

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: Court House Hill/Downtown Historic District (2016 Boundary Expansion)

Other names/site number: VDHR# 118-5495

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: 12th Street (300 & 400 blocks), Church Street (1200 block), 1001 Commerce Street, 1300 Court Street, Main Street (1000 block)

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

Not For Publication: N/A

Vicinity: N/A

3. State/Federal Agency Certification

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

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

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

 national statewide x local

Applicable National Register Criteria:

x A B x C D

<p>Signature of certifying official/Title:</p> <p><u>Virginia Department of Historic Resources</u></p> <p>State or Federal agency/bureau or Tribal Government</p>	<p>Date</p>
<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

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

Category of Property

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

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Number of Resources within Property

Contributing	Noncontributing	
<u>11</u>	<u>7</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>11</u>	<u>7</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

COMMERCE/TRADE: financial institution
COMMERCE/TRADE: specialty store
TRANSPORTATION: road-related (vehicular)

Current Functions

COMMERCE/TRADE: financial institution
COMMERCE/TRADE: specialty store
HEALTH CARE: clinic
TRANSPORTATION: road-related (vehicular)
VACANT/NOT IN USE

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7. Description

Architectural Classification

NO STYLE

LATE 19TH AND 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style

MODERN MOVEMENT: Moderne, New Formalism

Materials

FOUNDATION: BRICK, CONCRETE

WALLS: BRICK, STUCCO, CONCRETE, STONE (Granite)

ROOF: SYNTHETICS (Rubber), METAL (Tin)

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 Court House Hill/Downtown Historic District is located in the heart of the City of Lynchburg, situated on a promontory overlooking the south bank of the James River. A dramatic grade change separates Court House Hill from downtown. Listed in the NRHP in 2000, the original historic district boundaries encompass 25 blocks along Clay, Court, Church, and Main streets between the cross streets of 5th and 13th streets. In 2002, the boundaries were expanded to include a residential area between Madison and Federal streets. The district includes commercial, religious, institutional, governmental, and residential buildings dating from the early nineteenth century to the mid-twentieth century. Historically and today, Court House Hill was the location of government buildings, religious institutions, and residences, while downtown was the center of commerce and finance. The boundary expansion that is the subject of this nomination includes 20 commercial resources on Main, Commerce, Church, Court, and 12th streets within two areas – one on the east of the original district and one southwest of the original district. Although discontinuous from one another, each expansion area is historically and architecturally related to each other and to the original district. Of the 18 resources, 11 are contributing. Ranging in date from 1850 to 1961, the buildings are contiguous to the original historic district along the east and southwest boundaries and relate to the historic functions and architectural character of downtown Lynchburg.

Narrative Description

Dating from 1850 to 1961, the 20 resources within the Court House Hill/Downtown Historic District boundary expansion are commercial in function and relate well to the commercial enterprises and financial institutions found in the downtown section of the original district. The expansion area buildings range from small commercial shops, to a former automobile showroom and former grocery store, to a multiple-story office building and parking garage. Generally, the buildings are one-to-two stories and are of brick or concrete construction. While the Commercial style of the late nineteenth

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and early twentieth centuries is predominant, several buildings reflect architectural trends popularized after World War II, particularly Moderne and New Formalism.

The oldest resource in the expansion area is the former tobacco factory at 320 12th Street (118-5495-0005), which dates to the 1850s. Tobacco manufacturing was a major component of the Lynchburg economy prior to the Civil War.¹ In the late 1800s, more than nine tobacco factories lined the south side of 12th Street, from Madison to Court Street. Today, 320 12th Street is one of two that remain on the street. The two-story, three-bay building is an example of the Industrial Commercial style. As the production of goods was the primary focus of this particular style, the building is utilitarian in appearance with its plan shaped by the machinery and processes of the commercial enterprise.² The building stands on a stacked stone foundation and features brick walls laid in five-course American bond. A stepped brick parapet rises above the roof. After the tobacco factory closed in 1890, the building was used as a feed store, a steam laundry, and a furniture store. The storefront windows were likely added by one of these later users to display their goods to consumers.

The Main Street Commercial style—the dominant architectural style in downtown Lynchburg—is represented in the boundary expansion, along 12th Street. Popular in Virginia from 1875 to 1940, this style proliferated along major commercial routes across the nation. Designed to display and provide goods directly to consumers, the facades of these buildings are characterized by large storefront windows used to entice customers. The second or third floors often contained living spaces for shop owners.³

The ca. 1925 Lynchburg Steam Bakery (118-5495-0009) at 422 12th Street is an example of the Main Street Commercial style in the boundary expansion. Designed by Stanhope Johnson, this two-story commercial building stands on a concrete foundation and features brick walls laid in stretcher bond. A stepped parapet with concrete coping borders the flat roof. Brick pilasters with concrete caps divide the bays. A modillioned metal cornice crowns the building and a simpler cornice surmounts the storefront. The storefront has been modified, with contemporary brick infill and an aluminum storefront system in the space between the pilasters. Industrial steel windows are in each second story bay. On the west side elevation, concrete panels separate the second-story windows from the first-story steel clerestory windows. A canopy shelters the west side entrance with “Lynchburg Steam Bakery, Inc.” on the sign above it.

Another example of the Main Street Commercial style in the boundary expansion area is the ca. 1910 building at 418 12th Street (118-5495-0008). This two-story building with a flat roof stands on a brick foundation. The stuccoed front elevation features two commercial storefronts with recessed central entrances flanked by canted display windows in wood frames. The storefront windows are surmounted by spoked transoms. A simple wood cornice spans the top of the storefronts. Windows with concrete sills line the second story.

After World War II, new trends in architectural design emerged, which impacted commercial architecture throughout the nation. Both commercial and residential construction activity boomed after the war due to pent up consumer demand, coupled by widespread economic prosperity. Modernism came to the forefront during this period, with the transition to simpler forms and the elimination of unnecessary ornament. The era gave rise to Modern styles, including Moderne, International, Brutalism, and New Formalism. In addition, the widespread adoption of automobiles for personal transportation led to auto-centric design to accommodate the car. Auto-related businesses, such as auto dealerships and service stations, also proliferated.

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Several resources within the boundary expansion were built between 1946 and 1961 and reflect these design trends of the post-World War II era. The former Virginian Motors (118-5495-0010) at 1300 Court Street was built ca. 1946 in the Moderne style. The one-story building is covered by a flat roof and features concrete block walls faced with light-colored brick. A projecting central tower with an attached antenna punctuates its low rectangular mass. The Googie-style glass projection at the northeast corner of the building was likely the automobile showroom. Steel industrial windows provide light to the interior. Differentiated brickwork between the windows visually unifies the fenestration and reinforces a sense of horizontality. The complex also includes a ca. 1955 filling station.

The 1949 parking deck (118-5495-0011) at 1001 Commerce Street is a representative example of an open-air concrete parking structure built in the mid-twentieth century. It appears to be one of the earliest parking structures in downtown Lynchburg. The parking structure was designed by architect David P. Wickline, Jr., and built by Fred B. Fuqua.

New Formalism, which combines classical elements with modern innovations, is a Modern style found in the boundary expansion. It was a popular choice for banking institutions and small-scale public and commercial buildings.⁴ The ca. 1960 building at 1016 Main Street (118-5011) is a small-scale commercial example of the style. The angular brick colonnade across its front elevation embraces classical precedents. Another example is the ca. 1961 former First National Trust & Savings Bank (118-5008) at 1010 Main Street, designed by Clark, Nexen & Owen. The building's blocky form and symmetrical elevations, dominated by thin pilasters separating narrow, recessed windows, draws from classical elements to achieve a sense of modern monumentality. Its smooth marble and granite surfaces also provide a luxurious quality. Projecting canopies shelter the front and rear entrances, as well as the large windows along the base of the side elevations. The north side elevation canopy extends out to create an overhang for the bank drive thru. In addition to embracing the classical precedents found elsewhere in the district, these buildings also maintain the setback established by surrounding buildings, continuing the rhythm of the street.

A row of four commercial buildings dating between 1913 and 1946 line the west side of Church Street. A simple, contemporary façade of brick and metal spans the front elevations of all four buildings. The façade was likely added shortly after the Mid-State Electrical Supply Company acquired the buildings in 1969. In the decades after World War II, downtown business owners nationwide added similar façade “slipcovers” to their historic buildings to create a more modern appearance that would compete with new development in the suburbs. The contemporary façade spanning the Church Street buildings likely served to unify the buildings under one business while refreshing their appearance.

Historic photographs of this block of Church Street show four, two-story brick Commercial style buildings with brick parapets. Visual evidence indicates that the parapets are intact behind the non-historic metal cladding. Visual evidence also indicates that the current brick veneer was laid in front of the original brick. The side and rear elevations of the buildings remain exposed and intact. The brick south wall of 1225 Church Street features arched window openings, square clerestory window openings, and intact brick chimneys. The brick north wall of 1209 Church Street, which features courses of corbelled brick above its second story window openings, also remains visible. While the four buildings were given non-contributing statuses due to their non-historic façade covers, they are included in the historic district boundary expansion due to the presence of extensive intact historic

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fabric on the side and rear elevations—and possibly behind the non-historic façade veneers—and due to their historic commercial functions, which relate to the rest of the district. Their inclusion will also encourage rehabilitation and revitalization efforts in the immediate vicinity.

Statement of Integrity

The Court House Hill/Downtown Historic District (2016 Boundary Expansion) retains a relatively high level of integrity as a collection of mid-nineteenth to mid-twentieth century commercial buildings that continue the character of the original district. Of the 15 primary resources, 8 are contributing and 7 are non-contributing. The non-contributing status of one building is based on a post-1961 construction date, while the non-contributing statuses of the six other buildings are based on alterations made to the historic facades, which may be reversible. All three of the secondary resources are assigned contributing status. The Court House Hill/Downtown Historic District (2016 Boundary Expansion) as a whole retains integrity of location, design, setting, materials, workmanship, feeling, and association.

INVENTORY

The following inventory lists the resources within the Court House Hill/Downtown Historic District (2016 Boundary Expansion). It is organized alphabetically by street name and then numerically by street number. Each entry provides the address, building name (if applicable), date of construction, architectural style, current building use, VDHR File number, and the contributing status within the district. Whether a building is considered contributing or non-contributing was determined based on its integrity as it supports the historic district's significance under Criterion A (Commerce) and Criterion C (Architecture) during the Period of Significance (1786 - 1961). Resources are keyed to the Sketch Map/Photo Key by their numerical street address.

12TH STREET

306 12th Street 118-5495-0004 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1913

Non-contributing Total: 1

320 12th Street 118-5495-0005 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1850

Contributing Total: 1

400 12th Street 118-5495-0006 *Other DHR Id#:*

Primary Resource: Store/Market (Building), Stories 1, Style: No discernible style, Ca 1946

Contributing Total: 1

414 12th Street 118-5495-0007 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1910

Non-contributing Total: 1

418 12th Street 118-5495-0008 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1910

Contributing Total: 1

422 12th Street 118-5495-0009 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1925

Contributing Total: 1

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CHURCH STREET

1209 Church Street 118-5495-0012 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1913

Non-contributing Total: 1

1213-1215 Church Street 118-5495-0013 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1946

Non-contributing Total: 1

1217 Church Street 118-5495-0014 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1928

Non-contributing Total: 1

1225 Church Street 118-5495-0015 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1915

Non-contributing Total: 1

COMMERCE STREET

1001 Commerce Street 118-5495-0011 *Other DHR Id#:*

Primary Resource: Parking Garage (Building), Stories 2, Style: No discernible style, Ca 1949

Contributing Total: 1

Secondary Resource: Commercial Building (Building)

Contributing Total: 1

Secondary Resource: Toll House/Booth (Building)

Contributing Total: 2

COURT STREET

1300 Court Street 118-5495-0010 *Other DHR Id#:*

Primary Resource: Automobile Showroom (Building), Stories 1, Style: Moderne, Ca 1946

Parking Garage Wing, Ca 1950

Contributing Total: 1

Secondary Resource: Service Station (Building) Ca 1955

Contributing Total: 1

MAIN STREET

1000 Main Street 118-5495-0016 *Other DHR Id#:*

Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1985

Non-contributing Total: 1

1010 Main Street 118-5008 *Other DHR Id#: 118-5495-0001*

Primary Resource: Bank (Building), Stories 4, Style: Modernist, Ca 1961

Contributing Total: 1

1016 Main Street 118-5011 *Other DHR Id#: 118-5495-0002*

Primary Resource: Commercial Building (Building), Stories 1, Style: Modernist, Ca 1960

Contributing Total: 1

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

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

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE
COMMERCE

Period of Significance

1786 – 1961

Significant Dates

1961

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Wickline, Jr., David P. (architect)
Johnson, Stanhope S. (architect)
Clark, Nexen & Owen (architects)

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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 2016 Boundary Expansion incorporates 20 additional resources into the Court House Hill/Downtown Historic District. The expansion area is locally significant under Criterion A in the area of Commerce, as it represents the continuation of downtown commercial and financial functions; and Criterion C in the area of Architecture, as it contains a range of traditional and modern commercial styles popular in Lynchburg from the mid-nineteenth century to the mid-twentieth century. The period of significance for both the original district and the expansion area begins in 1786, when the General Assembly established the town of Lynchburg and the initial segments of the existing street grid system were laid, and ends in 1961, with the construction of the First National Trust & Savings Bank, the last major office building to be built downtown prior to the 1970s. The year also marks the opening of Pittman Plaza, the first of many suburban shopping centers that would eventually lead to the decline of downtown.

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

Criteria Justification

Criterion A: Commerce

The Court House Hill/Downtown Historic District (2016 Boundary Expansion) is locally significant under Criterion A in the area of Commerce as its resources represent the continuation of downtown commercial and financial functions beyond the original historic district boundaries. The expansion areas are contiguous to the original historic district along the east and southwest boundaries and encompass 20 commercial resources on Main, Commerce, Church, Court, and 12th streets. These commercial resources were historically associated with downtown and developed alongside the original historic district. The resources in the boundary expansion area contribute to the significance of the original historic district as they represent of the growth and prosperity of Lynchburg as it developed as a major transportation, industrial, and commercial hub of the Lower Piedmont Region of Virginia from the early nineteenth century to the mid-twentieth century.

Criterion C: Architecture

Dating between 1850 and 1961, the resources associated with the boundary expansion continue the architectural character of the historic district, as they relate to the commercial enterprises and financial institutions of downtown. The Commercial style of the late nineteenth and early twentieth centuries is common, especially along 12th Street. Several resources reflect Modern architectural trends that were popularized after World War II.

Historical Background

Antebellum Period (1830-1860)

The boundary expansion area includes one resource that dates to the Antebellum Period. The building at 320 12th Street (118-5495-0005) is an example of the Industrial Commercial style, constructed ca. 1850 for tobacco manufacturing. The 1877 Gray's New Map of Lynchburg shows the building as

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owned by Ford and Winfree. The 1885 Sanborn Fire Insurance map shows the building as Ford, Hatcher & Gentry Plug & Twist Tobacco.

Tobacco continued to be the dominant industry in Lynchburg in the years prior to the Civil War. By 1850, Richard Edwards reported in his *Statistical Gazetteer of the State of Virginia* that there were five tobacco warehouses, 36 tobacco factories, and eight stemmeries in Lynchburg. Historically, buildings associated with the inspection, packing and shipping of tobacco were concentrated along the James River in the Lower Basin. The expansion of canal and railroad operations along the river in the 1840s and 1850s generated unprecedented industrial growth. It is possible that Lynchburg grew and built more in the 1850s than during all previous decades combined.⁵ New industrial enterprises, such as Ford, Hatcher & Gentry Plug & Twist Tobacco, developed to the west of the Lower Basin as demand for the riverfront grew. In the late 1800s, more than nine tobacco factories lined the south side of 12th Street, from Madison to Court Street.

Reconstruction and Growth (1865-1914)

As tobacco sales declined after the Civil War, Lynchburg took advantage of its location between northern and southern manufacturing markets to become a major wholesale distribution and jobbing hub. The city emerged as a center for the production of iron products, textiles, shoes, boxes and wagons. Warehouses and jobbing houses, as well as mills and foundries, were constructed in the Lower Basin to support the new industries.⁶

During the Reconstruction and Growth period, downtown continued to develop as the financial and commercial center of the city. Main and Commerce streets prospered with the development of the new industries. Stores opened to sell the manufactured goods and financial institutions were established to handle the banking needs of prosperous new industries.⁷

Although Main Street was already well established as the principal commercial street by the late 1880s, many commercial enterprises also emerged along 12th Street during this period. Bragassa Toy Store (118-5163-0135)—part of the original historic district, adjacent to the boundary expansion area—opened at 323-325 12th Street in 1875. The owner selected this location because he believed 12th Street would become a major commercial street of Lynchburg.⁸

Commercial activity expanded west along 12th Street into the early twentieth century. The ca. 1910 commercial buildings at 414 and 418 12th Street (118-5495-0007 & 118-5495-0008) continued the commercial character established by Bragassa Toy Store and other early businesses on the street. These two buildings housed a number of diverse businesses over the years, including a pool and billiard hall, a fish company, a sheet metal worker, and a restaurant. The White Star Steam Laundry was established on the 300 block of 12th Street in the first decade of the twentieth century. As the business grew, the building expanded to include a side addition at 1209 Church Street (118-5495-0012). The steam laundry remained in business for decades until the property was sold in the late 1960s. Today, the side addition and the rear section of the original building at 306 12th Street (118-5495-0004) are the only remnants of the former business.

The tobacco factory at 320 12th Street had closed by 1890, due to the decline of the tobacco industry in Lynchburg. The building continued in use as a feed store, a steam laundry, and a furniture store. The conversion to commercial use represents 12th Street's transition from a tobacco-manufacturing center to a vibrant commercial corridor.

World War I and World War II (1914-1945)

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Downtown commercial development expanded and prospered as Lynchburg continued to grow in the period between the two World Wars. This era was especially noted for the proliferation of new technologies and consumer goods that created rising standards of living as well as new business opportunities. The Lynchburg Steam Bakery (118-5495-0009) at 422 12th Street was built ca. 1925. Designed by Stanhope Johnson, the brick building with its stepped parapet, modillioned cornice, and brick pilasters is one of the best examples of the Main Street Commercial style in the boundary expansion area. The new municipal stadium opened in 1926, behind the Lynchburg Steam Bakery and other 12th Street commercial enterprises. Located at Court and 13th Street, the stadium was built on the site of the former Court Street dump. The stadium hosted collegiate football games and contributed to the vibrancy of the commercial corridor until its demolition in the 1940s. The nationwide Great Depression caused construction and business activity to stall through most of the 1930s, but established commercial areas such as Lynchburg's downtown district managed to survive the economic straits, in part because no competition from other quarters presented itself.

Commercial development also occurred on the 1200 block of Church Street, across from the City Armory. In 1915, the Hancock Motor Car Company constructed its building at 1225 Church Street (118-5495-0015) and remained in this location until at least 1925. The motor car company had vacated the building by 1930, making way for the Mavis Bottling Co. of Virginia, which bottled and sold Nu-Icy drinks. Mid-State Electrical Supply Company occupied the building by 1940.⁹ The company would eventually purchase the entire block of commercial buildings in 1969 and install the existing non-historic façade veneer.

The buildings at 1217 Church Street and 1213-1215 Church Street were occupied by businesses that were consistent with the other commercial enterprises in the district boundary expansion. In 1940, the ca. 1928 building at 1217 Church Street (118-5495-0014) was occupied by Mosby Motors, Incorporated. A refrigerator sales and service company occupied the building by 1951. The ca. 1946 building at 1213-1215 Church Street (118-5495-0013) was occupied by a farm machinery and sales shop into the 1950s.¹⁰ These commercial buildings represent the continued commercial growth in the boundary expansion area during the World War I to World War II period.

The New Dominion (1945-present)

The United States entered a period of renewed growth and economic prosperity after World War II. The post-war population growth, accompanied by housing shortages and new mortgage lending practices, stimulated a residential building boom. The advent of the automobile and construction of efficient road networks allowed new homes to be built outside of the city limits. Retail stores, bank branches, and offices soon followed the population to the suburbs. This national trend of decentralization, beginning in the late 1940s, fueled the decline of downtowns across the country.

As former city dwellers moved to the suburbs, downtown Lynchburg remained as the center for commercial, governmental, financial, and institutional activity. Even with the trend toward decentralization, downtown persisted as a thriving commercial district for several decades. New construction within the district and changes to older buildings, however, illustrated the efforts of downtown business owners to remain competitive and to modernize to woo consumers. The southwest boundary expansion area, which includes 12th Street, added two new businesses in the late 1940s. An A&P supermarket was built at 400 12th Street ca. 1946 (118-5495-0006). The same year, Virginian Motors—an auto sales and service shop—was built at 1300 Court Street (118-5495-0010) on the site of the Old City Stadium. A Virginian Motors filling station was constructed on the same parcel ca. 1955. Similar auto-oriented businesses proliferated across the nation during this period, due

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to the widespread adoption of automobiles for personal transportation. Auto-oriented buildings were constructed elsewhere in the downtown, including within the bounds of the original historic district.

In the mid-twentieth century, parking garages emerged in downtowns as central businesses districts tried to compete with suburban shopping malls and office parks. The 1949 parking garage at 1001 Commerce Street is perhaps the earliest parking structure in downtown Lynchburg (118-5495-0011). Architect David P. Wickline, Jr., was commissioned to design the multi-level concrete structure. A small building located at the garage entrance with a sign that reads “Key Building” was probably where the keys of valeted vehicles were stored. The valet feature was likely intended to improve the downtown parking experience.

The former First National Trust & Savings Bank (118-5008) was built at 1010 Main Street in 1961. The four-story building is of a Modern design typical to commercial banks of the era as the Modern style evoked a sense of prosperity, modernity, and ability to keep pace with the rapid changes of post-WWII America. In the same year, Pittman Plaza—a suburban shopping center well removed from Lynchburg’s traditional commercial core—was completed, posing direct competition to downtown retail stores. Plans for the shopping center were announced in 1956. Sears Roebuck was the first store to open in April 1958. Over 24 stores had committed to the shopping center by the end of 1960.¹¹

Pittman Plaza was dedicated on April 20, 1961. The new shopping center challenged downtown retail, but it did not immediately surpass it.¹² On the first anniversary of Pittman Plaza, John Wranek, manager of the Main Street Miller & Rhoads store, told John Lair, business writer for the *Lynchburg News & Advance* that “downtown can never be displaced because it will always remain the major commercial and business hub of the city.”¹³ Despite this optimism, the central location, convenient parking, and general novelty offered by Pittman Plaza did eventually impact downtown retailers.¹⁴

Over a decade later, the City of Lynchburg annexed land that doubled the size of the city and led to the further decline of the central business district. The success of Pittman Plaza led to additional shopping centers within the ever-expanding city limits.¹⁵ During this period, many downtown retailers added “slipcovers” to the facades of their historic buildings to create a more modern appearance that be evocative of new development in the suburbs. Often these new materials were installed onto the existing facades, leaving the earlier materials intact but hidden from view. The contemporary façade spanning the row of buildings on the 1200 block of Church Street is likely a product of this era. As with preceding efforts from the 1920s through 1950s to modernize storefronts, these later updates are reflective of the larger demographic trends associated with suburbanization, sprawl development, and attempts to retain shoppers in traditional downtown areas.

Even as retail stores moved to the suburbs during this period, downtown Lynchburg strengthened its role as the financial and governmental center of the city. Several new banks were constructed downtown in the 1970s and 1980s. Fidelity National Bank was built in 1970-1972 at the corner of Main and 9th streets. The chairman of the bank’s board of directors stated that the new location was chosen based on their confidence that future commercial growth in the city would take place downtown. He also expressed the hope that the downtown location of the landmark building would spark reinvestment in the central business district.¹⁶ The City of Lynchburg reaffirmed its commitment to downtown when it constructed a large addition to City Hall in 1984. The addition extended the building to from Church to Main Street.¹⁷

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Concerted efforts have been made over the past few decades to revitalize the downtown commercial district. The listing of the Court House Hill/Downtown Historic District in the state and national registers in 2000 made historic rehabilitation tax credits available to property owners. Since 2000, major investments have occurred downtown based on rehabilitating the district's historic building stock. The east and southwest boundary increase areas discussed herein also are associated with this trend, with local revitalization efforts now focusing here as well.

Court House Hill/Downtown Historic District (2016 Boundary Expansion)
Name of Property

Lynchburg, VA
County and State

9. Major Bibliographical References

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

- Blanton, Alison S. (Hill Studio) Court House Hill/Downtown Historic District, National Register nomination 118-5163. Virginia Department of Historic Resources, Richmond, Virginia, 2001.
- Chambers, S. Allen, and Richard Cheek. Lynchburg, an Architectural History. Charlottesville: Published for the Sarah Winston Henry Branch of the Association for the Preservation of Virginia Antiquities by the University Press of Virginia, 1981.
- Classic Commonwealth: Virginia Architecture from the Colonial Era to 1940. Richmond, VA: The Virginia Department of Historic Resources, 2015.
- Elson, James M. *Lynchburg, Virginia: the First Two Hundred Years 1786-1986*. Lynchburg, Va.: Warwick House Publishers, 2004.
- Hall, Cline and Louis Booth (Lynchburg Historical Foundation, Inc.) Bragassa Toy Store, National Register nomination 118-1760. Virginia Department of Historic Resources, Richmond, Virginia, 1990.
- Hill Directory Company's Lynchburg, Virginia City Directory. Richmond, Virginia: Hill Directory Company, Inc., 1915-1960.
- Laurant, Daniel. *A City Unto Itself: Lynchburg, Virginia in the 20th Century*. Lynchburg, Va.: The News and Advance, 1997.
- Lyod, Richard B. and Bernard K. Mundy. *Lynchburg: A Pictorial History*. Virginia Beach, Va.: Donning, 1975.
- New Dominion Virginia, Architectural Style Guide. Richmond, VA: The Virginia Department of Historic Resources, 2015.
- Potter, Clifton W, and Dorothy Bundy Turner Potter. *Lynchburg: a City Set On Seven Hills*. Charleston, SC: Arcadia Publ, 2004.
- Sanborn Insurance Company, Sanborn Fire Insurance Maps: 1885, 1890, 1895, 1902, 1907, 1951, 1955. New York, NY: Sanborn Insurance Company.

Court House Hill/Downtown Historic District (2016 Boundary Expansion)
Name of Property

Lynchburg, VA
County and State

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): DHR File No. 118-5495

Court House Hill/Downtown Historic District (2016 Boundary Expansion)
Name of Property

Lynchburg, VA
County and State

10. Geographical Data

Acreege of Property: 7 acres (approx.)

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

East Expansion Area

- | | | |
|--------------|----------------------|------------------------|
| 1. NW Corner | Latitude: 37.413958° | Longitude: -79.141574° |
| 2. NE Corner | Latitude: 37.414457° | Longitude: -79.140697° |
| 3. SE Corner | Latitude: 37.413881° | Longitude: -79.140179° |
| 4. SW Corner | Latitude: 37.413427° | Longitude: -79.141096° |

Southwest Expansion Area

- | | | |
|--------------|----------------------|------------------------|
| 5. NW Corner | Latitude: 37.410842° | Longitude: -79.142723° |
| 6. NE Corner | Latitude: 37.411698° | Longitude: -79.141212° |
| 7. SE Corner | Latitude: 37.410847° | Longitude: -79.140237° |
| 8. SW Corner | Latitude: 37.410050° | Longitude: -79.141283° |

Court House Hill/Downtown Historic District (2016 Boundary Expansion)
Name of Property

Lynchburg, VA
County and State

Or
UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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

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

The boundary expansion includes all tax parcels indicated within the boundary lines on the attached tax parcel map entitled "Tax Parcel Map, Court House Hill/Downtown Historic District 2016 Boundary Expansion (118-5495)."

Boundary Justification (Explain why the boundaries were selected.)

The boundaries encompass a collection of resources that relate to the contiguous Court House Hill/Downtown Historic District. The original district comprises 25 blocks along Clay, Court, Church, and Main streets between the cross streets of 5th and 13th streets. In 2002, the boundaries were expanded to include a residential area between Madison and Federal streets. The 2016 expansion extends the district boundaries east and southwest, to include commercial resources on the 1000 blocks of Main and Commerce streets, the 300 and 400 blocks of 12th Street, the 1200 block of Church Street, and the 1300 block of Court Street. Inclusion of these contiguous areas strengthens the boundaries of the historic district. The edges of the original historic district were examined during the boundary determination process. Buildings not included in the boundary expansion either had not reached the 50-year threshold, were insensitive altered, had a historic function more consistent with another contiguous district, and/or lacked physical continuity with the district. The Court House Hill/Downtown Historic District and Expansion Area are bordered to the east by the Lower Basin Historic District (118-0211) and to the south by the Diamond Hill Historic District (118-0060).

11. Form Prepared By

name/title: Katherine C. Gutshall & Alison S. Blanton
organization: Hill Studio, PC
street & number: 120 Campbell Avenue SW
city or town: Roanoke state: Virginia zip code: 24011
e-mail: ablanton@hillstudio.com
telephone: 540-342-5263
date: November 2015

Court House Hill/Downtown Historic District (2016 Boundary Expansion)
Name of Property

Lynchburg, VA
County and State

Additional Documentation

Submit the following items with the completed form:

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

Photographs

Photo Log

Name of Property: Court House Hill/Downtown Historic District (2016 Boundary Increase)

City or Vicinity: Lynchburg (City)

State: Virginia

Photographer: Katie C. Gutshall

Date Photographed: October 2015

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

Photo 1 of 9: 12th Street, 400 block, view E

Photo 2 of 9: Former Lynchburg Steam Bakery, view SE

Photo 3 of 9: 12th Street, 300 & 400 block, view E

Photo 4 of 9: 320 12th Street, view SE

Photo 5 of 9: Former Virginian Motors, Inc., view S

Photo 6 of 9: Main Street, 900 & 1000 blocks, view S

Photo 7 of 9: Former First National Trust & Savings Bank, Main Street, view S

Photo 8 of 9: Parking Deck, 1000 Commerce Street, view N

Photo 9 of 9: Church Street, 1200 block, view NW

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

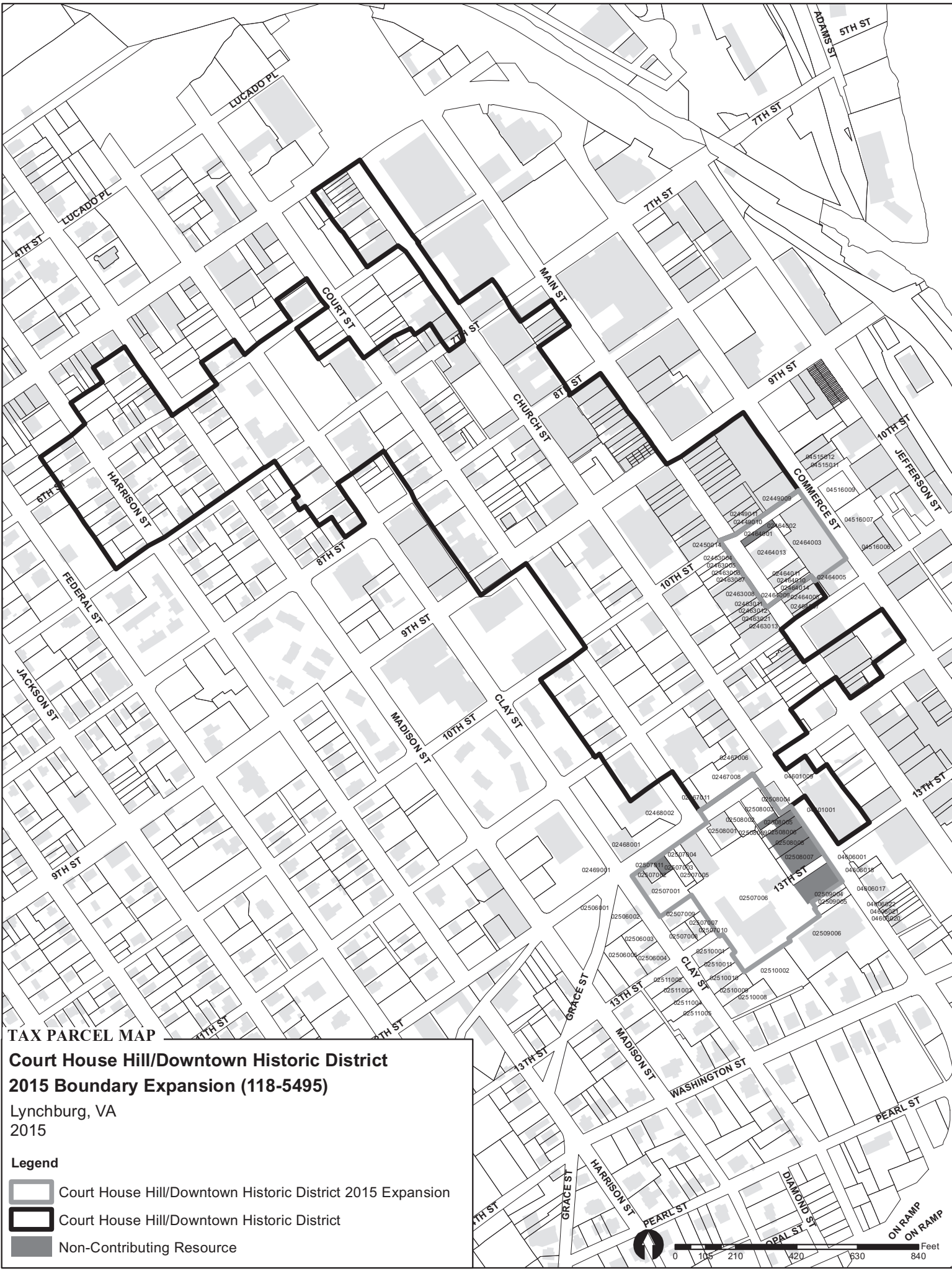
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Court House Hill/Downtown Historic District (2016 Boundary Expansion)
Name of Property

Lynchburg, VA
County and State

Endnotes

- ¹ Blanton
- ² Classic Commonwealth, 84-85
- ³ Ibid, 80-81
- ⁴ New Dominion, 50
- ⁵ Chambers 198 1: 130
- ⁶ Blanton
- ⁷ Ibid.
- ⁸ Ibid.
- ⁹ Hill Directory
- ¹⁰ Ibid.
- ¹¹ Elson, 396
- ¹² Chambers, 479
- ¹³ Laurant, 157
- ¹⁴ Chambers, 479
- ¹⁵ Ibid.
- ¹⁶ Ibid, 480
- ¹⁷ Blanton






TAX PARCEL MAP

Court House Hill/Downtown Historic District
2015 Boundary Expansion (118-5495)

Lynchburg, VA
 2015

Legend

-  Court House Hill/Downtown Historic District 2015 Expansion
-  Court House Hill/Downtown Historic District
-  Non-Contributing Resource





LOCATION MAP

Court House Hill/ Downtown
Historic District 2016 Boundary
Expansion

City of Lynchburg, VA

DHR No. 118-5495

East Expansion Area

NW Corner
Latitude: 37.413958° Longitude: -79.141574°

NE Corner
Latitude: 37.414457° Longitude: -79.140697°

SE Corner
Latitude: 37.413881° Longitude: -79.140179°

SW Corner
Latitude: 37.413427° Longitude: -79.141096°

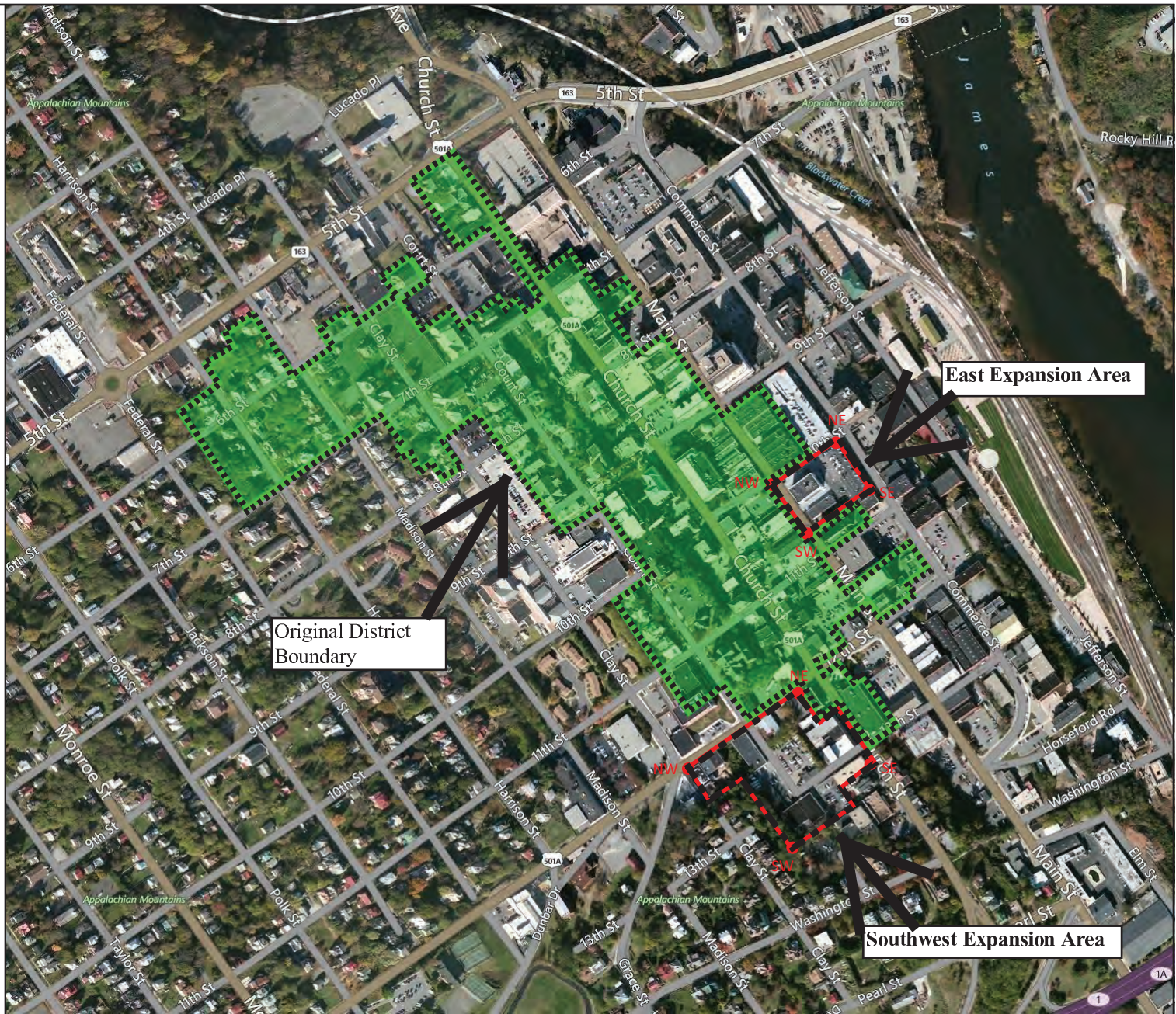
Southwest Expansion Area

NW Corner
Latitude: 37.410842° Longitude: -79.142723°

NE Corner
Latitude: 37.411698° Longitude: -79.141212°

SE Corner
Latitude: 37.410847° Longitude: -79.140237°

SW Corner
Latitude: 37.410050° Longitude: -79.141283°



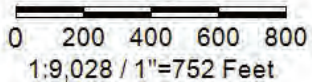
Original District
Boundary

East Expansion Area

Southwest Expansion Area



Feet



Title: Location Map

Date: 11/25/2015

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.