

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.

Listed On

VLR: 6/19/2014

NRHP: 08/25/2014

## 1. Name of Property

Historic name: Williamston-Woodland Historic DistrictOther names/site number: 122-5795

Name of related multiple property listing:

N/A

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

## 2. Location

Street & number: Roughly bounded by Norfolk Southern rail line, Church Street, 18<sup>th</sup> Street and Omohundro StreetCity or town: Norfolk State: Virginia County: Independent CityNot For Publication: N/AVicinity: N/A

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

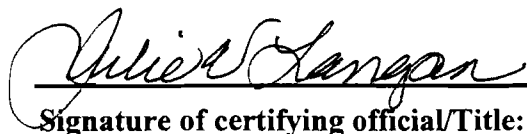
I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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:

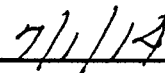
    national     statewide X local

Applicable National Register Criteria:

X A     B X C     D



Signature of certifying official/Title:



Date

Virginia Department of Historic Resources

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official:

Date

Title :

State or Federal agency/bureau  
or Tribal Government

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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 ☐

##### Number of Resources within Property

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(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>36</u>	<u>4</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>1</u>	<u>0</u>	structures
<u>0</u>	<u>4</u>	objects
<u>37</u>	<u>8</u>	Total

Number of contributing resources previously listed in the National Register 1

## 6. Function or Use

### Historic Functions

(Enter categories from instructions.)

DOMESTIC/Single Dwelling

COMMERCE/Business; Restaurant; Warehouse; Specialty Store; Professional

RECREATION/Sports Facility

AGRICULTURE/SUBSISTENCE/Processing; Storage

INDUSTRY/PROCESSING/EXTRACTION/Warehouse

TRANSPORTATION/Road-related

### Current Functions

(Enter categories from instructions.)

COMMERCE/Business; Restaurant; Warehouse; Specialty Store

AGRICULTURE/SUBSISTENCE/Processing

INDUSTRY/PROCESSING/EXTRACTION/Warehouse

TRANSPORTATION/Road-related

LANDSCAPE/Parking lot

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE 19<sup>th</sup> AND EARLY 20<sup>th</sup> CENTURY AMERICAN MOVEMENTS/Commercial Style  
MODERN MOVEMENT/Moderne  
MODERN MOVEMENT/International Style  
MODERN MOVEMENT/Art Deco

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

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

Principal exterior materials of the property: WOOD/Plywood; BRICK; STONE/Limestone;  
METAL/Cast iron, Aluminum, Steel; STUCCO; CONCRETE; GLASS;  
SYNTHETICS/Vinyl, Plastic

### 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 Williamston-Woodland Historic District is located in a flat, light industrial area north of downtown Norfolk first developed in the late nineteenth and early twentieth centuries. The district contains forty-six resources which consist of primarily light industrial with some retail/restaurant commercial buildings. There are two notable purpose-built Coca-Cola buildings still in use, the regionally known Doumar's restaurant, an individually NRHP-listed bagging warehouse (#122-0993; NRHP 2007), and a century-old, five-story warehouse built to store peanuts but used for coffee processing for most of its history. The style of the buildings is generally Commercial Style and variations of Modern design, including several prominent examples of Moderne as well as a few Art Deco and International Style inspired buildings. The district is bounded to the north by the Norfolk Southern (Norfolk and Western Railway when the district was being developed) rail line which originates at Lamberts Point, approximately two miles away. Church Street forms the eastern boundary, 18<sup>th</sup> Street the southern boundary, and Omohundro Street the western boundary. Monticello Avenue bisects the district running north to south. The boundaries follow the original boundaries of the Williamston and Woodland development plats while also reflecting the loss of historic fabric in certain areas of the historic developments. The Park Place Historic District (#122-5087; NRHP 2006) lies to the north across the railroad line.

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## Narrative Description

During the nineteenth century, the area containing the historic district originally was platted from a single piece of property and broken into individual residential-sized lots. However, a majority of the district ultimately was developed commercially and what residential development took place was demolished to make way for more commercial properties. The impetus for the district was the continued expansion out of the downtown Norfolk area as well as the existence of the late-nineteenth-century Norfolk and Western (now Norfolk Southern) rail line. Several other commercial and light industrial sections of Norfolk developed around this rail line, including the three blocks north of the railroad tracks which are part of Park Place. To the west is mostly later retail development and the Ghent residential neighborhood. To the east are mostly residential neighborhoods, and to the south is a mixture of recent large scale infill. The older buildings tend to be the large warehouses along the railroad tracks with mid-twentieth century commercial and processing buildings filling in to the south.

The resources within the district consist of primarily one- to three-story Commercial Style warehouses and manufacturing facilities with some later Moderne buildings and a handful of Art Deco and International Style influenced buildings. Many of the buildings are constructed to the lot line, while others are sited on a corner of the lot with the remainder of the parcel utilized for parking or materials storage. There is one early restaurant which dates from the period of historic development as well as a few office/retail resources. There is some more recently constructed infill, but the majority of the resources are more than fifty years old. Empty lots are generally paved for parking and there are sidewalks in most areas with minimal vegetation and landscaping. The area was fully developed by the early post-World War II period with some now-historic buildings replacing earlier resources. The north end of the district is also divided by the prominent circa 1951 Monticello Avenue underpass, which was a combined project by the Norfolk and Western Railroad, the state and the city. The character of the district is defined by the railroad line and the early-to-mid twentieth century commercial enterprises which surround its tracks.

Most warehouses are brick masonry construction with some notable details. The one- to two-story commercial buildings often have stucco exterior cladding. Storefront windows have generally been updated, but many warehouses have at least sections of historic window sash intact. Most buildings still retain their historic functions or are vacant. Several prominent resources anchor the district both architecturally and geographically.

The five-story warehouse at 204-210 West 22<sup>nd</sup> Street (#122-0914) is the tallest resource in the district and was constructed in 1908 as a Planters Peanut Storage Co. warehouse. The James G. Gill Co., Inc. Coffee Roasters purchased the building in 1923 and it has remained a coffee processing facility ever since. There have been numerous contributing and non-contributing additions to the complex, but the core building is intact and retains much of its architectural integrity. Along with the initial five-story, three-bay 1908 warehouse, the complex has a

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1945 warehouse, and several additions dating from 1960 to post-1970. The entire complex functions as one facility with all elements physically connected. The large, eight-course brick masonry construction warehouse tower has an extended height first story with a robust brick arched entrance with a metal roll-up door facing north to the railroad and accessed by a concrete loading dock with metal stairs. The second story has three 6/6 double-hung wood sash while the upper three stories each have three 1/1 double-hung wood sash. All of the windows have stacked brick arches and rusticated stone sills, and the roofline is accented by an articulated brick cornice. The east elevation is solid brick with no penetrations while the south elevation has all of the same openings as the north elevation, but they are covered by historic wood shutters. The parapet roof has a large mechanical penthouse in the southwest corner, a large historic mechanical unit in the northwest corner, and a smaller penthouse in the northeast corner.

Another prominent warehouse in the district is the former Southern Bagging Company building at 1900-1918 Monticello Avenue (#122-0993), which was individually listed on the National Register of Historic Places in 2007. This is one of the best preserved and architecturally distinct warehouses in Norfolk and is now a gym. The three-story, six-course American bond brick warehouse is built to the lot line on three sides. Three stories in height, the building is five bays wide by three bays deep. There are numerous window openings with segmental arches. A soldier and rowlock cornice surmounts the first story wall and is the base for pilasters which run from the first story cornice to the corbelled cornice along the roofline and topped by a parapet wall. The pilasters are topped by limestone triangles. Many of the 30-light industrial windows are historic, particularly on the second and third stories. There are several brick arched entries along the first level.

Doumar's restaurant (#122-0696) has been on the site at 1919 Monticello Avenue since the original owner moved to Norfolk from New York in the early twentieth century. The restaurant is believed to be the source of the original waffle ice cream cone. The current building was constructed in 1949 and features a long, separate carport for serving diners in their vehicles, continuing the mid-twentieth century tradition of drive-up service. The main one-story restaurant features a façade and sides with large storefront aluminum windows and has another carport service area attached to its north side.

The one-story, Flemish bond brick masonry Moderne style Coca-Cola delivery truck loading garage (#122-5795-0012) was purpose-built in 1946 and is located at 300-320 East 20<sup>th</sup> Street. The east elevation façade features a curved, recessed entry with a pair of aluminum roll-up garage doors divided by a brick pier and topped by a limestone lintel in front of a large concrete apron. The curved sides of the garage bay have three painted 24-light steel industrial window sash on each side surrounded by a limestone frame. Continuing along the entire façade, the south elevation, and the rear (east) elevation are groups of 36-light painted steel industrial windows also with limestone frames; a few of these windows have been bricked in. The façade also has a metal Coca-Cola Garage sign on its southwest corner roofline. There is also a corrugated metal connector with the bottling plant across the street which was likely used to deliver finished products to the

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garage. The south elevation features three additional metal roll-up garage doors also topped by limestone lintels. The south elevation is angled to match the turn in 20th Street. The rear (east) elevation features another sign similar to the one on the façade on the upper southeast corner. There are also two metal roll-up garage doors as well as the same 36-light windows continuing from the façade. The north elevation features a large side gable corrugated metal 1960s warehouse addition with a series of roll-up metal doors and concrete loading docks on the north elevation. There is a single, large metal roll-up garage entry door on the east and west elevations.

The Coca-Cola Bottling Works (#122-0726) is an impressive International Style inspired building purpose built in 1959 and located at 2000 Monticello Avenue. The main entry features a tall rectangular tower clad in large granite tiles set just north of the entry. A vertical procession of 22 rectangular lights set in an aluminum surround accents the northwest elevation, and a large Coca-Cola sign hangs on the southwest wall of the tower. The glass entrance sits recessed under a prominent corner block. The entry features glass double doors facing both Monticello Avenue and 20th Street, and large rectangular transom windows above the glass doors, all cased in narrow aluminum surrounds. The block suspended above the entry is wrapped in square stone tiles at both elevations. The tiles are accented with round aluminum studs emphasizing the grid patterns of the entrance facade. An eave projects over the entire corner entry. A single, bulky granite pillar sits within an organically shaped planter, supporting the massive corner structure. A canopy supported by steel columns runs along the length of the main elevation, on Monticello Avenue beginning at the granite tower, and continues past the corner to the northeast elevation at 21<sup>st</sup> Street. The canopy is accented by a projecting perforated aluminum awning. The facade is decked with Coca Cola signage. The northeast, southeast, and northwest elevations feature rows of slender, rectangular multi-pane windows in narrow stone surrounds, overhead garage doors, and openings with louvered vents. The large, rectangular main structure extends over the entire lot and the one-story, more modest section of the facade facing Monticello Street, as well as the northeast, southeast, and southwest elevations, are clad in red face brick laid in Flemish bond.

The Williamston-Woodland Historic District has a high level of integrity with thirty-eight contributing and only eight non-contributing resources. The changes made to most resources over the years have not greatly altered their historic form and design. As is often the case, window sash and doors are often replaced, but most have been done so with contemporary compatible examples and many historic examples remain. The overall feeling and setting of the district remains largely intact with the street pattern little altered and the type, form, and purpose of the buildings much like they were during the period of significance.

## Historic District Inventory

The resources in the following inventory are considered contributing if they fall within the Period of Significance from 1906 to 1964, have architectural integrity, and based upon their

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connection to either Criterion A for Commerce, Industry, or Ethnic Heritage (Jewish commercial history) and/or Criterion C for Architecture. All non-contributing resources fall outside the Period of Significance or were built during the Period of Significance but have been so altered as to no longer have architectural integrity.

### 18th Street

**East 212-214 18th Street    122-5412    Other DHR Id#: 122-5795-0008**

**Primary Resource: Commercial Building (Building), Stories 1, Style: Modernist, 1962**  
**Contributing Total: 1**

**East 300-312 18th Street    122-5795-0009    Other DHR Id#:**

**Primary Resource: Warehouse (Building), Stories 1, Style: Commercial Style, 1956**  
**Contributing Total: 1**

**East 408 18th Street    122-5795-0010    Other DHR Id#:**

**Primary Resource: Warehouse (Building), Stories 2, Style: Commercial Style, 1956**  
**Contributing Total: 1**

### 20th Street

**East 201 20th Street    122-5795-0011    Other DHR Id#:**

**Primary Resource: Warehouse (Building), Stories 1, Style: Commercial Style, 1920**  
**Contributing Total: 1**

**East 300-320 20th Street    122-5795-0012    Other DHR Id#:**

**Primary Resource: Parking Garage (Building), Stories 1, Style: Moderne, 1946**  
**Contributing Total: 1**

**East 301-307 20th Street    122-5795-0013    Other DHR Id#:**

**Primary Resource: Warehouse (Building), Stories 1, Style: Commercial Style, 1961**  
**Contributing Total: 1**

**East 405-419 20th Street    122-5795-0014    Other DHR Id#:**



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*Primary Resource:* **Warehouse (Building), Stories 1, Style: Commercial Style, 1959**  
**Contributing Total: 1**

*Secondary Resource:* **Warehouse (Building)**  
**Contributing Total: 1**

**East 420 20th Street**      **122-5795-0015**      *Other DHR Id#:*

*Primary Resource:* **Parking Garage (Building), Stories 1, Style: Modernist, 1954**  
**Contributing Total: 1**

*Secondary Resource:* **Office/Office Building (Building)**  
**Contributing Total: 1**

**East 601 20th Street**      **122-5795-0016**      *Other DHR Id#:*

*Primary Resource:* **Warehouse (Building), Stories 1, Style: Commercial Style, 1953**  
**Contributing Total: 1**

**West 100 20th Street**      **122-5795-0017**      *Other DHR Id#:*

*Primary Resource:* **Store (Building), Stories 1, Style: Commercial Style, 1946**  
**Contributing Total: 1**

**West 108-116 20th Street**      **122-5795-0018**      *Other DHR Id#:*

*Primary Resource:* **Store (Building), Stories 1, Style: Commercial Style, 1960**  
**Contributing Total: 1**

**21st Street**

**East 210 21st Street**      **122-5795-0019**      *Other DHR Id#:*

*Primary Resource:* **Office/Office Building (Building), Stories 1, Style: Modernist, 1952**  
**Contributing Total: 1**

**West 110-116 21st Street**      **122-5795-0020**      *Other DHR Id#:*

*Primary Resource:* **Commercial Building (Building), Stories 1, Style: Commercial Style, 1946**  
**Contributing Total: 1**

**West 111 21st Street**      **122-5795-0021**      *Other DHR Id#:*

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*Primary Resource:* **Service Station (Building), Stories 1, Style: Commercial Style, 1992**  
**Non-contributing Total: 1**

*Secondary Resource:* **Sign (Object)**  
**Non-contributing Total: 1**

**West 115-125 21st Street 122-0865 Other DHR Id#: 122-5795-0022**

*Primary Resource:* **Commercial Building (Building), Stories 2, Style: Moderne, 1950**  
**Contributing Total: 1**

**West 118-124 21st Street 122-5795-0023 Other DHR Id#:**

*Primary Resource:* **Store (Building), Stories 1, Style: Moderne, 1947**  
**Contributing Total: 1**

**22nd Street**

**East 100-102 22nd Street 122-0859 Other DHR Id#: 122-5795-0024**

*Primary Resource:* **Warehouse (Building), Stories 2, Style: Commercial Style, 1906**  
**Contributing Total: 1**

**East 110-120 22nd Street 122-0858 Other DHR Id#: 122-5795-0025**

*Primary Resource:* **Warehouse (Building), Stories 3, Style: Commercial Style, 1906**  
**Contributing Total: 1**

**East 122 22nd Street 122-5795-0026 Other DHR Id#:**

*Primary Resource:* **Commercial Building (Building), Stories 1, Style: Modernist, 1917**  
**Contributing Total: 1**

**East 200 22nd Street 122-0992 Other DHR Id#: 122-5795-0027**

*Primary Resource:* **Warehouse (Building), Stories 3, Style: Commercial Style, 1920**  
**Contributing Total: 1**

**East 210-222 22nd Street 122-5795-0028 Other DHR Id#**

*Primary Resource:* **Warehouse (Building), Stories 3, Style: Commercial Style, 1917**  
**Contributing Total: 1**

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**East 316 22nd Street**      **122-5795-0029**      *Other DHR Id#:*

*Primary Resource:* **Warehouse (Building), Stories 1, Style: Commercial Style, 1955**  
**Contributing Total: 1**

**West 200-202 22nd Street**      **122-5795-0030**      *Other DHR Id#:*

*Primary Resource:* **Office/Office Building (Building), Stories 2, Style: Modernist, 1957**  
**Contributing Total: 1**

**West 204-218 22nd Street**      **122-0914**      *Other DHR Id#: 122-5795-0031*

*Primary Resource:* **Processing Plant (Building), Stories 5, Style: Mixed (more than 3 styles from different periods), 1908**  
**Contributing Total: 1**

**West 234-236 22nd Street**      **122-5795-0032**      *Other DHR Id#:*

*Primary Resource:* **Store (Building), Stories 1, Style: Commercial Style, 1950**  
**Contributing Total: 1**  
*Secondary Resource:* **Sign (Object)**      **Non-contributing Total: 1**

**Church Street**

**1855 Church Street**      **122-5795-0033**      *Other DHR Id#:*

*Primary Resource:* **Service Station (Building), Stories 1, Style: Moderne, 1950**  
**Contributing Total: 1**

**Elmwood Avenue**

**1836 Elmwood Avenue**      **122-5795-0034**      *Other DHR Id#:*

*Primary Resource:* **Warehouse (Building), Stories 1, Style: Commercial Style, 1953**  
**Contributing Total: 1**

**Granby Street**

**2107-2115 Granby Street**      **122-5795-0035**      *Other DHR Id#:*

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**Primary Resource: Automobile Showroom (Building), Stories 1, Style: Commercial Style, 1947**

**Contributing Total: 1**  
**Secondary Resource: Sign (Object) Non-contributing Total: 1**

**2215 Granby Street 122-5795-0036 Other DHR Id#:**

**Primary Resource: Warehouse (Building), Stories 3, Style: No discernible style, 2005**  
**Non-contributing Total: 1**  
**Secondary Resource: Sign (Object) Non-contributing Total: 1**

**Lindsay Avenue**

**1825-1831 Lindsay Avenue 122-5795-0037 Other DHR Id#:**

**Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, 1912**  
**Contributing Total: 1**

**1830 Lindsay Avenue 122-5795-0038 Other DHR Id#:**

**Primary Resource: Warehouse (Building), Stories 1, Style: Commercial Style, 1919**  
**Contributing Total: 1**

**Llewellyn Avenue**

**2202-2208 Llewellyn Avenue 122-5795-0039 Other DHR Id#:**

**Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, 1910**  
**Contributing Total: 1**

**2210-2214 Llewellyn Avenue 122-0861 Other DHR Id#: 122-5795-0040**

**Primary Resource: Warehouse (Building), Stories 1, Style: Commercial Style, 1909**  
**Contributing Total: 1**

**Monticello Avenue**

**1800-1804 Monticello Avenue 122-5795-0001 Other DHR Id#:**

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*Primary Resource:* **Commercial Building (Building), Stories 1, Style: Art Deco, 1948**  
**Contributing Total: 1**

*Secondary Resource:* **Mixed: Domestic/Industrial (Other)**  
**Non-contributing Total: 1**

**1900-1918 Monticello Avenue 122-0993 Other DHR Id#: 122-5795-0002**

*Primary Resource:* **Warehouse (Building), Stories 3, Style: Commercial Style, Ca 1918**  
**Individually listed on NRHP Contributing Total: 1**

**1919 Monticello Avenue 122-0686 Other DHR Id#: 122-5795-0003**

*Primary Resource:* **Restaurant (Building), Stories 1, Style: Moderne, 1949**  
**Contributing Total: 1**

*Secondary Resource:* **Road-Related (Vehicular) (Structure)**  
**Contributing Total: 1**

**2000 Monticello Avenue 122-0726 Other DHR Id#: 122-5795-0004**

*Primary Resource:* **Factory (Building), Stories 2, Style: International Style, 1958**  
**Contributing Total: 1**

**2100 Monticello Avenue 122-5795-0007 Other DHR Id#:**

*Primary Resource:* **Store (Building), Stories 1, Style: Mixed (more than 3 styles from different periods, 0), 1959**

**Non-contributing Total:**

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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.)

ARCHITECTURE

COMMERCE

ETHNIC HERITAGE: European

INDUSTRY

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

**Period of Significance**

1906-1964

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

**Significant Dates**

1946; 1959

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

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

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

**Cultural Affiliation**

N/A

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

**Architect/Builder**

Pentecost, A. Ray (architect)

Tevss, Jacob (architect and builder)

Ferguson & Calrow (architect)

Rudolph, Cooke & Van Leeuwen (architect)

Ferebee, Alex O. (architect and builder)

Breese & Ferguson

Dependable Construction Co. (builder)

Eberhard, Arnold (architect)

Myers, E.L. (builder)

Myers, Vernon T. (builder)

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Nugent, C.Q. (builder)

W.A. Hall & Co., Inc. (builders)

Walter T. Gregory & Co. (builder)

**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 Williamston-Woodland Historic District is eligible for listing on the National Register of Historic Places under Criterion C for Architecture at the local level of significance as a good example of an early Norfolk commercial and light industrial development. The district retains its integrity with a dense concentration of historic resources and good examples of several types of early-to-mid twentieth century building styles and types. The area is also locally significant under Criterion A for Ethnic Heritage (European) with its significant number of still extant buildings built and owned by Benjamin and David L. Margolius. The Margolius brothers ran a large bagging facility as well as owned interest in several other businesses in the district. They served on bank and corporation boards and were one of the leading business families in early-to-mid-twentieth century Norfolk, as well as being one of the most prominent Jewish families in the city. Finally, the area is also locally significant under Criterion A for Commerce and Industry as related to the large number of light industrial and production facilities within the district and the story they tell of the movement of this type of business out of the historic downtown. The Period of Significance extends from 1906, the date of construction of the earliest extant building, to 1964 as the end date of a continually evolving commercial area.

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

### **Architecture, Commerce and Industry Evolution**

The land for most of the eventual Williamston and Woodland area of Norfolk was owned by Theodorick A. Williams, whose property stretched from Princess Anne Road to what was eventually 26<sup>th</sup> Street and from Omohundro Avenue nearly to Church Street. The land was outside Norfolk until it was annexed in 1890. Development of the Williamston-Woodland Historic District area began shortly thereafter with Williamston being platted September 29, 1892, with several revisions and a final plan being laid out February 18, 1903. Woodland was platted December 18, 1896, by the Metropolitan Land Company. These developments were laid out in a grid pattern to mesh with the existing Norfolk street system. The Williamston-Woodland Historic District was originally platted with almost entirely residential-sized lots and, while some residential areas were developed on the southern end, nearer to downtown, the majority of the area emerged as a manufacturing and light industrial section of Norfolk.<sup>1</sup> The area retains much of this historic character, though many light industrial buildings have been repurposed for retail uses.



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One of the primary causes of this development change from smaller to larger lots was the bankruptcy of Williams in 1905, which forced the auction of all of the platted lots in groups of six or more lots. Eventually the Margolius brothers, David and Benjamin, acquired several large blocks of lots and owned much of the land between Omohundro Avenue and Armistead Avenue along the then Norfolk & Western rail line. They built and owned many buildings and operated several business, including the Southern Bagging Company, the Norfolk Mattress Company, and the Atlantic Jute Mills Inc. The Margolius family opened the first bagging company in Norfolk in 1896 and closed their last bagging company after World War II as the demand for the product declined.<sup>2</sup>

A second cause of the transformation of this emerging area of Norfolk into manufacturing and light industrial was the 1884 construction of the Lambert's Point spur of the Norfolk & Western rail line (the Virginian coal railroad line to Sewell's Point also spurred on the expansion in other areas of the city). This line served the new coal pier as well as bringing service to new areas of the rapidly expanding City of Norfolk. Developers eventually utilized this new rail line access to transform the new Williamston and Woodland areas into a dense commercial area. The trend of industrial building following newly built railroad lines and moving out of urban centers was one occurring across the United States during the nineteenth and early twentieth centuries. Much of this new development along the new edges of Norfolk also pulled industrial development away from the crowded waterfront. The expansion of Norfolk shipping, as well as the port, during World War I, while it did decline for a few years after the war, was also an impetus for construction of many of the warehouses constructed in the late 1910s. Between 1914 and 1926 Norfolk's combined value of exports and imports rose from less than thirteen million dollars to more than one hundred fifty-four million dollars. Products such as bags, tobacco, peanuts, and cotton were stored and/or processed along the tracks. However, as the twentieth century progressed these commodities were squeezed out of the Norfolk ports in favor of coal, other commodities, and finished goods. As the more traditional commodities fell in exports at the Norfolk port, many of the warehouses along the railroad either became vacant or were adapted for more commercial, rather than industrial, uses.<sup>3</sup>

Most of the buildings within the district are brick masonry construction which was the most common building material of the period. Brick construction allowed large, multiple-story construction and could accommodate large loads on the upper floors, particularly with the use of brick pilasters. Additionally there was significantly less fire risk versus earlier frame warehouses and manufacturing facilities or even buildings made of natural stone.<sup>4</sup> Batchelder & Collins is a local brick maker located across the railroad tracks which has been in business since the mid-nineteenth century and may have provided materials for many of the Williamston-Woodland buildings. The flat-roofed brick warehouse located near a rail line was a common type throughout Norfolk by the twentieth century, though many of these resources have now been lost.

Another significant business which redeveloped several large tracts in the Williamston-Woodland area in the mid-twentieth century, and represented a new wave of truck-focused shipping versus railroads, was the Coca-Cola Company. Their current Moderne style delivery truck garage, located at the intersection of Armistead Avenue and East 20<sup>th</sup> Street, was

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constructed in 1946. In front of this large facility is the prominent International style Norfolk Coca-Cola Bottling Works constructed in 1959 and designed by architect A. Ray Pentecost. Originally the entire complex was to be constructed at once for a projected cost of around one million dollars as part of the boom of post-World War II economic expansion and construction. This was the fourth location for the locally owned bottling company run by the Cathey family since it was founded by Alonzo Cathey in 1904. Eventually the third bottling plant location on Duke Street was closed and the new bottling plant opened in 1959 in front of the 1946 garage, taking up an entire city block. Another important change which supported the second wave of development in the Williamston-Woodland area was the decision by the railroad, the city, and the state to jointly fund a Monticello Avenue underpass under the Norfolk and Western Railway which opened in 1952. Builder V.T. Myers was quoted as saying that many new projects being planned, including some of his, were at least partially a result of the expected improved traffic flow.<sup>5</sup>

### **Ethnic History (European)**

The Margolius family was the most prominent owner and developer of commercial property in the area of Williamston-Woodland. The three brothers (Isaac L. "Ike" (1873-1941); David Louis (1876-1936); and Benjamin (1876-1924) Margolius) were originally from Alabama but settled in Norfolk in the late nineteenth century and immediately became involved in the business and civic communities, as well as all being active members of the large and regionally known Ohef Sholom Temple on Stockley Gardens in Norfolk. For the most part, Benjamin and David were the leaders in building the family business and were involved in the construction of numerous warehouses and commercial buildings, as well as being involved in several large commercial enterprises. The one business which occupied all three brothers was the Atlantic Jute Mills located at 110-120 East 22<sup>nd</sup> Street, of which David and Benjamin both served as president at different times. Though he died first on April 13, 1924, Benjamin was the most active of the brothers in the Norfolk community and hundreds of mourners attended his funeral. In addition to his role in the Atlantic Jute Mills, Benjamin Margolius was president of the American Exchange Bank, a two-term member of the Norfolk School Board, vice president of the Norfolk Mattress Company, a director in the Virginia National Bank, as well as being president of Mount Sinai Hospital, where he died. Mr. Margolius was also on the board of directors and vice president of the Hebrew Orphan Home in Atlanta, Georgia, a member of the Elks, and a member of the B'nai B'rith as well as being part of the Ohef Sholom congregation.

In addition to the Atlantic Jute Mills building and business, the Margolius brothers were involved as builders and/or owners of the following Williamston-Woodland resources: 100-102 East 22<sup>nd</sup> Street which housed Crane Co. Plumbing Supplies; 122 East 22<sup>nd</sup> Street; 200 East 22<sup>nd</sup> Street which housed Bell's Storage Warehouse; 210-222 East 22<sup>nd</sup> Street which was the location of the British-American Tobacco Co. Warehouse; the warehouse at 201 East 20<sup>th</sup> Street; the Chesapeake & Potomac Telephone Co. Supply Warehouse and Garage at 1830 Lindsay Avenue; and the prominent Southern Bagging Co. warehouse at 1900-1918 Monticello Avenue. The role of this prominent Jewish family in the development of this section of Norfolk, and their extensive involvement in city and community affairs, represents one of the better known stories of Jewish business history in Norfolk in the first half of the twentieth century.<sup>6</sup>

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Little-known Jacob Tevss is listed as the architect and builder for most of the Margolius buildings and likely served as a dedicated project manager for Margolius projects. Other prominent architects represented in the Williamston-Woodland Historic District include Rudolph, Cooke & Van Leeuwen, Ferguson & Calrow, and A. Ray Pentecost.

The Williamston-Woodland Historic District remained a center of commercial and light industrial activity through much of the twentieth century. Its favorable location close to Norfolk's traditional downtown and in close proximity to transportation corridors made for continued robustness in local demand for commercial and industrial space, thus allowing for ongoing use or adaptive re-use of the historic resources. The end date of the district's period of significance is 1964, reflecting that significant activities begun more than fifty years ago continued to have importance in more recent times. Additionally, the level of integrity and density of contributing resources demonstrates the notable connection between the early period of this area's history and modern Norfolk.

### **Partial List of Building Owners, Architects, Builders**

420 E. 20<sup>th</sup> Street: Birtcherd Dairy Garage. Rudolph, Cooke & Van Leeuwen (architects).

210 E. 21<sup>st</sup> Street: Builders & Contractors Exchange, Inc. Rudolph, Cooke & Van Leeuwen (architects). W. A. Hall & Co., Inc. (contractors).

110-116 W. 21<sup>st</sup> Street: Harris Motors, Inc. Vernon T. Myers (property owner and contractor).

118-120-122-124 W. 21<sup>st</sup> Street: Vernon T. Myers (property owner and contractor).

118: Motor Service & Parts Corp.

120: Commonwealth Sales Corp. - Household Appliances

122-124: Tidewater Manufacturing Corp. - Store Fixtures

115 W. 21<sup>st</sup> Street: Jax Chrome and Wood Dinettes, Inc. Margaret Ferebee (property owner). Alex. O. Ferebee (architect). Dependable Construction Co. (contractor).

117-125 W. 21<sup>st</sup> Street: Ferebee Building. Alex O. Ferebee (architect). Dependable Construction Co. (contractor).

100-102 E. 22<sup>nd</sup> Street: Crane Co. Plumbing Supplies. Breese & Ferguson (architects). E. L. Myers (contractor).

110-120 E. 22<sup>nd</sup> Street: Norfolk Mattress Co./ Atlantic Jute Mills/ Southern Bagging Co. Breese & Ferguson (architects). E. L. Myers (contractor).

122 E. 22<sup>nd</sup> Street: Ferguson & Calrow (architects). E. L. Myers (contractor).

200 E. 22<sup>nd</sup> Street: Bell's Storage Warehouse Co. /New-Bell Storage Corp. Jacob Tevss (architect and builder).

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210-212-222 E. 22<sup>nd</sup> Street: British-American Tobacco Co. Warehouse/George G. Lee Co., Inc. Plumbing Supplies. Jacob Tevss (architect and builder).

234-236 W. 22<sup>nd</sup> Street: Albano Cleaners. Vernon T. Myers (contractor).

1825 & 1831 Lindsay Avenue: Joseph W. Jacobson- Bag Manufacturer. Formerly two 2 story brick residences built by the Abbey Land Co. of Norfolk; converted into one single story commercial building. C.Q. Nugent- Contractor.

1830 Lindsay Avenue/511 E. 20<sup>th</sup> Street: Chesapeake & Potomac Telephone Co. Supply Warehouse and Garage. Jacob Tevss (contractor).

2210-2214 Llewellyn Avenue: C. M. Bayne & Co., Inc. Building Materials. Arnold Eberhard (architect).

1900- 1918 Monticello Avenue: Southern Bagging Co. /Building Supplies Corp. Jacob Tevss (architect and builder).

1919 Monticello Avenue: Built 1949: Doumar's. Vernon T. Myers (contractor).

2000 Monticello Avenue: Norfolk Coca-Cola Bottling Works. A. Ray Pentecost, Jr. (architect). Walter T. Gregory & Co. (contractor).

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## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Bennett, M.E. "Commercial and Industrial Norfolk," Through the Years in Norfolk. Norfolk, VA: Norfolk Advertising Board, 1937.

Bradley, Betsy Hunter. The Works: The Industrial Architecture of the United States. New York: Oxford University Press, 1999.

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David, Kimble A. *Southern Bagging Company National Register Nomination*. August 8, 2007.

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Parramore, Thomas C, Peter C. Stewart, Tommy L. Bogger. Norfolk: The First Four Centuries. Charlottesville, VA: University Press of Virginia, 1995.

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*The Virginian Pilot* (various).

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Walker, Carroll. Norfolk: A Pictorial History. Virginia Beach, VA: The Donning Company/Publishers, Inc., 1975.

Wells, John E. Dalton and Robert E. Dalton. The Virginia Architects: 1835-1955. Richmond, VA: New South Architectural Press, 1997.

Wertenbaker, Thomas J. Norfolk: Historic Southern Port. Durham, NC: Duke University Press, 1962.

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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
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☒ Other

Name of repository: Virginia Department of Historic Resources, Richmond, Virginia;  
Sargeant Memorial Room at the Norfolk Public Library; Library of Virginia

**Historic Resources Survey Number (if assigned):** VDHR #122-5795

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**10. Geographical Data**

**Acreage of Property** 38.23

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

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

(enter coordinates to 6 decimal places)

1. Latitude:

Longitude:

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2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

Or

**UTM References**

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

1. Zone: 18 N Easting: 385206 Northing: 4081193

2. Zone: 18 N Easting: 386004 Northing: 4080900

3. Zone: 18 N Easting: 385973 Northing: 4080675

4. Zone: 18 N Easting : 385344 Northing: 4080625

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

The Williamston-Woodland Historic District is bound by the historic Norfolk and Western Railway line to the north, by Church Street to the east, by 18<sup>th</sup> Street to the south, and by Llewellyn Avenue to the west as delineated on the attached map entitled "The Williamston-Woodland Historic District: Norfolk, VA, Sketch Map."

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

The boundaries of the Williamston-Woodland Historic District originate with the original boundaries of these two platted developments and then reflect the actual development patterns of the area from the construction of the earliest surviving building until the end of the Period of Significance. The current boundaries encompass a clearly defined group of light industrial, warehouse, and commercial buildings. The Norfolk and Western Railway line to the north is a natural boundary while the divided four lane Church Street to the east establishes a clear transitional boundary. The development to the south of the district is entirely comprised of more recent, non-contributing resources past 18<sup>th</sup> Street, while the development to the west is a combination of non-contributing and more recent resources with Llewellyn being the furthest extent of contributing resources.

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**11. Form Prepared By**

name/title: Marcus R. Pollard; research assistance by William B. Inge

organization: Commonwealth Preservation Group

street & number: PO Box 11083

Williamston-Woodland Historic District  
Name of Property

Norfolk, VA  
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city or town: Norfolk state: VA zip code: 23517  
e-mail: marcus@commonwealthpreservationgroup.com  
telephone: 757-651-0494  
date: February 28, 2014

### 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

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: Williamston-Woodland Historic District

City or Vicinity: City of Norfolk

County: Independent City State: VA

Photographer: Marcus Pollard, Cathy Muncy

Date Photographed: January 2014

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

1 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0001)  
East 22<sup>nd</sup> Street, Facing East



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2 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0002)  
210-222 East 22<sup>nd</sup> Street, SE Elevation

3 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0003)  
300-320 East 20<sup>th</sup> Street, SW Elevation

4 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0004)  
East 18<sup>th</sup> Street, Facing NW

5 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0005)  
West 22<sup>nd</sup> Street, Facing NW

6 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0006)  
1919 Monticello Avenue, NE Elevation

7 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0007)  
Monticello Avenue, Facing Northeast

8 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0008)  
408 East 18<sup>th</sup> Street, SE Elevation

9 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0009)  
2000 Monticello Avenue, West Elevation

10 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0010)  
115-125 West 21<sup>st</sup> Street, NW Elevation

11 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0011)  
420 East 20<sup>th</sup> Street, SW Elevation

12 of 12: (VA\_Norfolk City\_Williamston-Woodland Historic District\_0012)  
1855 Church Street, NE Elevation

**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.

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## ENDNOTES

<sup>1</sup> Metropolitan Land Company, "Plat of Woodland," Norfolk County Map Book 4, Chesapeake, VA: December 18, 1896, p.26-27; E.W. Smith, "Plan of Williamston," February 18, 1903.

<sup>2</sup> David, Kimble A., *Southern Bagging Company National Register Nomination*, August 8, 2007.

<sup>3</sup> Schlegel, Marvin W., *Conscripted City: Norfolk in World War II*, Norfolk, VA: Hampton Roads Publishing Company, Inc., 1991, p.2-3; Thomas J. Wertenbaker, *Norfolk: Historic Southern Port*, Durham, NC: Duke University Press, 1962: p.300-06; Betsy Hunter Bradley, *The Works: The Industrial Architecture of the United States*, New York: Oxford University Press, 1999: p.58; M.E. Bennett, "Commercial and Industrial Norfolk," *Through the Years in Norfolk*, Norfolk, VA: Norfolk Advertising Board, 1937, p.134-39.

<sup>4</sup> Bradley, *The Works*, p.135-36.

<sup>5</sup> "Norfolk Coca-Cola Will Spend Million Dollars On New Building," *Know: The Navy and Postwar Norfolk*, F.E. Turin, edit., Vol.VII-No.1: Norfolk Advertising Board, July, 1945, p.106; "\$2,000,000 in Business Building Is Booming Twenty-First Street," *The Virginian-Pilot*, January 6, 1946, p.1.

<sup>6</sup> "D.L. Margolius Dies At Home," *Norfolk Ledger-Dispatch*, November 6, 1936, p.14; Ike L. Margolius obituary, *Norfolk Ledger-Dispatch*, May 6, 1941, p.16; "Margolius, Banker And Member City School Board, Dies," *The Virginian-Pilot & Norfolk Landmark*, April 14, 1924, p.1; "Tributes Paid Benj Margolius Banker-Citizen," *Norfolk Ledger-Dispatch*, April 14, 1924, p.15.





### 7.5-MINUTE SERIES (TOPOGRAPHIC)

