

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

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in 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.

**VLR Listed: 12/13/2018**  
**NRHP Listed: 4/15/2019**

**1. Name of Property**

Historic name: Model Tobacco Factory  
Other names/site number: VDHR #127-0386  
Name of related multiple property listing:  
Tobacco Warehouses in Richmond, Virginia 1874-1963  
(Enter "N/A" if property is not part of a multiple property listing)

**2. Location**

Street & number: 1100 Jefferson Davis Highway  
City or town: Richmond State: VA County: Independent City  
Not For Publication:  Vicinity:

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended,  
I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.  
In my opinion, the property X meets     does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

    national     statewide   X   local  
Applicable National Register Criteria:  
  X   A     B   X   C     D

<p><b>Signature of certifying official/Title:</b> <u>Virginia Department of Historic Resources</u> State or Federal agency/bureau or Tribal Government</p>	<p><b>Date</b></p>
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<p>In my opinion, the property <u>   </u> meets <u>   </u> does not meet the National Register criteria.</p>	
<p><b>Signature of commenting official:</b></p>	<p><b>Date</b></p>
<p><b>Title :</b></p>	<p><b>State or Federal agency/bureau or Tribal Government</b></p>

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#### 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:) \_\_\_\_\_

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Signature of the Keeper

Date of Action

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#### 5. Classification

##### Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

##### Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>8</u>	<u>2</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>2</u>	<u>1</u>	structures
<u>0</u>	<u>0</u>	objects
<u>10</u>	<u>3</u>	Total

Number of contributing resources previously listed in the National Register 0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

AGRICULTURE: Processing

AGRICULTURE: Storage

INDUSTRY/PROCESSING/EXTRACTION: Manufacturing Facility

COMMERCE/TRADE: Warehouse

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Warehouse

COMMERCE/TRADE: Business

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT: Art Deco

MODERN MOVEMENT: International Style

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**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: BRICK, CONCRETE, METAL, STONE:  
Limestone

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

The Model Tobacco Factory is an industrial complex located at 1100 Jefferson Davis Highway in Richmond, Virginia. The large parcel contains the factory building, power plant, three warehouses, a water tank, a water tower, two hose rack buildings, a gatekeeper's building, two sheds, and a small brick utility building that were constructed by the United States Tobacco Company. Construction of the complex began in 1938 and it opened for business in 1940. The production facility and warehouses represent the evolution of tobacco storage and processing facilities built in the first half of the twentieth century in Richmond. Additionally, the factory building and power plant stand as fine examples of the Art Deco style with International Style influences. The complex retains a high degree of historical integrity.

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### Narrative Description

#### *Setting*

The Model Tobacco Factory is located on approximately 12 acres at the northwest corner of Jefferson Davis Highway (U.S. Route 1) and North Hopkins Road (Route 637) in the Maury neighborhood of the City of Richmond, Virginia. In an industrial and urban setting, the resource is flanked on the west by Maury and Mt. Olivet cemeteries, on the east by commercial

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development and housing associated with the Blackwell and Oak Grove neighborhoods, and on the north and south by industrial and commercial development.

The fenced-in complex contains original and later buildings associated with the United States Tobacco Company including the six-story factory building (contributing), power plant (contributing), three tobacco warehouses (contributing), a water tank and water tower (contributing structures), two hose rack buildings (contributing), a gatekeeper's building (contributing), two modern sheds (non-contributing) and a small brick utility building (non-contributing). The factory building is prominently sited on U.S. Route 1 with the other buildings setback to its west and south. A low hedge is in front of the factory and a concrete-paved semicircular drive that provides access to the front door is located towards the north end of the factory's east façade. A lawn extends out from the south elevation of the building with large trees that screen two of the warehouses from view. On either side of the factory, an ornamental black iron fence, anchored with red brick pillars, separates the parcel from the public sidewalk. Two entrances lead into the complex and a series of "streets" that connects the buildings.

The power plant, water tower, water tank, small brick utility building, and open shed are situated on a small grassy field west of the factory building, separated from it by a wide concrete paved area on which sits a later non-contributing shed. The original two warehouses stretch across the southern half of the parcel and the two hose rack buildings and gatekeeper's building are to their east. The 1952 warehouse is located in the northwest corner of the lot. A "street" extends along each of the warehouses to provide vehicular access for loading and unloading. The CSX (formerly the Seaboard Air Line) railroad corridor is located on the western boundary of the property and a railroad spur originally served the complex. The spur branched off the main line near the 1950s warehouse and curved south of the power plant to a (now infilled) opening at the southern end of the factory building. A creek is also located on the property and runs in a southeasterly direction from a culvert under the railroad. Most of the creek is now contained within an underground culvert.

### *Factory Building*

#### Exterior

The factory and office building at Model Tobacco Factory has a prominent location within the complex alongside U.S. Route 1. The six-story, rectangular, reinforced-concrete structural frame building is surfaced in red brick, laid in a variant of the Flemish bond, with limestone and concrete trim. A flat roof, with concrete coping, covers the building.

The long east façade is characterized by a recessed horizontal band of windows, with concrete lintels and sills, on each floor. The two-over-two horizontal-light sash windows alternate with dark-colored brick piers. The horizontal line of these windows is continued on the dark brick with the use of light gray terra cotta. The horizontality continues beyond the line of the building with cantilevered eyebrow ledges. Corresponding with the interior division, the windows near each end are singled while those in the middle, along the tobacco work space inside, are in groups of four. The majority of the windows are metal, while those in the first floor office space are wood sash. Small metal windows are equally spaced along the basement level.

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Though an industrial building not typically open to the public, there is a thoughtfully designed Art Deco entrance on the front elevation providing access to the office space at the northern end of the east façade, while employees entered from the west elevation. Steps, angling out from the building, lead to an inset double-leaf glazed and stainless-steel door. This entrance is ornamented with a concrete surround and the doors have an Art Deco design. Each door consists of three metal squares with central panes of glass containing an eagle etched on the glass. Above the door, stainless-steel letters spell out OFFICE and the door is flanked by concrete planters with a small hedge. At the north end of the building is a stone reading UNITED STATES TOBACCO CO. MANUFACTURER OF TOBACCO PRODUCTS.

Because the building was visible from many places within the City of Richmond and became a landmark along U.S. Route 1, the building was designed to have the north and south elevations serve as advertisements for the facility. In contrast to the horizontality on the east and west elevations, on the north and south a limestone frame and projecting piers spring from the ground and support large stainless steel “sky signs” at and above the roof line spelling out MODEL TOBACCO, United States Tobacco Company’s most popular brand produced at the factory. In order to accentuate this detail and its verticality, the windows are set between each pier and are separated by dark-colored brick with light gray terra cotta details. Treatment on the first floor differs with the windows on the north elevation protruding out from the piers and capped by a crenelated detail. Because railroad siding originally accessed the building at the south elevation, there would have been open space between the piers which is now enclosed by vertical metal siding. Despite the lack of windows, the crenelated detail is repeated on the south elevation.

The west elevation is similar to the east elevation with regard to the fenestration and decorative details. However, given that this was not a public façade, it has a more utilitarian appearance. Three stair/elevator towers project from the wall, interrupting the horizontal bands of windows. Each tower has double-leaf pedestrian doors that echo the pattern of the front entrance door but are executed in wood rather than metal. The towers differ in their placement of doors and windows. On the north tower, the door is on the north elevation and above it is a small window at each floor. On the middle and south towers, the doors are on the west elevation, as well as a loading door, set into a panel of dark-colored brick. The door on the middle tower has a three-light transom while that on the south tower has a transom and sidelights. The verticality of these towers is increased with the use of two columns of windows separated by painted panels.

A loading dock extends between the middle and south tower. Protected by an overhang, the dock features four folding wood loading doors and windows between each door. There is a second smaller and unsheltered loading dock just south of the south tower. Unlike the other loading dock, its door has been replaced with a metal garage door. The rail entrance to the building at the southern end has been covered with metal siding.

The factory has a flat, built-up roof surfaced with gravel. Each of the stair/elevator towers has a penthouse and there is an additional one-by-four-bay penthouse towards the north end. The sign

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parapets punctuate each end and are brick faced with stone. Numerous ventilators and exhaust vents punctuate the roof.

### Interior

Within the tobacco factory, each floor, measuring approximately 100-by-350 feet, is divided into three sections. The larger central portion corresponds to the manufacturing process while the two ends housed railroad siding and office space, on the first floor, and a variety of functions on the upper floors. These sections on the upper floors are divided by fireproof walls with metal fire doors. Most of the interiors are defined by a regular grid of concrete columns and beams with walls covered in buff colored glazed brick. Each of the three stair towers has concrete steps with a metal pipe railing. Like elsewhere in the factory, the walls are clad in buff colored glazed brick.

The generally open center manufacturing area on each floor has been subdivided to various degrees by chain link fences, partitions, and plastic; on the second floor, modern partitions enclose a business currently operating in the space. Remnants of previous use by businesses or organization continue to be visible throughout the building and for multiple years it appears to have been used for storage. Heavy ductwork extends along the ceilings in some areas and original tobacco scales remain in others. The flooring consists of asphalt plank on the first floor, edge-grain maple on the second floor, and concrete slabs surfaced with a one-inch thick industrial cement finish elsewhere.

The north and south ends of the building were used for various purposes and may have differing floor plans. On the upper floors, these areas generally served as a cafeteria/dining room, service areas, locker, and wash rooms. Locker and wash rooms typically have glazed brick walls, terrazzo floors, soapstone and metal stalls and showers, lockers, sinks, toilets, and urinals. The first floor differs from the upper stories with the presence of the office and railroad siding.

The north end of the first floor housed a reception lobby, three individual offices, and a large open area where rows of desks were located. This area conveys the Art Deco style, has the most decorative spaces in the plant, and projects an image of industrial modernity. The lobby, with its stainless-steel-and-glass vestibule, is completely paneled in wood with curved corners on the north wall. The door to the interior offices is the same wood as the paneling. It repeats the three square panels found on the entrance doors although the functioning door consists of only the two lower panels. Art Deco motifs are also found on details such as the door knobs. According to a 1941 article on the building, the ceilings were "acoustically treated" though they have been covered with modern acoustic tiles. The three individual offices feature wood sheathed walls, either completely or as wainscoting. The floors in the office area have either been carpeted or covered with tiles; though given the use of terrazzo flooring in other spaces in the building, it is possible that terrazzo was the original flooring.

The southern end of the first floor had a railroad siding. Folding wood loading doors open along the southern wall of the manufacturing space to access it. The area is now enclosed from the exterior by metal siding,

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### *Outbuildings*

West and south of the main factory building are 12 secondary resources associated with the Model Tobacco Factory. Of these resources, eight (a power plant, two warehouses, a water tower, a water tank, two hose buildings, and a gatekeeper's building) were constructed around the same time as the factory building. An additional warehouse was built in 1952. These nine secondary resources are contributing to the Model Tobacco Factory. There are three secondary resources that are considered to be non-contributing to the complex as they postdate the property's period of significance.

### Power Plant: Contributing Building

West of the factory building is the power plant that was constructed c.1939. This building combines four rectangular masses of different heights that houses the complex's engine room, pump room, boiler room, and workshops. The red brick has the same Flemish variant of bonding as the main factory building and flat roofs, with concrete coping, cover each mass. The largest mass, with the engine and pump rooms, is an L-shaped section that wraps around the taller boiler room on the east and north sides. A 204-foot brick smokestack is attached to the west elevation of the boiler room. The smallest section of the building, housing the knife grinding and pipe shop, carpenter shop, and electric shop, is at the southeast corner.

The main entrance into the power plant is on the east façade of the largest section, facing the rear of the factory building. The double-leaf doors, with two square panels on each leaf that mimics the main entrance to the factory building, is sheltered by a flat metal canopy. A concrete stoop and steps, with metal pipe railings, provides access to the door. Two original light fixtures are positioned on either side of the door. This section of the power plant features narrow, full-height, multi-light, paired or tripled steel windows.

The boiler room that the engine and pump rooms wrap around is articulated as two blocks of differing heights; the interior of which is the tallest block at four stories. This taller, rectangular block protrudes from the plane of the south façade for a loading door. A second door is set on the lower section and is accessed via concrete steps and a stoop with a metal pipe railing. Both entrances consist of double-leaf doors with two square panels on each leaf. Narrow, multi-light, paired steel windows extend up from the entrances. Two large windows with four columns of lights are located on the lower level of the west elevation of this block with small windows located near the roof line directly over the lower windows. A ribbon of windows wrap around all but the southeast corner near the top of the tallest block. The octagonal-shaped smokestack is attached to this block at the roof level.

The southeastern section of the building houses the plant's workshops. The one-story rectangular block projects from the east façade. While the other blocks of the power plant accentuates verticality, the workshop section counterbalances this with a recessed band of windows similar to that on the factory building. Concrete borders these windows. Groups of stacked steel windows are separated by dark-colored brick. The horizontal line created by the metal of the windows is

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continued in the brick with gray terra cotta. There are three entrances to this space on the south elevation. The inset, half-glazed, metal doors appear as a continuation of the windows.

The interior spaces of the power plant are utilitarian. Like the factory building, the walls are covered with buff glazed brick except for the basement and the very top of the boiler room which have red brick. Most floors are red tile and steel framing is visible in the ceilings. The multiple levels of catwalks and stairs are steel with pipe hand rails. While the engine, pump, and boiler rooms continue to be open and house equipment, the workshops have been altered with the addition of modern partition walls, dropped acoustical tile ceilings, and carpeting.

Second only to the factory building in its architectural design, the power plant's towering mass with tall vertical windows is counterbalanced by the one-story workshop wing and horizontal bands of windows. The brick smokestack contributes to the overall verticality of the building.

#### Warehouse #1: Contributing Building

This warehouse, just south of the power plant, is a one-story, three-bay, rectangular building. Its style, materials, and massing are typical of other Richmond tobacco warehouses built in the same period; the warehouse was constructed c.1939. The wood frame structure is now sheathed in modern metal and brick firewalls separate the bays. On the north façade, entrances into each bay are at grade while on the south elevation they are approached by a concrete loading dock that extends the length. The westernmost entrance is protected by a metal overhang. The roof covering the structure has a slight gable. The interior has exposed wood wall framing, exposed roof sheathing, braced wood posts, concrete floors, and exposed building systems.

#### Warehouse #2: Contributing Building

At the southern end of the site is a one-story, four-bay, rectangular warehouse. Its style, materials, and massing are typical of other Richmond tobacco warehouses built in the same period; the warehouse was constructed c.1939. The wood frame structure is now sheathed in modern metal and brick firewalls separate the bays. On the north façade, entrances into each bay are approached by a concrete loading dock that extends the length. The easternmost entrance on the south elevation is protected by a metal overhang. The roof covering the structure has a slight gable. The interior has exposed wood wall framing, exposed roof sheathing, braced wood posts, concrete floors, and exposed building systems.

#### Warehouse #3: Contributing Building

At the northwestern corner of the site is a one-story, two-bay warehouse. The frame structure is sheathed in metal and a brick firewall separates the two bays. Low concrete ramps and low concrete loading docks approach the entrances to the warehouse, one of which has been enclosed and replaced with a smaller pedestrian door. There are three additional entrances on the east elevation, two of which are for loading directly into a truck and one has a ramp to the vehicular opening. A very shallow gable roof covers the warehouse and features a row of ventilators on each section. The interior has exposed roof sheathing, braced wood posts, concrete floors, and exposed building systems. The interior walls have been covered by plywood on the lower half

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and insulation on the upper half. This warehouse was constructed in 1952 and is a contributing resource.

Water Tank: Contributing Structure

Constructed c.1939, the cylindrical metal water tank rests on grade just west of the power plant and has a domed roof with a ball finial.

Water Tower: Contributing Structure

Constructed c.1939, the cylindrical metal water tower with its low-pitched conical roof is supported on tilted and cross-braced steel columns just west of the power plant. Cellular telephone antennae have been affixed to the tower and there is now the requisite modular box at the bottom of the tower.

Hose Rack Building: Contributing Building

This Hose Rack Building is located just south of the factory building. Constructed c.1939, it is a small, one-story brick building with a flat roof. The building reflects the design of the main factory building with its masonry construction. The brick is laid in a stretcher bond and on two sides there are three distinctive recessed vertical brick details with headers with a dark glaze. Solid, double-doors are off-centered on the south façade. A flat roof, with metal coping, covers the building.

Hose Rack Building: Contributing Building

This Hose Rack Building is located just east of the southern warehouse. It is a small, one-story brick building with a flat roof. Constructed c.1939, the building reflects the design of the main factory building with its masonry construction. The glazed brick is laid in a stretcher bond and on two sides there are three insets in which lie a vertical column of headers of the dark glazed brick. Solid, double-doors are off-centered on the west façade. A flat roof, with metal coping, covers the building.

Gatekeeper's Building: Contributing Building

On the south side of the southern entrance, just north of the southern warehouse sits the c. 1939 Gatekeeper's Building. This is a small, one-story, red brick building. The half-glazed entrance is centered on the north façade and there is a one-over-one double-hung sash window facing the site's entrance. Although it has no ornamental details, the red brick has the same Flemish variant of bonding as the main factory building. A flat roof, with metal coping, covers the building.

Shed: Non-contributing Building

Just west of the main factory building, this one-story, gable-roofed building appears to have been altered over time. The footprint of the shed on the 1956 USGS topographic map shows a small square building. The existing building is a rectangular, wood frame shed clad with corrugated metal. The southern end of the building is inset to allow for a partially protected storage area. The siting adjacent to the main factory building, the lack of considered detailing, and the lack of fire walls are inconsistent with the contributing resources on the property as is the steeper-pitched roof with exposed purlins at the gable end.

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### Small Brick Utility Building: Non-contributing Building

This small brick building is at the rear of the power plant and is attached to a cylindrical gas tank; it appears to have been an accessory to the power plant. Likely constructed in the 1950s, the building has no discernible architectural style. This is a one-story, square, brick building that repeats the brick bond seen on the Gatekeeper's Building. A boarded entrance is off-centered on the east façade and there is a small, boarded window. A flat roof, with concrete coping, covers the building. The walls of the building are undermined by several, large structural cracks. The structural damage for such a small building and the addition of the large gas tank lead this building to be non-contributing.

### Open Shed: Non-contributing Structure

This steel frame open storage area is located behind the power plant and it used for lumber storage. The structure is exposed and the flat roof is covered by corrugated metal. The structure was constructed in the late twentieth century and has no discernible architectural style.

### Integrity

Over the course of its existence, the Model Tobacco Factory has undergone relatively few alterations and retains a high degree of historical integrity. A discussion of historical integrity, according to the seven aspects defined by the NPS, is provided below:

- Location: The Model Tobacco Factory retains its integrity of location as it is still standing in the place where it was constructed.
- Design: The design of the Model Tobacco Factory is largely retained as it remains in its original form as constructed, with no substantial renovations or additions. The exterior of the building remains relatively unaltered with the biggest change being the enclosure of the railroad siding on the south end of the factory. The interior has undergone some alteration with the partitioning of space as needed, however the exposed structural elements remain intact. The offices on the first floor have been upgraded over time; however no major changes have occurred to the original floor plan. Throughout the interior and exterior of the building, the Art Deco and International style details remain intact, including its contrasting focus on horizontality and verticality; use of signage with OFFICE and MODEL TOBACCO; geometric front door detail that is repeated elsewhere; small Art Deco accents including exterior lights and interior door handles; Art Deco style to the office space; and curved interior surfaces in the office.
- Setting: The Model Tobacco Factory retains its integrity of setting. The resource was intentionally constructed adjacent to a major north-south vehicular artery and a railroad line, in order to transport materials and products, and in close proximity to a residential neighborhood, in which workers resided. These major elements of the overall setting remain intact. There is a concrete-paved semicircular drive that provides access to the front door from U.S. Route 1 and two entrances in the

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ornamental fence leads to the larger complex and the “streets” that connect the buildings. The railroad line on the western boundary of the property had a spur that curved into the complex to the southern end of the factory. Though rail access on the building has been infilled, the alignment of the spur continues to be partially visible.

- **Materials:** The resource retains a substantial level of historic fabric and materials. The primary structure of the building, including the reinforced-concrete structural frame surfaced in red brick, laid in a variant of the Flemish bond, with limestone and concrete trim remains clearly visible. The horizontal bands of metal and wood windows, separated by dark brick, remain intact as do the terra cotta and metal detailing throughout the exterior. Despite minor changes to the interior, exposed structural elements, glazed brick walls, and asphalt, wood, and concrete flooring remain intact.
- **Workmanship:** While the Model Tobacco Warehouse is a utilitarian building and as such may typically not reflect a high degree of workmanship, workmanship is evident in the few small decorative details such as the etching on the glass doors.
- **Feeling:** The Model Tobacco Factory continues to reflect a strong sense of feeling through its intact design, materials, and setting. These attributes allow the building to convey its historic role as a second quarter-twentieth century tobacco factory, built not only as a functional industrial building, but as a visual landmark and an anchor of the tobacco industry in South Richmond.
- **Association:** The Model Tobacco Factory no longer operates in its original role as a tobacco processing, storage, and distribution center, but continues to function as a commercial building. It retains an intact collection of outbuildings and other secondary resources, and therefore continues to convey its historical association.

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## 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.)

- 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

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**Areas of Significance**

(Enter categories from instructions.)

INDUSTRY  
ARCHITECTURE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1938-1952

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1938, 1952

\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

N/A

\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Schmidt, Garden and Erikson

\_\_\_\_\_  
\_\_\_\_\_

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Model Tobacco Factory Complex is being nominated for inclusion in the NRHP under the *Tobacco Warehouses in Richmond, Virginia, 1874-1963 Multiple Property Documentation Form (MPD)*. Within the context of the MPD, the Model Tobacco Company Building is locally significant under Criterion A in the area of Industry and Criterion C in the area of Architecture.

*The Tobacco Warehouses in Richmond, Virginia, 1874-1963 MPD* notes that a variety of advances in tobacco storage and production facilities occurred throughout the twentieth century as a result of large-scale marketing, faster production, and the need to maintain proprietary blends. Throughout the early to mid-twentieth century, many tobacco companies transitioned from vertically designed, all-in-one building storage and production facilities common in the Shockoe Bottom area of Richmond, to separate, horizontally arranged storage and production facilities, often spread out over larger properties. Companies turned to the less congested Manchester area on Richmond's south side for this purpose. According to the MPD, the Model Tobacco Factory, with its factory building, power plant, and tobacco warehouses, adjacent to the railroad and major roadway "is a prime example of a modern horizontally-arranged production facility" (Green 2013:11). The property is being nominated under Criterion A in the area of Industry for its role in the evolution of large-scale tobacco production in Richmond and under Criterion C for the complex's architecture and design that illustrated the evolution of warehouse design to address evolving production concerns. The Model Tobacco Factory is also being nominated for the NRHP under Criterion C, beyond the MPD, as locally significant, fine and harmonious examples of the Art Deco style, with elements of the International Style, at its factory building and power plant. Its significant design by Schmidt, Garden, and Erikson and highly visible setting has led to its admiration from the time of its construction into the twenty-first century. The period of significance for the Model Tobacco Factory extends from 1938, the start of construction, to 1952, the year the last tobacco warehouse was constructed.

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

### **Historical Background**

Tobacco had been an important part of Virginia's and Richmond's history since the seventeenth century. With English colonist John Rolfe's successful cultivation of a strain of tobacco that was more palatable to Europeans than previous renditions, it became the major export of the Virginia colony. Much of this tobacco was consumed by "drinking" the smoke from a pipe. The pipes' fragility eventually led to its decline so that by the nineteenth century pipes were being replaced by cigars and cigarettes as preferred methods of intake, though eventually more hardy pipes also would be created (Morrisette 2014). Additionally, chewing tobacco, which was made by mixing molasses with tobacco leaves, became an important form of consumption in the United States.

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As the cigarette became more popular in Europe, tobacco users in the United States also began adopting them; this increased with the invention of the cigarette rolling machine in 1881 (Gershon 2016). The first “modern” cigarette, Camel, was introduced in 1913.

Richmond took part in the tobacco industry early on with its inspection stations and warehouses. Throughout the eighteenth century the city became an important commercial center, chiefly because of the tobacco trade and its intertwined relationship with the slave trade. The city continued to grow and in the nineteenth century it emerged as a major tobacco processing center. With tobacco manufacturing concentrated in the Shockoe Valley area, which also was the nexus of the slave trade, manufacturing was conducted by small, locally owned operations (Green 2013:9). After the Civil War, production of tobacco products began to modernize rapidly, with the 1881 cigarette rolling machine a harbinger of things to come. As the nineteenth century came to a close, more developments took place that would forever change the industry in the city and throughout the world. This included the introduction of proprietary blends of tobacco and different curing processes that would allow for the inhalation of tobacco smoke; the invention of the safety match; improvements in mass production and transportation which allowed for a much larger scale of manufacture that could reach a much larger consumer base; and use of mass media to reach a rapidly expanding consumer market (CDC 1999).

The advent of maintaining a consistent, proprietary tobacco blend and increasing production speed posed challenges for older production facilities in Shockoe Valley. Most of these facilities were multi-story, elevator-serviced warehouse buildings that could contain an adequate supply of tobacco on-hand to keep up with the older, slower, cigarette-manufacturing equipment. However, as newer high-speed machines came online, and proprietary blends required nearby storage of a much larger cache of tobacco, including at multiple varieties and stages of aging, cigarette manufacturers found that the nineteenth-century facilities lacked sufficient space for modern operations. Meanwhile, across the James River in Manchester, industrial development boomed as newer manufacturing processes and infrastructure development allowed factories to move away from the riverfront. To capture this economic energy, the City of Richmond annexed Manchester which, although growing rapidly, had difficulties providing sufficient services to residents and businesses alike (Green 2013:4). Manchester offered easier access to the James River and rail spurs as well as large stretches of undeveloped land which proved enticing to tobacco manufacturers. As stated in the *Tobacco Warehouses in Richmond, Virginia, 1874-1963 MPD*, companies locating there “took advantage of advancements in building construction and were able to encompass even larger amounts of space dedicated entirely to the production of tobacco products, primarily cigarettes” (Green 2013:11). A 1939 newspaper article noted that soon “Richmond will be able to say that it is storing more tobacco than has ever been assembled at any one time at any one place. The tobacco companies have steadily been building storage plants, largely on the South Side” (quoted in “’39 Business Reported Well Above 1938” 1939).

#### *Establishment of the Model Tobacco Factory*

As happened with other industries in the United States around the turn of the twentieth century, large national firms began buying out small, local tobacco companies (Green 2013:9). United

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States Tobacco Company can trace its origins to George Weyman's tobacco shop in Pittsburgh, Pennsylvania, in 1822. It became Weyman & Bro. in 1870, which was then acquired by the giant American Tobacco Company in 1905 ("UST Inc. History" n.d.). In 1907, a federal court ruled that American Tobacco Company, and its subsidiary the American Snuff Company, was a monopoly and in 1911 the Supreme Court ruled that it must be dissolved (Carter 2006; USTC 1936:9). The three major resulting companies included American Tobacco, Liggett and Myers, and P. Lorillard, as well as numerous smaller tobacco concerns. The future United States Tobacco Company acquired from the American Snuff Company multiple concerns including Weyman & Bro, Aug. Beck & Co., H. Bolander, Bruton & Condon, DeVoe Snuff Co., Standard Snuff Co., and Skinner & Co. (USTC 1936:9). The newly combined firms became Weyman-Bruton Company, Inc. ("UST Inc. History" n.d.).

Originally, the company's primary focus was on snuff. With the purchase of P.B. Gravely Tobacco Company in 1915, however, the business would expand to include plug, plug-cut, and pipe-ready tobaccos. In 1921, the company bought Joseph G. Dill, Inc. and The United States Tobacco Co. (on South 19<sup>th</sup> Street, Richmond), with its "Central Union Cut Plug." Weyman-Bruton Company, Inc. changed its name to the United States Tobacco Company (USTC) the following year. In the 1930s, the company had its headquarters in New York and factories in Chicago, Illinois, which produced moist or semi-perishable chewing brands, in Nashville, Tennessee, which manufactured all dry snuff, and in Richmond, Virginia, which made all plug, plug-cut, and pipe-ready tobacco brands (USTC 1936:9-11).

Unlike snuff, USCT's smoking tobacco was their only product that had national distribution and recognition and would allow them to do national advertising on their particular brands, Dill's Best and Model. As they noted in a 1936 company booklet, "We are a real factor in the market, as a result of the quality and value of our various brands and aggressive and progressive exploitation of *Dill's Best* and *Model* through salesmanship and advertising" (USTC 1936:59-60). Dill's Best, which was first manufactured in 1848, was a higher quality tobacco for the more "discriminating smokers" who were able to pay a higher price (USTC 1936:61-62). Model tobacco appealed to consumers looking for a quality product at a lower cost. Model was developed and placed on the market in the first years of the Great Depression and though it had a milder taste, it was "by no means a flat, insipid, tasteless tobacco. It's a real man's smoke" (USTC 1936:63). In 1936, the USTC noted that "*Model* will have the widest distribution and largest sale of any of our brands" (USTC 1936:63).

The popularity of their brands, and the stability of the tobacco market as a whole, led the company not only to survive the Great Depression but to expand, adding its third major plant as the 1930s came to a close ("Boston Firm" 1939). Like other companies in the Richmond area, USTC moved out of Shockoe Valley to Manchester and in 1938 became the second tobacco firm to announce a project in the area within a year ("\$3,000,000..." 1938).<sup>1</sup> Vice-President and Managing Director of the Richmond Branch announced plans for a plant between Petersburg Pike and the Atlantic Coast Line (A.C.L.), which would operate in conjunction with USTC's

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<sup>1</sup> The previous company to announce a project was Phillip Morris ("\$3,000,000..." 1938).

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plant on 19<sup>th</sup> Street; the new buildings were to be erected at Stop 2½, Petersburg Pike (“\$3,000,000...” 1938; “U.S. Tobacco Plans...” 1939).<sup>2</sup> USTC contracted architectural firm Schmidt, Garden, and Erikson of Chicago, Illinois, to design the principle buildings of the new complex and John Felmley of Bloomington, Illinois, to construct them (“Boston Firm...” 1939). When the building permit was applied for in 1939, the expected cost of the new factory building, powerhouse, and a warehouse was between \$800,000 and \$900,000. Permits for other warehouses, at an expected cost of \$65,000, had been previously applied for (“U.S. Tobacco Plans...” 1939).

Even as the popularity of cigarettes grew, USTC used its new facilities to produce its most popular smoking tobacco brand, Model. Among other tobacco products made at the plant were Old Briar, Mapleton, Bowl of Roses, Dill’s Best, Lion Head, White Cloud, Antique Mixture, Sano, and Patterson’s (as shown in various advertisements of the period). In addition to smoking tobacco, some cigarette brands were also produced. These included King Sano and Encore, both advertised as having a “true Richmond Blend” (“King Sano” n.d.). King Sano was the company’s low-nicotine cigarette, the process for which was obtained when they purchased Fleming-Hall Tobacco in 1951 (“New Twist for US Tobacco” 1964).

By the 1960s, the company had facilities in New York, New York; Richmond, Virginia; Suffolk Virginia; Chicago, Illinois; Nashville, Tennessee; Clarksville, Tennessee; Springfield, Tennessee; Hopkinsville, Kentucky; Red Lion, Pennsylvania; Windsor, Pennsylvania; Camden, New Jersey; and San Francisco, California, and had also branched outside of the tobacco industry to include candy, pens and pencils, and cat and dog food (“New Twist for US Tobacco” 1964).

In October 1985, USTC announced plans to stop operations at their Model Tobacco complex and that winter sold it to West Park Tobacco Inc. and its marketing affiliate Park Avenue Tobacco Inc., for a price of \$2,074,000 (“Tobacco complex purchased” 1986; “Property Transfers” 1986). West Park and Park Avenue were organized with the financial support of a major West German tobacco company and most of the organization’s production facilities were in Germany. The purchaser planned to start producing cigarettes at the plant though it would not relocate its sales and marketing offices from northern Virginia to Richmond. The company’s cigarettes, including West, Delta, 1776, Astor, and Knightsbridge, were described as “value-priced brands” (“Tobacco complex purchased” 1986). The company held the building for only two short years before it was sold to C. Jacob Keck in 1988. Keck advertised the complex as Model Tobacco Business Park and it was used for storage and offices (Neville 2008).

### ***Criteria A and C: Significance for Industry and Architecture as a Tobacco Factory***

The Model Tobacco Factory complex is being nominated to the National Register under the *Tobacco Warehouses in Richmond, Virginia, 1874-1963 MPD*. The MPD notes that a variety of advancements in tobacco storage and production facilities occurred throughout the twentieth

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<sup>2</sup> In 1940, Philip Morris purchased U.S. Tobacco’s factory in Shockoe Bottom (“Philip Morris...” 1940).

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century as a result of large-scale marketing, faster production, and the need to maintain proprietary blends. The Model Tobacco Factory is significant for its representation of the evolution of tobacco storage and processing facilities in Richmond through its original design as well as later additions and modifications.

Until the first decade of the twentieth century, tobacco storage and processing in Richmond was largely confined to the Shockoe Valley area of Richmond that took advantage of the older industrial infrastructure and transportation routes including the canal and railroad. The dense development pattern of the area coupled with contemporary industry methods resulted in most tobacco facilities consisting of tall, multi-story warehouses that functioned as both tobacco storage and processing plants. With the advent of newer and faster cigarette rolling machines, widespread marketing and distribution, and the rising demand for product consistency, tobacco companies were forced to revise their production models. In the late 1930s, the United States Tobacco Company joined the growing number of companies relocating to the Manchester area on Richmond's south side. Two advantages determined the choice of the new site: the buildings could be designed and located for optimum production efficiency and a large enough site was afforded to provide for future expansion of facilities. The new location alongside the primary north-south arterial highway would have the added benefit of attracting public attention ("Tobacco Factory" 1941).

The Model Tobacco Factory was comprised of three primary elements: the six-story factory building, a power plant, and tobacco warehouses ("Tobacco Factory" 1941). According to the MPD, the complex "is a prime example of a modern horizontally-arranged production facility" (Green 2013:11). Situated between the A.C.L and Petersburg Pike on approximately 12 acres, the Model Tobacco Factory was able to take advantage of both the rail line and the parcel's ample space.

These facilities were designed to create a more efficient and streamlined flow of production incorporating the adjacent transportation corridors by having trucking lanes and railroad spurs reach each of the three units. The flow of the complex saw cured tobacco removed from the warehouses and taken to the top floor of the factory building. The manufacturing process followed gravity back to the ground floor where finished products were loaded onto freight cars or trucks ("Tobacco Factory" 1941). A spur of the A.C.L was laid along the north side of one warehouse to the southern end of the factory where it entered the building. This allowed for the loading and unloading of rail cars within the building (Neville 2008). Additionally, there was a shipping platform on the west elevation of the factory building.

Power for the complex stemmed from the power plant just west of the factory building. The building consisted of two boilers, two engine generators, and two refrigerating units, complete with pumps, conveyors, and other equipment for automatic operation ("Tobacco Factory" 1941). Coal was delivered to the power plant by rail. The cars stopped at the power plant and dropped the coal into a bin beneath the tracks where it was moved into the basement of the power plant by conveyor at which point it was dropped into a vertical conveyor to the top of the boiler room

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(Neville 2008). Also located within the building was a knife grinding and pipe shop, carpenter shop, and electric shop (“Tobacco Factory” 1941).

In addition to access to the railroad, the size of the parcel enabled the company to construct separate warehouses. This was a deviation from many tobacco companies operating in Richmond in the twentieth century which did not actually construct their own storage sheds but leased warehouses along the rail lines (Green 2013:12). Southwest of the factory building, the complex originally had two rows of warehouses; a third warehouse was constructed in 1952 west of the factory (Permit 1952).

Early photographs of the complex depict single-story, louvered warehouses, which was the typical warehouse form on Richmond’s south side “to serve the new high-speed cigarette production facilities” (Green 2013:5). These featured large open interior spaces that allowed for easier storage and movement of large supplies of tobacco by fewer people than historically seen. Between 1929 through the 1940s, tobacco warehouses were typically louvered, or “open”, metal-clad buildings without insulation, interior finishes, or weather barriers. The louvered exterior walls allowed for air circulation within the warehouses (Green 2013:5, 12).

The higher concentration of tobacco in this type of warehouse permitted infestation of stored tobacco by the tobacco beetle, which necessitated a new warehouse type and storage procedures. Fumigation slowly began in the 1930s to address the situation; in order for fumigation to be effective, however, the warehouses had to be impermeable. A 1952 birds-eye view of the Model Tobacco Company shows that the new warehouse was constructed with impermeable metal walls while the original warehouses remained louvered, at least for the time being. Throughout the city, louvered warehouses often would be enclosed with metal siding to allow for fumigation from the 1950s onward (Green 2013:5, 9).

#### *Registration Requirements for Modern Horizontally-Arranged Tobacco Facilities*

As defined by the MPD, modern horizontally-arranged production facilities:

would include on the exterior the retention of unencumbered brick elevations, wood (or aluminum-clad wood) sash windows, and wood-frame industrial doors. Modern era design elements, such as narrow bands of windows and concrete stringcourses, are typical as well. The roofs of these buildings are generally not visible from the street...On the interior, these buildings originally consisted of largely undivided, open work areas; interior spaces were simple, utilitarian, and received few finishes.

The Model Tobacco Factory Building retains its original design and materials which reflect the modern horizontally-arranged production facility. The exterior of the building has exposed materials including the red brick, laid in a variant of the Flemish bond, with limestone and concrete trim; recessed horizontal bands of windows with concrete lintels and sills; and wood pedestrian and industrial doors. The previously undivided open work space of the interior’s

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production area has received limited modification over the years in the form of subdivision by chain link fences, partitions, and plastic. The north and south ends of the interior generally retain their historic configurations as office space, a cafeteria/dining room, service areas, and locker and wash rooms. Despite alterations that have been made, all areas of the utilitarian interior continue to have exposed materials such as concrete columns and beams; buff colored glazed brick; and concrete slab, asphalt plank, edge-grain maple, and terrazzo floors.

The modern horizontally-arranged warehouses of the Model Tobacco Factory Complex also meet the standards set forth by the MPD. This type of warehouse was

designed in two styles: the earlier wood frame, wood or metal-clad, louvered “open” facilities (1920s through ca. 1950), and the later wood frame, metal-clad “closed” facilities (including those “open” warehouses converted at later dates to “closed” facilities) which were closed to allow for fumigation to control the tobacco beetle (1950s through the present) (Green 2013:16-17).

South and west of the factory building, the Model Tobacco Factory Complex has three long, one-story tobacco warehouses. Each warehouse is wood frame, multiple bay, rectangular structure sheathed in metal. Two of the warehouses (Warehouse #1 and 2) were constructed c.1939 and originally featured louvered exterior walls that allowed for air circulation. The third warehouse was constructed in 1952 as a “closed” facility with metal sheathed exterior walls. Over time, the original two warehouses were transformed from “open” facilities to “closed” facilities by metal sheathing.

***Criterion C: Significance for its High Architectural Quality in a Hybrid of the Art Deco and International Styles***

The Model Tobacco Factory is also being nominated to the National Register under Criterion C as a notable and fine example of the Art Deco style, with International Style elements, by the Chicagoan architecture firm Schmidt, Garden, and Erikson. The factory building and power plant are in these styles.

The United States Tobacco Company commissioned Schmidt, Garden, and Erikson to design the new complex. The Chicago architecture firm was formed by Richard Ernest Schmidt (1865-1959), Hugh Mackie Gordon Garden (1873-1961), and Carl Anthony Erikson (1888-c.1958). The company began as Richard E. Schmidt, Architect and was renamed Richard E. Schmidt, Garden, and Martin in 1906. The firm became Schmidt, Garden and Erikson after Martin’s departure in 1925. Though the bulk of their work was in Illinois and the Midwest, they did branch out to the east coast (“Schmidt, Garden and Martin Records, 1903-c.1985” n.d.).

The company was part of the “second generation” of the Chicago School, emerging around 1895, which was pulling away from “establishing a movement to assert their influence beyond their immediate environs” (Eggner 2004:302). The architectural firm had originally worked in the Prairie Style with Frank Lloyd Wright before branching out to other styles (Brownell et al.

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1992:104). Though the “second generation” of architects had shifted emphasis from commercial architecture to the public sector and single-family dwellings, Schmidt, Garden and Erikson were among the most prolific of the Chicagoan architects in “number and size of their commercial and public buildings” (Condit 1964:186). The Model Tobacco Factory was one such commercial design. The factory building and power plant were designed in the Art Deco style with elements of the International Style. The Modernist details of both styles lent an ease in their use together to form a harmonious and modern design.

The Art Deco style originated with the 1925 *Exposition Internationale des Art Decoratifs et Industriels* in Paris. It was a rejection of historic styles and emphasized highly stylized and linear ornamentation. In the two great fairs that occurred during the Great Depression, Chicago’s Century of Progress in 1933 and the New York World’s Fair in 1939, the streamlined ornamentation of the Art Deco style was viewed as “the reduction of complexity to simple, easy-flowing shapes for the benefit of the beholders and users in every aspect of life” (Gowans 1992:251). This was an apt choice for new buildings during this difficult time in the nation’s history. Defining characteristics of the Art Deco style include smooth wall surfaces, stylized geometric motifs, and a vertical emphasis achieved by towers or projections above the roofline.

The International Style, a subset of the larger Modern movement, was introduced in the United States in 1929 at the Museum of Modern Art (Gowans 1992:301). While the style was used throughout the 1930s, it gained more widespread popularity in the design of office buildings and high-rises between the 1950s and 1970s. With the International Style of architecture all superfluous ornamentation of a building was stripped away, letting the structure of the building shine through. The defining characteristics of the style include the rejection of non-essential ornamentation; exposed structures emphasizing the common building materials including concrete, glass, and steel; ribbons of windows set flush to the outer walls; flat roofs without a ledge; and asymmetrical façades.

To create the Model Tobacco Factory building, Schmidt, Garden, and Erikson utilized a mixture of traditional materials, brick, cut stone, and glass, and materials new in the twentieth century, reinforced concrete and stainless steel. The use of these materials provides the unique ornamentation of the building in lieu of applied decorative detailing. The angularity of the buildings, important to both the Art Deco and International styles, is clearly evident without the presence of a curve on the building exteriors; even the power plant’s tower is angular.

The verticality of the main factory building, important in the Art Deco Style, is evident on the north and south elevations of the building. A projecting stone border, framing projecting piers and the MODEL TOBACCO “sky sign”, extends above the roofline. The piers are emphasized by the use of windows, separated by dark brick, between each pier. This verticality is balanced by ribbons of windows, again separated by dark brick, along the longer east and west elevations of the building. This line is continued through the use of cantilevered overhangs. The verticality is repeated in the Power House with its handsome 204-foot tower, tall banks of windows, and a tall block of the building while horizontality is seen in the ribbon of windows on the highest and lowest sections of the building.

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The inset metal and glass exterior office doors, along with lettered signage reading OFFICE and MODEL TOBACCO, clearly reflect the Art Deco style. Other ornamentation is evident on the crenellation above the first-story windows on the north elevation and the bird design on the glass of the exterior office doors.

The six-story factory building dominates the complex. Situated adjacent to U.S. Route 1, then the major north-south artery through Richmond, it quickly became a landmark for motorists and residents. Shortly after its opening, it was recorded in the *Architectural Record*, noting that the:

...location of the site is such that the plant is visible from most parts of Richmond as well as from a considerable distance along the main north-south arterial highway which it adjoins. Hence the group was designed not alone as an efficient factory but also to attract public attention and to advertise the company's product. To the latter end, the entire north and south facades of the factory building proper serve, in effect, as supports for giant, stainless-steel sky signs ("Tobacco Factory" 1941).

The property's highly visible location undoubtedly influenced the decision in making the building itself an advertisement for the most popular product produced in it with the placement of the "sky signs" on the north and south ends of the main building. MODEL TOBACCO was clearly visible during the day and at night it was backlit by "an ingenious arrangement of regular G-E Mazda lamps behind the sign" ("Model Tobacco Lights Up!" 1941). After its construction, General Electric floodlights were added to illuminate the building.

Since the 1940s, the design of the Model Tobacco Factory has been repeatedly praised. In 1958, architectural historians Frederick D. Nichols and William B. O'Neal regarded it as one of Virginia's "twelve best buildings." In *Architecture in Virginia: The Old Dominion's Twelve Best Buildings* it was described as:

An excellent example of the abandonment of both the romantic and the *laissez-faire* attitude of the factory owners toward the design of their industrial structures; that is, no effort was made to give it a false nobility, nor was it allowed simply to 'happen.'

Instead, great care was taken to make it handsome and to allow it to express both its purpose and its contemporaneity. Once more the choice of materials plays its part, and one sees materials unknown before the 20<sup>th</sup> century being used with great effect.

In 1968, O'Neal added:

The horizontality of the massed windows at the sides, contrasted with the vertical elements of the entrance feature, the architectural function of the sign and the related design of the gate posts, all combine to give the building its 20<sup>th</sup> century air and its distinction (O'Neal 1968:39).

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The beauty of the Model Tobacco Factory continued to be widely recognized throughout the remainder of the twentieth century and into the twenty-first. The building was included in the Virginia Museum of Fine Arts 1992 exhibit of *The Making of Virginia Architecture: Drawing and Models, 1719-1990* and its companion book (Brownell et al. 1992). In 1999, the local publication *Richmond: The City Magazine* and the James River Chapter of the American Institute of Architects selected the city's top 20 buildings of the twentieth century. The Model Tobacco Factory was ranked 11<sup>th</sup> on the list and was the only building to be listed on the south side of the James River (Davis 1999). Written of the buildings was:

Great care was taken to create a handsome factory building that was both functional and contemporary. This was evident in [the] choice of materials not available before the twentieth century. Late Art Deco/early modern in design, the building's horizontal windows contrast with the vertical elements of the entrance, the sign and the gate posts, giving the building its modern distinction. The building is "in the style of the 1939 [New York] World's Fair. It's very dramatic," architect Robert Winthrop says. "Under appreciated," [architect and editor Vernon] Mays adds (Davis 1999).

Two short years later, Richmond architects, the James River Chapter of the American Institute of architects, and *Richmond: The City Magazine* chose 75 of the most remarkable buildings of the region (Crawford and Foster 2001). Though there was no ranking in this poll, the Model Tobacco Factory was identified as one of the city's important buildings.

Streamlined and industrial, the Model Tobacco factory's late art-deco/early modern design looks like something out of Fritz Lang's "Metropolis" or the "World of Tomorrow" architecture of the 1939 World's Fair.

"It's very high-powered, very sleek and modern. It's an unusual situation because we don't think of industrial architecture being elegant, and this is a case of elegant and strong design for an industrial building," says architect Robert Winthrop. "It's an important building since we tend to be moving in the direction of industrial buildings with no character whatsoever. It's a triumph of industrial design, very intelligent."

An example of "handsome" architecture...Oddly enough, though it's universally considered as one of Richmond's most significant buildings, the Model Tobacco factory is not on the state list of historic landmark properties. "It's certainly landmark quality," say Calder Loth, editor of the Virginia Landmark Register, who is puzzled by why it hasn't been registered. "I think it's one of Richmond's best examples of that kind of thing" (quoted in Crawford and Foster 2001:91).

With this strong architectural design taking advantage of the building's setting, Schmidt, Garden, and Erikson's Model Tobacco Factory is locally significant under Criterion C.

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**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency

Model Tobacco Factory  
Name of Property

City of Richmond, VA  
County and State

Federal agency

Local government

University

Other

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

**Historic Resources Survey Number (if assigned):** VDHR #127-0386

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## 10. Geographical Data

**Acreage of Property** 11.89

Use either the UTM system or latitude/longitude coordinates

### Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

1. Latitude: 37.505669 Longitude: -77.449825

2. Latitude: 37.505869 Longitude: -77.447358

3. Latitude: 37.503888 Longitude: -77.447141

4. Latitude: 37.503650 Longitude: -77.449455

**Or**

### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

1. Zone: Easting: Northing:

2. Zone: Easting: Northing:

3. Zone: Easting: Northing:

4. Zone: Easting: Northing:

Model Tobacco Factory  
Name of Property

City of Richmond, VA  
County and State

**Verbal Boundary Description** (Describe the boundaries of the property.)

The historic district is composed of the property parcel identified by the City of Richmond as S0070975002T and contains 11.89 acres of land. The property is located at 1100 Jefferson Davis Highway and is generally bound by Jefferson Davis Highway to the east, N. Hopkins Road to the south, a CSX rail line to the west, and an adjacent property to the north. The historic boundary is coterminous with the parcel boundaries. The true and correct historic boundary is shown on the attached Location Map.

**Boundary Justification (Explain why the boundaries were selected.)**

The boundaries of the historic district are drawn to include the original Model Tobacco Factory Complex property and thus encompass the property's historic setting as well as all known associated historic resources.

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**11. Form Prepared By**

name/title: Dara Friedberg, Architectural Historian  
organization: Dutton + Associates, LLC  
street & number: 1115 Crowder Drive  
city or town: Midlothian state: VA zip code: 23113  
telephone: 805-897-1960  
date: July 2018

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**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

**Photographs**

Model Tobacco Factory  
Name of Property

City of Richmond, VA  
County and State

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### **Photo Log**

Name of Property: Model Tobacco Factory  
City or Vicinity: Richmond  
County: Independent City State: Virginia  
Photographer: Dara Friedberg (unless otherwise stated)  
Date Photographed: June 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 66: Setting from drone, view north (Photographer: Kiernan Ziletti)
- 2 of 66: Setting from U.S. Route 1, view northwest (Photographer: Kiernan Ziletti)
- 3 of 66: Setting from Routes 1 and 637, view west (Photographer: Kiernan Ziletti)
- 4 of 66: Setting, view east
- 5 of 66: Setting, view east
- 6 of 66: Setting, view south (Photographer: Llewellyn Hensley)
- 7 of 66: Factory Building, north and east elevations, view southwest (Photographer: Kiernan Ziletti)
- 8 of 66: Factory Building, main entrance, view west
- 09 of 66: Factory Building, detail of company sign, view west
- 10 of 66: Factory Building, north elevation, view south
- 11 of 66: Factory Building, detail of "Model Tobacco" sky sign, view south
- 12 of 66: Factory Building, north and west elevations, view southeast (Photographer: Kiernan Ziletti)

Model Tobacco Factory  
Name of Property

City of Richmond, VA  
County and State

- 13 of 66: Factory Building, detail of loading dock and south tower, view northeast  
(Photographer: Llewellyn Hensley)
- 14 of 66: Factory Building, detail of south tower and rail car entrance, view east  
(Photographer: Llewellyn Hensley)
- 15 of 66: Factory Building, south elevation, view north
- 16 of 66: Factory Building, 1<sup>st</sup> floor, reception area, view northeast
- 17 of 66: Factory Building, 1<sup>st</sup> floor, reception area, view northwest (Photographer:  
Llewellyn Hensley)
- 18 of 66: Factory Building, 1<sup>st</sup> floor, office, view west (Photographer: Llewellyn Hensley)
- 19 of 66: Factory Building, 1<sup>st</sup> floor, detail of office doorknob
- 20 of 66: Factory Building, 1<sup>st</sup> floor, view southeast
- 21 of 66: Factory Building, 1<sup>st</sup> floor, detail of loading dock door, view west (Photographer:  
Llewellyn Hensley)
- 22 of 66: Factory Building, 1<sup>st</sup> floor, view north (Photographer: Llewellyn Hensley)
- 23 of 66: Factory Building, 1<sup>st</sup> floor, view south (Photographer: Llewellyn Hensley)
- 24 of 66: Factory Building, 2<sup>nd</sup> floor, view southwest (Photographer: Llewellyn Hensley)
- 25 of 66: Factory Building, 2<sup>nd</sup> floor, detail of fire door, view south (Photographer: Llewellyn  
Hensley)
- 26 of 66: Factory Building, 2<sup>nd</sup> floor, view northeast
- 27 of 66: Factory Building, 3<sup>rd</sup> floor, view south
- 28 of 66: Factory Building, 3<sup>rd</sup> floor, view south
- 29 of 66: Factory Building, 3<sup>rd</sup> floor, northern section, view northeast
- 30 of 66: Factory Building, 3<sup>rd</sup> floor, restroom in northern section, view south
- 31 of 66: Factory Building, 4<sup>th</sup> floor, view south

Model Tobacco Factory  
Name of Property

City of Richmond, VA  
County and State

- 32 of 66: Factory Building, 4<sup>th</sup> floor, northern section, view northeast (Photographer: Llewellyn Hensley)
- 33 of 66: Factory Building, 4<sup>th</sup> floor, southern section locker room, view south
- 34 of 66: Factory Building, 4<sup>th</sup> floor, southern section restroom, view southwest
- 35 of 66: Factory Building, 5<sup>th</sup> floor, view northeast (Photographer: Llewellyn Hensley)
- 36 of 66: Factory Building, 5<sup>th</sup> Floor, door detail, view west (Photographer: Llewellyn Hensley)
- 37 of 66: Factory Building, 5<sup>th</sup> Floor, view south
- 38 of 66: Factory Building, 5<sup>th</sup> Floor, northern section, view east
- 39 of 66: Factory Building, 6<sup>th</sup> Floor, view northeast
- 40 of 66: Factory Building, 6<sup>th</sup> Floor, southern end, view southeast
- 41 of 66: Factory Building, 6<sup>th</sup> Floor, southern end restroom, view south
- 42 of 66: Factory Building, 6<sup>th</sup> Floor, north tower, view south
- 43 of 66: Power Plant, view southwest from roof of factory building
- 44 of 66: Power Plant, main entrance on east façade, view west
- 45 of 66: Power Plant, view northwest (Photographer: Kiernan Ziletti)
- 46 of 66: Power Plant, view southeast
- 47 of 66: Power Plant, engine room, view northwest
- 48 of 66: Power Plant, engine room, view southwest
- 49 of 66: Power Plant, pump room, view southwest
- 50 of 66: Power Plant, boiler room, view south (Photographer: Llewellyn Hensley)
- 51 of 66: Power Plant, boiler room, view south
- 52 of 66: Warehouse #1, view southwest

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City of Richmond, VA  
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- 53 of 66: Warehouse #1, view northeast
- 54 of 66: Warehouse #1, interior, view southeast
- 55 of 66: Warehouse #1, interior, view south (Photographer: Llewellyn Hensley)
- 56 of 66: Warehouse #2, view southwest
- 57 of 66: Warehouse #3, view northeast
- 58 of 66: Warehouse #3, view west (Photographer: Llewellyn Hensley)
- 59 of 66: Warehouse #3, interior, view northwest
- 60 of 66: Water Tank and Water Tower, view northeast
- 61 of 66: Hose Rack Building, view northwest
- 62 of 66: Hose Rack Building, view southeast
- 63 of 66: Gatekeeper's Building, view west
- 64 of 66: Shed, view northwest
- 65 of 66: Small Brick Building, view northwest
- 66 of 66: Open Shed, view northeast (Photographer: Llewellyn Hensley)

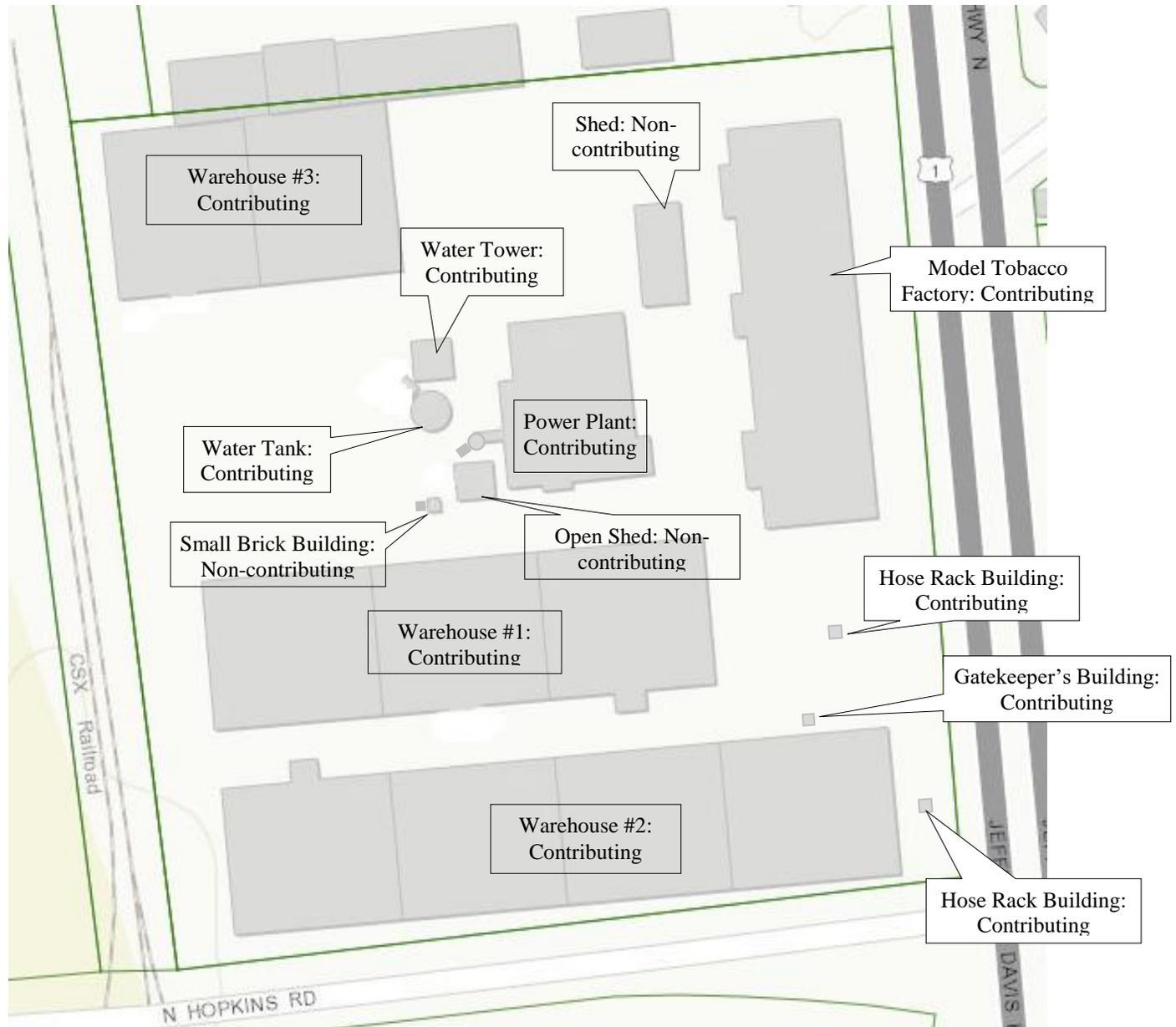
**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to 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 100 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.



**LOCATION MAP: Model Tobacco Factory, City of Richmond, Virginia, VDHR #127-0386**  
**Latitude/Longitude**

- |                        |                       |
|------------------------|-----------------------|
| 1. Latitude: 37.505669 | Longitude: -77.449825 |
| 2. Latitude: 37.505869 | Longitude: -77.447358 |
| 3. Latitude: 37.503888 | Longitude: -77.447141 |
| 4. Latitude: 37.503650 | Longitude: -77.449455 |



**SKETCH MAP: Model Tobacco Factory, City of Richmond, Virginia, VDHR #127-0386**

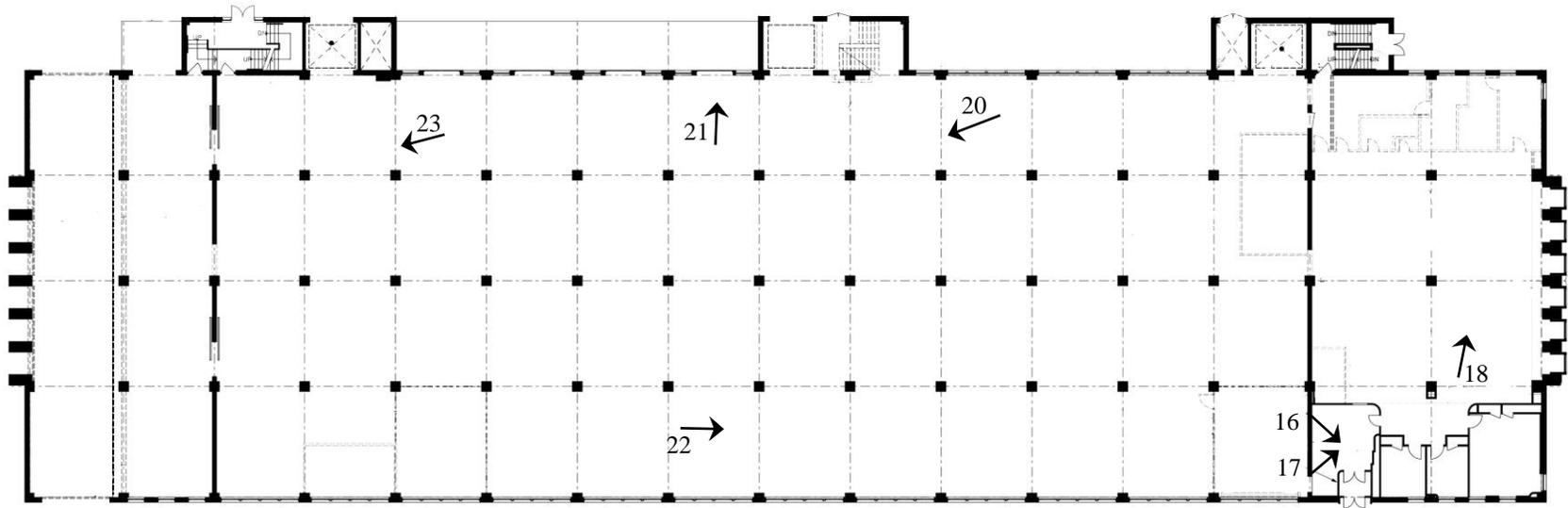
N  Not to Scale



**PHOTO KEY: Model Tobacco Factory, City of Richmond, Virginia, VDHR #127-0386**

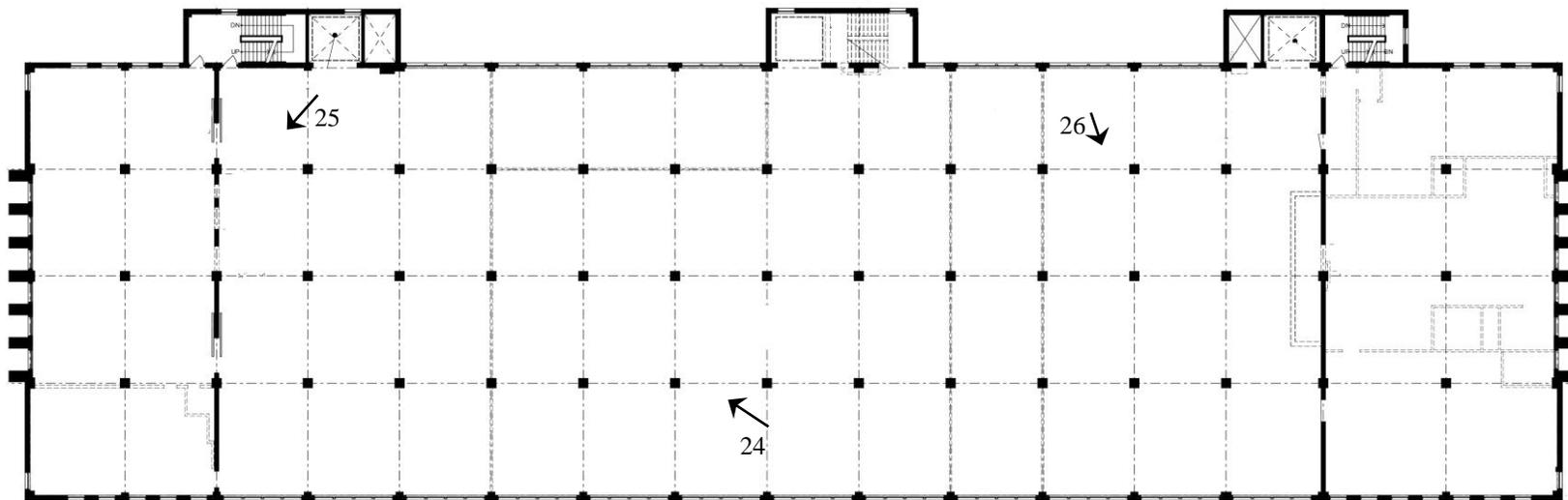
Not to Scale





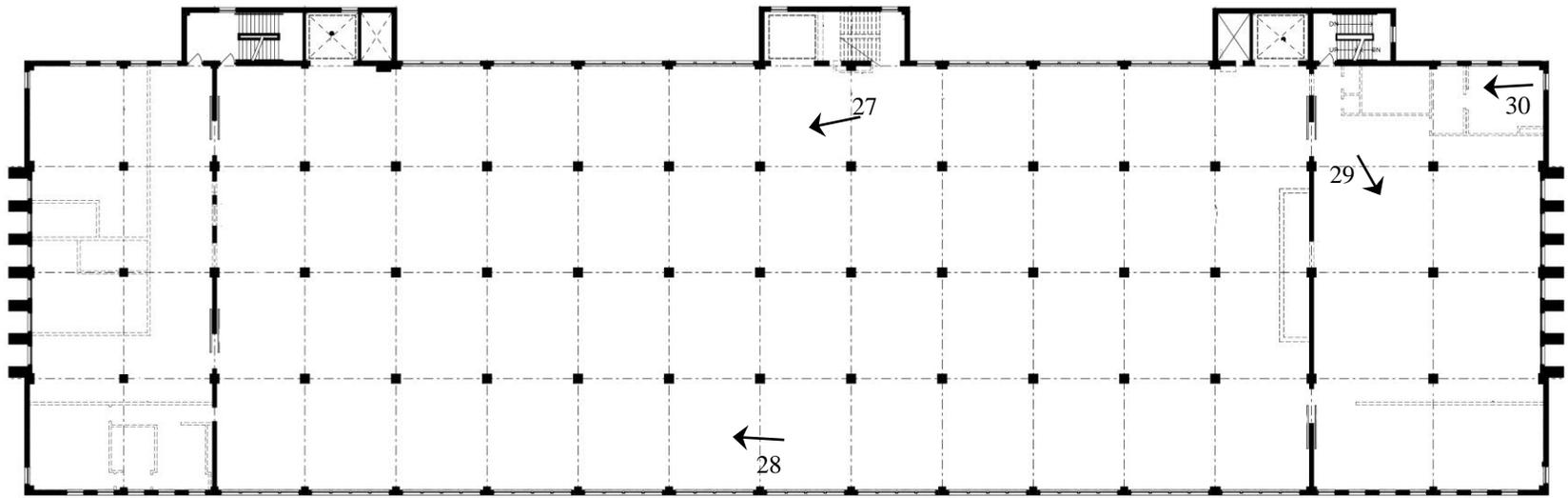
**Model Tobacco Factory, City of Richmond, VDHR #127-0386**  
**Factory Building, 1<sup>st</sup> Floor**

Not to Scale N 



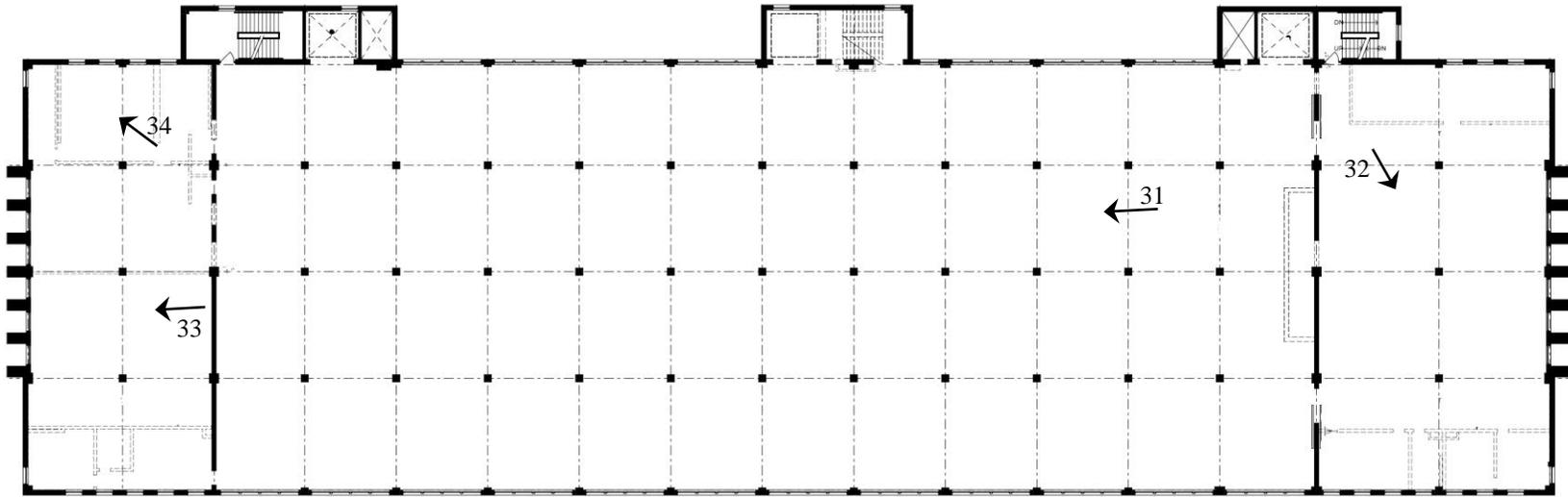
**Model Tobacco Factory, City of Richmond, VDHR #127-0386**  
**Factory Building, 2<sup>nd</sup> Floor**

Not to Scale N 



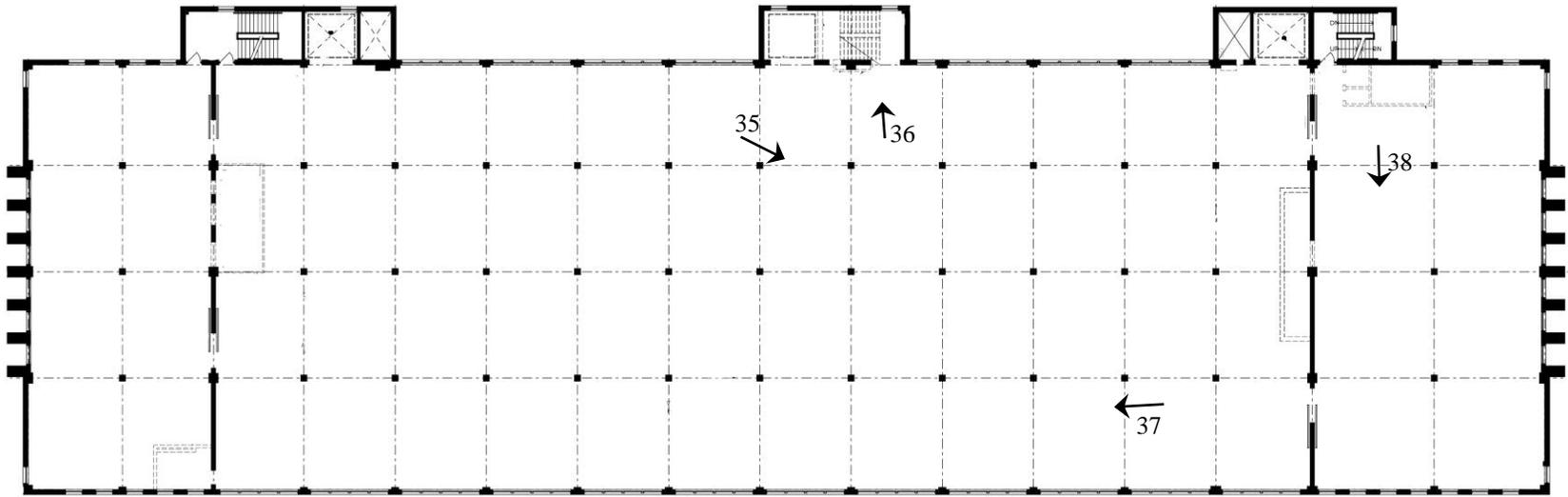
**Model Tobacco Factory, City of Richmond, VDHR #127-0386**  
**Factory Building, 3<sup>rd</sup> Floor**

Not to Scale **N** →



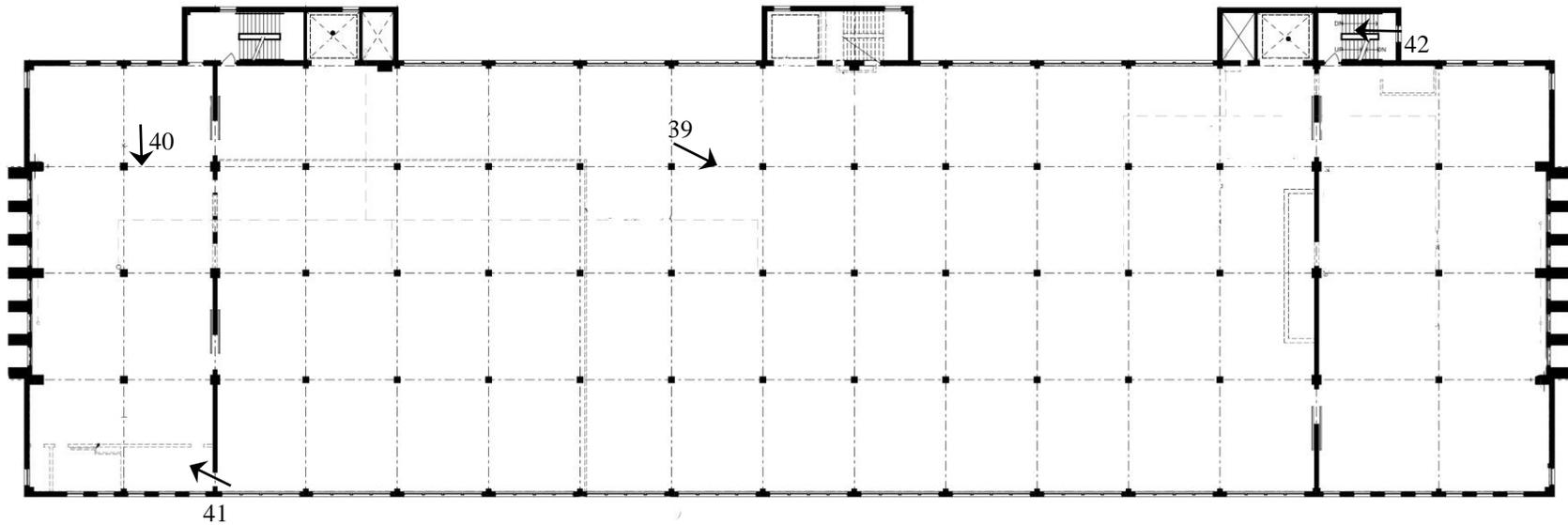
**Model Tobacco Factory, City of Richmond, VDHR #127-0386**  
**Factory Building, 4<sup>th</sup> Floor**

Not to Scale **N** →



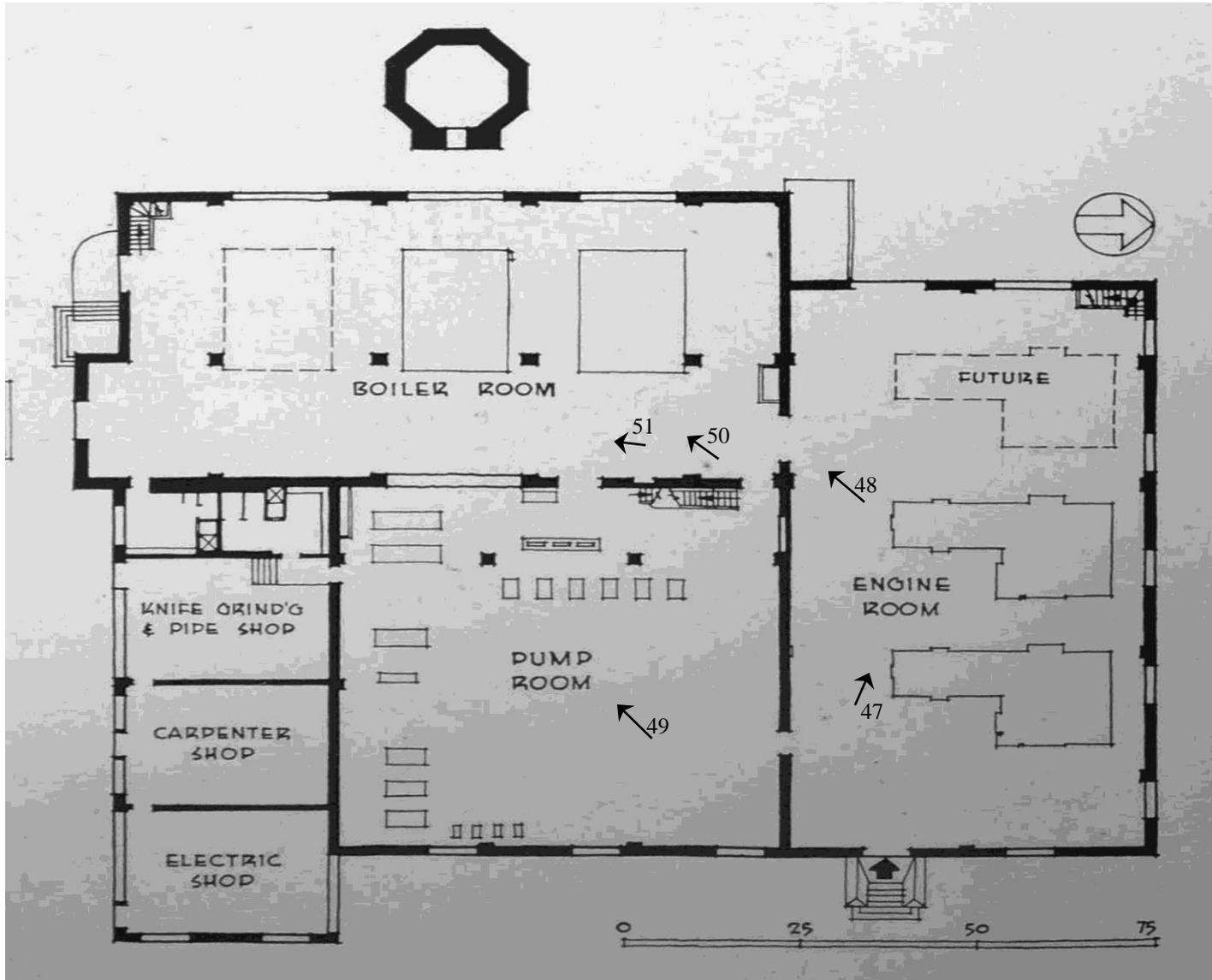
**Model Tobacco Factory, City of Richmond, VDHR #127-0386**  
**Factory Building, 5<sup>th</sup> Floor**

Not to Scale **N** 



**Model Tobacco Factory, City of Richmond, VDHR #127-0386**  
**Factory Building, 6<sup>th</sup> Floor**

Not to Scale **N** →



**Model Tobacco Factory, City of Richmond, VDHR #127-0386  
Power Plant**

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

\_\_\_\_\_  
Name of Property

\_\_\_\_\_  
County and State

Section number \_\_\_\_\_ Page \_\_\_\_\_

\_\_\_\_\_  
Name of multiple property listing (if applicable)

## SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 100003617

Date Listed: 4/15/2019

Property Name: Model Tobacco Factory

County: Richmond (Independent City)

State: VA

-----  
This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

  
\_\_\_\_\_  
Signature of the Keeper

4/15/2019  
\_\_\_\_\_  
Date of Action

-----  
Amended Items in Nomination:

Section 9: Previous Documentation on File

The box for preliminary determination of individual listing (36 CFR 67) has been requested is hereby checked.

A PDIL request for the property was approved May 30, 2018 (file #38,535)

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The Virginia State Historic Preservation Office was notified of this amendment.

### DISTRIBUTION:

- National Register property file**
- Nominating Authority (without nomination attachment)**