion, aided by increased reliance on automobiles, which led to the creation of the western suburbs, the depopulation of downtown Richmond, and the end of the District's relevance as a center for manufacturing, retail, and transportation of goods.

Criteria Considerations (explanation, if necessary)

No criteria considerations

Statement of Significance Summary Paragraph (provide a summary paragraph that includes level of significance and applicable criteria)

The West Broad Street Industrial and Commercial Historic District, through its surviving architectural resources, clearly tells the story of the development of Richmond's industrial capacity and the allied development of commercial and multi-use commercial/residential resources between 1902 and 1960. The District's architecture reflects its evolution from a rail-focused industrial area with emphasis on the manufacture and shipping of quantities of material, to a mixture of commercial, residential, and light industrial buildings designed to attract and serve the new generation of automobile commuters. Examples include high-style industrial buildings with railroad access, specifically constructed to convey the modernity and convenience of their facilities as well as the importance of their products. These large, railway-focused buildings are balanced by later, less ornate commercial buildings that often housed a storefront on the first level and the owner's residence on the floors above.

The West Broad Street Industrial and Commercial Historic District is significant under Criterion A (Commerce and Industry) and C (Architecture) at the local level of significance with a period of significance extending from 1902 to 1960. The industrial and commercial development of the area capitalized on the rail and road infrastructure, the availability of land, and annexations by the City of Richmond in 1906 and 1912 that brought municipal services to the area. Initial industrial development in the area, including the Putney Shoe Factory and C.F. Sauer, depended on rail access, while a subsequent wave of commercial development that followed in the early twentieth century focused primarily on automobile traffic along West Broad Street. The district's architecture displays the evolution of the district and ranges from significant industrial buildings with railroad access constructed to produce and distribute goods by rail to distant distributors, retail operations, and, ultimately, consumers, to small-scale commercial buildings that directly serviced an increasingly automobile-borne Richmond consumer.

Narrative Statement of Significance (provide at least **one** paragraph for each area of significance)

See continuation sheets.

Developmental history/additional historic context information (if appropriate)

See continuation sheets.

9. Major Bibliographical References

Bibliography (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 # _____
- recorded by Historic American Engineering Record # _____

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

Historic Resources Survey Number (if assigned): **127-6570**

10. Geographical Data

Acreage of Property 40 acres
(Do not include previously listed resource acreage)

UTM References

(Place additional UTM references on a continuation sheet) **See continuation sheets.**

A	<u>18N</u> Zone	<u>282522</u> Easting	<u>4159869</u> Northing	C	<u>18N</u> Zone	<u>282768</u> Easting	<u>4159310</u> Northing
B	<u>18N</u> Zone	<u>282961</u> Easting	<u>4159524</u> Northing	D	<u>18N</u> Zone	<u>282313</u> Easting	<u>4159678</u> Northing

Verbal Boundary Description (describe the boundaries of the property)

See continuation sheets

Boundary Justification (explain why the boundaries were selected)

See continuation sheets

11. Form Prepared By

name/title Bryan Clark Green and Susan Reed
organization Commonwealth Architects date 30 November 2010
street & number 101 Shockoe Slip, Third Floor telephone 804-648-5040
city or town Richmond state VA zip code 23219
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Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

Photographs:

Submit clear and descriptive black and white photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

See continuation sheet.

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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Narrative Description

The surviving resources in the West Broad Street Industrial and Commercial Historic District represent the relocation of Richmond's industrial core from south of the James River in Manchester to this vicinity, in order to take advantage of easy access to the rail lines that ran from east-to-west along the northern boundary of this District, and the availability of undeveloped land. The many resources that were constructed here in the 1900s, including 2201 West Broad Street, the L.H. Jenkins Book Manufactory (#127-6570-0039, 1902), 2000 West Broad Street, the C.F. Sauer Headquarters (# 27-6570-0005, completed 1910); and 2200 West Broad Street, the Putney Shoe Factory (#127-6570-0038, 1910), created a manufacturing center. This soon attracted similar businesses including 2000 West Marshall Street, the Virginia School Supply Company (#127-6570-0009, 1913); and 1801-03 West Marshall Street, the Coca-Cola Bottling Plant, (#127-6570-0008, 1925) all of which were served by a series of rail spurs connecting the industrial buildings with the Richmond, Fredericksburg & Potomac (R.F. & P.) rail line that runs north by northwest along the northern boundary of the District. Over time, and especially during the early twentieth century, the success of the existing businesses as well as the optimal location led to an expansion of commercial enterprises on Broad Street. This included the construction of a series of commercial buildings such as the Atlantic Motor Company (#127-6570-0021, 1919). By the mid-twentieth century the District was predominantly commercial in character, leading to the construction at 1700 West Broad Street of a Sears Roebuck Company Department Store (#127-6570-0010, 1946).

The West Broad Street Industrial and Commercial Historic District comprises an area of approximately 40 acres in central Richmond. The District occupies an approximately six square block area encompassing portions of the north and south sides of the 1800, 2000, and 2200 blocks of West Broad Street and West Marshall Street, between Allen and Allison Streets (including portions of the roughly north-south Lodge, Hermitage, and North Meadow Streets). There are no 1900 and 2100 blocks of West Broad and West Marshall Streets. The physical setting of the District is determined by the history of the subdivisions that comprise it. In brief, the lots on the north side of Broad Street and east of Hermitage Road are of moderate size and support mixed industrial and commercial development. The lot size is moderate and mixed, and is based upon plans for the Carver subdivision from which it developed. The buildings in this portion of the District are generally built to the sidewalk and have zero lot lines to the sides, but do sometimes have open areas to the rear, formerly utilized, in most cases, for the movement of merchandise and equipment. These buildings were built to take advantage of both rail and road transportation networks. On the north side of Broad Street but west of Hermitage Road, the lots are of larger size, as a result of the subdivision of the former Virginia State Agricultural and Mechanical Society Fairgrounds in 1902. The buildings in this portion of the District are frequently set back from the street, have open space to the sides and rear (for both fire protection and open space for the handling of materials) and are some of the largest surviving industrial development in the District. These buildings were generally built to take advantage of the adjacent rail network. In addition, the angular path of Hermitage Road, which does not line up with the street grid of the area (a result of the adaptation of the pre-existing road to the original privately-owned Hermitage estate) led to the creation of trapezoidal lots and buildings on Hermitage Road in the District. On the south side of Broad Street, the lots are smaller, and more compact, and are the result of the subdivision of the Sydney neighborhood (which included the present-day Fan District). These smaller lots support buildings that are built to the sidewalk, have zero lot lines, and are built directly to the alley behind. These buildings are smaller, more compact, were generally built to serve automobile traffic on West Broad Street, and developed in the early twentieth century, after Broad Street became the primary east – west transportation artery through Richmond. There are no landscape features in the District.

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The physical resources in the District are all masonry commercial or industrial buildings, including two former residential buildings. The commercial buildings, most of which are located on Broad Street, are primarily one- or two-story attached masonry buildings with prominent storefronts. The industrial buildings are primarily two-story masonry buildings. The West Broad Street Industrial and Commercial Historic District is composed of industrial and commercial buildings (with few associated outbuildings).

Architecture

The buildings of West Broad Street vary significantly in architectural character and level of elaboration. They range in date from the first decade of the twentieth century up to the 1990s. The vast majority of buildings in the District are industrial or commercial in character and were erected between 1902 and 1935. Most of these buildings are modest in their architectural expression, displaying simplified elements of the Colonial Revival and Art Deco / Moderne styles. The expressions are generally straightforward and sturdy, with an emphasis on permanent, fireproof masonry material throughout the District. The industrial buildings feature high floor-to-floor heights, ample loading and unloading areas in the rear, and open, flexible floor plans, and a prominent façade that serves as an advertisement for the items produced by the firm. The largest industrial buildings are typically set back from the street in front and from the buildings on either side and large work areas were provided at the rear; the setbacks were most likely intended to provide firebreaks and additional working and loading areas. The commercial buildings feature large expanses of plate glass in the storefronts and living / working spaces above, either in the form of mezzanines or full upper stories. The commercial buildings generally feature prominent signage at the cornice line. The commercial buildings exhibit a greater stylistic variety than the industrial buildings. The commercial buildings are typically built to the sidewalk in front, to a zero lot line on either side, and to the alley in the rear. Because this area remains an industrial and commercial district, alterations, sometimes significant, have been made to the original structures over time. In particular, many facades on the commercial buildings have been "updated", but the second stories are largely intact and the buildings' overall historic character is maintained. The architectural expression of both industrial and commercial buildings throughout the District is restrained, and decoration is minimal.

A small handful of the buildings represent substantial, architecturally sophisticated statements. These are also generally the largest buildings in the District. The two most architecturally ambitious buildings in the District are 2220 West Broad Street, the Putney Shoe Factory (#127-6570-0038, 1910), and 2000 West Broad Street, the C.F. Sauer Headquarters (#127-6570-0005, 1911). The design of the Putney Shoe Factory employed an elaborate five-part façade, such as that seen in the similar design of J. I. Hittorf's 1859 Gare du Nord, into a simpler three-part façade with a single, glazed entrance archway flanked by two low wings. The building combined a large industrial area as three linked, single-story spaces, lit by clerestory windows. A two-story section behind the elevation immediately fronting on Broad Street was designed to contain the sales and administrative offices. A large arched opening at the rear of the building allowed entrance for two sections of rail, taking full advantage of this means of transportation by easing both unloading of supplies and loading of finished product. Two large side aisles, lit by windows and lightwells, were used for work and storage. More restrained and less architecturally sophisticated than the Putney Shoe Factory, but equally ambitious, was the C.F. Sauer Headquarters. The C.F. Sauer Headquarters used a three-part façade on a grander scale than the Putney Shoe Factory, with the central section raised to a full four stories, and the flanking wings raised to two stories. A series of

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storefronts extended in a trapezoidal fashion along Hermitage Road, and were originally rented out by Sauer as office space to other firms, an interesting way of leveraging the commercial potential of the site while retaining full industrial capacity. The C.F. Sauer Headquarters' most notable feature is the distinctive, bulb-lit sign atop the building, which features the legend "Sauer's Vanilla" and a full-color painted image of a chef. At night, bulbs near the chef's arm cycle through two stages, making the chef appear to pour the Sauer Company's fine vanilla into his mixing bowl. The sign was originally located on a longer extant adjacent building (also owned by C.F. Sauer) at the intersection of West Broad Street and Hermitage Road. The City of Richmond demolished the building in the 1960s, in the hopes of creating a more convenient intersection by which residents of north Richmond could enter Richmond to shop. Before the building was condemned and demolished, the C.F. Sauer Company removed the sign and re-erected it on top of the 2018 West Broad Street (#127-6570-0007, 1930), where it remains today.

More modest yet architecturally sophisticated buildings are also found in the District. An excellent example is 1838-1840 West Broad Street (#127-6570-0021, 1919), the Atlantic Motor Company. This building occupies a prominent trapezoidal site at the northeast quadrant of the intersection of West Broad Street and Hermitage Road in Richmond. Sited on such a prominent intersection, the brick building has two public elevations: the primary Broad Street (south) elevation includes the main entrance to the showroom and commands a prominent two-story storefront, while the Hermitage Road (west) elevation takes up the longest elevation, or the hypotenuse of the triangle, and includes the entrances to the shop and garage areas. There are non-public service entrances and garage bays along the alley (north) elevation. The east wall of the dealership is a party wall between it and 1834 West Broad Street. The Broad Street elevation is two stories in height and wraps around to the Hermitage Road elevation for the depth of the showroom and office bays. The rest of the building, where the garage and service areas are located, is a single story in height. A flat roof with parapet covers the building. The brick five-bay, two-story Broad Street elevation is dominated by three large, glass-filled double-height bays, each of which consist of a distinctive 24-light wood-frame window over a large storefront window. A frieze of stucco panels runs above the windows and beneath a denticulated wooden cornice capped by a tall brick parapet. The two giant pilaster-framed end bays provide access to the building: on the left is the primary entrance door for individuals to enter directly into the showroom, on the right was an automobile entrance to take cars past the showroom and into the repair and storage portions of the garage.

Two of the taller commercial buildings on the south side of Broad Street are among the more architecturally accomplished commercial buildings in the District: 2031-2033 West Broad Street (#127-6570-0032, 1922), and 2047-2049 West Broad Street (#127-6570-0035, 1913). Both feature expansive, three-bay, plate glass storefronts, are built of brick, contain office space on the floors above (2031-2033 West Broad Street is a total of three stories tall, while 2047-2049 West Broad Street is a total of four stories tall), and feature prominent, bracketed cornices. In both buildings the upper story double-hung windows are flanked by vertical sash windows, to create a three-part window.

Of the more utilitarian buildings in the District, 2000 West Marshall Street, the Virginia School Supply Building (#127-6570-0009; 1925) is an excellent example of a carefully-designed vernacular building, exhibiting both industrial practicality and classical proportions. The two-story brick building, occupying a trapezoidal site created by the angle of Hermitage Road, possesses an industrial vernacular that is both distinctive and in keeping with the architecture of the District in which classical proportions reinforce practicality. The ten bays along Hermitage Road compliment the nine bays along Marshall

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Street, with the main entrance canted on an angle between the two. As originally designed, the missing portion of the parapet on Marshall Street was filled with a sign that read "Virginia School Supply Company." The plan was simple: both floors were dominated by open, factory floors, while on the Marshall Street side of the ground floor a sample room and a general office were located.

The District also encompasses several less monumental commercial structures that are representative of the commercial development that was typical along West Broad Street in the early twentieth century. Over the course of the second half of the twentieth century, many of the original storefronts have been altered or remodeled. While these alterations have changed the historic character of many of the buildings, the vast majority of the District's structures retain their architectural integrity, including original windows, cornices, and decorative finishes, especially above the ground floor. Examples include 1837 West Broad Street (#127-6570-0019, 1930), and 2051 West Broad Street (#127-6570-0036, 1920). These two commercial buildings, dating between 1920 and 1930, share several design characteristics: both are two-story, masonry buildings, built with a tripartite organization at the ground floor, with two- and three-pane, plate glass storefronts flanking a central, glazed entrance. In each case, almost the entire ground floor is opened with glass, to create maximum opportunities of showcasing the goods and services within. Both buildings are covered with clay-tile roofs. Both buildings represent attempts to create simple and efficient, yet well-designed commercial buildings that maximize the amount of glass on the ground floor, minimize the presence of the more functional second floor, and do so in a manner that is respectful of the scale and rhythm of the block. A similar strategy is seen in single-story commercial buildings in the District, in which storefront glass was maximized, and the buildings fit comfortably into the overall scale and rhythm of the surrounding buildings: while only a single story, because the pattern of the expansive glass storefronts is in keeping with those of the taller buildings in the District, the pedestrian and motorist experiences a regular street wall, despite the variation in building heights. An excellent representative example of single story commercial buildings in the District is 1815 West Broad Street (#127-6570-0016, 1940), which features oversized brackets supporting the overhanging clay-tile roof. Viewed in isolation of each other, the commercial buildings of the District are unremarkable, but together they make for a continuous and attractive commercial streetscape along West Broad through the District.

There are two multi-unit residential buildings (as originally constructed) in the District, 719 and 721 North Meadow (#127-6570-0003, 1920, and #127-6570-0004, 1920), that were adapted within the period of significance through the addition of commercial storefronts, and the reorganization of the ground-floor plans. The second stories of these buildings remain intact. The conversion of the residential buildings into retail establishments exemplifies the evolution of the District. A third, related building, is 723 North Meadow, which is listed as 1847 West Broad Street (#127-6570-0023, 1910). It, too, has had its ground floor re-organized and a commercial storefront added, and it has been effectively been incorporated into 1847 West Broad Street.

There are two buildings in the District built in a distinctively Modern architectural style: 1700 West Broad Street (#127-6570-0010, ca. 1946), the former Sears department store (designed by Ballinger) and 1801 West Broad Street (#127-6570-0011, ca. 1960), the current SunTrust bank branch (designed by Rawlings and Wilson, non-contributing). Both have received alterations, and at this point only the former Sears department store may be considered a surviving example of Modern design on Broad Street. Although the storefronts of 1700 West Broad Street have been altered, the

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form and massing of the building remains visible, allowing it to be read as the department store that it once was. The current SunTrust branch bank, built of a glazed, turquoise blue brick, was also an important example of Modern architecture in Richmond. Unfortunately, in recent years a Dryvit cornice and watertable, storefront alterations, and a drive-through ATM have been added, significantly altering the building's appearance. The distinctive glazed blue brick and clean, Modern lines of the building remain visible, rendering it possible that the historic character of the building might be restored at some point in the future.

Several buildings in the District have lost their architectural integrity due to late twentieth century alterations. These buildings, primarily located on the south side of West Broad Street, include: 1800-1804 West Broad Street (#127-6570-0012, 1926), 1806 West Broad Street (#127-6570-0013, 1920), 1811 West Broad Street (#127-6570-0014, 1950), 1839 West Broad Street (#127-127-6570-0020, 1938), 1843-1845 West Broad Street (#127-6570-0022, 1938), 2237 West Broad Street (#125-6570-0040, 1938), and 2239 West Broad Street (#126-6570-0041, 1952) all of which are considered to be non-contributing resources in the District. Two additional non-contributing buildings, both of which are located on West Broad Street, were built well after the period of significance, and are therefore non-contributing: 2001 West Broad Street, a 7-Eleven convenience store, (#127-6570-0024, 1985), and 2200 West Broad Street, Lee's Famous Recipe Chicken, (#127-6570-0037, 1991).

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1815 Broad Street, West	127-6588	<i>Other DHR Id #:</i> 127-6570-0016
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Colonial Revival, Spanish/Mission, 1940		
<i>Individual Resource Status:</i> Commercial Building Contributing <i>Total:</i> 1		
1831 Broad Street, West	127-6589	<i>Other DHR Id #:</i> 127-6570-0017
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Colonial Revival, 1925		
<i>Individual Resource Status:</i> Commercial Building Contributing <i>Total:</i> 1		
1835 Broad Street, West	127-6594	<i>Other DHR Id #:</i> 127-6570-0018
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Colonial Revival, 1935		
<i>Individual Resource Status:</i> Commercial Building Contributing <i>Total:</i> 1		
1837 Broad Street, West	127-6595	<i>Other DHR Id #:</i> 127-6570-0019
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Colonial Revival, 1938		
<i>Individual Resource Status:</i> Commercial Building Contributing <i>Total:</i> 1		
1839 Broad Street, West	127-6596	<i>Other DHR Id #:</i> 127-6570-0020
<i>Primary Resource Information:</i> Store, Stories 1.00, Style: Colonial Revival, 1938		
<i>Individual Resource Status:</i> Commercial Building Non-Contributing <i>Total:</i> 1		
1840 Broad Street, West	127-6163	<i>Other DHR Id #:</i> 127-6570-0021
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Classical Revival, 1919		
<i>Individual Resource Status:</i> Automobile Showroom Contributing <i>Total:</i> 1		
1843 Broad Street, West	127-6597	<i>Other DHR Id #:</i> 127-6570-0022
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Vernacular, 1938		
<i>Individual Resource Status:</i> Commercial Building Non-Contributing <i>Total:</i> 1		
1847 Broad Street, West	127-6598	<i>Other DHR Id #:</i> 127-6570-0023
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Colonial Revival, 1910		
<i>Individual Resource Status:</i> Commercial Building Contributing <i>Total:</i> 1		
2000 Broad Street, West	127-0416	<i>Other DHR Id #:</i> 127-6570-0005
<i>Primary Resource Information:</i> Factory, Stories 2.00, Style: Colonial Revival, 1911		
<i>Individual Resource Status:</i> Factory Contributing <i>Total:</i> 1		
2001 Broad Street, West	127-6570-0024	<i>Other DHR Id #:</i>
<i>Primary Resource Information:</i> Store, Stories 1.00, Style: No Discernable Style, 1985		
<i>Individual Resource Status:</i> Store Non-Contributing <i>Total:</i> 1		

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2007 Broad Street, West	127-6600	<i>Other DHR Id #:</i> 127-6570-0025
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Classical Revival, 1910		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
2011 Broad Street, West	127-6601	<i>Other DHR Id #:</i> 127-6570-026
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Colonial Revival, 1925		
<i>Individual Resource Status:</i> Commercial Building	Non-Contributing	<i>Total:</i> 1
2015 Broad Street, West	127-6602	<i>Other DHR Id #:</i> 127-6570-0027
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Vernacular, 1927		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
2018 Broad Street, West	127-6570-0007	<i>Other DHR Id #:</i>
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Commercial Style, 1930		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
<i>Individual Resource Status:</i> Other	Contributing	<i>Total:</i> 1
2020 Broad Street, West	127-6603	<i>Other DHR Id #:</i> 127-6570-0028
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Vernacular, 1920		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
<i>Individual Resource Status:</i> Commercial Building	Non-Contributing	<i>Total:</i> 1
2025 Broad Street, West	127-6604	<i>Other DHR Id #:</i> 127-6570-0030
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Vernacular, 1935		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
<i>Individual Resource Status:</i> Garage	Contributing	<i>Total:</i> 1
2031 Broad Street, West	127-6605	<i>Other DHR Id #:</i> 127-6570-0032
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Vernacular, 1922		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
2035 Broad Street, West	127-6606	<i>Other DHR Id #:</i> 127-6570-0033
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Classical Revival, 1915		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1
2043 Broad Street, West	127-6607	<i>Other DHR Id #:</i> 127-6570-0034
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Vernacular, 1915		
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i> 1

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2047 Broad Street, West	127-6608	<i>Other DHR Id #:</i> 127-6570-0035	
<i>Primary Resource Information:</i> Commercial Building, Stories 3.00, Style: Beaux Arts, 1913			
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i>	1
2051 Broad Street, West	127-6609	<i>Other DHR Id #:</i> 127-6570-0036	
<i>Primary Resource Information:</i> Restaurant, Stories 2.00, Style: Vernacular, 1920			
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i>	1
2200 Broad Street, West	127-6570-0037	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Restaurant, Stories 1.00, Style: Minimal Traditional, 1991			
<i>Individual Resource Status:</i> Restaurant	Non-Contributing	<i>Total:</i>	1
2201 Broad Street, West	127-6610	<i>Other DHR Id #:</i> 127-6570-0039	
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Vernacular, 1902			
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i>	1
<i>Individual Resource Status:</i> Garage	Non-Contributing	<i>Total:</i>	1
2220 Broad Street, West	127-6164	<i>Other DHR Id #:</i> 127-6570-0038	
<i>Primary Resource Information:</i> Factory, Stories 2.00, Style: Classical Revival, 1906			
<i>Individual Resource Status:</i> Factory	Contributing	<i>Total:</i>	1
2237 Broad Street, West	127-6611	<i>Other DHR Id #:</i> 127-6570-0040	
<i>Primary Resource Information:</i> Restaurant, Stories 1.00, Style: Vernacular, 1938			
<i>Individual Resource Status:</i> Restaurant	Contributing	<i>Total:</i>	1
2239 Broad Street, West	127-6612	<i>Other DHR Id #:</i> 127-6570-0041	
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Vernacular, 1952			
<i>Individual Resource Status:</i> Commercial Building	Non-Contributing	<i>Total:</i>	1

Hermitage Road

840 Hermitage Road	127-6570-0006	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Warehouse, Stories 1.00, Style: Commercial Style, 1920			
<i>Individual Resource Status:</i> Warehouse	Contributing	<i>Total:</i>	1

Marshall Street, West

1801 Marshall Street, West	127-6570-0008	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Commercial Style, 1925			
<i>Individual Resource Status:</i> Commercial Building	Contributing	<i>Total:</i>	1

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2000 Marshall Street, West 127-6570-0009

Other DHR Id #:

Primary Resource Information: **Warehouse, Stories 2.00, Style: Commercial Style, 1925**

Individual Resource Status: **Warehouse**

Contributing

Total: 1

Meadow Street, North

719 Meadow Street, North 127-6592

Other DHR Id #: **127-6570-0003**

Primary Resource Information: **Commercial Building, Stories 2.00, Style: Beaux Arts, 1910**

Individual Resource Status: **Commercial Building**

Contributing

Total: 1

721 Meadow Street, North 127-6593

Other DHR Id #: **127-6570-0004**

Primary Resource Information: **Commercial Building, Stories 2.00, Style: Beaux Arts, 1920**

Individual Resource Status: **Commercial Building**

Contributing

Total: 1

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Developmental history/additional historic context information (continued)

Significance Discussion

The West Broad Street Industrial and Commercial Historic District is significant under Criterion A (Commerce and Industry) and C (Architecture) at the local level of significance with a period of significance extending from 1902 to 1960. The industrial and commercial development of the area capitalized on the rail and road infrastructure, the availability of land, and annexations by the City of Richmond in 1906 and 1912 that brought municipal services to the area. Initial industrial development in the area, including the Putney Shoe Factory and C.F. Sauer, depended on rail access, while a subsequent wave of commercial development that followed in the early twentieth century focused primarily on automobile traffic along West Broad Street.

Development of the District represents a transition between an era in which industrial and commercial undertakings were located either in downtown Richmond or in Manchester, adjacent to rail lines, to a post-1960 era dominated by automobiles and motorized transportation, the popularity of which led to the rapid westward suburban expansion of Richmond. The swift growth of the western suburbs led to the exodus of downtown industrial production, commercial enterprises, retail opportunities and, ultimately, downtown residents. New commercial outlets such as the Willow Lawn Mall were constructed, making it unnecessary for suburban residents to come to the city for their shopping needs. This outward expansion eventually caused the decline of the industrial and commercial businesses in the District, as the City's population moved west and took its business elsewhere.

Architectural Significance

The architecture of the large-scale industrial buildings presents a dignified face to the public, and the buildings were built of enduring materials that conveyed a sense of civic responsibility and long-term commitment to the community that speaks to a commercial and industrial identity that extends far beyond mere production. These larger industrial buildings adopted versions of the popular Classical Revival styles that, while they may not reflect directly the activities within, do reflect a sense that these industrial producers saw themselves as long-term members of the Richmond community, and adopted visible and enduring architectural language that announced a sense of permanence and civic involvement. The smaller commercial buildings that addressed West Broad Street similarly adopted prevailing architectural styles, including Classical Revival and, increasingly over time, Modern expressions, to convey a different sense of architectural presence. These buildings more directly embraced the modernity of automobile-driven lives, and adopted an architectural expression that sought to attract, through prominent signage and expansive storefront plate glass, the automobile-borne consumers travelling on Broad Street. The use of modern architecture by these smaller commercial buildings reflects the embrace of the modern, automobile-driven consumer culture, which is clearly reflected in the architecture of the West Broad Street Industrial and Commercial Historic District.

Introduction: Industrial Heritage

The first development of the area included in the West Broad Street Industrial and Commercial Historic District began in the late eighteenth and early nineteenth centuries with the establishment of country estates for well-to-do Richmonders.¹ Much of the land in this area was at one time part of the Mayo family's Hermitage estate. What is now called Hermitage

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Road originally connected the Hermitage estate to the colonial Westham Road, and now serves as the major north-south route through the District. In 1804, Deep Run Turnpike (now called Broad Street) was constructed across Western Henrico County to connect Richmond with the Deep Run coal fields in Goochland County.² Deep Run Turnpike extended to the northwest from Foushee Street, then the western terminus of the corporate boundary of Richmond. In time, Deep Run Turnpike became the primary route into Richmond from the northwest. In 1817 a group of investors, recognizing the transportation advantages presented by the Deep Run Turnpike, platted the Town of Sydney. This development consisted of half-acre building lots extending from the south side of the Deep Run Turnpike south, encompassing most of the present-day Fan neighborhood.

The second major transportation corridor to extend through the area was created in 1836, when the Richmond, Fredericksburg, and Potomac (R.F. & P.) rail line began construction. Beginning at the intersection of Eighth Street and Deep Run Turnpike, the rail line extended northwest along the centerline of the Turnpike. Near the intersection with modern-day Hancock Street, the line angled to the north away from the Turnpike, running north-by-northwest. The R.F. & P. line comprises the northern boundary of the West Broad Street Industrial and Commercial Historic District. The first major development in the area was the 1859 construction of the Virginia State Agricultural and Mechanical Society Fairgrounds, located on a large tract of land west of Hermitage Road between the R.F. & P. right-of-way and the Deep Run Turnpike. Known as the "New" Fairgrounds, this was the second location of the state fair, which was originally held at what is now called Monroe Park.

The forces that led to the development of the West Broad Street Industrial and Commercial Historic District made their impact beyond the boundaries of the District, into the surrounding areas to the north and to the west. Additional industrial companies such as the Southern Stove Works, located to the north on Hermitage Road, and large-scale food-production facilities such as the Todd Ham Company, also to the north on Hermitage Road, and FFV Cookies located to the west at the intersection of the Boulevard and West Broad Street, took advantage of the same transportation network that made development in the District possible and desirable. Similarly, it could be argued that, further to the west, large-scale industrial production of the American Locomotive Company, and the various small-to-medium scale industrial facilities in Scott's Addition made use of the newly-available western land and the same rail and road transportation networks to develop the industrial capacity of that area. All of these forces – both within and to the west and north of the District, contributed to the development of the industrial and commercial character of this District.

Early Development in the Vicinity of West Broad Street and Hermitage Road, post-Civil War to 1901

In the aftermath of the Civil War, the economic elements that drove the development of the West Broad Street Industrial and Commercial Historic District began to coalesce. The transportation, manufacturing, and distribution sectors of the Richmond economy recovered and expanded. This was the continuation of a process that began in the first half of the nineteenth century, during which a network of port facilities, turnpikes, canals, and railroads allowed raw materials to be freighted into Richmond and finished goods to be distributed outward to Virginia and points beyond.³ While industrial and transportation improvements were underway in central Richmond, a corresponding series of improvements were being

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made in the area that includes this District, and the area was soon annexed by the City of Richmond. In 1888, Frank Sprague engineered the first successful electric street car lines in Richmond, and over the next fifteen years, Richmond developed a comprehensive streetcar network. The newly-renamed Broad Street (formerly Deep Run Turnpike) served as the main east-west line of the streetcar system, with spurs at Laurel, Harrison, Robinson, and Belmont Streets funneling traffic directly onto the Broad Street line. This made it possible for workers from across the Richmond area to reach a steadily increasing number of new industrial and commercial businesses located in what would become the West Broad Street Industrial and Commercial Historic District.⁴ The development of the Virginia Railway and Power Company resulted in a reliable source of electricity for powering the streetcar system as well as the buildings and machinery located in the West Broad Street Industrial and Commercial Historic District.⁵

In 1892, a major Richmond annexation incorporated 292 acres bounded on the south by Grove Avenue, on the west by the Boulevard, on the north by West Broad Street, and on the east by the former city limits at Lombardy Street. This land was taken from Henrico County and deeded to the city of Richmond. This large annexation and subsequent city improvements opened vast tracts of land to commercial and suburban development, though no suburban residential development occurred within the boundaries of the District. The nationwide financial depression that began in 1893 thwarted development in the area. There was little commercial growth on West Broad Street until the beginning of the twentieth century. By 1900, Richmond entered a period of economic recovery, spurred by the expansion of railroad connections and the growth of tobacco processing, iron fabrication, and other manufacturing industries. The westward expansion of the city's electric streetcar lines on Broad Street and the attractiveness of the west end suburbs for residential development placed this area at the forefront for industrial and commercial development.⁶

By the turn of the century, the combination of undeveloped land and easy access to railroad and streetcar systems made the West Broad Street Industrial and Commercial Historic District an attractive area for the construction of factories and warehouses. On the South side of Broad Street, the half-acre lots established in the 1817 Sydney subdivision provided suitable locations for commercial and light industrial development. North of Broad Street, larger lots in the Carver neighborhood were platted around 1880, and the Scott's Addition subdivision, expanded several times between 1890 and 1912, provided sites for small warehouses and factories that could be served by the rail spurs from the R.F. & P. line. Beginning in 1890, several large tracts just north of the District at the intersection of Hermitage Road and the rail lines were used for stockyards, meat packing plants, and tobacco warehouses.⁷ By far the most important catalyst for development within the District, however, occurred in 1902 when the Virginia fairgrounds moved north on Hermitage Road and the property became available. This created a large tract of land available for industrial and warehouse development west of the intersection of Hermitage Road and Broad Street.⁸ These large parcels allowed for the construction of equally large industrial operations such as the Stephen Putney Shoe Company (#127-6570-0038, 1906) and the C.F. Sauer Headquarters (#127-6570-0005, 1911) that needed more land for their expansive operations, along with convenient rail and road transportation access. This land pattern is still evident in the distribution of business in the District today.

Early Development in the Vicinity of West Broad Street and Hermitage Road, 1902-1914

The first building to be built in the District was built almost immediately after the former fairgrounds became available. While the building, L.H. Jenkins Inc, a book manufactory (now commonly referred to as the Bookbindery) at 2201 West

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Broad Street (#127-6570-0039, 1902), was built on the south side of Broad Street and not on former fairgrounds land, the coincidence of the dates makes it at least plausible that the availability of land to new development north of Broad Street made the parcels south of Broad Street also more attractive. The book manufactory, and 1838-1840 West Broad Street, the Atlantic Motor Company (# 127-6570-0021, 1920) both came into being at the instigation of Richmond businessman Luther Howard Jenkins. Jenkins is celebrated in one biographical account as the epitome of New South commercial optimism. Born in Fredericksburg, Virginia, Jenkins began his life "at a time when Virginia was in the throes of a terrible war, left fatherless when one year of age, having to make his own way unaided and in the face of great obstacles, and to attain to the position of one of the captains of industry in his state and one of the most successful in his line in the country"⁹ Jenkins' "line" was books and, according to his biography, Jenkins operated "the greatest book manufactory in the South."¹⁰

Jenkins was born in Fredericksburg, and arrived in Richmond as a young man.¹¹ The Jenkins family settled in Richmond where Jenkins was eventually employed by book publishers Randolph & English. In 1882, after thirteen years with that firm, Jenkins formed a partnership with E. D. Whitehall as Jenkins & Whitehall, book publishers. In 1897, at the age of 41, Jenkins bought out his partner, and continued the business alone as L. H. Jenkins, Inc. The firm prospered, and in 1902 he built a new book manufactory at 2201 West Broad Street. The manufactory was said to be "equipped with all of the modern and improved appliances in printing and binding, and permits the accomplishment in the one plant of all the processes of book manufacturing in large editions."¹²

The L. H. Jenkins Inc. book manufactory is located just four blocks west of the site on which he would, in 1920, establish the Atlantic Motor Company.¹³ The company was a family affair: L. Howard Jenkins (apparently one of Jenkins' two sons) was the Secretary-Treasurer of the L. H. Jenkins book manufactory.¹⁴ Not only were Jenkins' business interests located close together, he lived in a lavish house nearby at 1839 Monument Avenue, designed in 1908 by W. Duncan Lee, the designer's first building on Monument Avenue, planned while he was still in partnership with M. J. Dimmock.¹⁵ The Jenkins residence, a full-scale Colonial Revival mansion, is located immediately south of the Atlantic Motor Company building.¹⁶ Jenkins was also said to be "a large real-estate owner in Richmond," which was the entrée to his investment in the Atlantic Motor Company.¹⁷ Original drawings for the L. H. Jenkins Inc. building have been lost, but two sets of drawings for additions, both by architect Charles M. Robinson, survive, including a brick office building addition to the book manufactory in 1922,¹⁸ and a bindery addition in 1930, both of which appear to survive.¹⁹

The second and third major buildings to be constructed in the District were both large factories. The Putney Shoe Company (2220 West Broad Street, #127-6570-0038, 1906) and the C. F. Sauer Company (2000-2018 West Broad Street, #127-6570-0005, 1911), were both built near the J.H. Jenkins Book Manufactory. They also share a similar set of functional concerns: both were located on the north side of Broad Street, adjacent to the rail lines just to the north, and both integrated factory production with offices to manage both production and distribution. While the products they produced were very different (shoes and spices), their approaches to both production and distribution were similar.

The Putney Shoe Company was established in 1817, when Samuel Putney traveled from Massachusetts to Richmond to sell shoes. In 1859 Samuel's nephew, Stephen Putney, came to Richmond to join the family firm, which would carry his name following the Civil War. The Stephen Putney Shoe Company prospered, and after 1880 established a large

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industrial plant at 9th and Perry Streets in Manchester.²⁰ By 1900, this section of Manchester, which followed the James River, was heavily industrial. The neighborhood was served and connected to Richmond by the railway, which both supported and encouraged the expansion of its industrial character. It was further connected to the city by roads, including bridges across the James.²¹

By 1903, the Putney Shoe Company had expanded to the point where its original Manchester location was no longer useful, and had purchased a portion of the former state Fairgrounds, just north of the intersection of West Broad Street and Hermitage Road. The site was more convenient to road and rail, and provided the company with the space it needed. The firm commissioned Walter D. Blair of Richmond and J.E.B. Carpenter of Norfolk to design the new building (#127-6570-0038, 1906), which would combine offices with manufacturing and distribution. Blair and Carpenter adapted an elaborate five-part façade, such as that seen in the similar design of J. I. Hittorf's 1859 Gare du Nord, into a simpler three-part façade with a single, glazed entrance archway flanked by two low wings. The building combined a large industrial area as three linked, single-story spaces, lit by clerestory windows. A two-story section behind the elevation immediately fronting on Broad Street was designed to contain the sales and administrative offices. A large arched opening at the rear of the building allowed entrance for two sections of rail, taking full advantage of this means of transportation by easing both unloading of supplies and loading of finished product. Two large side aisles, lit by windows and lightwells, were used for work and storage.²² Just as the new Putney Shoe Company was nearing completion in 1905, Stephen Putney died.²³

The Putney Shoe Company is an example of fireproof construction, featuring bearing walls of brick (with the primary elevation stuccoed) and poured concrete floors, roof and columns. The building's fireproof construction, emphasis on abundant light, and immediate access to rail lines made it a model of efficiency and safety:

The most economically arranged shoe plant in the country. Every facility for the saving of time, labor and expense employed. Built of concrete – insurance unnecessary. Entire business (except office) on one big floor – no elevator costs, less force required, systematic arrangement of stock. Double railroad tracks in building for receiving and shipping freight. Bright daylight on every side. Because of our greatly reduced costs of operation and the many Economical Advantages we possess, we can and do make Battle Axe Shoes of Superior Quality over other makes of shoes. Stephen Putney Shoe Co., Richmond, Va.²⁴

The Putney Shoe Company shipped twice as many cases of shoes annually (over 100,000 cases in 1907) as its competition in Richmond (two private factories in Shockoe Valley and a shop located within the Virginia Penitentiary, near the Tredegar Ironworks).²⁵ Company advertisements boasted that the plant contained more ground-floor space than any other factory in the South, and that it possessed "every feature known to modern science for the expeditious and economical conduct of our immense business."²⁶ By 1909, Richmond was the fifth largest distributor of shoes in the United States (only Chicago, New York, St. Louis, and Baltimore had greater numbers).²⁷ By 1917, the value of the shoes produced in Richmond's factories totaled \$4,000,000 per year. A large portion of this total number was

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manufactured by the Putney Shoe Company.²⁸ In 1917, Richmond's greatest industries were tobacco (first), iron and steel (second), fertilizer (third), flour and food processing (fourth), and shoes and paper.²⁹

Five years after the Putney Shoe Factory was completed, the C.F. Sauer Company completed its new factory and headquarters at 2000-2018 West Broad Street (#127-6570-0005, 1911), and began production at the new facility in 1911. The firm began some two decades before relocating to 2000-2018 West Broad Street. Conrad Frederick Sauer began his career in spices and flavorings in 1884 when, at the age of seventeen, he began working as a pharmacist in Richmond, Virginia. After noticing that a significant portion of his business involved selling flavoring extracts to housewives, who trusted the purity of the drugstore's products over other retail sources, Sauer was inspired to begin his own business. In 1887 he founded the C.F. Sauer Company, and began the direct sale of individually packaged bottles of flavoring extracts from the company's flagship location at 17th and West Broad Street, where it remained for twenty-four years, until relocating to its present location at 2000-2018 West Broad Street in 1911. The C.F. Sauer Company even purchased its own rail cars to facilitate the shipping of spices across the country. By providing a coveted product in small, inexpensive, and easily obtainable packages, and by making that product widely available, the C.F. Sauer Company became highly successful and Sauer himself became a wealthy man. In 1911, Sauer relocated his business to 2000-2018 West Broad Street³⁰. Designed by Scarborough & Howell, Inc., Engineers and Architects, of Richmond, Va., this building remains the cornerstone of the C. F. Sauer Company today. Its presence in the District, as well as the Sauer Company's success, would encourage other businesses to locate in the District. By the late 1920s the company had become the nation's largest producer of spices and extracts, and Sauer had become known as a local philanthropist. A major expansion of the C.F. Sauer headquarters appears to have occurred sometime between 1925 and 1930. The 1924-25 Sanborn Fire Insurance Company map of the area (Vol. 4, sheet 476) records the Peerless Ice Cream Company factory located to the west of C.F. Sauer, in the location of present-day 2018 West Broad Street (#127-6570-0007, 1920). C.F. Sauer acquired the Peerless Ice Cream Company sometime after 1925, and by 1930 added the storefront at 2018 West Broad Street, extending it to the rear approximately forty feet to meet the façade of the Peerless Ice Cream Company building. The storefront appears to have been used for office space (as it is today), and the former ice cream factory was incorporated into the C.F. Sauer production floor. The buildings are fully integrated internally, despite the independent identity of their Broad Street elevations.

Following Sauer's death in 1927 his son, Conrad Frederick Sauer, Jr., was elected president and treasurer of the company. Sauer Jr. soon instituted a focus on sales rather than production, and expanded the company into household remedies by purchasing the Commerce Company in his first year of leadership. Two years later Sauer purchased Duke's Products Company, further expanding its holdings to include mayonnaise and other sandwich and salad dressings. Sauer Jr. led the company through the Great Depression without cutting staff or staff salaries by focusing instead on limiting production. The 1950s and 1960s were a time of expansion and addition to the C. F. Sauer Company's line of products. Items such as Duke's salad dressings, a Connoisseur line of spices, and Gold Medal ground black pepper were added to the inventory. In 1964 the company purchased margarine manufacturer Dean Foods, a supplier of margarine products for institutional and food service uses, and added Alford's Barbecue Sauce in 1967 (quickly renaming the product Sauer's). The C. F. Sauer Company's tradition of innovation continued when it became the first spice company to utilize plastic

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containers, and the company still holds the patent for that product. In the 1960s, 1970s, and 80s, the C.F. Sauer Company made a series of adaptations to existing buildings in the District, including incorporating the commercial storefront building at 2018 West Broad Street (#127-6570-0007, 1930), itself the result of an earlier expansion (described above), into the functioning production floor of the C.F. Sauer headquarters at 2000-18 West Broad Street (#127-6570-0005, 1911). Also during the 1960s, an approximate forty foot long extension was added to the 2000-18 West Broad, in the position of 2016 West Broad Street, in the form of a single-story brick production floor extension, which reached out to the street, and lies parallel with the storefront of 2018 West Broad Street. All of these buildings are fully interconnected internally, and serve as production and storage for the C.F. Sauer Company. Another significant change made during this period included moving its distinctive bulb-lit "Sauer's Vanilla" sign from its original location on a building at the intersection of West Broad Street and Hermitage Road (demolished in the 1960s) to its current location atop the C.F. Sauer Company headquarters building. The sign, which includes the legend "Sauer's Vanilla" and a colorful cartoon image of a traditional chef, is placed where automobile drivers heading westward along Broad Street toward the Richmond suburbs may easily see it. A local landmark, it is best viewed at night when carefully arranged lights cycle to make it appear that the chef is pouring the company's vanilla and stirring it into his mixing bowl.

The next major building in the District, The Virginia School Supply Building (#127-6570-0009, 1913) was designed in 1913 by Richmond architect Marcellus E. Wright and constructed at 2000 West Marshall Street in that same year.³¹ A much smaller building than the three large factories that predated it, the Virginia School Supply Company located here apparently to take advantage of the efficient transportation network. Located behind the C.F. Sauer factory, the Virginia School Supply Company building advertised that it manufactured and sold "Every Article Needed for Schools and Colleges." That production included "School Desks, Blackboards, Teachers' Desks and Chairs, Bookcases, Auditorium Seating, Maps, Globes, Charts, Crayons, Erasers, Etc." Located directly on the rail sidings, the Virginia School Supply Company took advantage of the extensive rail infrastructure to allow it to ship its goods across the state and into the mid-Atlantic.

The Virginia School Supply Company, following the pattern established by the L.H. Jenkins Book Manufactory, the Putney Shoe Factory, and the C.F. Sauer Company factory, did not originate on this site, but rather began in downtown Richmond and relocated west to the District. The Virginia School Supply Company first appears in the Richmond City Directory in 1908-09, located at 201 N. 8th Street under the direction of its president Preston Belvin.³² The company remained at 201 N. 8th Street until 1911, when it relocated to 8 South 9th Street, remaining at that location through 1912 when the firm moved to the corner of 9th and Cary. It was during that year that Preston Belvin, Jr., joined the firm as Vice President. The 1912 city directory lists its address as the corner of 9th and Cary streets.³³ In 1913, the Virginia School Supply Company moved to the corner of Meadow and Marshall (the address of 2000 West Marshall Street would be assigned later).³⁴ In 1915-16, the company took out a prominent advertisement in the Richmond City Directory announcing:

Virginia School Supply Company, We Carry a Full Line of School Desks, Blackboards,
Assembly Chairs & C
Church Pews, Opera Chairs
Sole Manufacturers of the Old Dominion Patented

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Heating and Ventilation System Visitors to the City Are Invited to Visit our Show Rooms 2000-2012 West Marshall Street, Richmond, Virginia.³⁵

Its success was relatively short-lived. The Virginia School Supply Company remained at 2000 West Marshall Street until 1931.³⁶ The directory for the following year lists 2000 West Marshall as vacant.³⁷ The Virginia School Supply Company appears not to have reopened at a new location at a later date, possibly a casualty of the Great Depression.

The building at 2000 West Marshall Street remained vacant until 1936, when the Southern Spring Bed Company of Virginia opened in the location. The subsequent history of 2000 West Marshall Street is representative of many in the District: the buildings were frequently adapted for new uses as tenants and owners moved in and out according to fortunes of their businesses. While the largest three buildings in the District – the L.H. Jenkins Book Manufactory, the Putney Shoe Factory, and the C.F. Sauer headquarters – remained stable over long periods of time, the businesses located in the smaller buildings did not see such sustained prosperity, and they often came and went with great frequency throughout the District. For example, the Southern Bed Spring Company of Virginia, run by Richard N. Schwab, President, Herbert N. Beck, Vice-President, and Jack Pappenheimer, Secretary-Treasurer, not only operated just for a short time, but it was run by individuals who resided elsewhere. The location of the building and plan of the building suggest that this was a manufacturing and/or distribution facility for the Southern Bed Spring Company of Virginia, rather than a retail operation. The firm stayed at 2000 West Marshall Street for only a single year, and Schwab and Pappenheimer were both listed as residing in Atlanta, Georgia.³⁸ The following year, 2000 West Marshall Street was occupied as a National Automotive Parts Association (NAPA) warehouse.³⁹ NAPA, founded in 1925 to meet the rapidly expanding need in the United States for an automobile parts distribution system, sold auto accessories from the 2000 West Marshall Street address until 1940, when the space was taken over by the Motor Parts Corporation, a wholesale auto parts dealer.⁴⁰ Run by John A. Brosnahan, President, M.S. Mosley, Vice-President, and Mrs. Ethel W. Mosley, Secretary-Treasurer, it remained at the site, and in 1944 it added a wholesale distribution operation at 1839-1841 West Broad (#127-6570-0020, 1938), just across Broad Street, managed by Lloyd M. Dixon.⁴¹ By 1947, 2000 West Marshall Street was again a NAPA warehouse, which it remained through 1950.⁴² In 1953, 2000 West Marshall Street was occupied by two companies with shared ownership: the Electric Products Company and the Goldberg Company, Inc.⁴³ The Electric Products Company, run by LeRoy B. Goldberg, George Goldberg, Hugo Windmueller, Mrs. Tillye H. Goldberg, and Mrs. Margaret G. Forbes, sold wholesale appliances. The Goldberg Company, Inc., was run by LeRoy B. Goldberg, President, George R. Goldberg, Vice-President, Hugo Windmueller, Secretary, and Mrs. Tillye H. Goldberg, and sold wholesale electric appliances. These two related companies remained at 2000 West Marshall St. through the end of the period of significance, 1960.⁴⁴ This degree of change in ownership and occupation of the small industrial and commercial buildings in the District was typical.

Continued Development in the Vicinity of West Broad Street and Hermitage Road, 1915-1945

The early history of the District featured industrial production, followed by a focus on distribution. After 1915, new businesses in the District were increasingly focused on distribution and, later, commercial undertakings. Much of this

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change was brought about by the increased reliance on the automobile, which reshaped the fortunes of West Broad Street into a major commercial artery into and out of Richmond.

The advent of the automobile led quickly to an increase in the number of auto, truck, and tractor dealers and repair shops in the City of Richmond. The earliest automobile dealership in the District was the Atlantic Motor Company. The Atlantic Motor Company automobile showroom at 1840 West Broad Street (#127-6570-0021, 1920) was built by L. H. Jenkins (who also built and operated the L.H. Jenkins Book Manufactory, the first building built in the District). Built by contractor W. L. Ragland at a cost of \$45,000, it was at that time the most expensive building permit issued by the City of Richmond for a garage structure of any type. The building was designed by Albert F. Huntt (1868-1920), a Richmond native and graduate of the Pennsylvania Military Academy with degrees in architecture and engineering. Huntt specialized in warehouses and factories, and completed projects in Virginia, North Carolina, New York, and Wisconsin. Huntt was in practice with Carl Ruehrmund from 1892-95, after which he established his own practice in Richmond.⁴⁵ Designed in 1919, 1840 West Broad Street is the last known building designed by Albert F. Huntt. He died the following year.⁴⁶

Construction of the Atlantic Motor Company building proceeded soon after approval, and the 1920-21 Richmond City Directory lists it at 1840 West Broad Street. Jenkins, however, did not operate the firm; L. Jennings Shaw operated the Atlantic Motor Company in its first year. In 1920, the automobile business was burgeoning in Richmond, with some dealerships, like the Atlantic Motor Company, establishing themselves on the city's western edges. In that year, most dealerships were located closer to the city center. Downtown dealerships included Southern States Automotive, 439 West Main Street; the Richmond - American Co., 206 West Broad Street; United Motors Corp., 318 West Broad Street; Markel Motor Inc., 322 West Broad Street; and the Terminal Motor Co., 9th & Cary.⁴⁷ The move west of Richmond by automobile dealers was represented by the Richmond Motor Company, 10th & Broad; Universal Motor Co., 1012-12 West Broad Street; Stewart Motor Trucks, 1410 West Broad Street; Ford Motor Company, 1501-1507 West Broad Street; and Anderson Automobile, 1837 West Broad Street.⁴⁸ The westernmost of the dealerships listed in the 1920-21 Richmond City Directory was the Atlantic Motor Company, at 1840 West Broad Street; it operated until around 1925.

In 1928 a new business moved into 1840 West Broad Street: the Richmond Valeteria, cleaners and pressers, a commercial laundry. It was operated by Henry F. Vaughn, President; Fred I. Hobbs, Vice-President; and W. Asbury Harrison, Secretary-Treasurer.⁴⁹ The Valeteria's use of 1840 West Broad Street necessitated virtually no changes to the physical fabric of the building, and no physical evidence of its occupation of the building is visible today. The Richmond Valeteria remained in business at 1840 West Broad Street through 1937 or early 1938.⁵⁰ In 1938, Gathright's, Inc., moved into 1840 West Broad Street.⁵¹ Gathright's was an electric appliance dealership, selling electric refrigerators, ranges, oil burners, electric washers and ironers, and other major electric appliances. Gathright's remained in business at 1840 West Broad Street through 1944.⁵² By 1946, Gathright's had moved to 119 West Broad Street, and a new business, Lauritzen Motors, Inc., occupied 1840 West Broad Street.⁵³ Lauritzen Motors, owned and operated by Paul R. Lauritzen (President and General Manager), operated a Nash sales and service dealership at 1840 West Broad Street from 1946 at least through 1960.

The range of tenants and uses of buildings in the District is nowhere as varied and contrasting as it was in the building at

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840 Hermitage Road (#127-6570-0006, 1920) which appears to have been built and first occupied in 1920, when an entry for a structure on the site appears in the Richmond City Directory.⁵⁴ The first structure located with certainty⁵⁵ at 840 Hermitage Road can be documented in 1931, when the Cold Steam Process Co., building cleaners (the cold steam process was generally an industrial de-greasing process), appeared at that address.⁵⁶ It appears that the earliest (1920) portion of the building is the lower section along Hermitage Road, and the portion was added to the rear ca. 1930. The Cold Steam Process Co., managed by Richard M. Elam, appears to have occupied the site for a single year. In 1932, 840 Hermitage Road was occupied by the Rock Creek Ginger Ale Company.⁵⁷ The Rock Creek Ginger Ale Company, was based in Washington, D.C., with manufacturing sites located in the Maryland and Virginia suburbs of the District.⁵⁸ In 1936, Marshall A. Reams, coal merchant, opened a store at the back of 840 Hermitage Road.⁵⁹ Reams remained at the site for a single year, and was replaced in 1937 by the Butler & Magill Coal Company, later renamed the George T. Magill Coal Company. That firm remained at the location until 1960.⁶⁰ In the same year that George T. Magill began his long run distributing coal from 840 Hermitage Road, the Rock Creek Ginger Ale Company spent its last year at that address.⁶¹ The main building at 840 Hermitage Road remained vacant during 1940-41 (though for that year only the McKinley Coal Company also operated from the rear of the building, with George T. Magill).⁶² In 1942, the Atlantic States Motor Lines, managed by Samuel C. Anderson, took up residence at 840 Hermitage Road. Atlantic Motor Lines remained at 840 Hermitage Road through 1946.⁶³ In 1947, McLean Trucking Co. took over 840 Hermitage Road, with the same Samuel C. Anderson remaining as the terminal manager.⁶⁴ Atlantic States Motors remained at 840 Hermitage Road until 1948.⁶⁵ In 1950, Long's Express (previously located a few blocks to the north at 1130 Hermitage Road⁶⁶) moved into 840 Hermitage Road, where Kenneth W. Long managed an office and warehouse. Long's Express remained at 840 Hermitage Road through the end of the period of significance in 1960.⁶⁷ The range of uses in 840 Hermitage Road – industrial de-greasing, ginger ale bottling, coal distribution, trucking terminal, and bus (probably freight, taking advantage of the rail sidings, and not passenger) service – is by far the most varied in the District, and clearly illustrates the changing uses of District buildings as well as the evolution of the District as a whole.

One of the last buildings built in the District to take advantage of the transportation network was for a company that was focused on distribution: the Central Coca-Cola Company, 1801-1803 West Marshall Street (#127-6570-0008, 1925). While other buildings to follow would certainly use the road transportation network, they would be for more commercial, retail ventures. What would become known as the Central Coca-Cola Company was founded by Kentucky-native James E. Crass. At the urging of Asa G. Candler, the owner of the Coca-Cola Company, Crass purchased a small bottling company in Charleston, West Virginia, in 1899. The following year, 1900, Crass moved his company to Richmond, Virginia, building a larger bottling plant at 1801-1803 West Marshall Street in 1925. The building was expanded in 1926, through the construction of an additional plant next door at 1805-1807 West Marshall Street. This building, designed and built by O.C. Peers, was a one- and two-story stucco and brick plant (it has since been demolished).⁶⁸ In time, Crass would own 42 franchises in Virginia, Pennsylvania, and Ohio. Crass had other business enterprises in the area, including the Richmond Auto Exchange, which in 1925 he built at 1807 West Marshall (this addition has since been demolished).⁶⁹ In addition to his bottling of Coca-Cola, Crass developed, bottled, and marketed his own brand of soft drink, the popular flavored beverage Crass Cola. Upon James E. Crass' death in 1930, his son-in-law Walter L. Sams took over the franchise. Subsequently, the firm developed a larger bottling facility on Roseneath Road in Scott's Addition, including in 1940 a processing plant at 1310 Roseneath Road (and, in 1957, an office building at 1301 Roseneath Road). The plant

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on Marshall Street continued in operation throughout these developments, taking advantage of both rail and automobile transportation networks. While much of the bulk supplies for the company arrived by rail, the products were mixed and bottled on site, and subsequently many of the deliveries to stores, restaurants, and other establishments were made using trucks.

Development in the Vicinity of West Broad Street and Hermitage Road, 1946-1960

By the mid-twentieth century, continued westward expansion of both residential and commercial neighborhoods had rendered the area of the West Broad Street Industrial and Commercial Historic District less and less attractive to industrial companies searching for a base of operations. Richmond's last streetcar line was inactivated in 1949 and replaced by buses. This, along with the rise in suburban development west of the City, encouraged retailers to situate farther and farther from the city center. Broad Street became the main artery through the area, and automobiles became the primary way to move both people and goods through the District. The rail lines remained intact, but the automobile became the dominant factor in the District, and the impact of the automobile was felt throughout the District.

So strong was the impact of the automobile that when the Sears Roebuck Company decided to build a new department store in Richmond (their fourth) they did not choose to build it downtown, where department stores such as Miller and Rhoads, Thalhimers, and Berry-Burk had been located. Instead, they selected the site at 1700 West Broad Street (#127-6570-0010, 1946) and built a new, Modern-style department store at some distance from the traditional downtown department store shopping district at an open site, easily reached by automobile, and with an ample parking lot located behind the building, something the downtown department stores could not offer. The department store was constructed in 1946. Designed by Robert I. Ballinger, Clifford H. Shivers, and Carl deMoll, of the Ballinger Company, Philadelphia. Ballinger also served as the contractor.⁷⁰ The Sears Roebuck Company department store was modern in every sense: automobile parking was provided on site, and the store's upper floors were reached by an escalator.

The Sears Roebuck Company department store prospered for a time, but the impact of the automobile on the District was far from over. In 1956, Richmond's first regional mall, the Willow Lawn Shopping Center, opened further west on West Broad Street, in Henrico County. The shopping center, completely detached from downtown Richmond, featured a connected G.C. Murphy, Giant Food, JC Penney, Peoples Drug, Safeway, and Woolworth stores. This further drew businesses away from downtown Richmond. The very automobile-based mobility that made the Sears Roebuck Company department store possible also led to its demise. The City of Richmond made great efforts to support the store. This included a misguided effort to extend the life of the store by condemning and demolishing a five-story masonry building belonging to C.F. Sauer⁷¹ located between the Atlantic Motor Company and the C.F. Sauer headquarters in order to widen Hermitage Road at its intersection with Broad Street. Though intended to make it easier for suburban shoppers (particularly those in the northern suburbs) to drive to downtown Richmond, the City's plan did not work. Many storefront alterations were made on the south side of West Broad Street in the District during the 1950s and early 1960s, as shop owners sought to capture the attention of passing motorists by incorporating modern storefronts, facades, and oversized signage on their West Broad Street storefronts. An example of this is found at Charlie's Lock Shop, 1811 West Broad Street (#127-6570-0014, 1950, non-contributing), where the storefront was rebuilt with generous amounts of glass and new signage to attract passing motorists. Next door at the House of Silver, 1813 West Broad Street (#127-6570-0015,

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1935) new, larger signage designed to be read at a distance was added to the building. The last building constructed within the Period of Significance, the ca. 1960 bank building at 1801 West Broad Street (#127-6570-0011, 1960), is a building almost wholly dependent upon customers arriving at the bank by automobile on West Broad Street. In 2007, after acknowledgement that the re-alignment of Hermitage Road was not successful, the road was returned to its original alignment as a part of the rehabilitation of 1838-1840 West Broad Street.

Development in the Vicinity of West Broad Street and Hermitage Road, 1960-2010

As the C.F. Sauer Company appropriated and adapted adjacent historic buildings for production and office space, their next-door neighbor, Pleasant's Hardware Store, 2020 West Broad Street (#127-6570-0028, 1920), was engaging in a similar practice. Founded in 1915, H.A. Pleasant's Hardware was originally located to the east at 1607 West Broad Street, Richmond. Pleasant's Hardware remained at that address until James A Hatcher, Sr., a long-time employee of the company, bought the company in 1950, and in 1975 moved it to 2020 West Broad Street (#127-6570-0028, 1920) adapting and expanding the building there for use as hardware store.⁷² It is difficult to assess the nature of those changes because, in 1989, Pleasant's Hardware was sold to the C.F. Sauer Company, which continues to operate the business at the site today. Upon purchase of the site, a large addition was added to 2020 West Broad Street (#127-6570-0028, 1920), which fully integrated the interiors of the historic building and the new addition into sales floor and office space.

Among the other changes in this later period, in 1976, the C.F. Sauer Company purchased Metrolina Plastics of Shelby, N.C., which remains the sole manufacturer of the bottles, cans, and tops used by the C. F. Sauer Company. By May 1981, the Sears Roebuck Company, 1700 West Broad Street (#127-6570-0010, 1946) department store closed.⁷³ The vacant former Sears Roebuck department store (#127-6570-0010, 1946) was purchased by C.F. Sauer shortly after it closed, and C.F. Sauer relocated its South Richmond warehousing operation from Goode Street to the former Sears Roebuck Department Store.⁷⁴ In the 1980s, Metrolina Plastics opened a second plant in Richmond to increase production (a non-contributing pre-engineered building located behind 1700 West Broad Street, (#127-6570-0010, 1946, the former Sears Roebuck Department Store). At the same time, the C.F. Sauer Company enlarged its existing plant and storage facilities for the same purpose, moving production into the former Sears Roebuck Department Store at 1700 West Broad Street (#127-6570-0010, 1946) as a spice manufacturing facility, with the packaging being manufactured in site in the pre-engineered building built to the rear of the former Sears Roebuck Department Store (#127-6570-0010, 1946). Only the most minor changes were made to the interior, as production and office space were largely organized around the existing interior architecture of the former department store.

While the District had its origins in industrial production, and expanded into commercial enterprises, the industrial production is continued today only by the C.F. Sauer Company, albeit on a large scale and utilizing several buildings in the District, including 1700 West Broad Street (#127-6570-0010, 1946) and 2000-2018 West Broad Street (#127-6570-0005, 1911). Of the remaining original major industrial concerns in the District, the L.H. Jenkins Book Manufactory, 2101-2211 West Broad Street (#127-6570-0039, 1902) has been adapted for use as office space, and 2220 West Broad Street, the Putney Shoe Factory (#127-6570-0038, 1906) was adapted for use as the Virginia Department of Taxation in the 1980s; the Department of Taxation vacated the building in 2010, and it is currently vacant. Of the mid-sized industrial and commercial buildings, some are currently used as offices. For example, 1838-1840 West Broad Street (#127-6570-0021, 1919) has been rehabilitated for use as offices. Two buildings in the District are currently used as restaurants or bars, including 2043-2045 West Broad Street (#127-6570-0034, 1915), and 2051-2053 West Broad Street (#127-6570-0036,

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1920). Other buildings remaining in productive use include 1801-1803 West Marshall (#127-6570-0008, 1925), used as the headquarters of a roofing company, and 1831-1833 West Broad Street (#127-6570-0017, 1925) used as the office and shops for F.C. Vogt, furniture maker and conservator of furniture and architectural woodwork. In recent years, however, increased attention has been paid to buildings in the area, and interest in revitalizing the economy of the neighborhood has led to the interest in this historic District. In 2005, Sauer Properties began the rehabilitation of the former Atlantic Motor Company Building at 1840 West Broad, an award-winning project, which led to increased interest in the redevelopment of the area.

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10. Geographic Data

Verbal Boundary Description (describe the boundaries of the property)

The Broad Street Industrial and Commercial Historic District comprises an area of approximately 40 acres in central Richmond. The District occupies an approximately six square block area encompassing portions of the north and south sides of 1800, 2000, and 2200 blocks West Broad Street and West Marshall Street, between Allen and Allison Streets (and including portions of the roughly North-South Streets Lodge, Hermitage, and North Meadow). There are no 1900 and 2100 blocks of West Broad and West Marshall Streets. The southern boundary is the alley between Broad and Grace Streets. The eastern boundary is formed by North Allen Avenue. The western boundary is Allison Street (south of Broad Street) and the western boundary of the parcel containing the former Putney Shoe Factory (north of Broad Street – Allison Street does not continue north of Broad Street), which was selected as the former Putney Shoe Factory forms the western anchor of the District

The District includes the City of Richmond tax parcels: W0000821052; W0000821053; W0000821054; W0000821055; N0001095002; N0001098010; N0001098006; N0001001021; N0001000001; N0001098014; N0001098016; N0001098019; N0001098025; N0001098020; N0000937003; N0000937001; W0000821022; N0001000003; N0001000007; W0000821021; W0000821020; W0000821017; W0000821016; W0000821010; W0000821008; W0000821006; W0000821003; N0001000002; W0000821002; W0000821056; N0001095003; W0000911026; W0000911022; W0000911021; W0000911020; W0000911019; N0001095005; N0001095004; W0000911014; W0000911013; W0000911011; W0000911009; W0000911005; W0000911003; W0000911001; N0001095012; N0001396014; W0001010014; W0001010005; W0000911052, and W0001010001.

UTM References

- A 18N 282522 4159869
- B 18N 282961 4159524
- C 18N 282786 4159310
- D 18N 282313 4159678

Boundary Justification (explain why the boundaries were selected)

The boundaries of the Broad Street Industrial and Commercial Historic District were drawn to incorporate the remaining historic resources associated with the industrial and commercial development of the greater West Broad Street area during the first half of the twentieth century. The eastern boundary, North Allen Avenue, was selected as it abuts the existing western boundary of the West Broad Street Commercial Historic District (127-5807, listed 2000). The eastern end of the District is anchored by the former Sears Roebuck Company department store. The southern boundary, the alley between Broad and Grace Streets, was selected as the character of Grace Street is predominantly residential, and does not share the industrial and commercial character of the area to the north. The western boundary, Allison Street

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(south of Broad Street) and the western boundary of the parcel containing the former Putney Shoe Factory (north of Broad Street – Allison Street does not continue north of Broad Street), was selected as the former Putney Shoe Factory forms the western anchor of the District. To the west of that parcel, on the south side of Broad Street, the District has suffered losses in historic fabric and entire buildings, and to the north of Broad Street, contains the large Department of Motor Vehicles building. The northern boundary, Clay Street, and the former path of Clay Street where it no longer exists, was selected as it represents a logical division between the dense industrial and commercial development of this District, and the less dense but large scale industrial and commercial development further to the north along Hermitage Road.

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**Name of Property: Broad Street Industrial and Commercial Historic District
City: Richmond
State: Virginia
Photographer: Bryan Clark Green
Date Photographed: 27 August 2010**

Description of Photograph(s) and number:

Photo1: 127-6570-0005, 2000 West Broad Street, Sauer Headquarters, 2010, West Elevation.

Photo2: 127-6570-0007, 2018 West Broad Street, Storefront, 2010, West Elevation.

Photo 3: 127-6570-0006, 840 Hermitage Road, 2010, Northeast Elevation.

Photo 4: 127-6570-0008, 1801-1803 West Marshall Street, 2010, North Elevation.

Photo 5: 127-6570-0010, 1700 West Broad Street, 2010, South Elevation.

Photo 6: 127-6570-0019, 1837 West Broad Street, 2010, North Elevation.

Photo 7: 127-6570-0021, 1838-1840 West Broad Street, 2010, South Elevation.

Photo 8: 127-6570-0027, 2015 West Broad Street, 2010, North Elevation.

Photo 9: 127-6570-0032, 2031-2033 West Broad Street, 2010, North Elevation.

Photo 10: 127-6570-003, 2047-49 West Broad Street, 2010, NorthElevation.

Photo 11: 127-6570-0036, 2051-2053 West Broad Street, 2010, North Elevation.

Photo 12: 127-6570-0038, 2220 West Broad Street, 2010, South Elevation.

Photo 13: 127-6570-0039, 2201-2211 West Broad Street, 2010, North Elevation.

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Endnotes

¹T. Tyler Potterfield, "Analysis by the City of Richmond Department of Planning and Development Review of the Eligibility of the Stephen Putney Shoe Company West Broad Street Plant for Listing on the Virginia Landmarks Register and National Register of Historic Places," City of Richmond, Department of Planning and Development, 17 March 2010.

²T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010.

³T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010.

⁴T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010.

⁵T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010, and Richmond City Planning Commission, A Master Plan for the Physical Development of the City (Richmond: City Planning Commission, 1946): 166-72.

⁶National Register Nomination, West Broad Street Commercial Historic District (VDHR File #127-5807), Virginia Department of Historic Resources, Richmond, Va.

⁷T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010.

⁸T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010.

⁹"Luther Howard Jenkins," *History of Virginia*. 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

¹⁰"Luther Howard Jenkins," *History of Virginia*. 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

¹¹"Luther Howard Jenkins," *History of Virginia*. 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

¹²"Luther Howard Jenkins," *History of Virginia*. 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

¹³*Richmond City Directory*, 1922-23, Library of Virginia, Richmond.

¹⁴L. Howard Jenkins lived further west in rapidly expanding Westhampton district, at stop 24 on the Westhampton Line.

¹⁵Permit Number: N/A, Residence for Mr. L. H. Jenkins, Esq., Address: 1839 Monument Ave., 1909 Control Number: 106
Drawn by: M. J. Dimmock Architect, Richmond Virginia.

¹⁶*Richmond City Directory*, 1922-23, Library of Virginia, Richmond.

¹⁷"Luther Howard Jenkins," *History of Virginia*. 6 vols. Chicago: The American Historical Society, 1924. V:122-23.

¹⁸Permit Number: 10550A, Office Addition to Bookbindery of L. H. Jenkins, Address: 2201 W. Broad St., 1922 Control Number: 971.

Drawn by: Charles M. Robinson; Contractor: Jas. Fox; Commissioned by: L. H. Jenkins

¹⁹Permit Number: 18680A, Addition to Building for L. H. Jenkins, Inc., Broad & Allison Streets, Address: 2221 W. Broad St., 1930 Control Number: 1797.

Drawn by: Charles M. Robinson, Architects, Richmond, Virginia

²⁰T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company", City of Richmond, Department of Planning and Development, 17 March 2010.

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- ²¹ T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ²² T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ²³ W. Asbury Christian, Richmond: Her Past and Present (Richmond: L.H. Jenkins, 1912) 262-67; 377; "Mr. Putney Dies, Ill Two Years," The Times Dispatch (Richmond), 24 November 1905, p. 1.
- ²⁴ Undated Advertisement, Stephen Putney Shoe Company, Richmond, Va.
- ²⁵ T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ²⁶ T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ²⁷ T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ²⁸ T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ²⁹ T. Tyler Potterfield, "Analysis ... of the Eligibility of the Stephen Putney Shoe Company," City of Richmond, Department of Planning and Development, 17 March 2010.
- ³⁰ Permit Number: 1724, Factory Building for the C. F. Sauer Company, Address: N. side Broad St. between Hermitage Rd. and Old State Fairgrounds, 1910 Control Number: : 79
Drawn by: Scarborough & Howell, Inc., Engineers and Architects, Richmond, Va.; Contractor: C. F. Sauer; Commissioned by: C. F. Sauer; Notes: Two drawings of this set are on tracing paper
- ³¹ Permit Number: 3227, Factory Building for Virginia School Supply Co., Address: N. side Marshall St. between Hermitage Rd. and Allison St., 1913 Control Number: 336.
Drawn by: Marcellus E. Wright, Architect, 410-11 Travelers Building, Richmond, Va.; Contractor: P. J. White and Son; Commissioned by: Virginia School Supply Co.
- ³² Richmond City Directory, 1908-09, Library of Virginia, Richmond.
- ³³ Richmond City Directory, 1912, Library of Virginia, Richmond.
- ³⁴ Richmond City Directory, 1913, Library of Virginia, Richmond.
- ³⁵ Richmond City Directory, 1915-16, Library of Virginia, Richmond, p. 159.
- ³⁶ Richmond City Directory, 1931, Library of Virginia, Richmond.
- ³⁷ Richmond City Directory, 1932-33, Library of Virginia, Richmond
- ³⁸ Richmond City Directory, 1936, Library of Virginia, Richmond.
- ³⁹ Richmond City Directory, 1937-38, Library of Virginia, Richmond.
- ⁴⁰ Richmond City Directory, 1940-41, Library of Virginia, Richmond.
- ⁴¹ Richmond City Directory, 1944, Library of Virginia, Richmond.
- ⁴² Richmond City Directory, 1947, 1950, Library of Virginia, Richmond.
- ⁴³ Richmond City Directory, 1953-54, Library of Virginia, Richmond.
- ⁴⁴ Richmond City Directory, 1959-60, Library of Virginia, Richmond.

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Historic District Inventory

The properties are listed alphabetically by street name and numerically by street address.

All resources have been identified as either contributing or non-contributing based upon the areas of significance of architecture, commerce and industry, and a period of significance of 1902-1960. All non-contributing resources have been so noted, either for being constructed after 1960, or for lack of integrity. The few buildings built after 1960 are a convenience store, a fast-food restaurant, and three pre-fabricated metal storage buildings supporting active industrial uses in the District.

Allison Street

709 Allison Street 127-6570-0029 *Other DHR Id #:*
Primary Resource Information: Commercial Building, Stories 2.00, Style: Commercial Style, 1920
Individual Resource Status: Commercial Building Contributing Total: 1

Broad Street, West

1700 Broad Street, West 127-6582 *Other DHR Id #: 127-6570-0010*
Primary Resource Information: Department Store, Stories 3.00, Style: Moderne, 1946
Individual Resource Status: Department Store Contributing Total: 1
Individual Resource Status: Warehouse Non-Contributing Total: 1

1800 Broad Street, West 127-6583 *Other DHR Id #: 127-6570-0012*
Primary Resource Information: Commercial Building, Stories 1.00, Style: Vernacular, 1926
Individual Resource Status: Commercial Building Non-Contributing Total: 1

1801 Broad Street, West 127-6584 *Other DHR Id #: 127-6570-0011*
Primary Resource Information: Bank, Stories 1.00, Style: International Style, 1960
Individual Resource Status: Bank Non-Contributing Total: 1

1806 Broad Street, West 127-6585 *Other DHR Id #: 127-6570-0013*
Primary Resource Information: Commercial Building, Stories 1.00, Style: Vernacular, 1920
Individual Resource Status: Commercial Building Non-Contributing Total: 1

1811 Broad Street, West 127-6586 *Other DHR Id #: 127-6570-0014*
Primary Resource Information: Commercial Building, Stories 1.00, Style: Vernacular, 1950
Individual Resource Status: Commercial Building Contributing Total: 1

1813 Broad Street, West 127-6587 *Other DHR Id #: 127-6570-0015*
Primary Resource Information: Commercial Building, Stories 2.00, Style: Classical Revival, 1935
Individual Resource Status: Commercial Building Contributing Total: 1

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⁴⁵ John E. Wells and Robert E. Dalton, The Virginia Architects, 1835-1955: A Biographical Dictionary (Richmond: New South Architectural Press, 1997): s.v. "Huntt, Albert F."

⁴⁶ John E. Wells and Robert E. Dalton, The Virginia Architects, 1835-1955: A Biographical Dictionary (Richmond: New South Architectural Press, 1997): s.v. "Huntt, Albert F." The last work previously credited to Huntt was the Tower-Binford Electric & Manufacturing Co. Warehouse and Factory, Richmond, which was announced in the Manufacturers Record on 4 September 1919. 1840 Broad Street was not previously credited to Huntt.

⁴⁷ Richmond City Directory, 1920-21, Library of Virginia, Richmond.

⁴⁸ Richmond City Directory, 1920-21, Library of Virginia, Richmond.

⁴⁹ Richmond City Directory, 1928, Library of Virginia, Richmond.

⁵⁰ Richmond City Directory, 1937-38, Library of Virginia, Richmond.

⁵¹ Richmond City Directory, 1938-39, Library of Virginia, Richmond.

⁵² Richmond City Directory, 1944, Library of Virginia, Richmond. There was no Richmond City Directory for the year 1945.

⁵³ Richmond City Directory, 1946, Library of Virginia, Richmond

⁵⁴ Richmond City Directory, 1920-21, Library of Virginia, Richmond.

⁵⁵ Street numbers were assigned sporadically, and some businesses were listed on this portion of Broad Street without addresses, but the entries for them appear and disappear leading to doubt as to the existence of a permanent structure at that address.

⁵⁶ Richmond City Directory, 1931, Library of Virginia, Richmond.

⁵⁷ Richmond City Directory, 1932-33, Library of Virginia, Richmond.

⁵⁸ After a bankruptcy, Roy C. Megarel re-formed the Pepsi-Cola Company in Virginia in 1923, moving his headquarters to Richmond. Located at 1224 West Broad Street, the firm eventually succumbed to the Great Depression, going into bankruptcy once again in 1931. The company reformed again in 1931.

⁵⁹ Richmond City Directory, 1936, Library of Virginia, Richmond.

⁶⁰ Richmond City Directory, 1959-60, Library of Virginia, Richmond.

⁶¹ Richmond City Directory, 1938-39, Library of Virginia, Richmond.

⁶² Richmond City Directory, 1940-41, Library of Virginia, Richmond.

⁶³ Richmond City Directory, 1946, Library of Virginia, Richmond.

⁶⁴ Richmond City Directory, 1947, Library of Virginia, Richmond.

⁶⁵ Richmond City Directory, 1948-49, Library of Virginia, Richmond.

⁶⁶ Richmond City Directory, 1948-49, Library of Virginia, Richmond.

⁶⁷ Richmond City Directory, 1954-55, Library of Virginia, Richmond.

⁶⁸ Permit Number: 17326, Coca Cola Bottling Plant, Address: 1805-07 W. Marshall, 1926, Control Number: 562

Drawn by: O. C. Peers, Contractor and Builder; Contractor: O. C. Peers; Commissioned by: Jas. E. Crass.

⁶⁹ Permit Number: 15453, Richmond Auto Exchange, Address: 1807 W. Marshall St., 1925 Control Number: 1372, Drawn by: Unsigned; Contractor: N/A; Commissioned by: J. E. Crass.

⁷⁰ Permit Number: 28163, Retail Store Building for Sears, Roebuck, and Co., Address: 1700-02 W. Broad St., 1946 Control Number: : 2590, Drawn by: The Ballinger Company, Architects and Engineers: Robert I. Ballinger R.A.; Clifford H. Shivers R.A., R.E.; Carl deMoll, R.A., R.E., Philadelphia & NY; Contractor: N/A; Commissioned by: Sears, Roebuck and Co.

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⁷¹ Permit Number: N/A, Office Building for Mr. C. F. Sauer, Sr., Address: Triangular block bounded by Hermitage Rd., Broad St., and Meadow St., 1923 Control Number: 1434. Drawn by: Henry T. Barnham, Architect & Engineer, Richmond, Va.; Contractor: N/A; Commissioned by: C. F. Sauer, Sr.

⁷² Permit Number: 18183, Additions and Alterations, Mrs. L. Sauer Dunston, West Broad Street, City., Address: 2020 W. Broad St., 1927 Control Number: 1635, Drawn by: Matt P. Will; Contractor: N/A; Commissioned by: S. S. Dunston.

⁷³ "C.F. Sauer Offers to Buy Sear's Broad Street Site," Richmond Times-Dispatch, 28 May 1981.

⁷⁴ "C.F. Sauer Offers to Buy Sear's Broad Street Site," Richmond Times-Dispatch, 28 May 1981.

