

VLK-12/1/99 NRHP-4/26/00

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 How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, an areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative text on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Reynolds Metals Company International Headquarters

other names/site number N/A

2. Location

street & number 6602 West Broad Street not for publication N/A

city or town Richmond vicinity N/A

state Virginia code VA county Henrico code 087 zip code 23230

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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  nationally  statewide  locally. ( See continuation sheet for additional comments.)

H. Alexander Wise, Jr. 4/11/00  
Signature of certifying official/Title Date  
Director, Virginia Department of Historic Resources  
State or Federal agency and bureau

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

Signature of certifying official/Title Date  
State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

<input type="checkbox"/> entered in the National Register <input type="checkbox"/> See continuation sheet.	Signature of the Keeper	Date of Action
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain) _____	_____	_____

**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

Contributing	Noncontributing	
<u>3</u>	<u>4</u>	buildings
<u>1</u>		sites
<u>1</u>		structures
		objects
<u>5</u>	<u>4</u>	Total

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

**Number of contributing resources previously listed in the National Register**  
0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)  
Office Building

**Current Functions**  
(Enter categories from instructions)  
Office Building

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)  
Modern movement: International Style

**Materials**  
(Enter categories from instructions)

foundation CONCRETE

walls CONCRETE  
METAL: Aluminum

roof OTHER

other BRICK  
METAL: Aluminum

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

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- 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 a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

Architecture

**Period of Significance**

1958

**Significant Dates**

1958

**Significant Person**

(Complete if Criterion B is marked above)

**Cultural Affiliation**

N/A

**Architect/Builder**

Gordon Bunshaft, Architect (with SOM)  
Charles F. Gillette, Landscape Architect

**Narrative Statement of Significance**

(Explain the significance of the property on one or more 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 : Reynolds Metals Company

**10. Geographical Data**

Acreage of Property 121 acres

**UTM References**

(Place additional UTM references on a continuation sheet)

1	<u>                    </u>	<u>                    </u>	<u>                    </u>	3	<u>                    </u>	<u>                    </u>	<u>                    </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>                    </u>	<u>                    </u>	<u>                    </u>	4	<u>                    </u>	<u>                    </u>	<u>                    </u>
					X	See continuation sheet.	

**Verbal Boundary Description**

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

**Boundary Justification**

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

**11. Form Prepared By**

name/title Mary Harding Sadler, AIA with Peter McDearmon Witt, AIA

organization Sadler & Whitehead Architects, PLC date October 1, 1999

street & number 800 W. 33rd Street telephone 804-231-5299

city or town Richmond state VA zip code 23225-3533

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

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

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

**Photographs**

Representative **black and white photographs** of the property.

**Additional items**

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

**Property Owner**

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

name Reynolds Metals Company; RADCO Associates, L.P

street & number 6601 West Broad Street telephone 804-281-4495

city or town Richmond state VA zip code 23230

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 200137127; and the Office of Management and Budget, Paperwork Reductions Project (10240018), Washington, DC 20503.

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### SUMMARY DESCRIPTION

The Reynolds Metals Company International Headquarters (1955-1958) is sited on a 121 acre campus in Henrico County west of Richmond's urban center. Conceived as the joint vision of company founder, Richard Samuel Reynolds, Sr. and the world's premier corporate architect, Gordon Bunshaft (1909-1990) of Skidmore, Owings & Merrill, the headquarters is a monumental testament to architectural excellence. Classically elegant and subtly innovative, the International Style Executive Office Building is an archetype of suburban corporate headquarters: a medium-height office building in a park-like setting. The four-story courtyard building, like a *palazzo*, has a clearly defined base supporting the *piano nobile*, the upper stories, and the "cornice" or cap. Architectural historian Richard Guy Wilson said of the headquarters that it "exemplifies the genius and promise of post World War II American modernism....[U]tilizing modern materials such as glass, steel, and especially aluminum, the Reynolds also makes use of time tested forms such as the *palazzo* type of format, and the courtyard" (Wilson 1998).

When Reynolds Metals moved its corporate offices from downtown Richmond<sup>1</sup> to suburban Henrico County, the unspoiled site, once the Donovan Horse Farm<sup>2</sup>, provided a pastoral setting in which to place a "General Office Building" (now the Executive Office Building), screened parking areas, support structures, and a landscape design which would include carefully controlled vistas and formal gardens at large and intimate scales. Both the building's exterior and interior spaces were intended to project the company's stature at the forefront of industry and commerce. The Executive Office Building and many of its custom-designed furnishings and finishes, along with the formal landscape and reflecting pool designed by Richmonder Charles F. Gillette (1886-1969) remain intact. The historic property includes the following contributing original structures: the Executive Office Building, a service building, and a greenhouse. The landscaped park is a contributing site, and the reflecting pool is a contributing structure. Four, non-contributing, support buildings -- a General Office Building ("GOB," 1968), an Information Services Building ("ISB," 1978) an Uninterrupted Power Source building ("UPS," 1978), and a recent pre-engineered shed in the maintenance area-- do not meet National Register Criteria, yet do not detract from the character of this exceptionally significant property.

### ARCHITECTURAL ANALYSIS

#### **Skidmore, Owings & Merrill and Gordon Bunshaft, Architect (1909-1990)**

Skidmore, Owings & Merrill, the United States' best known corporate architectural firm, was awarded the commission to design the headquarters in the early 1950s. SOM, as the firm is commonly known, was established in Chicago in 1936 by Louis Skidmore and Nathaniel Owings, with a New York office opening in 1937. The third founding partner, John Merrill, an engineer, joined the firm in 1938. His arrival is credited with instigating the firm's persistent exploration of structural innovation, as seen in another SOM masterpiece, the U.S. Air Force Academy Chapel and Campus (1958-1964, recently determined eligible for National Register

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<sup>1</sup>This former headquarters building, located at E. Grace and N. 3rd was demolished in 1998.

<sup>2</sup>The Donocan Horse Farm was also known as "Horse Pen," for which nearby Horsepen Road is named.

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listing). SOM's first large commissions probably stemmed from the company's involvement with the 1939 New York World's Fair, for which the firm designed twelve pavilions and the overall site plan. The founding partners were consummate businessmen and politicians who attracted highly placed corporate clients, and brilliant designers (led by Gordon Bunshaft) who worked primarily in the International Style. Bunshaft was design architect for some of SOM's best-known work, including Lever House (1952, National Register of Historic Places), Yale University's Beinecke Rare Book Library (1963), and the Hirshhorn Museum (1974). In 1961, during Bunshaft's tenure as the firm's design chief, SOM was awarded the American Institute of Architect's Firm-of-the-Year award (SOM 1999).

Gordon Bunshaft, born in Buffalo, New York, attended the Massachusetts Institute of Technology, and worked for Edward Durell Stone before he was recruited to join Louis Skidmore and Nat Owings in their fledgling firm in 1937. He continued working for the firm, except for his service in the Corps of Engineers during World War II, until the mid-1980s. Like Mies van der Rohe, Bunshaft's genius lay in an aesthetic reductivism. He could pare a building's elements to refined elegance. This propensity is embodied in the Reynolds' headquarters and at the landmark Philip Morris Cigarette Manufacturing Plant (1968-1974) just south of Richmond. Personal recognition of his extraordinary talent was somewhat obscured by SOM's corporate identity however; but in 1988, two years before his death, Gordon Bunshaft was laureate of the Pritzker Prize. An international jury awards this prestigious honor to a living architect whose work "has produced consistent and significant contributions to humanity and the built environment through the art of architecture" ("History of the Prize" 1999). With this award Bunshaft joined the pantheon of other recipients who number among the most influential architects of the second half of this century, including Philip Johnson, Luis Barragan, James Stirling, I. M. Pei, Oscar Niemeyer, Robert Venturi, and Aldo Rossi. Ada Louise Huxtable observed in celebrating Bunshaft's award:

Gordon Bunshaft has defined the corporate headquarters building, a structure as important for our commercial culture as the palace and the church were for an earlier royal or religious age, with consummate art and skill. If we demur at the symbolism we deny reality; it does not make these suave skin skyscrapers and stunning office *palazzi* less dazzling achievements. ("Bunshaft and Niemeyer" 1999)

### **Charles F. Gillette, Landscape Architect (1886-1969)**

Perhaps at the insistence of the Reynolds family, whose gardens and mausoleums he had designed since the late 1930s (Longest 1992: 196), Charles F. Gillette, Richmond's preeminent landscape architect was retained as consultant to select plantings for the new headquarters' grounds. Gillette arrived in Richmond as staff to landscape architect Warren Manning, to supervise the plantings for the University of Richmond's Westhampton campus in 1911. Establishing his own office in the city's downtown by 1919, Gillette's prolific efforts brought beautifully ordered indigenous plantings to estates and townhouses, family grave sites, and churches in Virginia and a dozen other states. In collaboration with architect Charles M. Robinson Gillette's landscape plans organized the early expansions of the Commonwealth's institutions of higher learning, including William and Mary's Sunken Garden and James Madison University's main quadrangle. Gillette teamed with William Lawrence Bottomley in the 1920s and '30s when that New York architect was designing houses for wealthy

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Richmonders in Windsor Farms, on River Road, and along Monument Avenue. His materials were not in any way unusual or exotic: boxwood, magnolia, crape myrtles, azaleas, hollies, rhododendrons and dogwoods are all frequently found in Gillette gardens lined with low brick walls, and organized by brick, slate, and bluestone paths. As noted by UVA professor Ruben Rainey, "Gillette sought to develop a regional landscape architecture...one geared to the Piedmont and the Tidewater" (Longest 1992: 58).

Gillette was in his late 60's when he accepted the contract to design the landscaped setting of Gordon Bunshaft's Reynolds Metals headquarters building. His budget for the project's landscape materials (\$130,000) was the largest budget Gillette had ever worked with (Longest, p. 133). Even with this largesse, the scale of the project was so huge that Gillette was forced to reduce the size of the plant materials so that the budget would not be exceeded and his concepts could be realized.

The Reynolds site plantings are used variously to screen parking, to control and frame views to the headquarters building, to create a formal entry, to enhance the courtyard, and to provide a landscaped park at the building's south side. The most dramatic landscape feature is the 250-foot long reflecting pool flanked by willow oaks. The reflecting pool continues to supply the water for the sprinkler system that waters the primary grounds. Within the building's courtyard Gillette specified and selected a forty-foot tall magnolia tree, the largest transplant ever achieved at that time (Reynolds 1998). A water fountain fills another square within this gridded *parterre*. Gillette's placement of plant materials and landscape features within the grid, an articulation of the building's structural bays, was deliberately asymmetrical yet perfectly balanced. A series of drawings in the collections of the Virginia State Library and Archives documents Gillette's proposals for a more ornamental treatment of this and other exterior spaces. The spare planting designs ultimately installed were likely a combined result of the SOM aesthetic ideal and a tight budget.

Hedges of sculpted yaupon hollies screen the symmetrically disposed employee parking. The uninterrupted hedges also delay a full view of the headquarters building until the visitor arrives at the formal forecourt. Along West Broad Street grouped plantings in a broad meadow frame glimpses of the building. Although the raised courtyard is the focal point of the building's main level, smaller perimeter plantings of holly and other shrubs fit within the podium's ordered grid. Rectangular pools, once planted with lilies, enhance a relatively secluded terrace outside the suite of senior executive offices. At the rear of the site, the South Lawn, a once-lush garden included flowering shrubs and weeping willows. Gillette unsuccessfully argued for placement of a pond in this low, moist area, which would have been a lovely foil for the reflecting pond at the other side of the property. The owner and architect imposed other undoubtedly frustrating constraints on Gillette, yet his landscape design for the Reynolds headquarters won the annual American Association of Nurserymen's Industrial Landscaping Competition in 1959. Many original landscape materials remain on the site, though some have been removed because of high maintenance requirements. Among the most visible specimens are the clipped yaupon hedges, the enormous beech and live oak on the west side of the building, and the willow oaks that form the entry *allée*.

### Site / Other Buildings

Siting of the buildings within the 121-acre property gives primacy to the Executive Office Building, placed temple-like at the property's highest elevation. Early planning anticipated future development that might

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include a similar building west of the Executive Office Building. No building was constructed in that area. Instead, the 1968 General Office Building (GOB) designed by Baskervill & Son (non-contributing) is on the opposite (north) side of the private road that roughly bisects the property, off-axis from the original building. This more recent building perpetuates the classical modern idiom expressed in the Executive Office Building, though with less distinction. It adheres to the principles of symmetry and formality established by the original building. The six-story GOB was programmed to accommodate the company's expanding staff. Company business and policy continued to be directed from the Executive Office Building. The GOB was constructed at the close of the period of significance. It is neither important for its architecture nor for the role it played in company developments during the period of significance.

ISB, or the Information Services Building, was constructed in 1978 to house computer services. Also constructed in 1978, the Uninterrupted Power Source building (UPS) provided an alternative source of electricity in case of local power outage. These two non-contributing buildings were, like the GOB, designed by Baskervill & Son. Though their materials are not completely compatible with those of the Executive Office Building, the buildings are hidden by placement on a lower site and by landscape screening. Construction of the UPS and ISB support buildings was not within the property's period of significance.

Two utilitarian structures at the property's west corner date from the late 1950s and contribute to the significance of the whole. These structures, a linear greenhouse and a U-shaped service building, sit in a secluded yard, screened by trees from the end of the south lawn. The green house is a free-standing glass-filled steel frame originally designed for housing shrubs and flowers to ornament the Executive Office Building's interiors. A now abandoned cutting garden, originally designed and developed by Scottish specialists, was next to the greenhouse. The adjacent service building, clad with corrugated aluminum, predicts the very similar service structures at Dulles International Airport (Eero Saarinen, 1962). This small, symmetrical structure faces inward towards a small court, much as the nearby headquarters building does. A third, pre-engineered storage building is of recent vintage and is non-contributing.

### **Executive Office Building**

Like Bunshaft's earlier masterpiece, Lever House in New York, the Executive Office Building hovers above its podium on slender columns and with a ground level *loggia* connects interior and exterior spaces. The Reynolds headquarters building is a cube with an off-center peristyle courtyard surrounded by aluminum clad columns. On the east and west elevations enormous, bright blue, vertical louvers filter the sun. On the north and south the building's horizontality is asserted by broad overhangs at each floor. The glass curtain wall is articulated with narrow aluminum mullions. The entire building sits on a podium that, at its south side, opens a full story below the main (entry) level to a generous ground-level terrace for the employees' cafeteria.

On the north side, the forecourt leads to a centered canopy whose cantilevered projection announces entry. From a covered *loggia* one enters either the auditorium, the lobby, or the courtyard. On the left, inside the free-standing auditorium is a curving, sawtooth, aluminum ceiling. Opposite, the red brick walk, laid in running bond, continues into the interior of the long glass-fronted lobby. A long suite of executive offices and the board room extend across the south side of the ground floor. Extruded aluminum forms the window frames, the linear

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diffusers, the column cladding, and even provides the base for glazed bathroom tile. Improbable combinations of aluminum, cherry panels, brick, plastic laminate, and striated black and white book-matched marble create an interior of undeniable elegance and sophistication.

*The design and construction of the Executive Office Building intentionally demonstrate the multiple uses for aluminum in the building industry. The total weight of aluminum products found throughout the structure is 1,235,800 pounds (Reynolds N.D.). The largest single amount, almost 400,000 pounds is found in the cladding of the major exterior architectural elements. Even carpets and draperies were woven with aluminum fibers. Among the most innovative features of the building are the fourteen-foot high solar louvers on the east and west sides of the building, which shift, based on the calculations of an astronomical clock, throughout the day. On overcast days, an electric eye overrides the clock and the louvers stay open to allow maximum natural light. In 1958 this installation of solar louvers was the largest in the world. The building's interior partitions and openings were modular so that changes in the size or function of a space might be easily accommodated.*

SOM designed or specified virtually all of the original finishes and furnishings, many of which remain in the building. Original furniture included now classic desks, casework, and chairs designed by such eminent designers as Florence Knoll, Eero Saarinen, and Hans Wegner. The elegant built-in aluminum file cabinets in the executive area of the ground floor are still in use. Furniture and aluminum accessories dating from the building's earliest years have been identified; where they are not currently needed, they are being kept on site and preserved. Corporate artifacts, including aluminum pieces commissioned by Reynolds to commemorate and award architectural excellence are found throughout the executive area. Among the artifacts retained on site by the owner are mylar prints of SOM's drawings for the headquarters project.

### **Conclusion**

The Reynolds Metals Company International headquarters fulfills the promise of company president Richard S. Reynolds, Jr. that "the building will be of the most modern type, utilizing aluminum buildings materials to the greatest extent possible. The company expects the building to constitute a showplace illustrating what can be done with aluminum in modern construction" (Reynolds Metals Company 1998). Reynolds commissioned in Gordon Bunshaft this country's finest corporate architect and in Charles Gillette Virginia's own "genius in the garden." Through increasingly careful stewardship of this landmark, Reynolds has preserved a nationally significant masterwork to a degree rarely found in the public or private sector. In 1998 the Reynolds Metals Company International Headquarters received the Test of Time Award from the Virginia Society of the American Institute of Architects.

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### STATEMENT OF SIGNIFICANCE

The Reynolds Metals Company Headquarters building is a symbol of the Reynolds family, of the New South, and of the evolving metals industry. The company was born of the imagination and foresight of Richard Samuel Reynolds (1881-1955), scion of businessmen and entrepreneurs, in a region scrambling to rethink its way of life. Initially unsuccessful in developing and marketing a product of his own, Reynolds focused on helping others package their products. A sound business sense led him to the appreciation of aluminum, then a new resource. Cheaper to produce than other metals and with untold potential, aluminum became Reynolds' chief focus. His continued investigation of its properties led to the discovery of uses that have transformed modern life. R. S. Reynolds, his company, and his four sons were leading exponents of the principles of packaging and its inherent marketing possibilities that continue to be significant engines of commerce today. It was arguably these principles that led Reynolds Metals Company to engage a team of renowned architects to design a new headquarters which could embody the company's ethos as well as its products.

The architecture of the Executive Office Building was produced by one of America's foremost modernist architects, Gordon Bunshaft, Director of Design for Skidmore, Owings & Merrill which continues to rank among the world's most prominent architectural firms. Hence, the property is significant under *National Register Criterion C* because it is among the best examples of the work of a Master Architect. Further contributing to its design-related significance, the landscape design was undertaken by Charles F. Gillette, in his day the Commonwealth's premier landscape architect. The Headquarters meets *Criterion Consideration G* because of its exceptional significance in American architecture. In August 1999 Reynolds Metals Company announced a merger agreement, pending government and stockholder approval. Future use of the headquarters property is unknown.

### HISTORIC CONTEXT

#### Industry in the New South

Following the Civil War the devastated South looked for new ways to rebuild its collapsed economy. The small *antebellum* manufacturing base in such cities as Richmond, Virginia was expanded and aided by substantial immigration of skilled labor. Urban life spread to former rural sites: Winston-Salem and Durham in North Carolina, Bristol in Tennessee and Virginia. Traditional cash crops like tobacco began to be examined with an industrial eye, with a view to creating end-user products.

Before the modern era consumer-sized portions of common goods had been meted out individually at the receiving end in containers provided or selected by the purchaser. But as the pace of industrialization picked up at the turn of the century, the diversification of the new economy proliferated, and sellers of various commodities began to develop new ways to deliver their products: packaging was born. Specific commodities began to identify appropriate vehicles for their particular products. And as product packaging became recognizable, advertising arose to market particular brands. In this trend lay the beginnings of the Reynolds Metals Company.

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### **The Reynolds Family**

The Reynolds family rose to prominence in the transitional period that gave birth to the New South. Sons of Hardin W. Reynolds, a prosperous farmer of Patrick County, Virginia, A. D. and R. J. Reynolds saw that the agricultural economy of their childhood must be supplanted by a more diverse and inventive model. Both brothers started tobacco companies, R. J. in Winston-Salem, North Carolina and A. D. in Bristol, Tennessee. Over the next decades, the tobacco industry emerged as one of the largest sectors of the nation's economy, principally through the creative marketing and packaging ideas practiced by companies like R. J. Reynolds Tobacco. R. J. Reynolds is "credited with the founding of the modern tobacco industry" (Loth 1986: 322). The Reynolds Homestead, "Rock Spring," birthplace of R. J. and A. D. Reynolds, is a National Historic Landmark.

In 1903 while A. D. Reynolds' son Richard (R. S.) was a law student at the University of Virginia, his uncle R. J. induced him to apply his talents at the elder Reynolds' business in Winston-Salem. In the ten years he worked for his uncle, R. S. applied innovative ideas and marketing skills that elevated the company to a major force in the industry. With "Prince Albert in a Can" R. S. Reynolds introduced one of many industry-wide innovations, replacing cheesecloth bags with moisture-proof tin containers. *Camel* cigarettes were also introduced under the younger Reynolds' aegis, packaged in metal foil for freshness. R. S. Reynolds' genius was to look beyond the particular product being sold by his father's and his uncle's companies and find a vehicle that was capable of supporting many products.

### **U.S. Foil**

R. S. Reynolds left the R. J. Reynolds Tobacco Company in 1913 and with his brothers founded a soap-making company in Bristol, Tennessee. When fire claimed the plant and World War I prompted Congress to declare soap manufacturing non-essential to the war effort, the company changed direction. Reynolds reopened his plant, now in Louisville, Kentucky, with a government contract to supply millions of waterproof steel-and-paper gunpowder drums to the war effort.

This turn of events was critical to Reynolds' thinking. When the U.S. government had needed gunpowder drums, Reynolds had obliged, abandoning his chosen product line (soaps and cleansers) to find a specific packaging for another product. Hereafter his focus would no longer be on a specific product and its unique packaging; the paradigm had shifted and packaging itself and its properties became the object of his investigation. As World War I came to a close R. S. Reynolds realized that there was a need for more and more-specialized containers. When R. J. Reynolds Tobacco and British-American Tobacco faced a war-induced shortage of tin foil for cigarette packaging, Reynolds Corporation stepped in to produce lead and tin foils. In 1919 the three companies launched a partnership called the U.S. Foil Company, located in Louisville, Kentucky.

### **Reynolds Metals**

By 1924 the success of single-level assembly-line production methods enabled U.S. Foil to buy out its partners and also acquire its first subsidiary, the Eskimo Pie Company, which produced a frozen confection requiring metal foil packaging. With major clients dependant on foil production, Reynolds began to explore the possibilities of aluminum: it was lighter in weight than tin, and the yield per pound was greater. In 1926 U.S. Foil began production of aluminum foil. The next decade witnessed a great expansion of the company, now called Reynolds Metals, and more uses and greater facilities for production of aluminum were found. Executive

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offices relocated to New York City, a foil-rolling plant was acquired in Richmond, Virginia, another plant opened in Havana, Cuba. Soon an array of new products entered the market: high-speed gravure-printed foil, aluminum bottle labels, heat-sealed foil bags for foods, and foil-laminated building insulation paper. Reynolds Metals did not wait for industries to seek out its packaging. Rather, the company developed products that fostered new industries and markets.

In the late 1930s, with the eyes of an acute businessman, R. S. Reynolds discerned the approach of war and the concomitant necessity to increase domestic production of raw aluminum. Having negotiated a loan from the federal government and further mortgaged all existing Reynolds plants, R. S. Reynolds began construction of an aluminum-reduction plant at Listerhill, Alabama in 1940, and the Reynolds Mining Corporation was formed for mining bauxite in Arkansas in the same year. The next year saw a new plant constructed at Longview, Washington and the acquisition of a plant at Richmond to manufacture war materiel. This prescience led to major domestic industry growth and provided over 500,000 tons of the metal for a variety of military uses in the predicted war effort. President Truman awarded R. S. Reynolds the Presidential Certificate of Merit in 1947 for his foresight. The company's sales had grown from \$29 million in 1940 to \$150 million by 1945.

In 1938 the executive offices of the company were moved to Richmond, Virginia, and the untiring company president, now assisted by his sons, continued the research into new uses for aluminum. It was due in large part to Reynolds Metals relocation to the city that Richmond enjoyed relative prosperity and an increasing volume of industrial sales during the late 1930s (Dabney 1976: 326). Reynolds employees worked in three continuous shifts to meet wartime demand in the early 1940s (Tyler-McGraw 1994: 272). In 1947 Richmond became the first test market for *Reynolds Wrap*, which was introduced to local housewives by Reynolds saleswomen stationed in Miller & Rhoads' lingerie department (Reynolds 1947). A subsequent string of aluminum automotive, packaging, and building products transformed modern life. As buildings used more aluminum components, the savings of transporting this light weight, energy efficient material made more resources available for other enterprise.

### **Reynolds Builds Landmark Headquarters**

R. S. Reynolds had groomed his four sons to advance the business. Richard S. Reynolds, Jr. succeeded his father as president of Reynolds Metals in 1948, continuing the exploration of new uses for aluminum, and the expansion of production here and abroad. It was during his stewardship that the 300,000 square-foot headquarters building was built (1955-1958), showcasing aluminum as a building material. Richard S. Reynolds, Jr. welcomed employees to the new company headquarters with a brochure that described the comforts of the building's air-conditioning, its sun-louvers, and perpetual "Music by Muzak" in glowing terms.

The glass-and-aluminum curtain walls of the Executive Office Building represented state-of-the-art design: the use of aluminum was transforming building practices in ways exemplified in the new building. The cantilevered aluminum entrance canopy pushed the limits of the metal's structural capacities. Aluminum threads in carpets and draperies heralded new possibilities. These advances in the building industry were no overnight occurrence but had been signaled earlier with aluminum-backed building papers and in 1945 when Reynolds introduced aluminum siding. Reynolds was a leader in the building industry.

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The Executive Office Building was not only a showplace for aluminum products, it was also a conspicuous product of "good design." As the new headquarters was being developed, the company's executives established the R. S. Reynolds Memorial Award in 1956 to honor the company founder who had died in 1955. The international award for more than twenty-five years recognized international architectural achievements using aluminum. James Stirling and James Gowan were recipients in 1965 for Leicester University's renowned Engineering Building, and Richard Meier for his Bronx Development Center in 1977. The jurors included architectural luminaries such as Mies van der Rohe, Richard Neutra, and Paul Rudolph (Reynolds Metals 1981).

The first decades following relocation to the West Broad Street headquarters coincided with the period of Reynolds Metals' greatest expansion. "It was a very exciting time for the company. Reynolds was the leader in the industry during this period," recalled Gilbert R. Shockley, general director of Product Development in the 1960s and early 1970s (Shockley 1999). Different roofing materials were developed for farm, industry, and residential use. A variety of aluminum-combination panels had decorative as well as structural applications. Heavy-duty aluminum pipe began to be used for drilling oil. The *Aluminaut*, the world's first aluminum submarine, the deepest diving submarine of its time, was launched in 1964. In collaboration with the armed services, river hovercraft were developed in the 1960s and 1970s. In 1970 Reynolds and General Motors collaborated to produce the first all-aluminum engine, a technology today used by Porsche. By the time Richard Reynolds, Jr. became CEO and chairman of the board in 1963, company assets totaled over \$1 billion. Joseph H. McConnell was the company president and chief administrative officer.

During both Richard Jr.'s and McConnell's presidency, the company was ably served by other Reynolds brothers: William G. Reynolds was vice president of the Parts Division and the Reynolds Research Corporation. His executive vice president and general director of Packaging Research, A. I. Totten, Jr., recalled the growth of the research staff from 15 in 1946 to over 150 in 1971 (Totten 1999). He credits Reynolds Metals' heavy concentration in consumer packaging with shielding the company when Russian aluminum production flooded markets in the 1980s, destabilizing world prices of aluminum ingots. Besides the world-famous *Reynolds Wrap*, the company pioneered with plastic films and shrink-wraps (1958), "foil-clad" a foil-paper-board for motor oil and frozen juices (1962), and the development of the aluminum beverage can (1963) and "stay-on-tab" (1975). In 1968 Reynolds pioneered aluminum recycling with the company's establishment of the world's first consumer recycling center.

J. Louis Reynolds was vice president of Operations and David P. Reynolds was vice president of Sales during this expansive period. It was David Reynolds who guided the marketing of the aluminum beverage can through an unprofitable decade before it finally supplanted the tin-plate can in the early 1970s (Shockley 1999). His success in the tremendous growth of the company led to his appointment as CEO and Chairman of the Board from 1976 to 1988. Though David Reynolds has retired from the rigors of the standard work week, his well-appointed suite of offices is maintained with original furnishings on the west side of the ground floor.

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**Conclusion**

Today the company's revenues are \$5.9 billion. Reynolds Metals ranks as the world's third-largest aluminum company and the world leader in production of aluminum foil. Jeremiah J. Sheehan is chairman and CEO, while William E. Leahey is chief financial officer. The Reynolds family is represented by two of William G. Reynolds' sons: Randolph N. Reynolds, the company's vice chairman and executive officer and William G. Reynolds, Jr., vice president of Government Relations and Public Affairs.

In the wake of other well-known merger and acquisitions nationwide, Reynolds Metals announced in August 1999 that the company would be sold. Completion of this transaction will close a remarkable chapter in American industry: the revolution in packaging envisioned by Richard S. Reynolds and realized by the company which continued to prosper and grow under his children's leadership.

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**UTMS**

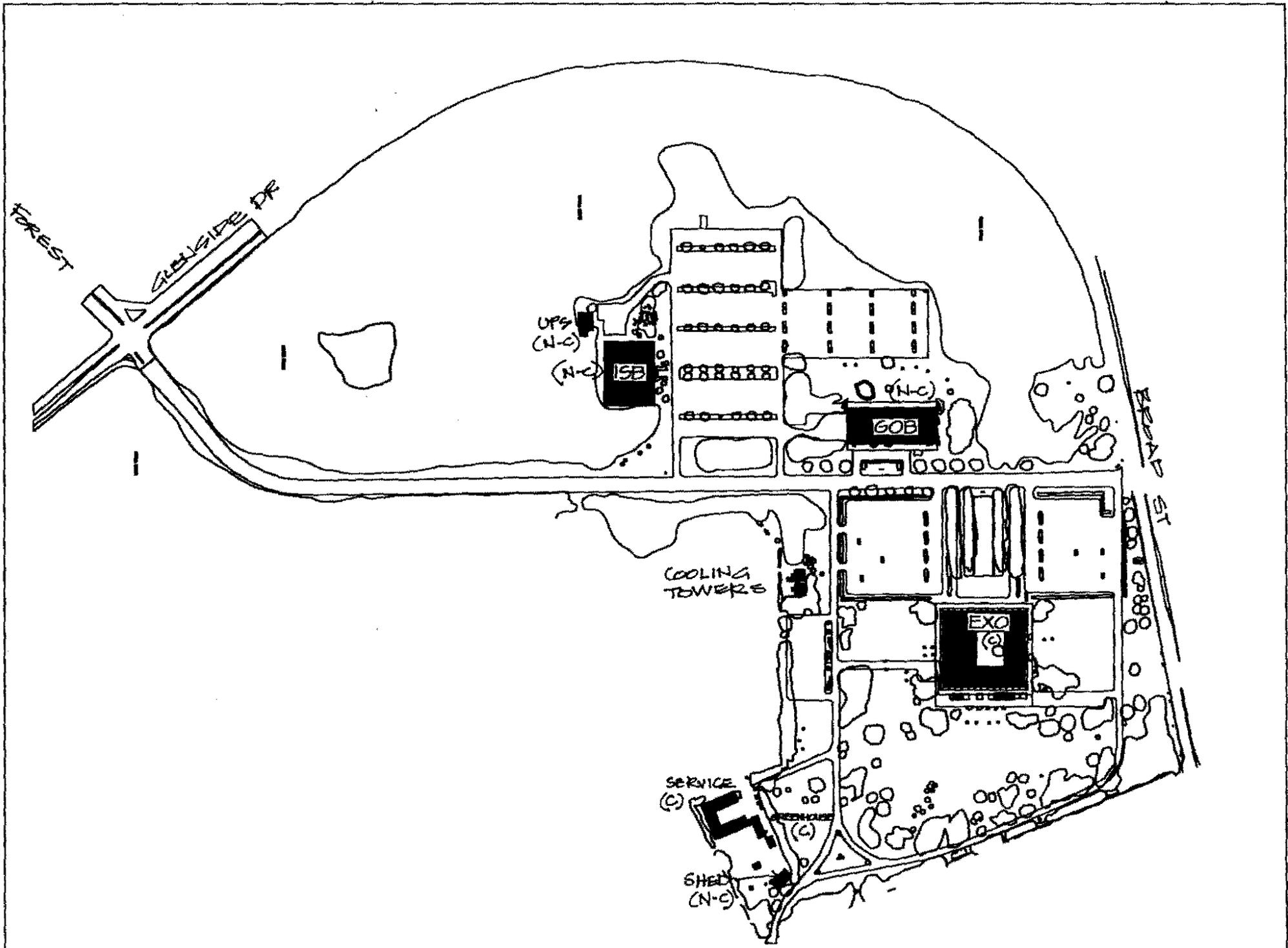
No.	Zone	Easting	Northing
1.	18	277865	4164632
2.	18	277960	4164135
3.	18	277579	4164025
4.	18	277559	4164367
5.	18	276785	4164345
6.	18	277230	4164700
7.	18	277690	4164790

**VERBAL BOUNDARY DESCRIPTION**

All of that property currently designated by Henrico County as 6601 West Broad Street, which includes the following parcel numbers: 92-A-18B  
92-A-19  
92-A-20  
92-A-26

**BOUNDARY JUSTIFICATION**

The boundary includes the perimeter of the property comprising the parcels listed above, and generally described by Glenside Drive on the northeast, Interstate 64 on the north, Broad Street Road on the west, and by the boundaries of adjacent property owners: a Holiday Inn on the south and the Crestview Elementary School and Crestview neighborhood on the southwest. This property has been site of the Reynolds Metals Company International Headquarters since the Executive Office Building opened in 1958.



REYNOLDS METALS INTERNATIONAL HEADQUARTERS SITE PLAN

1988  
SCALE: 1" = 100' - 0"

REYNOLDS METALS COMPANY  
14100 W. BROAD ST., ALBANY, OHIO 45912

BON AIR QUADRANGLE  
VIRGINIA

7.5 MINUTE SERIES (TOPOGRAPHIC)

5559 III NW  
(YELLOW TAVERN)

22 MI. TO U.S. 522  
OILVILLE 14 MI.  
2 280 000 FEET 277

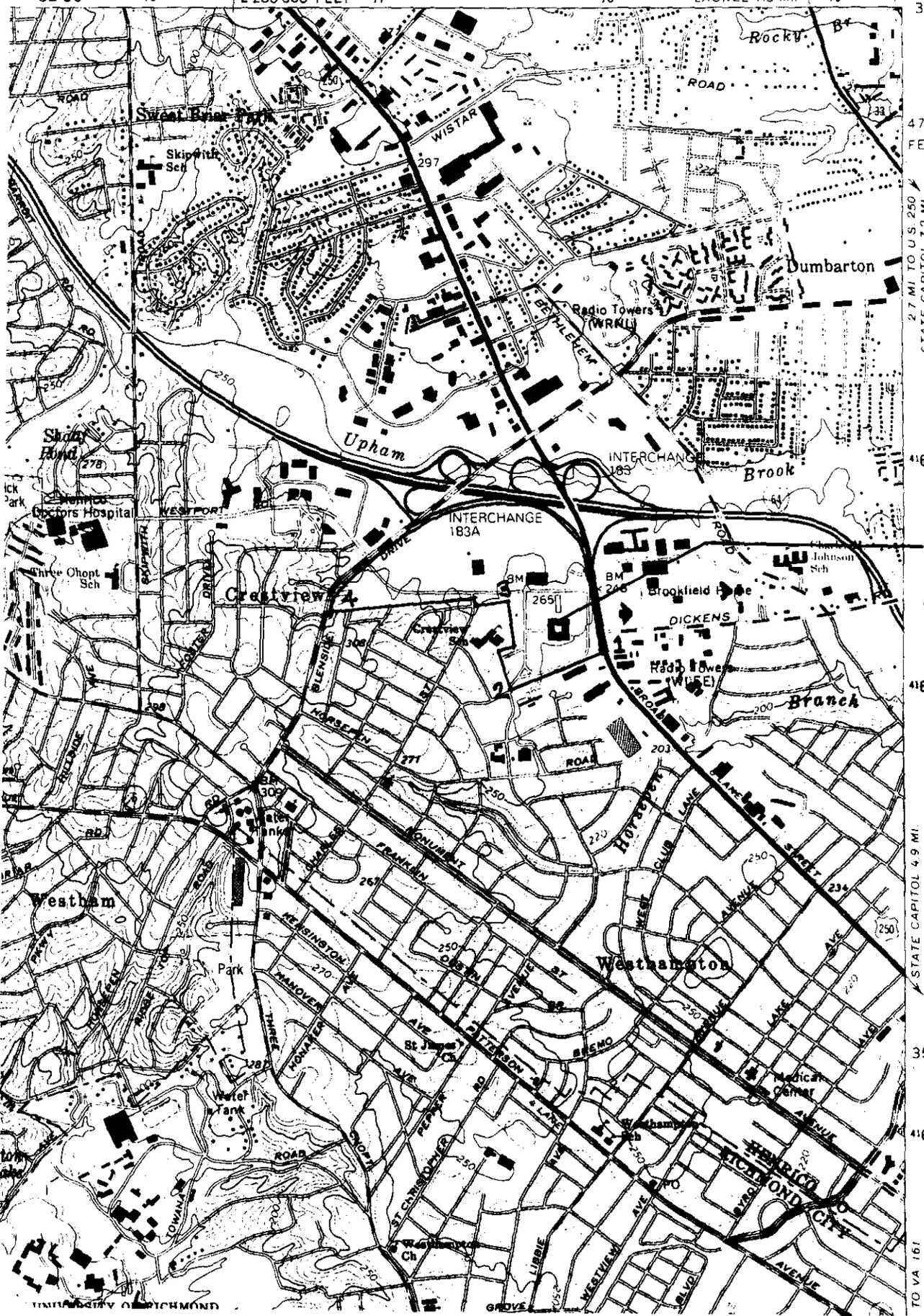
MONTPELIER 17 MI.  
LAUREL 1.5 MI. 279

77° 30'  
37° 37' 30"

32° 30" 276

278

279



470 000  
FEET

27 MI TO U.S. 250  
STATE CAPITOL 7.2 MI

4165

4164

STATE CAPITOL 4.9 MI

35'

4162

TO VA 161

Reynolds Metals  
Company Headqarte  
Richmond, VA

UNIVERSITY OF RICHMOND

GROVE

LIBBIE

WESTHAM