

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.

1. Name of Property

Historic name: General Outdoor Advertising Company Richmond Branch

Other names/site number: VDHR #127-5834

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: 1000 Jefferson Davis Highway

City or town: Richmond State: VA County: Independent City

Not For Publication: Vicinity:

3. State/Federal Agency Certification

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

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

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

X A B X C D

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

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

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

Category of Property

(Check only **one** box.)

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>2</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT: Art Deco

Materials: (enter categories from instructions.)

Principal exterior materials of the property: BRICK, TERRA COTTA

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.)

Summary Paragraph

The General Outdoor Advertising Company Richmond Branch building was built in 1930 and represents an excellent example of the Art Deco style. The building is particularly ornate for its location in South Richmond, and stands out among the otherwise primarily industrial corridor, with the exception of the equally ornate Art Deco/International Style Model Tobacco building immediately next door to the south. The one-story building has a nine-bay by four-bay rectangular form with a small one-bay central rear ell. The masonry structural system is clad with a 6:1 American bond red brick façade and rests on a continuous foundation. It is topped by a flat roof set behind a parapet. A character-defining aspect of the main building's overall design is the use of glazed brick, terra cotta, and brick ribbing as ornamental details. The façade's projecting entry bay features a combination of vertical and horizontal embellishments executed in brick and terra cotta, which lend the design a warm, organic quality. The property has one primary contributing resource, the office building, and one secondary contributing resource, a warehouse and shop building set to the rear. Overall the property has high integrity of location, setting, design, workmanship, materials, feeling, and association.

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Narrative Description

Exterior

The General Outdoor Advertising Company Richmond Branch building vividly reflects the popular Art Deco style. The symmetrical one-story brick façade features dramatic projecting brick ribs with contrasting glazed brick headers, which are a character-defining feature of the overall design. A soldier course of glazed brick forms a frieze below the beveled, cream-colored, terra cotta coping. The main entry is centered on the nine-bay front facade in a projecting bay with a raised parapet. A character-defining central relief of glazed brick headers extends up from a stepped terra cotta panel over the doorway to the parapet where it terminates with a stepped and crenelated cap topped by a beveled terra cotta block. The doorway itself consists of a pair of replacement blind-front French doors with a blank panel above in what was likely the location of a transom.

The façade flanking the entry bay is punctuated by four window openings on each side. Each opening holds a multi-light steel casement window. The openings do not have exterior frames or trim, and modern storm windows have been installed. The rest of the front façade mimics the ornamentation on the entry bay with a continuous soldier course of glazed bricks beneath limestone coping on the parapet. A similar soldier course extends along the lower edge of the wall at-grade. The outermost window on each side is flanked by courses of glazed brick ribbing which continues around the corner of the building. There is additional ribbing over this window as well. The parapet over these bays is raised to the same height as the entry bay. The glazed brick soldier course is replaced with glazed brick dentils. Solid panels of glazed brick headers adorn the upper corner of each end of the façade. The parapet steps down at each corner.

The four-bay sides of the building are less ornamented than the front. The glazed brick ribbing continues from the front around the side between the corner and the forward-most window. The limestone parapet extends only minimally around the corner before terminating at which point the parapet steps down and is topped by glazed terra cotta coping. A panel of crenelated glazed brick headers adorns the upper front corner on each side to match the front. Each of the four windows on each side consists of a similar casement window to those on the front, and rest on concrete lintels without any other frame or trim.

The rear of the building is plain and unornamented. The casement windows rest on brick sills and the parapet is topped by terra cotta coping. A single-width replacement door with a boarded-over transom is set centrally on the rear with two smaller casement windows next to it. Flanking the opposite side of the back door from the smaller windows is the one-bay boiler room rear ell. This block is covered by a metal-clad shed roof. There are two small windows on the north side of the ell and a concrete bulkhead stairwell enclosed by a metal shed is set on the south side and provides access to the subterranean interior. A common bond brick chimney stack extends from the roof of the boiler house ell up the exterior wall of the main building and is topped by a concrete cap.

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Interior

The plan of the interior of the building is designed to accommodate use as office space. The main entry leads into a small lobby/reception area with a service window connecting it to an adjacent office room. Through a door at the back of the lobby is a central hallway that extends the length of the building and a small hall that leads to the back door. Offices flank both sides of the hallway, in addition to a restroom on each side of the building. Set off the rear hallway is a small utility room.

As primarily an office building, the interior is finished accordingly. The finishes and materials reflect the original c.1930 construction date of the building with a few updates. The walls of the central hallway have been covered with laminate wood paneling complemented by molded baseboards, chair rails, and crown molding; although inspection of several closets reveals that the historic textured plaster wall surfaces remain intact underneath the paneling. The floors in the hallway are covered with wall-to-wall carpet and the original floor surface is unknown. The ceilings have been dropped with acoustic tile and fluorescent lights to conceal later systems. Missing panels reveal the historic ceiling height with molded picture rail.

The individual offices retain varying degrees of historic materials and finishes. Several have been renovated with similar wall paneling, carpet, and drop ceilings as in the hallway. Others retain original plaster walls with molded picture rail and chair rail, but have been updated with carpet and drop ceilings. Others still retain original plaster walls on three walls with the addition of original paneled wainscoting on one wall. Wainscoting consists of recessed panels with molded rails and a compound cornice two-thirds of the way up the wall. In these offices, the original ceiling height is also retained with asbestos tiles. Several rooms, including the restrooms and what was likely a kitchen or breakroom, also have possibly original asbestos tile floors. In the offices with original plaster walls, the window openings are untrimmed and accentuated only with rounded corners. In the offices with laminate paneling, stock trim has been installed around the openings and soapstone sills added.

Systems and fixtures throughout the building also reflect some original and some later additions. In areas with drop ceilings, lighting is provided through flush florescent lighting units. In rooms with full ceiling height, florescent light units have been suspended from the ceiling with chains. Electric receptacles are provided in all rooms at baseboard level with exposed conduit. A metal sprinkler system is suspended from the ceiling and extends along the outside wall of all rooms. In many rooms it has been concealed behind a faux wooden beam. HVAC ducts are concealed in the drop ceiling in the central hallway, but exposed in many of the office rooms.

The restrooms in the building retain much of their original character and are finished with plastered walls, asbestos tile floors, and plastered ceilings. Additional illumination to each restroom is provided by a skylight in the ceiling. Each restroom has two porcelain pedestal sinks with modern plumbing. Historic wood doors divide two stalls in each facility.

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Warehouse

Set to the rear of the main building is a large warehouse that likely replaced an earlier building that burned in 1943 ("Fire Damages" 1943). It appears that the extant warehouse was built in at least three separate phases. The forward and rear blocks were originally separate and subsequently connected by the later middle block. The oldest portion is set closest to the main building and according to aerial photography was built between 1952 and 1968. The one-story building has concrete block walls set on a continuous foundation, although the central portion of the long wall on the north side has been clad with corrugated metal. The building is topped by a gable roof covered with corrugated metal, although a series of corrugated Plexiglas skylights pierce the metal. Roll-up garage bays are situated centrally on the end of the building as well as centrally on the side. A single pedestrian entrance is set on the end and two more on the side. The two pedestrian entries on the side are sheltered by cantilevered canopies with knee braces and labeled "Shipping" and "Receiving". Additional fenestration consists of irregularly placed eight-light steel casement windows.

Appended to the rear end of the warehouse is a later warehouse block, built post-1968. This block is taller than the original and its steel frame is clad with corrugated metal. There is a tall roll-up garage door set centrally on the side. Attached to the rear of this block is a third warehouse block that is smaller and shorter. This block was also built between 1952 and 1968. It has a steel frame structural system clad with corrugated metal pierced by four roll-up garage doors and a single pedestrian doorway on the side.

The interior of the original block appears to have been built as a mostly open space with only small partitioned areas, but now has been divided into a number of smaller rooms and spaces. Most of the space is minimally finished with the steel frame structural system exposed on the walls and the ceiling. Flooring throughout the interior is exposed concrete slab with the exception of several small rooms where vinyl tiles have been installed. The modern partition walls are typically frame with sheetrock or paneling and do not extend the full height of the ceiling. Many have open ceilings although in some partitioned rooms a false ceiling has been added with drop tiles. Both the central and rear blocks of the building are left unfinished, with the structural steel frame and exterior cladding exposed. Floors in the central block are poured concrete while those in the rear block are dirt and gravel.

Integrity

Over the course of its existence, the General Outdoor Advertising Company Richmond Branch has undergone relatively few alterations and retains a high degree of historical integrity. A discussion of historical integrity, according to the seven aspects defined by the NPS, is provided below:

- **Location:** The General Outdoor Advertising Company Richmond Branch retains its integrity of location as it is still standing in the place where it was constructed.

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- **Design:** The design of the General Outdoor Advertising Company Richmond Branch is largely retained as it remains in its original form as constructed, with no substantial renovations or additions. Overall, the property continues to reflect its historic character, and retains a high level of historical physical integrity. On the exterior, its Art Deco detailing remains evident with no apparent alteration or manipulation. Likewise, the interior continues to convey its historic character and layout with only minimal replacement or concealment of historic materials. The property overall continues to reflect its design with the front office building and utilitarian warehouse space to the rear.
- **Setting:** The General Outdoor Advertising Company Richmond Branch retains its integrity of setting. The resource was intentionally constructed adjacent to a major north-south vehicular artery and a railroad line, in order to transport materials and products. These major elements of the overall setting remain intact. Likewise, the internal setting remains evident with a circular pedestrian driveway off of U.S. Highway in front and a more functional staging area and truck driveway off of Elton Street to the side.
- **Materials:** The General Outdoor Advertising Company Richmond Branch retain a substantial amount of historic materials. The primary office building retains all of its primary exterior fabric including brick facades and original doors and windows. The interior retains a large portion of historic materials as well, such as plaster, wainscoting, trim, and floors.
- **Workmanship:** The General Outdoor Advertising Company Richmond Branch is a unique example of Art Deco in the fact that much of its characteristic embellishment is provided in brickwork as opposed to concrete or metal. The original brickwork remains in excellent condition and continues to reflect its unique historic workmanship.
- **Feeling:** The General Outdoor Advertising Company Richmond Branch continues to reflect a strong sense of feeling through its intact design, materials, and workmanship. These attributes allow the building to reflect the prominence and success of the General Outdoor Advertising Company throughout the mid-twentieth, and their presence on the highly visible U.S. Highway 1 in Richmond.
- **Association:** The General Outdoor Advertising Company Richmond Branch no longer operates as a marketing or billboard production facility, but continues to function as a commercial building. Further, it retains the historic warehouse to the rear where many of the advertisement materials, signs, and billboards were constructed and stored, and therefore continues to convey its historical association.

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8. Statement of Significance

Applicable National Register Criteria

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

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

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

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Areas of Significance

(Enter categories from instructions.)

ART

COMMERCE

INDUSTRY

ARCHITECTURE

Period of Significance

1930-1972

Significant Dates

1930

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

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

The General Outdoor Advertising Company Richmond Branch building was constructed in 1930, a time when Richmond's economy was booming and the outdoor advertising industry was rapidly expanding. The General Outdoor Advertising Company (GOA) was formed in Chicago, Illinois, in 1925 by a merger of two competing companies. GOA quickly began to develop a network of satellite branches to facilitate regional advertising campaigns. GOA had a branch office in Richmond, Virginia, located at 14 S. 7th Street and a shop in South Richmond on Thurman Street (Hill 1926) as early as 1926. Four years later the growing company built its Richmond branch office on the same property as its Thurman Street shop. The building was designed in the fashionable Art Deco style and fronted on the busy U.S. Highway 1 corridor, then known as the Petersburg Turnpike. The building was among Richmond's first facilities dedicated to the marketing, construction, and installation of highway billboards, and for over three decades was associated with the GOA, one of the largest and most prominent outdoor advertising companies in the nation. In 1962, it was acquired by and continued in its capacity as an advertising company office and production site for the Turner Advertising Company, another nationally renowned business that went on to become today's Turner Enterprises. As such, the property is locally significant under National Register **Criterion A** in the areas of **Art** for the billboards it produced, **Commerce** for its local affiliation and representation of two of the region's largest outdoor advertising organizations, and **Industry** as the site where billboards and other advertising tools were manufactured. The building also is locally significant under National Register **Criterion C** for **Architecture** because it has high integrity as an excellent example of Art Deco design used in a commercial context. The period of significance extends from the year of construction in 1930 to 1972, the zenith of popularity for traditional billboard advertising.

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

Historic Context

The General Outdoor Advertising Company Richmond Branch building was constructed in 1930 to serve as the branch offices and production facilities for the General Outdoor Advertising Company (GOA). This was a period of large growth and expansion for the outdoor advertising industry. Commercial outdoor advertising first came to existence in the mid-nineteenth century with the traveling circus as its primary client; promoting its traveling show through posters and paintings in cities to be visited. Following the Civil War, commercial brands and businesses also began to lease space on the sides of buildings and fences as a means to promote their products and services. By the early twentieth century, outdoor advertising, including billboards, signage, and murals, had grown to a massive and organized commercial industry. Around this time, several organizations were formed to promote a greater understanding of the poster medium, provide an expanded nationwide organization for coordinating the services offered by member companies, and to address the ethical concerns of early industry leaders. These included the

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Associated Bill Posters' Association of the US and Canada, the National Outdoor Advertising Bureau (NOAB), the Poster Advertising Association, and the Painted Outdoor Advertising Association. In 1925, several of these joined to become the Outdoor Advertising Association of America (OAAA) combining the interests of posters, billboards, and bulletins into one association.

By this time, the largest advertising company was the Poster Advertising Company, formed by the merger of the Barney Frank and Kerwin Fulton companies, with 18 other smaller companies. Between 1916 and 1925, Poster operated in 602 cities and towns across the U.S. and handled more than 75-percent of all national outdoor advertising campaigns. Meanwhile, another nationally prominent company, the Thomas Cusack Company, founded in 1875, operated in 41 states and by 1924 was the most valuable advertising firm in the world with assets of over \$26 million (Gudis 2004).

With overlapping areas of interest, the Poster Advertising Company and the Thomas Cusack Company battled for dominance of the East Coast and the Midwest until 1925 when the two firms decided to join forces rather than continue in competition. Nearly two dozen smaller poster advertising companies were also involved in the deal, resulting in the first major merger of the outdoor advertising industry. The resulting brand was the General Outdoor Advertising Company (GOA), with Kerwin Fulton as its president, and Chicago as its primary headquarters. The merger, coupled with the combined presence in the OAAA from the multiple firms that now composed GOA, resulted in GOA's immediate control of over 90-percent of outdoor advertising (Gudis 2004).

Although based in Chicago, GOA quickly began to assemble and develop a network of satellite branches and offices to facilitate regional advertising campaigns. Richmond, Virginia, had a branch office as early as 1926, located at 14 S. 7th Street although they had a shop facility in South Richmond on Thurman Street (Hill 1926). A 1926 advertisement stated the tasks that GOA performed: "We Plan and Design Signs of Every Kind, Including Electric" (Advertisement 6 June 1926). The popularity of the company is reflected in signage throughout the city and its use by different companies. Multiple newspaper blurbs and advertisements featured various local companies, such as Tragle Stores and Nolde Bros., extolling the benefits of using GOA for all of their outdoor signage needs.

In 1930, the company built a new branch office on the same property as its shop in South Richmond on Thurman Street. This became the extant General Outdoor Advertising Company Richmond Branch building at 1000 Jefferson Davis Highway (Hill City Directory 1930). The building was designed in the fashionable Art Deco style prominently featured among many other commercial and industrial buildings present along the route, which had recently become part of the U.S. Highway 1 corridor. The GOA complex included both administrative and office functions, as well as fabrication and art facilities. Warehouses to the rear of the office building included woodworking, poster storage, painting, lighting, and other shops necessary for the full gamut of billboard, sign, and poster production (Monocle 1941).

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Interestingly, the construction and opening of this new facility occurred at a time when advertising, and the nation as a whole, were struggling economically. By 1931, the national volume of outdoor advertising had dropped from its peak at \$50 million the year GOA was created in 1925 to just \$22 million (Guide to the Papers of the OAAA n.d.). The Richmond Branch's net profits in 1929 was \$1,313,399 (Article 1930).

GOA's ability to construct a new building at this tenuous time may likely be tied to Richmond, Virginia's relatively lessened impact from the Great Depression as a result of the city's diversified industrial base and tobacco industry that aided in keeping the economy above average and advertising as an important business medium. The Branch played its role during the Depression by becoming one of many local companies and organizations to participate in the 'Buy Now' campaign by offering the local "Buy Now Committee" use of large outdoor boards along Broad Street. This campaign centered on helping the weakened market by buying rather than hoarding money in savings ("Organization Invited to Aid 'Buy Now' Plan" 1930).

By 1932, the Richmond Branch had an impressive list of clients served in the region, including some of the biggest regional and national corporations such as H.J. Heinz Company, General Foods Company, U.S. Rubber Co., Quaker Oats, Richmond Times-Dispatch, Gulf Refining Company, Atlantic Refining Company, Campbell's Soup, American Oil Company, Tom's Toasted Peanuts, Standard Oil Co of N.J., Chevrolet Motor Company, Buick Automobile Company, Continental Baking Company, Hexin, Inc., Ligget & Myers Tobacco Co., and Hungerford Coal Company (Richmond Times-Dispatch 1932). In addition to working with companies, Richmond's GOA also produced billboards on behalf of non-profit causes, such as for the National Tuberculosis Association's Christmas drive in 1929, and local causes, for example a local campaign against drunk driving in 1935 ("Billboard Posters" 1929; "Police, Fire Units" 1935). In addition to creating billboards, GOA had the opportunity to create a marquee and neon tubing for The Henrico Theatre at 305 E. Nine Mile Road, Highland Springs in 1938 ("Grand Opening" 1938).

The company, and building, continued to be of some importance to the local community throughout the mid-twentieth century. The Richmond Branch would sponsor movie events in the city, such as that for the Forest Hill Garden Club in 1942, and the GOA's plant on Petersburg Pike was used for events by various organizations including the Quota Club, American Legion, and Cozy Corner Club, Shriners of Acca Temple (various articles).

Through the 1940s, nearly all outdoor advertising efforts were focused on World War II and promotion of the military and civic service. During the conflict, the outdoor advertising industry contributed nearly \$22.5 million worth of posters to the education, publicity and recruitment of the war effort (Florida outdoor Advertising Association n.d.). In Richmond, the GOA met to discuss methods and ideas for ways in which new outdoor advertising should be used during the war ("Outdoor Advertising" 1943).

In the years after the war, outdoor advertising continued to grow at rapid rates, fueled by the rise of travel and tourism and suburban expansion. In 1948, there were 600 outdoor advertisements

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up in Richmond. According to city directories, GOA continued to be the only outdoor advertising company in the city providing a product that was “an important part of the American economy” and providing safety to areas by having illuminated signs in “otherwise dark corners” in the city (“Billboards Prohibited” 1948).

Further consolidation resulted in the GOA being one of just four major organizations in the outdoor industry by 1936; also including Outdoor Advertising Incorporated, National Outdoor Advertising Bureau and Traffic Audit Bureau, Inc. Of these, the GOA was considered the organization of plant owners. All of the sites upon which the billboard structures, signs, or other advertisement were placed were either owned or leased by a member of the company. At that time, roughly 200,000 landlords received rentals from company members (Hoyle 1936).

Such growth and competition led to involvement by the U.S. Justice Department, which filed suit against the OAAA and 46 state Associations, charging them with price-fixing and discriminating against potential Association members through the use of their Minimum Poster Plant Requirements. The suit named the GOA on anti-trust charges, claiming that the company operated a monopoly in 1,500 cities (Guide to the Papers of the OAAA n.d.). In 1952, the OAAA and its members, including the GOA, received a judgment in the suit, which forced them to clarify and/or alter several practices concerning Association membership requirements and competition between its members (Guide to the Papers of the OAAA n.d.).

Despite the change in practices, GOA and its individual branches continued to expand. In the late 1950s or early 1960s, several additional warehouses were built at the General Outdoor Advertising Company Richmond Branch property to provide additional production space. The need for these additional facilities was likely a result of the evolving trends popular in outdoor advertising at the time.

GOA eagerly adopted innovations made in the outdoor advertising industry. One such development was the trend of the cutout image extending above the billboard itself which took the industry by storm in the 1950s (Florida Outdoor Advertising Association n.d.). In 1950, the GOA produced the first animated cutouts on a billboard for Peter Pan brand bread (Guide to the Papers of the OAAA n.d.). The “full bleed” board with no frame also became popular at this time. This style allowed segmented boards so that panels could be rotated from site to site in a city or region. This breakthrough not only permitted most boards to be painted in the studio, but the advertiser was also assured a wider viewing of any given campaign (Florida Outdoor Advertising Association n.d.). A third development popularized in the 1950s was the three-dimensional effect. This look used various types of plastic materials to create one-of-a-kind designs that were popular through the end of the decade (Florida Outdoor Advertising Association n.d.).

In 1953, the GOA partially designed and constructed a bank sign giving the public the time and temperature. Today this is a common sight in the country, but it was a novelty in the 1950s and this sign would be placed at the State-Planters Bank and Trust Company at 6th and Broad streets in Richmond (“Bank Sign” 1953). As the use of neon became more popular throughout the

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country, in 1960, GOA installed possibly the largest neon sign in the Commonwealth at the American Tobacco Co. in Shockoe Bottom, Richmond, Virginia. The sign, 39 feet high and 244 feet long, weighed 35,000 pounds and advertised the company's products ("Virginia's Biggest" 1960).

All of these innovations would likely have necessitated additional production and fabrication space for advertising companies, and likely occupied much of the new warehouse space at the General Outdoor Advertising Company Richmond Branch property.

By the 1960s, new advertising companies emerged to take advantage of the ever-growing industry, fueled in large part by the introduction of advertising along the nation's new Interstate Highway system. The GOA remained one of the largest and most dominant organizations at this time, however, two growing companies entered a pact to break it up. The firms were Metromedia of Minnesota, owned by Bob Naegele, and Turner Advertising Company of Ohio, owned by Robert Edward Turner II. Turner and Naegele had developed a close relationship as competing billboard advertisers, and both faced stiff and constant competition from GOA. Turner had in the previous years become more focused on the southern market where GOA had recently opened a large headquarters in Atlanta. The plan was that Turner and Naegele would work together to purchase GOA and then split it in two pieces, with the northern branches going to Naegele and the southern branches going to Turner (Turner 2008).

In September 1962, the deal went through and the two primary GOA branches in the south, including Richmond, Virginia, and Atlanta, Georgia, were acquired by the Turner Advertising Company for \$4,070,000 (U.S. Tax Court 1966). It was at this point that the Turner Company relocated from its original headquarters in Cincinnati, Ohio, to GOA's offices in Atlanta (Turner 2008).

Unfortunately, the following year, Turner committed suicide and the Turner Advertising Company was taken over by his son, Robert Edward Turner III, more popularly known as Ted Turner. From that point on, Ted Turner helped to grow the Turner Advertising Company into its current organization, Turner Enterprises. Turner retained the Richmond branch of the former General Outdoor Advertising Company as a significant market for the company. From that point on, the complex was termed the "Richmond Division of the Turner Advertising Company." The branch operated under the leadership of Executive Vice President and General Manager Leonard S. Trester (Richmond Times-Dispatch 1965).

The year 1972 brought a boon to outdoor advertising as tobacco products and producers were banned from broadcast media, leaving billboards and other outdoor media as its most popular venue (Florida Outdoor Advertising Association n.d.). This was particularly beneficial to the Richmond Division of the Turner Advertising Company in a city and region where tobacco remained a significant industry. The increase in this sector of advertising likely contributed to the decision by Turner Advertising Company to enlist the Hendrick Construction Company to build a \$16,500 warehouse addition to the complex the following year (Richmond Times-Dispatch 1973).

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The 1980s and 1990s, however, began to mark the slow demise of traditional outdoor advertising and billboards. This period brought the use of advertising on buses, trains, cars, etc. to the forefront of outdoor advertising (Florida Outdoor Advertising Association n.d.). The rise of computers also interrupted the practice of hand-painting billboards as computer-painted billboards become more prominent. The continued growth of outdoor advertising beyond the traditional billboard resulted in the development of the term “out of home” (OOH) advertising which includes not just billboards, but also street furniture, transit, and alternative outdoor. By the early 2000s, digital technology introduced more flexibility than traditional billboards, with advertisers having the ability to change ad messages quickly and efficiently to display real-time information (O.A.A.A. n.d.).

All of these changes drastically impacted the way that advertising companies did business, and the types of facilities needed to provide advertising mediums. Traditional warehouse space for billboard painting, lighting, woodworking, and other fabrications became largely obsolete. New facilities with increased computer processing space and better connectivity are now required. As such, a variety of older, more traditional operations have closed.

This was the case for the Richmond Division of the Turner Advertising Company in the former General Outdoor Advertising Company Richmond Branch building. The property was sold in 1985, and since that date has functioned as general commercial space, housing a daycare, and assorted other businesses. At present, the front office building remains vacant while the warehouse space is used for general storage by the property owner.

Significance

The General Outdoor Advertising Company Richmond Branch property is locally significant under Criterion A in the areas of Commerce and Industry for its representation of the growth and evolution of the outdoor advertising industry as reflected in Richmond, Virginia, and its association with two major national outdoor advertising companies. It is also locally significant under Criterion C in the area of Architecture as an excellent and intact example of the Art Deco style as applied to a small-scale commercial building. The period of significance begins in 1930, the year the primary building was constructed, and ends in 1972, representing the zenith of traditional outdoor advertising and a period of prominence for the Richmond branch as a result of federal legislation that made outdoor advertising the primary means of promoting the regionally dominant tobacco industry.

From its inception in the nineteenth century, the outdoor advertising industry and the various associations and companies within it were integral in creating, defining, and maintaining advertising campaigns, as we know them today. From the earliest posters created to promote the traveling circus in the 1830s, to painted buildings and structures in the late nineteenth century, and the emergence of billboards in the early-twentieth century, the industry evolved from simply business and product promotion to a recognized form of art and commercial medium. As the

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industry grew and evolved, the industry took steps to improve the experience of consumers and create recognizable and compelling advertisement.

From its construction in 1930 and up until 1962, the General Outdoor Advertising Company Richmond Branch was owned and operated by the GOA. Throughout much of the twentieth century, the GOA was one of the largest and most prominent outdoor advertising agencies, nearly always at the forefront of the advertising industry's endeavors. In its heyday, the corporation and its subsidiaries had advertising display plants in more than 30 states, sold its services through local corporation sales representatives in 41 cities, and employed over 2,200 people. During this period, the company had numerous branch offices and affiliates, although the branch in Richmond was among its most important markets, and one of two major branches operated by the company in the South, the other being in Atlanta, Georgia.

The significance of the GOA and their work have been recognized and preserved throughout the country in recent times, such as the large illuminated Pepsi-Cola Sign on the New York Waterfront and the Grain Belt Beer Sign in Minneapolis, Minnesota, both listed in the NRHP as significant aspects of the twentieth century outdoor advertising industry. The General Outdoor Advertising Company Richmond Branch property represents the company's presence in Richmond, Virginia, from 1930 through 1962 and its significance to the local advertising and commercial industries.

From this location, the company provided billboards and outdoor advertising to numerous national and regional clients. In 1962, the company was acquired by Turner Advertising Company, another leader in the industry at the time and the precursor to today's Turner Enterprises. The acquisition of the GOA and its southeast operations by Turner was the basis for the company to relocate its corporate headquarters to Atlanta, where it remains today, however, the Richmond branch office remained a key center for Turner's advertising endeavors in the upper South.

The property included all facilities necessary for branch operations of both the GOA and Turner, including offices and administrative space in the front building, and supply storage, production, and fabrication shops in the rear warehouses. The earliest warehouse space built in the 1930s no longer remains extant, however, the additional warehouses built in the 1950s and 1960s do remain on the property and reflect the expansion of the industry during that period as well as on-site production spaces of that era.

The General Outdoor Advertising Company Richmond Branch is also locally significant for its characteristic and ornate representation of the Art Deco style. The primary office building exhibits many aspects and features of the style including geometric emphasis achieved through form and materials. Embellishments include protruding glazed brick headers, ribbing, stepped parapets, and terra cotta panels and coping. These features are focused on the outside corners and the projecting central entry bay. All these design aspects are intact and the building retains a high level of historical integrity from its original construction date. As such, the building continues to reflect its original design that helped to solidify the company's status and prominence on

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Jefferson Davis Highway that served as the important regional U.S. Highway 1 through Richmond. It also remains as one of the best and most unique examples of the Art Deco style in South Richmond. Art Deco buildings may be found throughout Richmond in varying sizes, forms, and degrees of ornamentation. Virginia Department of Historic Resource records include a total of 110 documented Art Deco buildings in the city, ranging from large-scale, highly elaborate skyscrapers such as the Central National Bank in downtown to small, pared-down apartment buildings, service stations, diners, and other commercial buildings scattered throughout the city limits (VCRIS 2018). A recognizable example in South Richmond located immediately adjacent to the GOA building is the Model Tobacco Factory, a high-rise commercial/industrial building characterized by a full-height, ribbed concrete front and recessed horizontal band of windows, with concrete lintels and sills on the side. Located several blocks north of the GOA on U.S. 1 is a former service station, which although one-story with a small footprint, has a remarkable elaborate Art Deco façade created through concrete panels and cast stone embellishments. The GOA's interpretation of the Art Deco style is unique to the area, with all embellishments, detailing, and geometric emphasis accomplished through brickwork, created by coursing, patterning, and contrasts in color.

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9. Major Bibliographical References

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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, VA

Historic Resources Survey Number (if assigned): VDHR #127-5834

10. Geographical Data

Acreeage of Property Approx. 3 acres

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: 37.50610801 Longitude: -77.44760642
2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

Or
UTM References

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Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

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

The General Outdoor Advertising Company Richmond Branch is located at 1000 Jefferson Davis Highway. It is bound on the east by Jefferson Davis Highway, on the north by Elton Street and an adjacent parcel, and on the west and south by adjacent parcels. It is recorded by the City of Richmond as parcel S0070975001. The true and correct historic boundaries are shown on the attached Location Map and Sketch Map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the contributing office building and warehouse, as well as associated open space and parking area on the property parcel originally acquired and occupied by the General Outdoor Advertising Company, thus encompassing the property's historic setting and all known associated historic resources.

11. Form Prepared By

name/title: Robert J. Taylor, Jr. – Senior Architectural Historian
organization: Dutton + Associates, LLC
street & number: 1115 Crowder Drive
city or town: Midlothian state: VA zip code: 23113
e-mail rtaylor@dutton-associates.com
telephone: 804-897-1960
date: August 2018

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.

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- **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: General Outdoor Advertising Company Richmond Branch

City or Vicinity: City of Richmond

County: Ind. City

State: Virginia

Photographer: Robert J. Taylor, Jr.

Date Photographed: March 2018

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

1 of 24: General Outdoor Advertising Company Richmond Branch property, general view, facing southwest

2 of 24: Primary building, front facade, facing west

3 of 24: Primary building and driveway, facing northwest

4 of 24: Primary building, rear and south side, facing northeast

5 of 24: Primary building, detail of entry bay, facing west

6 of 24: Primary building, detail of corner brickwork, facing west

7 of 24: Primary building, boiler room, facing southeast

8 of 24: Primary building, detail of typical window, facing west

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- 9 of 24: Rear warehouses, general view, facing southwest
- 10 of 24: Primary building, from warehouse area, facing east
- 11 of 24: Rear warehouse, oldest block, facing southwest
- 12 of 24: Rear warehouses, newest block, facing southwest
- 13 of 24: Primary building interior, entry lobby, facing west
- 14 of 24: Primary building interior, main corridor, facing south
- 15 of 24: Primary building interior, typical office finishes, facing northeast
- 16 of 24: Primary building interior, typical wainscoting, facing west
- 17 of 24: Primary building interior, detail of wainscoting, facing southwest
- 18 of 24: Primary building interior, skylight, facing north
- 19 of 24: Primary building interior, restroom vanities, facing south
- 20 of 24: Primary building interior, renovated office, facing east
- 21 of 24: Warehouse interior, oldest block layout, facing west
- 22 of 24: Warehouse interior, oldest block shop room, facing west
- 23 of 24: Warehouse interior, oldest block renovated office, facing north
- 24 of 24: Warehouse interior, middle block finishes, facing northwest

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

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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.

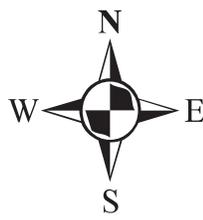
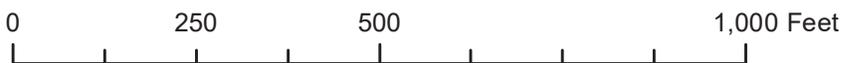


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General Outdoor Advertising Company, Richmond Branch City of Richmond, VA, VDHR# 127-5834 Location Map

 Property Boundary

Latitude: 37.50610801
Longitude: -77.44760642

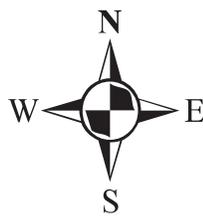
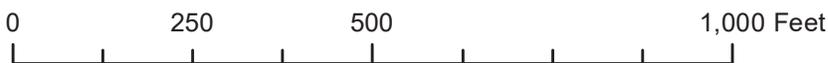




General Outdoor Advertising Company, Richmond Branch
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Sketch Map

-  Property Boundary
-  Contributing Buildings





General Outdoor Advertising Company, Richmond Branch
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Photo Key Map



-  1 Photo Location
-  Property Boundary

