



PRELIMINARY INFORMATION FORM (PIF) for HISTORIC DISTRICTS

Note: PIFs are prepared by applicants and evaluated by DHR staff and the State Review Board based on information known at the time of preparation. Recommendations concerning PIFs are subject to change if new information becomes available.

DHR No. (to be completed by DHR staff) 127-8182

1. General Information

District name(s): Shockoe Valley and Tobacco Row Update and Boundary Increase

Main Streets and/or Routes: East Main Street, East Franklin Street, North 21st Street, North 20th St.

City or Town: Richmond

Name of the Independent City or County where the property is located: Richmond City

2. Physical Aspects

Acreage: 129 (current district) + 2.35 (expansion area)

Setting (choose only one of the following):

Urban ☒ Suburban _____ Town _____ Village _____ Hamlet _____ Rural _____

Briefly describe the district's overall setting, including any notable landscape features:

The Shockoe Valley and Tobacco Row Historic District, listed in the National Register of Historic Places in 1983, is a roughly 129-acre, mixed-use neighborhood that includes residential, commercial, and industrial buildings. The district is laid out along a grid system of streets established by Major William May in 1737. Development in the district has largely followed the established historic street plan. Interstate 95 cuts an imposing path through the district near its western boundary, while CSX and Norfolk Southern railway lines define the southern edge of Shockoe Valley. Most of the district is densely developed with the exception of several blocks along North 16th Street located in the Shockoe Creek flood plain.

The proposed district expansion area includes a block and a half near the northeast corner of the existing district. The block bounded by 20th Street to the west, 21st Street to the east, Grace Street to the south, and Broad Street to the north includes the remaining ca. 1885 double house that historically filled the block, small- and mid-sized warehouses constructed between 1949 and 1963, and a large, contemporary mixed-use building facing Broad Street. The proposed district also captures a large, historic 1925 automotive garage at the corner of N. 21st and E. Broad streets. While this garage building is sited at a gateway point to several listed National Register districts, the unusual setback and the industrial character of this 1925 building relate most closely to the Shockoe Valley district.

3. Architectural/Physical Description

Architectural Style(s): Italianate, Commercial Industrial

If any individual properties within the district were designed by an architect, landscape architect, engineer, or other professional, please list here: William C. West; Walter D. Teague; John Albert Heisler III; Slaughter, Sackville, & Blackburn

If any builders or developers are known, please list here: Howard Mitchell Construction; Robert M. Dunvill & Bros.; Mark Wetzel; Conquest, Moncure, & Dunn

Date(s) of construction (can be approximate): ca. 1885, 1925, 1949, 1961, 1963, 1967

Are there any known threats to this district? Demolition

Narrative Description:

In the space below, briefly describe the general characteristics of the entire historic district, such as building patterns, types, features, and the general architectural quality of the proposed district. Include prominent materials and noteworthy building details within the district, as well as typical updates, additions, remodelings, or other alterations that characterize the district.

The existing Shockoe Valley and Tobacco Row Historic District (DHR #127-0344) is a diverse collection of residential, commercial, and industrial buildings that reflect the district's lengthy period of development. The proposed update extends the district's Period of Significance to 1967 to reflect a significant shift in the architectural character of new infill constructed between 1930 and the 1960s. The updated Period of Significance changes the status of sixteen buildings within the current district from non-contributing to contributing, and justifies the proposed boundary increase that adds five new contributing buildings to the district. 1967 is the date the last historic infill was constructed in the district.

Buildings in the proposed boundary increase reflect the changing face of the district through the midcentury. These buildings were included in the City of Richmond's local Shockoe Valley Old and Historic District, but were not included within National Register district boundary. The earliest building in the expansion area is an attached, Italianate brick rowhouse at **209-211 North 20th Street** that is the only surviving residential building on a block that was once entirely comprised of attached and detached dwellings. Constructed ca. 1885, the building retains original decorative elements, including a bracketed cornice and second floor window hoods. This resource was likely never included in the original district because none of the other buildings along the block were fifty years old in 1981. The E. McLaughlan & Sons boiler repair company has occupied the site at **2000 East Grace Street** for more than 100 years. The two-story building is an excellent example of the scale and style of mid-sized industrial architecture in the Shockoe Valley area in the 1950s and 1960s. The warehouse has a high degree of integrity; its form, materials, and windows are unaltered since its construction in 1960. The brick 20th Street elevation includes a large loading bay with a roll-up garage door. The brick wraps around the Grace Street elevation for a single bay, then transitions to block. The warehouse's shed roof has a low parapet with terracotta coping. The garage building at **2018 East Broad Street** was designed by William C. West in 1924 for the Kirkmyer Motor Company. The building's unusually deep setback from Broad Street is a holdover from the site's previous use as a lumber yard, similar in character to other lumber and coal yards that historically occupied parcels within the established district. The brick garage building is defined by stepped parapet walls at each gable end, original steel multilight windows, and masonry walls, which is consistent with many of the Shockoe Valley's early twentieth century industrial resources. The garage interior remains open and retains its historic finishes and exposed roof structure. The earliest known photographs of the building show the façade painted to advertise automotive repair services. Dixie Auto Supply operated out of the garage for a number of decades, and in the 1950s a portion of the lot was occupied for Mad Man Dapper Dan used car sales. The 1925 garage retains a high degree of integrity at the interior and exterior, largely in part due to its continuous use as a garage. A smaller service shop attached to

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the front of the garage predates the 1925 building by a few years, but has been altered in the post-war years with a contemporary brick façade.



Figure 1: City of Richmond property card image of 2018 East Broad, ca. 1936

Several of the small-scale industrial buildings along the 200 block of North 21st Street also contribute to the updated district. Constructed in 1949, the small concrete block building at **202 North 21st Street** retains its historic mass and material palette. Though the entry bay has been altered with block infill and a roll-up garage door, the dimensions of the historic opening remain evident, and could be restored. The adjacent row of one-story block warehouses at **208-212 North 21st Street**, built in 1963, maintain a high degree of integrity. These buildings retain all of their original window and door openings and are only altered with contemporary roll-up garage doors within the historic loading bay openings. The one-story industrial building at 200 North 21st Street dates from the turn of the century, but has been substantially altered and no longer has enough integrity to be classified as a contributing building. The small, block building at 214 North 21st Street and the large, mixed-use building at 2001 East Broad Street are less than fifty years old and are non-contributing.



Figure 2: The gradual transition of the outer edges of the Shockoe Valley from residential to industrial and commercial is evident in this aerial view of N. 21st Street. The block building bottom left was constructed in 1963. The houses were demolished shortly after this photograph was taken. (Source: 1965 Richmond Esthetic Survey, Library of Virginia)

The sixteen buildings in the existing district proposed for updated classification as contributing range from small, vernacular commercial and industrial buildings to larger office buildings and manufacturing facilities. The smaller buildings include shops and garages from the 1920s through the 1940s. Fires, floods, and slum clearance in the 1940s and 1950s resulted in demolition of many older properties, which created vacant parcels that could be developed on a larger scale.

Three of the most distinctive of the buildings face East Main Street, the primary east-west thoroughfare in the district. The small garage building at **2506 East Main Street** (#127-0344-0219) is described in a 2010 survey as a “one-story, three-bay, garage and gas station with International and mid-twentieth century, vernacular commercial styling. The foundation is continuous poured concrete, and the structural system is steel and masonry with 5:1 common bond, red brick walls visible at the rear. The roof is flat and surrounded by a parapet wall. . . . The west half of the facade is office space and enveloped by a metal-frame storefront with a central, single-pane, single-panel, wood-frame door. Display windows are partially covered by a metal awning. The east half of the facade contains two, large garage bays.”¹² Formerly a Texaco station, this building still retains the porcelain enamel panels and Streamline Moderne-influenced stylistic elements that are indicative of designer **Walter D. Teague**’s work for the Texaco Corporation. City Assessor records indicate the building dates from 1928 but was remodeled with the Teague-inspired porcelain enamel panel façade in 1963.³ The building retains the horizontal molded metal “speed lines” that are a hallmark of Teague’s Texaco designs.

¹ Baist, G. Wm. 1889 *Atlas of the City of Richmond*, Philadelphia.

² Virginia Department of Historic Resources Historic Inventory for the Shockoe Valley and Tobacco Row Historic District.

³ City of Richmond

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2220 East Main Street (#127-0344-0189) was constructed in 1954 for the Wilson Paper Box Company. Wilson Paper Box had previously operated out of warehouse space along East Franklin Street, but demolition of a number of small dwellings and commercial buildings along East Main and North 23rd streets allowed the company to expand its facility immediately south of its original building. Designed by Richmond engineering firm **Slaughter, Saville, & Blackburn**, the two-story brick-clad building features a highly symmetrical façade with ten bays of stacked steel windows. The central entrance is defined by four vertical concrete stripes that run between the top of the entryway to the concrete coping at the roof. The bricked-in central entrance is the only feature altered in an otherwise intact historic façade.

Like 2220 East Main, the demolition of a number of smaller commercial buildings facilitated the construction of the Henrico County office building at **2025 East Main Street** (127-0344-0169). Having outgrown its cramped quarters at the Old Henrico Courthouse at 2127 East Main Street, the county accepted the City of Richmond's offer of an additional site a block away. Architect **John Albert Heisler III** designed the two-story brick building with a strong horizontal emphasis. The flat roof has a metal cap. Windows have four horizontal lights, and are arranged in groups of three and four. The easternmost bay of the building is a 1957 addition that replicates the fenestration patterns of the earlier building. It projects slightly from the façade of the 1954 office. The previously unpainted masonry has been painted, but the building is otherwise little altered and retains a high degree of integrity. Prior to establishing his firm in 1946, Heisler worked for Baskervill & Son and Marcellus Wright, two renowned Richmond architecture firms.⁴

The youngest of the updated contributing resources is the ca. 1968 warehouse building at **324 North 18th Street** (#127-0344-0318). The two-story brick building has a flat roof with terracotta tile coping. An open, drive-in bay spans the first floor level where it meets three loading bay openings. The second floor retains multilight steel windows. The warehouse is largely unchanged since its construction.

A number of established commercial and industrial operations in the Shockoe Valley and Tobacco Row Historic District expanded their physical footprint in the 1940s and 1950s by constructing additional space adjacent to their original site. Oftentimes, the later addition still stands even though the original building is no longer extant. The R. P. Martin Seafood building at **110 North 18th Street** (#127-0344-0298) is one such property. Constructed in 1959 to provide additional packaging, office space, and cold storage, the two-story, two-bay building has a one-story rear addition that is original to the 1959 design. A subordinate one-story block addition was added along the south elevation after 1980. The one-story commercial building at **1713 East Main Street** (#127-0344-0136) was constructed in 1946 as an expansion of the adjacent Carwich Hardware Store to the west. Previous survey records indicated this building was originally constructed ca. 1900, but later remodeled. City of Richmond permit records, however, note the one-story building was new construction in 1946.⁵ The 1946 permit drawings show a simple brick façade with a storefront that extends most of the north elevation. The storefront has been remodeled, but maintains the dimensions of the historic opening. Distinctive Carrera panels and a flat aluminum awning topped with letters spelling out CARWICH were likely added during a 1950s renovation, but have since been removed by a one of the building's many owners. Parging over the brick façade remains at the brick.

⁴ Wells, John E. and Robert E. Dalton. *The Virginia Architects: 1835-1955*. Richmond: New South Architectural Press, page 194.

⁵ City of Richmond building permit architectural blueprint for Carwich Hardware Co., Permit No.27834, 1946.

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Preliminary Information Form 5

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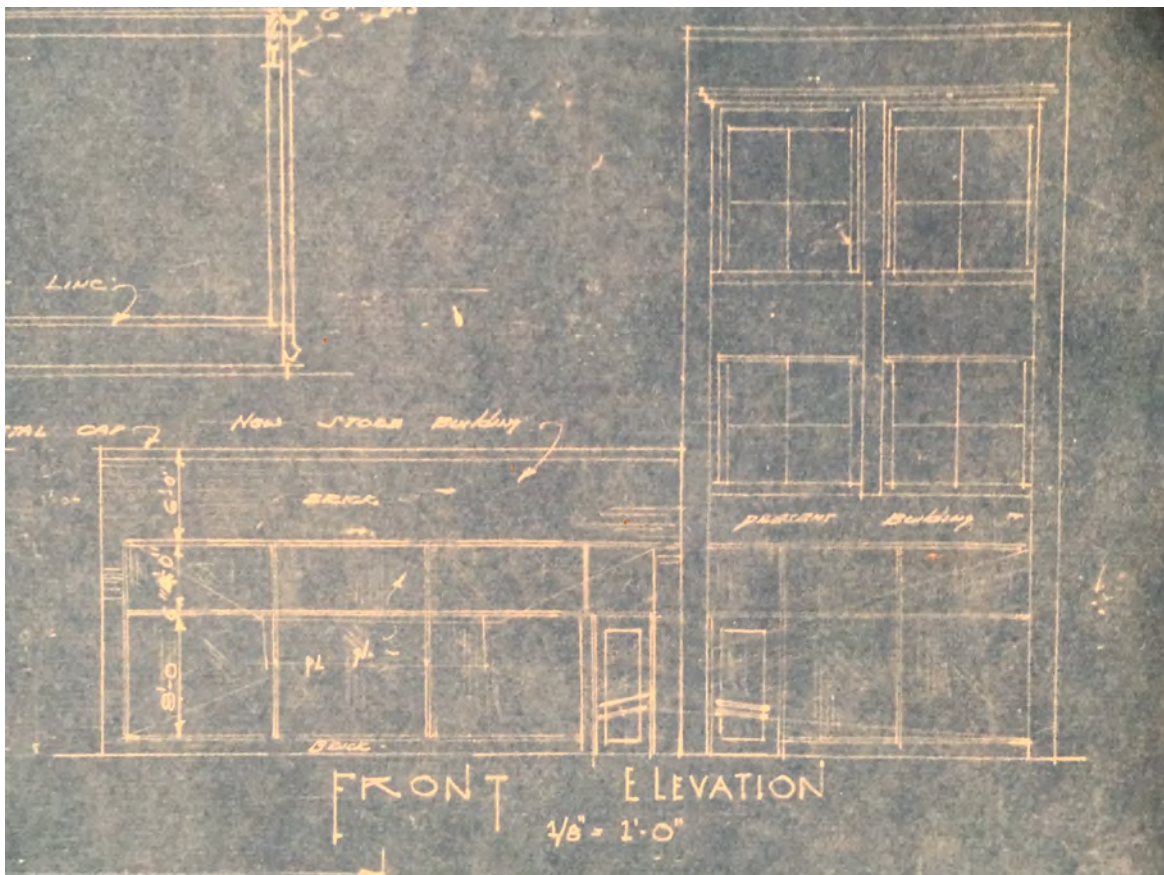


Figure 3: Elevations for 1713 E. Main (left) and 1711 E. Main (right), 1946; Source: City of Richmond permit drawings

The large, one-story building at **7-11 North 18th Street** (#127-0344-0289) was an expansion of the Bernard Siegel Furniture Company. The furniture store constructed a new building in 1948 after a fire earlier that year destroyed their previous showroom. The brick building has a precast concrete façade that extends almost an additional story above the storefront canopy, but immediately steps back to a typical one-story building height along the alley. The building maintains its original form, but its storefront has been remodeled. The historic metal canopy that extends across the façade has either been wrapped or replaced. The primary elevation retains its mid-century commercial character in spite of the changes to the storefront.

The Sunrise Fruit Company expanded its warehouse facilities with the construction of a new two-story concrete block building at **6 North 19th Street** (#127-0344-0333). The building retains historic windows and loading bay openings. One pedestrian entrance has been added to the primary elevation, but the rest of the façade and secondary elevations are remarkably intact. The flat roof has terracotta coping.

The one-story former garage building at **1609 East Franklin Street** (#127-0344-0060) has a flat roof with a low, stepped parapet. A brick pilaster separates two garage entrances, but was likely added to subdivide a larger opening. The building retains two steel multilight windows. Two other larger windows appear to have been boarded up or infilled. Remnants of historic signage remain above the garage doors at the center of the building. The west side elevation is unpainted red brick and appears to have not been altered.

The expanded Period of Significance allows a number of smaller resources to also be classified as contributing resources within the district. These smaller resources are at the greatest threat for demolition as large-scale multi-family construction encroaches on the district. The one-story former restaurant building at **1718 East Franklin Street** (#127-0344-0073) was constructed in 1940. It has a distinguishing angled entrance at the front corner; storefront openings wrap either side of the entry. Originally a tripartite storefront with a glass

block base, the original storefront has been replaced several times since 1940. The storefront is currently boarded up, but the historic opening remains evident and could be restored. The building retains a ca. 1950s blade sign that previously advertised the Market Inn Restaurant, the establishment that operated out of the building from 1940 through the 1960s. The small, single-bay brick building at **14 North 19th Street** (#127-0344-0366) was also constructed for commercial use. The one-story property has a decorative horizontal brick panel that spans most of the façade. The original storefront door and window has been replaced with a Colonial Revival-style wooden assembly. A small, three-bay brick building at **123 North 18th Street** (#127-0344-0305) dates from 1920, but has been remodeled numerous times. It retains its stepped parapet with decorative brickwork, sign band, and storefront cornice line with a soldier course. The central loading bay has been restored to its historic proportions since a 2015 survey, but two historic window openings have been modified. The adjacent building at **123 North 18th Street** (#127-0344-0306) was constructed ca. 1912, but was classified as non-contributing because a block façade with a stepped parapet was added to the façade. The original building retains its unpainted, stepped brick north elevation. The concrete block façade was added in 1972 and is consistent in character with many of the post-1940 industrial buildings in the district. The one-story, red brick building at **102 North 19th Street** (#127-0344-0340) was constructed in 1950. The flat roof has a modest brick parapet with concrete coping. While this previous manufacturing facility has been adapted for residential use, the historic openings have been maintained along 19th and Franklin streets. New aluminum storefront panels infill most openings. The one-story, cement block building at **115 North 19th Street** (#127-0344-0343) has a front gable roof, a set of concrete stairs leading to a pedestrian entrance, and a recessed garage that has been added to the south side elevation. An original window opening has been bricked in but could easily be restored. Penned in by much larger historic manufacturing buildings and modern apartments, the one-story brick building at **2000 East Franklin Street** (#127-0344-0089) is a curious hybrid of its original 1940 construction and a major redesign in 1957. Remnants of the earlier building include the arched window openings along North 20th Street. The 1957 remodel introduced a new primary entrance along 20th Street, modified the window openings along Franklin Street, and added a flat cornice panel along the roofline that conceals an earlier brick parapet along the Franklin Street elevation. Historic openings have been infilled with fixed glazed panels and aluminum storefront assemblies.



Figure 4: 1800 block of East Franklin Street showing new infill at 1822 E. Franklin in the 1950s (Source: Edith Shelton collection, Valentine Museum)

RESOURCES IN PROPOSED BOUNDARY INCREASE

209-211 North 20th Street, Contributing, ca. 1885

Two-story, four-bay, red brick, Italianate double house. The building has a shed roof with a bracketed cornice and hooded second floor window openings. The building's porch was removed at an unknown date.

2000 East Grace Street, Contributing, 1960

Two-story brick and block warehouse building with a flat roof and terracotta tile coping. The building retains original four-lite steel windows and window screens.

2018 East Broad Street, Contributing, 1925

One-story brick garage building with stepped end parapets and multilight steel windows. A ca. 1920 shop building with a contemporary brick façade projects from a portion of the south elevation.

202 North 20th Street, Non-contributing, 2013

Four-story, L-shaped apartment building with Nichiha siding, recessed balconies, and aluminum window assemblies. An interior parking deck is accessed from two vehicular openings at the ground level.

200 North 21st Street, Non-contributing, ca. 1900

One-story, industrial building with gable roof, brick foundation, and contemporary brick façade. This building has been significantly altered with block, brick, and aluminum cladding and no longer retains integrity.

202 North 21st Street, Contributing, ca. 1943

One-story concrete block building with a non-historic roll-up garage door, a pedestrian entry door, and a multilight window. The building's original entrance has been modified.

204-212 North 21st Street, Contributing, 1963

Series of one-story concrete block warehouse buildings with flat roofs and roll-up garage doors. The southernmost building is slightly lower than the rest of the row. These buildings are largely unaltered since their construction.

214 North 21st Street, Non-contributing, ca. 1978

One-story concrete block building with a hipped, asphalt shingle roof. The façade was covered with a different type of block at an unknown date. The building has a central entry bay.

2001-2021 East Broad Street, Non-contributing, ca. 2011

Four-story mixed use building with a recessed false mansard roof. The building mass is broken up with different brick cladding types every two bays. A porch with a shed roof projects from the first floor every two bays along East Broad Street.

BUILDINGS WITHIN DISTRICT WITH STATUS CHANGE FROM NC TO CONTRIBUTING:

7-15 North 18th Street (#127-0344-0289), 1948

110 North 18th Street (#127-0344-0298), 1959

121 North 18th Street (#127-0344-0305), ca. 1920

123 North 18th Street (#127-0344-0306), ca. 1912

324 North 18th Street (#127-0344-0318), 1967
6 North 19th Street (#127-0344-0333), 1955
14 North 19th Street (#127-0344-0336), 1940
115 North 19th Street (#127-0344-0343), ca. 1955
1609 East Franklin Street (#127-0344-0060), ca. 1935
1718 East Franklin (#127-0344-0073), 1940
1822 East Franklin Street/102 N. 19th Street (#127-0344-0340), 1950
2000-2006 East Franklin Street (#127-0344-0089), ca. 1940
1713 East Main Street (#127-0344-0136), 1946
2025 East Main Street (#127-0344-0169), 1954
2220 East Main Street (#127-0344-0189), 1954
2506 East Main Street (#127-0344-0210), ca. 1930 remodeled 1963

NONCONTRIBUTING BUILDINGS ADDED TO INVENTORY

110 North 19th Street 127-0344-XXXX Stories 3, Ca 2008
202 North 20th Street, 127-0344-XXXX Stories 4, 2013
1810 East Cary Street 127-0344-XXXX Stories 4, 2013
1914 East Franklin Street, 127-0344-XXXX Stories 5, 2018
2525 East Main Street, 127-0344-XXXX Stories 5, 2020
12 South 19th Street 127-0344-XXXX Stories 8, 2016
201 North 19th Street 127-0344-XXXX Storage (Building), Stories 1, 2012
1817 East Main Street 127-0344-XXXX Office (Building), Stories 2, 2016
121-129 North 19th Street 127-0344-XXXX Stories 11, 2024

DEMOLITION

121-129 North 17th Street (#127-0344-0263), ca. 1900; demolished ca. 2023

BOUNDARY JUSTIFICATION

Largely penned in by natural boundaries such as the canal, man-made boundaries including the railroad and interstate highway, and existing National Register Historic Districts, the existing district is largely locked in to its existing boundaries. The expansion area is located near the northeast corner of the existing district. This area was originally excluded from the original district listing due to the lack of resources older than fifty years. The proposed extension of the district's Period of Significance to 1967 justifies including this block and a half in Shockoe Valley and Tobacco Row. The inclusion of several non-historic apartment buildings keeps the boundaries of the district from being discontinuous. The individually-listed New Light Baptist Church (originally Trinity Methodist Church) at 2000 East Broad Street is stylistically incongruous with the architectural styles prevalent within the existing district and was excluded from the expansion area. Though not architecturally compatible, the development of Methodism in the Shockoe Valley and Tobacco Row Historic District does provide a framework for including this resource within the district.

Discuss the district's general setting and/or streetscapes, including current property uses (and historic uses if different), such as industrial, residential, commercial, religious, etc. For rural historic districts, please include a description of land uses.

The Shockoe Valley and Tobacco Row Historic District, listed in the National Register of Historic Places in 1983, is a roughly 129-acre, mixed-use neighborhood that includes residential, commercial, and industrial

buildings. The district is laid out along a grid system of streets established by Major William May in 1737. Development in the district has largely followed the established historic street plan. Some larger-scale historic manufacturing facilities occupy full or half blocks, while other more modestly scaled industrial buildings are interspersed throughout the district. Two- and three-story mixed-use buildings with commercial ground floors and upper-level residential uses line East Main Street and cross street blocks adjacent to Main. Several large apartment buildings have recently been constructed on vacant lots within the district, emulating the mass and scale of some of the larger tobacco manufacturing facilities. Most of the district is densely developed with the exception of several blocks along North 16th Street located in the Shockoe Creek flood plain.

The proposed district expansion area includes a block and a half near the northeast corner of the existing district. The block bounded by 20th Street to the west, 21st Street to the east, Grace Street to the south, and Broad Street to the north includes the remaining ca. 1885 double houses that historically filled the block, small- and mid-sized warehouses constructed between 1949 and 1967, and a large, contemporary mixed-use building facing Broad Street. The proposed district also captures a large, historic automotive garage at the corner of N. 21st and E. Broad streets. While this garage building is sited at a gateway point to several listed National Register districts, the siting and industrial character of this 1925 building relate most closely to the Shockoe Valley district.

4. District's History and Significance

In the space below, briefly describe the history of the district, such as when it was established, how it developed over time, and significant events, persons, and/or families associated with the property. Please list all sources of information used to research the history of the property. (It is not necessary to attach lengthy articles or family genealogies to this form.) Normally, only information contained on this form is forwarded to the State Review Board.

If the district is important for its architecture, engineering, landscape architecture, or other aspects of design, please include a brief explanation of this aspect.

Original Section 8 Statement of Significance:

“Named for the creek that once served as the western boundary of Richmond’s original town settlement and for the imposing row of tobacco warehouses that once constituted its industrial core, the Shockoe Valley and Tobacco Row Historic District encompasses the area of Richmond’s earliest residential, commercial, and manufacturing activity...Besides its integral part in Richmond’s growth and survival as a commercial and industrial city, the [district] is significant for the stylistic diversity of its...residential, commercial, and industrial buildings. Associated with such important themes as economy, trade, transportation, government, literature, and architecture, the district is thus representative of the major stages of Richmond’s evolution from village to metropolis.”⁶

The 1981 nomination establishes areas of significance that include architecture, government, commerce, community planning, industry, and transportation. The proposed district update includes expanding the Period of Significance to end in 1967 and increasing the boundary to capture several important historic buildings at the perimeter of the existing district. (These buildings are already included in the locally-designated Shockoe Valley Old and Historic District.) The updated Period of Significance and Shockoe Valley and Tobacco Row district boundary increase fits within the themes established by the 1981 nomination. 1967 is the date the last historic infill was constructed in the district.

⁶ Harrison, A. Rebecca. “Shockoe Valley and Tobacco Row Historic District National Register of Historic Places Inventory – Nomination Form,” 1981.

ARCHITECTURE

The Shockoe Valley and Tobacco Row Historic District is a diverse collection of residential, commercial, and industrial buildings that reflect the district's lengthy period of development. The proposed update extends the district's Period of Significance to 1963 to reflect a gradual shift in the architectural character of new infill constructed between 1925 and the 1960s.

The 1981 nomination highlights the district's rich collection of building types within the district, noting, "[v]irtually all styles of architecture popular in the United States from the late 18th century to 1925 are represented within the district's boundaries. These styles include late 18th-century and Federal vernacular, Greek Revival, Italianate, Second Empire, Romanesque Revival, Classical Revival, Colonial Revival, and commercial industrial vernacular."⁷ The nomination discusses the diversity not only of architectural styles, but of building forms that correspond to a property's use. The expanded Period of Significance allows a number of additional twentieth century buildings to be listed as contributing resources. Vernacular commercial and industrial infill constructed between 1925 through the 1940s includes modestly scaled one- and two-story brick buildings with stepped or projecting flat parapets, multilight steel windows, and detailing that relates to the late nineteenth- and early twentieth-century resources in the existing district. The historic brick garage buildings at **2018 East Broad Street** and **1609 East Franklin Street** share similar massing, stepped parapets, and industrial windows. William C. West designed the garage at 2018 East Broad Street. West was the son of Albert L. West, the architect who designed the adjacent Trinity Methodist Church. William C. West was the listed architect for numerous municipal, religious, commercial, and residential buildings throughout the state. West designed the garage prior to joining the State Highway Department, where he worked until his retirement.⁸ His work includes the Loudon County Courthouse in Leesburg, the Bank of Chase City building, the Rennie Co. Dairy Building in Richmond, the Boydton Town Hall, a 1908 YMCA building in Richmond, and the Methodist Episcopal Church in Richmond. *The Virginia Architects* notes that West's 1914 Byron-Bear Motion Picture Theater at 206 East Broad Street in Richmond was described as "spectacular."⁹

Extant single-story brick commercial buildings ca. 1925-1948 typically have modified storefronts but retain enough integrity of design, setting, materials, and feeling to be assigned a contributing status. These resources include the former Siegel Furniture Company showroom at **7-11 North 18th Street**, the former Carwich Hardware showroom at **1713 East Main Street**, and the small commercial building at **1718 East Franklin Street** that maintains its distinctive corner angled entry and mid-century blade sign. None of these buildings retain their original storefront, but later storefront modifications have been sympathetic enough to allow the original design to be restored, if desired.

Development in the 1950s and 1960s demonstrates a gradual transition to larger, two-story factories and warehouses with boxier massing. Many of these buildings are concrete block construction with simple loading bay openings, flat roofs with terracotta tile coping, and simple punched window openings. Several of these buildings were designed with brick cladding at the façade, ostensibly to better relate to the predominant brick construction throughout the district. These resources include the two-story warehouse at **2000 East Grace Street** and the former R. P. Martin Seafood warehouse at **110 North 18th Street**.

Buildings constructed along the more heavily trafficked East Main Street, the dominant east-west thoroughfare through the district, demonstrate bolder transitions to a mid-century aesthetic. The two-story 1954 Henrico County office building at **2025 East Main Street**, designed by architect John Albert Heisler III, has a solid brick massing with four-lite ribbon windows at the first and second floors. Prior to establishing his firm in 1946, Heisler worked for Baskervill & Son and Marcellus Wright, two renowned Richmond

⁷ Ibid.

⁸ John E. Wells and Robert Dalton, *The Virginia Architects: 1835-1955*, (Richmond: New South Architectural Press), 472-474.

⁹ Ibid, p. 472.

architecture firms.¹⁰ Heisler's solo work includes the Rucker-Rosenstock Department Store building in Petersburg, the Halifax Department Store building in Halifax, and the Wesley Methodist Episcopal Church in Hopewell, Virginia.

The 1954 Wilson Paper Box Company building at **2220 East Main Street** also departs from the early twentieth century commercial aesthetic of development along Main Street. Designed by Richmond engineering firm Slaughter, Saville, & Blackburn, the two-story brick-clad building features a highly symmetrical façade with ten bays of stacked steel windows. The central entrance is defined by four vertical concrete stripes that run between the top of the entryway to the concrete coping at the roof. The bricked-in central entrance is the only feature altered in an otherwise intact historic façade.

The former Texaco station at **2506 East Main** retains the porcelain enamel panels and “speed lines” added during a 1963 remodeling that evoke the Streamline Moderne style, a hallmark of **Water D. Teague's** later work for the Texaco Corporation. Known as the “Dean of Industrial Design,” Teague's work included designing Art Deco-style cameras for Kodak, railroad passenger and dining cars, and Pringles potato chip canisters. This building is a rare example of an intact, mid-century gas station in central Virginia.

A single nineteenth-century resource located in the proposed boundary expansion area is significant as the last remaining ca. 1880s residence in the immediate area. The Italianate brick rowhouse at **209-211 North 20th Street** is a rare example of single-family residential architecture remaining in the district. While several older, residences remain in the district, the smaller Italianate dwellings constructed in the last decades of the nineteenth century have been demolished, making this remaining resource highly significant.

GOVERNMENT

The original nomination discusses the importance of Shockoe Valley and Tobacco Row as the local seat of government for Henrico County beginning in 1752. The Romanesque Revival-style courthouse constructed at 22nd Street in 1896 was the third Henrico courthouse constructed at that site since the county seat moved from Varina. Henrico's purchase of **2025 East Main Street** from the City of Richmond represented the desire of the two localities to maintain a cooperative relationship. The site was selected to alleviate the cramped and inadequate Henrico County government office at the 22nd Street site while maintaining close proximity to the existing government building. Under Virginia law, independent cities are not legally or politically part of any county in the Commonwealth. The unusual property transfer between two local governments in 1954 required an act of Virginia's General Assembly to make the parcel a Henrico County property despite its location within the City of Richmond.¹¹

The new office building housed the county's finance, engineering, and planning departments, as well as the county manager's office, the county administrator's office, and the building inspector's office.¹² The substantial 1957 addition along South 21st Street created space for the Henrico County health center and most county health department agencies. Henrico County offices operated out of 2025 East Main and the historic courthouse site through 1974.

TRANSPORTATION AND THE CHANGING BUILT ENVIRONMENT

As the oldest planned section of Richmond, the Shockoe area has faced continuous change. The development of the James River and Kanawha Canal, the rise of railroad transportation, and the resulting boom of the tobacco industry were the primary catalysts of development in Shockoe Valley in the nineteenth century. Transportation continued to play a significant role in not only the physical environment of Shockoe Valley, but in the types of businesses that chose to operate in the district. As the automobile rose to prominence,

¹⁰ Wells, John E. and Robert E. Dalton. *The Virginia Architects: 1835-1955*. Richmond: New South Architectural Press, page 194.

¹¹ *Richmond News Leader*, “Henrico County Asks City for Building Permit,” February 10, 1954.

¹² *Ibid*, “Office-Moving Task Facing Henrico Units,” October 8, 1954.

businesses that catered to car owners began to open shop in the area. Service stations at **2018 East Broad Street** and **2506 East Main Street** began operating in the 1920s. The need for automotive repair shops prompted the expansion of the station and shop at 2018 East Broad and the construction of a garage at **1609 East Franklin Street**. **123 North 18th Street** transitioned to an automotive garage in the 1950s and continued to operate in that capacity for several decades. At least two of these buildings maintain their historic use as service stations.

The construction of the Richmond-Petersburg Turnpike – the section of Interstate 95 between Richmond and Petersburg - in the 1950s resulted in the loss of a number of buildings along the 1500 blocks of East Main and East Cary streets. The 1968 completion of the interchange between the Turnpike and Interstate 64 resulted in the displacement of 600 predominantly African-American families in a 30-acre section of Shockoe Valley immediately north of the district.¹³ The expansion of interstate highway systems and discriminatory post-war housing loans that prioritized white homeowners over African-American homeowners resulted in a wave of white flight from the city between 1950 and 1960. Vacancies abounded in the city's Central Business District, and new developments occurred primarily at the outer edges of the city or in the suburbs. Larger manufacturing businesses sought out plentiful land convenient to the new interstate highways west of downtown. The businesses that remained in or relocated to the Shockoe Valley district typically required more modestly scaled buildings and appreciated the affordability of the area.

The Bernard Siegel Furniture Company on 18th Street caught fire in 1948, which prompted their expansion to the adjacent lot at **7-11 North 18th Street**. Their grand reopening advertisements in 1948 contained a tag line that shed some light on their choice to remain in Shockoe: “Out of the high rent district, where prices are lowest.”¹⁴ The Plastic Products Company relocated from their smaller site in the district to a larger new building at **102 N. 19th Street** in 1950. The specialty manufacturing business produced plastic-impregnated draperies primarily used by schools. Carwich Hardware moved into 1711 East Main Street in 1928 and gradually became known for its stock of sporting goods and marine products. Carwich expanded into the new addition at **1713 East Main Street** in 1946 to create additional space for boating accessories. During a 1963 interview when asked why he remained on East Main Street when other merchants had moved westward, the business owner quipped, “the rent is low.”¹⁵

E. McLauchlan & Sons has been operating at the corner of East Grace and 20th Street for more than 100 years. The boiler repair company originally operated out of an evolved building along Grace Street and connected to the adjacent residential dwelling at 209 North 20th Street in the 1930s. McLauchlan constructed the present warehouse at **2000 East Grace Street** in 1960. The exterior envelope of the warehouse and the former residence on 20th Street do not appear to have been altered since that time. Like E. McLauchlan & Sons, the Wilson Paper Box Company found success in the district. The company constructed a factory along East Franklin Street in 1912, with subsequent additions along North 23rd Street in the 1940s. As production needs increased during the 1940s and 1950s, the 1954 addition at **2220 East Main Street** provided much-needed shipping and office space for the company. The building continued to operate in a manufacturing capacity through the 1970s and was recently adaptively reused for residential housing.

Many of the buildings constructed in the district between 1925-1967 benefitted from the demolition of earlier buildings on their sites. Fires, floods, and deferred maintenance had taken its toll on many of the residential and industrial properties in the district, and demolition of these buildings was often sought as a remedy. Flooding was particularly devastating to Shockoe Valley's built environment. Prior to 1927, the twenty-four square miles of Shockoe Creek frequently overflowed its banks. Culverts at primary roadways did little to improve the flooding, and a particularly costly series of floods in 1922 and 1923 prompted the City of

¹³ Ward, Harry M. *Richmond: An Illustrated History*. Windsor Publications, 1985.

¹⁴ *Richmond Times-Dispatch*, April 11, 1948.

¹⁵ Whiteley, Tyler. “Carwich, E. Main Boat Dealer, Ignores the Tide Toward Relocation.” *Richmond News Leader*, July 29, 2963.

Richmond to undertake a massive project to channelize and cover the creek and implement an improved series of sewers in the area at a cost of \$2,000,000.¹⁶ This solution largely prevented massive flooding events through the mid-1960s, providing peace of mind to businesses that wanted to remain in or relocate to the area. Buildings previously damaged by major flood events were often left to deteriorate, making demolition an attractive option to property owners.



Figure 4: Channelizing Shockoe Creek in the 1920s (Source: Valentine Museum)

The City of Richmond encouraged – and frequently demanded – demolition of older, neglected buildings. The City’s 1946 *A Master Plan for the Physical Development of the City* laid the groundwork for widespread slum clearance efforts that frequently targeted intact African-American neighborhoods. Federal urban renewal programs funded many of the City’s demolition efforts, which resulted in the displacement of countless families and the eradication of some of the city’s oldest housing stock. Many preservationists decried the Richmond Redevelopment and Housing Authority’s slum clearance plan that sought to demolish an extensive amount of historic housing in the Shockoe Valley area north of East Franklin Street in the early 1960s. While most of the present Shockoe Valley and Tobacco Row Historic District was untouched by the Housing Authority’s endeavor, the prevailing attitude of the day encouraged demolition over repair and reuse.

Today, the district retains its unique mixture of residential, commercial, and industrial properties. A thorough 2014 survey by independent Architectural Historian Stephanie A. T. Jacobe, Ph.D., and a subsequent inventory update by DHR staff member Kristin Kirchen resulted in a 2015 district update that identified demolition and new infill within the Shockoe Valley and Tobacco Row Historic District. The attached inventory updates this record to reflect additional changes to district resources since 2015.

¹⁶ “Shockoe Creek Improvement Costs More Than \$2,000,000.” *Richmond Times-Dispatch*, August 28, 1927.



Figure 5: A 1958 *Richmond Times-Dispatch* article spotlights deterioration in the Shockoe Valley area

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5. Property Ownership (Check as many categories as apply):

Private ☒ Public\Local _____ Public\State _____ Public\Federal _____

6. Applicant/Sponsor (Individual and/or organization sponsoring preparation of the PIF, with contact information. For more than one sponsor, please list each below or on an additional sheet.)

name/title: Mark Smith, owner
organization: Midas of Richmond
street & number: 11463 West Broad Street
city or town: Richmond state: Virginia zip code: 23233
e-mail: mas@midasofcentralva.com telephone: 804-240-1066

Applicant's Signature: _____

Date: 8/13/24

*** Signature required for processing all applications. ***

In the event of organization sponsorship, you must provide the name and title of the appropriate contact person.

Contact person: _____

Daytime Telephone: _____

Applicant Information (Individual completing form if other than applicant/sponsor listed above)

name/title: Catherine Easterling
organization: Sadler & Whitehead
street & number: 212 East Grace Street
city or town: Richmond state: Virginia zip code: 23219
e-mail: catherine@sadlerandwhitehead.com telephone: 804-231-5299
Date: 8/8/2024

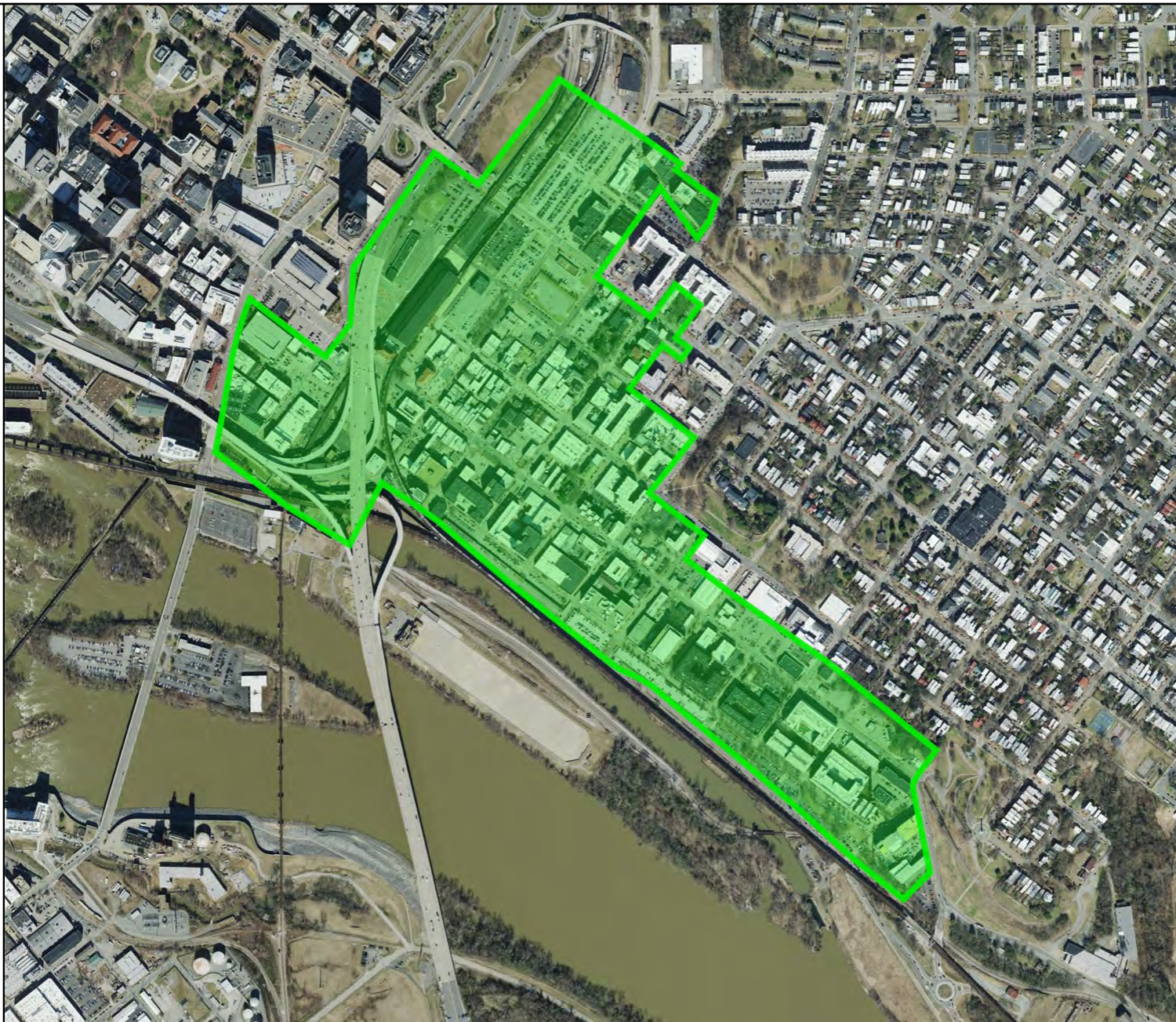
7. Notification

In some circumstances, it may be necessary for DHR to confer with or notify local officials of proposed listings of properties within their jurisdiction. In the following space, please provide the contact information for the local County Administrator, City Manager, and/or Town Manager.

name/title: Lincoln Saunders, Chief Administrative Officer
locality: City of Richmond
street & number: 900 East Broad Street
city or town: Richmond state: Virginia zip code: 23219
telephone: 804-646-7978



Legend



Feet

0 250 500 750 1000
1:13,000 / 1"=1,083 Feet

Title: Shockoe Valley and Tobacco Row

Date: 8/23/2024

DISCLAIMER: Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions. The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.

Legend



Feet

0 100 200 300 400
1:4,514 / 1"=376 Feet

Title: Proposed Expansion Area

Date: 8/23/2024

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Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.











SHOCKOE BOTTOM
CROSSFIT

STRENGTH
& CONDITIONING

121 N 18

INSPECTION
STATION
12

123





















































