

VLR 3/17/4  
NRHP 8/11/4

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

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

1. Name of Property

historic name

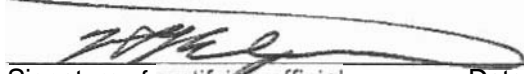
other names/site number Broad Street Commercial Historic District (Boundary Increase)  
VDHR File # 127-0375

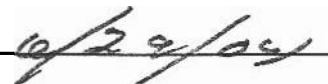
2. Location

street & number 709- 916 West Broad Street: 308-310 N. Laurel Street: 301-306 Gilmer Street (see boundary description, Section 10) Not for publication NIA  
city or town Richmond vicinity N/A  
state Virginia code VA county (Independent city) code 760 zip code 23220

3. State/Federal Agency Certification

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

  
Signature of certifying official

  
Date

Virginia Department of Historic Resources  
State or Federal agency and bureau

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

Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

4. National Park Service Certification

I, hereby certify that this property is:  
     entered in the National Register  
     See continuation sheet.  
     determined eligible for the National Register  
     See continuation sheet.  
     determined not eligible for the National Register  
     removed from the National Register  
     other (explain): \_\_\_\_\_

Signature of Keeper \_\_\_\_\_

Date of Action \_\_\_\_\_

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**5. Classification**

**Ownership of Property** (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property** (Check only one box)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**

Contributing	Noncontributing	
32	0	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
32	0	Total

Number of contributing resources previously listed in the National Register 135

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

**6. Function or Use**

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

Cat: COMMERCE	Sub: Specialty store
COMMERCE	Business
COMMERCE	Restaurant
TRANSPORTATION	Rail-related
DEFENSE	Naval facility
INDUSTRY	Manufacturing
DOMESTIC	Single dwelling

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

Cat: COMMERCE	Sub: Specialty store
COMMERCE	Business
COMMERCE	Restaurant
INDUSTRY	Manufacturing
VACANT	Not in use

**7. Description**

**Architectural Classification** (Enter categories from instructions)

LATE VICTORIAN: Italianate; LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS: Classical Revival; Mission/Spanish Colonial Revival; Late Gothic Revival; Beaux Arts Classicism; LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS: Commercial style; MODERN MOVEMENT: Art Deco.

**Materials** (Enter categories from instructions)

Foundation	brick; stone; concrete
Roof	tin; rubber; asphalt; terra cotta tile
Walls	brick; stone; metal; terra cotta tile; concrete
Other	_____

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

**8. Statement of Significance**

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

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

**Criteria Considerations** (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance** (Enter categories from instructions)

COMMERCE  
ARCHITECTURE

**Period of Significance** 1881-1943

**Significant Dates** \_\_\_\_\_

**Significant Person** (Complete if Criterion B is marked above)

**Cultural Affiliation** \_\_\_\_\_

**Architect/Builder** William C. Noland; Henry Baskervill;  
W.A. Chesterman  
United States Treasury Department

**Narrative Statement of Significance** (Explain the significance of the property on one or more continuation sheets.)

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sheets.)

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**9. Major Bibliographical References**

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**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS)**

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary Location of Additional Data**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: \_\_\_\_\_

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**10. Geographical Data**

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**Acreeage of Property** \_\_\_\_\_

**UTM References** (Place additional UTM references on a continuation sheet)

A	18	283635	4158385	C	18	283580	4158590
		Zone Easting	Northing			Zone Easting	Northing
B	18	283505	4158475	D	18	283710	4158480

See continuation sheet.

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**Verbal Boundary Description** (Describe the boundaries of the property on a continuation sheet.)

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

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**11. Form Prepared By**

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name/title: Nancy W. Kraus

Organization: First & Main. LLC

date \_\_\_\_\_

street & number: 6224 New Harvard Lane

telephone (804) 304-6053

city or town Glen Allen

state VA zip code 23059

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**Additional Documentation**

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Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

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

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

**Photographs**

Representative black and white photographs of the property.

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

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**Property Owner**

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

name Multiple Owners (See Continuation sheets, "Property Owners List)

street & number \_\_\_\_\_ telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Continuation Sheet**

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**SUMMARY DESCRIPTION**

The Broad Street Commercial Historic District, a collection of 135 buildings, was registered on April 9, 1987. Situated in central Richmond, Virginia, the district covers a ten-block area of mostly late-nineteenth-and-early-twentieth-century commercial buildings. Generally bounded by 4<sup>th</sup> Street to the east, Belvidere to the west, the central alley between Grace and Broad Streets to the south, and the alley between Marshall and Broad Streets to the north, the district includes the street and the buildings on the north and south sides of the street. The dominant architectural style is Italianate, but the Romanesque Revival, Classical Revival, and Mission/Spanish Colonial Revival styles are also represented. Most buildings are two-or-three-stories high and are constructed of brick. The nomination report states that "The Broad Street commercial district contains the finest and best-preserved collection of turn-of-the century commercial buildings in the city of Richmond".

The Boundary Increase is discontinuous from the earlier Broad Street Commercial Historic District, separated by the four corners at the intersection of West Broad and Belvidere Streets. On the north side of Broad and Belvidere Streets, a modern one-story Rite Aid pharmacy and the four-story Virginia Commonwealth University Broad and Belvidere Student Apartments mark the discontinuity. On the south side of Broad Street, a gas station and open parking lot create separation. Consistent with the earlier district, the expansion is roughly bounded by the center-line of the alley between Grace and Broad Streets to the south and the center-line of the alley between Marshall and Broad Streets to the north. Beyond the modest geographical separation, the area of expansion incorporates a harmonious collection of late nineteenth-and-early-twentieth-century commercial buildings that are similar to the earlier district in scale, materials, architectural style, and period of significance. All of the buildings front along the city sidewalk and the majority occupy the entire city lot, extending to the rear alley. The boundary increase includes 32 contributing structures; none have been previously listed on the National Register. Most of the buildings are two-story and are constructed of brick in the Italianate architectural style. Individual buildings derive their distinctive architectural character from metal, wood, terra cotta, and stone embellishments. The boundary increase also includes representative examples of Classical Revival, Mission/Spanish Colonial Revival, Beaux Arts Classicism, Late Gothic Revival, Art Deco, and Commercial architectural styles. Beyond the expansion to the west, Broad Street has lost nearly all of its historic building fabric in the 1000, 1100, and 1200 blocks. However, the West Broad Street Commercial Historic District (VDHR File # 127-5807), nominated December 7, 2000, reveals a decided architectural and historical continuity with the Boundary Increase.

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## **ARCHITECTURAL ANALYSIS**

Broad Street today retains the same distinguishing characteristics described in the earlier nomination report. The street is most notable for its six-lane width. Two travel lanes and a parking lane on each side of the street are divided by a narrow concrete barrier. At major intersections, additional turn lanes are provided, adding to the expansiveness of the street. Typical urban streetlights, electrical conduits, parking meters, overhead traffic lights, and highway department signage contribute little to the setting for the historic structures of the Broad Street Commercial Historic District (Boundary Increase). The buildings, set back from the street by a wide, well-traveled city sidewalk, appear as a unified and uninterrupted line on both sides of the street.

All thirty-two of the buildings in the area of expansion are constructed of brick. The general uniformity in scale and the repetition of similar architectural details contribute to a pleasing streetscape. Three-fourths of the structures are two-story; six are one-story, and only two are three-story. The earliest buildings, those constructed on the north side of the street, are typically twenty-to-thirty-feet wide and sixty-to-seventy-feet deep. Many were originally constructed with commercial shop-fronts at street level with residential space on the second story, although several display architectural evidence of wholly residential origin dating to c. 1880. This group includes 734-736, 822, 824-826, and 906 West Broad Street. The earlier residences were transformed for light commercial use in the early part of the twentieth-century. Today, twelve of sixteen buildings fronting the north side of West Broad Street retain residential space on the second-story.

By contrast, all of the structures on the south side of the street were constructed at a later period, c. 1912-1930, for commercial use. The building facades display a pleasantly repetitive rhythm of architectural composition. Eight of eleven buildings are two-story. Seven of eleven were constructed with two structural units, each side a mirror image of the other. Although a variety of architectural styles are represented, the repetition of design elements convey unity: classical-style cornices, pilasters, ganged windows at the second stories, arches, transoms above the display windows, scrolled brackets, and dentil and modillion courses. Although most of the structures have suffered some detrimental modernization at street level, their original architectural integrity is preserved on the secondary levels.

The buildings of the Broad Street Commercial Historic District (Boundary Increase) were constructed between 1880 and 1943. Development generally occurred in two defined periods. Between 1880 and 1900 the north side of the street was built-out whereas the south side of the street was mostly constructed between 1912 and 1930. Prior to 1900, the building fabric on north side of West Broad Street appears to have been a combination of residential mixed with light commercial, closely tied to the development of the Carver Ward. The area of expansion was part of the large tract of land known as Coutt's Addition, annexed to the City of Richmond in 1867. The Beers Atlas of 1876 shows the north side of Broad Street sub-divided into a regular grid of rectangular lots with a sprinkling of brick and frame residences similar in scale to the adjacent streets in the Carver District. By the time the Baist Atlas was published in 1889, the north side of the street was almost completely built-out with brick structures, a blend of two-story houses and small commercial shops with residential space above on the majority of lots. The building footprints on the 1889 map show the 700-900 blocks of West Broad as a seamless continuation of the Carver Ward, with the north side of West Broad Street between Smith and Hancock Streets defining the outside perimeter of the Carver Ward.

By contrast, the absence of construction on the south side of Broad Street emphasizes a quite different early character and period of development. On the 1876 Beers Atlas, the south side of the street shows the entire 700 block owned by Alex Rutherford as a single undeveloped tract, the 800 block as a single tract owned at

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the R.F. & P. Railroad Company, and the 900 block also undeveloped and owned by S.J. Rutherford.<sup>1</sup> By 1889, the Baist map shows that the R.F. & P. Railroad Company had acquired and converted most of the former Rutherford holdings into railroad-related coal and wood yards with only one small frame structure in the three-block stretch.<sup>2</sup>

In the earlier Nomination Report for the district, the author states that “the development of the trolley system, and the introduction of the electric streetcar in 1889, was to transform the street into the focus of the city’s mass transit system and to encourage the development of shops and department stores on the street.”<sup>3</sup> Clearly the same may be said for the commercial transformation of the north side and the business-related development of the south side of West Broad Street in the area of expansion. Although the corporate offices of the Richmond, Fredericksburg & Potomac Railroad were located in the heart of the downtown business district at 823 East Main Street, Elba Station dominated the corner of Broad and Pine Streets and the freight depot, the corner of Broad and Hancock Streets. Steam trains ran down the center of West Broad Street on double tracks between the main depot at Eighth Street and Elba Station.<sup>4</sup> The presence of Elba Station contributed to the successful early development of the Carver Ward and, by extension, the north side of Broad Street between Smith and Hancock Streets.

The construction of the Richmond & Chesapeake Bay Railway Station in 1907 precipitated the rapid transition to commercial dominance. Designed by William C. Noland and Henry Baskervill, architects, the elegant Italian Renaissance/Beaux Arts structure at 814 West Broad Street was built by W.A. Chesterman.<sup>5</sup> As built, the train station was 67 feet across the front and 146 feet deep with railway tracks entering the back of the building at the second-floor.<sup>6</sup> Sited directly opposite Laurel Street, the station was supposedly constructed so that the tracks might eventually be extended across Broad Street to allow passage of trains down Laurel Street to the James River. In addition to separate white and colored waiting rooms, a concourse, train platform, and ticket office at the second level within the main body of the station, storefronts were located in each wing at street level. Early occupants of the stores include Atlas Confectionary and Lunches (1907), Isaac and Moses Thalhimer (1910), famous in Richmond for the empire of department stores that grew out of their initial business in dry goods, notions, and ready-to-wear items,<sup>7</sup> and the Great Atlantic and Pacific Tea Company (1925-1926). The elevator that moved freight between the paved area under the railroad trestle to the trains above is still in use today by the Richmond Glass Company. An excellent collection of historic photographs of the station in 1907, 1952, and 1974, train trestles, and the original floor plan are preserved in Carlton McKenney’s Rails in Richmond.

Today, the original facade is unfortunately camouflaged by pre-cast stucco panels and vertically-striated aluminum siding, reversibly applied to furring strips across the front facade in 1974.<sup>8</sup> Photographs of the historic train station show a two-story structure of light brick and limestone with projecting central bay and flanking three-bay wings. The soaring parapet featured a handsomely detailed limestone balustrade. The front facade also displayed a broad cornice with modillion course, plain frieze with dripstone, and a central bay supported by expansive, rusticated engaged pilasters topped with cartouches. A broad stone stair, now demolished, provided access from sidewalk level to second floor. The stairway was situated beneath a recessed, arched vault embellished with voussoirs and hood molding. At the second-story, the symmetrical wings had three arched 9/1 double-hung wood windows and stone keystones and sills. At street level, the original wood-and-glass storefronts, which displayed leaded-glass transoms, were replaced with modern aluminum and glass systems. If the false front were removed to expose the historic facade of the Richmond & Chesapeake Bay Railway Station, the building would most certainly be the architectural showpiece of the Boundary Increase.



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The Virginia Railroad and Power Company established their general offices at 700-708 East Franklin Street, and in 1912, constructed an additional Virginia Railway & Power Building at 707-709 West Broad Street. Constructed of brick, the three-story, two-bay structure at 709 West Broad Street is the surviving half of the original mirrored pair. The Italianate-style front façade is today distinguished by its lop-sided appearance. Architectural characteristics include a stepped parapet with inset panel demarcated by rowlock course, vertical emphasis implied by the one surviving engaged brick pilaster at the west corner of the structure, and subdued geometric embellishment. On the interior, the first floor space appears to have been finished for business use while the upper floors were minimally finished and used for storage. Currently, the upper floors display exposed beams, brick walls, and heart pine floors. The building was occupied by the U.S. Tire Company between 1913 and 1919, then briefly by Richmond Auto Service between 1920 and 1921. Another early tenant was the Smith-Warren Paint & Glass Company, in residence between 1924 and 1930.

Both the oldest and the youngest buildings in the Boundary Increase are located on Gilmer Street. Both are utilitarian structures, constructed in their time to support businesses fronting on Broad Street. The earliest commercial structure in the Boundary Increase is 301 Gilmer Street, originally constructed ca. 1880 for Henry C. Knolle and his sons Edward and Albert who operated their blacksmith shop at this location. The sturdy one-story brick structure retains an historic wood-and-glass garage bay on the west elevation and an evenly-spaced string of 2/2 double-hung wood windows around the perimeter walls. By 1915, 301 Gilmer was part of a larger collection of buildings between 301 and 311 Gilmer Street owned and operated by Bittner Motor Car Company, specializing in the repair of car and trucks. The Bittner operation was identified in the 1917 Chamber of Commerce Publication as the leading repair shop for luxury cars.<sup>9</sup> The company appears to have operated successfully for more than twenty-five years at this location until it was replaced by the Lawton Auto Service repair shop in 1940. The youngest building is 304-306 Gilmer Street, constructed c. 1943 for the Richmond Tire and Salvage Company. This unremarkable structure is brick, one-story, with gable roof and a central garage bay flanked by multi-light metal windows.

721-723 West Broad Street is the sole commercial structure in the district with Gothic Revival-style flavor. The distinctive façade of the red brick, two-story building is dominated by a pair of lancet-arched bays. Each bay prominently displays an elongated drip lintel of white, glazed terra-cotta tiles. The first and second stories are separated by broad horizontal panels composed of geometrically-patterned brick. The white tile embellishment is repeated at the cornice line. A bold, fortress-like image is conveyed by the stone-edged, crenulated parapet. The elliptical bays are filled at the upper level with enormous multi-light, double-hung windows. Constructed in 1921, the building was originally occupied by the Firestone Tire and Rubber Company. In 1924, Firestone moved one block west to 823 West Broad Street. The historic painted signage from Firestone's tenure at 823 West Broad Street is still clear and distinctive on the west elevation along North Laurel Street. In 1929, Firestone moved again to the lively Art-Deco-style building at 1510-1512 W. Broad Street, a contributing structure in the West Broad Street Commercial Historic. Firestone still operates from this location in 2003.

In 1912, the Hatcher Drug Company, Inc. constructed and occupied 725-727 West Broad Street (then, 719-721), one of the earlier double commercial shop-fronts located on the south side of West Broad Street. The sturdy dark red brick-and-stone-structure is two stories high with two prominent bays defined by engaged pilasters with stone capitals. Recessed panels with stone detailing separate the first and second stories. Two gangs of triple windows at the second story are separated by smaller brick pilasters with stone trim. The roofline parapet features a wide galvanized metal cornice with modillions and dentils. The liveliest feature of this Classical Revival-style building is the frieze beneath the cornice. Alternating geometric stone ornaments dance across the front façade and around the corner along the Laurel Street elevation.

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Hatcher Drug Company, Inc. was staffed by two prominent pharmacists John R. Witty and W.F. Foy and was appointed with “modern showcases, counters, and wall cabinets in the prescription department.”<sup>10</sup> The store also had a soda fountain. A 1924 photograph featuring the two pharmacists reveals a well-appointed, lovely interior space.<sup>11</sup> Another early tenant of this building was the Reliance Electrical Company that specialized in electrical starters, lighting, and ignition switches for appliances. The main Reliance factory was located in Cleveland, Ohio. The Richmond subsidiary was managed in between 1912 and 1917 by J. K. Bohannon who had come to Virginia from the Willard, Ohio, manufacturing facility.<sup>12</sup>

Just around the corner from the Hatcher Drug Company building, William L. DeRosset built a relatively plain one-story brick building for his catering business. Constructed in 1917, the commercial-style building is lacking architectural merit except for the display of recessed panels with diamond-and-cross-shaped terra cotta tiles across the front façade, peculiarly similar to the geometric ornamentation of 725-727 West Broad Street. DeRosset’s appears to have enjoyed popularity among Richmond’s elite providing catering for banquets, weddings, and receptions.<sup>13</sup> Swiss and French chefs and waiters created “food that is fit for the gods”, including frozen dainties, creams, mousse, ices and sherbets.<sup>14</sup>

In its early history, 801 West Broad Street was related to the prosperous Richmond Awning and Costume Company, a diversified corporation that manufactured awnings, sold janitorial supplies, and rented evening gowns, full-dress tuxedos, masquerade costumes and wigs.<sup>15</sup> Owned by W.W. Moseley, the company operated from its principal facility at 117 W. Grace Street. In 1924, the sturdy deep-red brick building was constructed on the corner of West Broad and Laurel Streets as a storage facility. Paired, double-hung wood windows with tri-part transoms dominate the second-story, across the front façade and around the corner along Laurel Street. The relatively plain Italianate-style building retains a handsome hood mold with corbel stop at the secondary entrance on Broad Street.

The only government-related building in the Boundary Increase is 815-817 West Broad Street. Constructed ca. 1926, the two-story structure served as a United States Navy Recruiting Station and also as a United States Navy Reserve Armory. Streamlined and linear, the ornamentation of the façade is unfortunately camouflaged by multiple layers of white paint. Anchored at either side by narrow, two-story pilasters, the roofline is defined by a pedimented parapet with angular stone coping. The first and second stories are separated by inset panels of diapered brickwork. Second-story windows, organized in 1-2-1 configuration, are recessed. Fenestration at both levels is outlined with multiple horizontal bands of soldier-coursed brickwork. 815-817 West Broad Street is the only representative of the Art Deco architectural style.

A number of the buildings in the Boundary Increase were occupied by businesses spawned by the early popularity and success of the automobile in Richmond. A detailed history of the automotive industry in the city is presented in the Nomination Report for the West Broad Street Commercial Historic District (VDHR file # 127-5807). Among the earlier buildings related to the automobile industry is the modest two-story, three-bay Italianate-style structure at 808-810 West Broad Street was built ca. 1915 for the Dallas A. Shaefer & Company that sold automotive accessories. Constructed of brick, the storefronts are differentiated by a plain metal cornice supported by fluted cast iron pilasters. Another early occupant of this building was the Atlantic Auto and Accessories Company, an agent for the Velie Auto and the Inter-State Car. Little known or remembered today, these cars were manufactured in Muncie, Indiana, by Extra Value Car Company. In Richmond, the Atlantic Company also sold Ajax tires, tubes, oil, grease, and gasoline. The company was owned and operated by L.J. Shaw.<sup>16</sup>

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Another particularly handsome building related to the automobile industry is 900-902-904 West Broad Street. Occupying the northeast corner of West Broad and Goshen Streets, the two-story, three-bay brick building sports a distinctive open bay which wraps around the corner. Originally constructed for the Vesta Service Station and the Baird Brothers Battery Supply Company, the building is sub-divided at each story by engaged, brick and metal pilasters topped with scrolled brackets. The most prominent feature of the Classical-Revival structure is the broad entablature with enriched cornice and rinceau frieze. At the second story, triple-ganged, 1/1 double-hung wood windows are set in recessed panels. The panels are embellished by elaborate corbeled brickwork. At ground-level, two of the commercial bays retain their historic composition: paneled wood bulkheads, wood-and-glass display windows, transoms, and recessed wood-and-glass doors and transoms.

Also related to the automotive industry in its early years is 914-916 West Broad Street. Constructed ca. 1904, this two-story, attached double-house features side-by-side commercial storefronts at ground level with residential space on the second story. Nicely detailed, the Italianate-style commercial structure has a shed roof, plain parapet, bracketed metal cornice with dentil and modillion courses, and cast iron columns flanking the display windows. Both 914 and 916 West Broad Street have the same interior proportions: 25 feet by 100 feet. Number 914 was first occupied by H.M. Allport & Sons, railroad contractors, and then by Richmond Auto Tire Works, described in [Richmond, Virginia 1917](#), as the largest tire repair station in the city.<sup>17</sup> The company was an agent for numerous automobile-related companies including Goodrich Tire and Texaco Oil Companies. In addition to tires, Richmond Auto Tire Works stocked gasoline, oil, grease, batteries, and horns and was also noted for its vulcanizing capability. Richmond Auto Tire Works occupied 914 West Broad Street between 1916 and 1925. In 1926, Havens & Martin Radio Corporation and the WMBG Broadcasting Station offices jointly occupied the building.

Sandwiched between the earlier Broad Street Commercial Historic District to the east and the West Broad Street Commercial Historic District to the west, the Boundary Increase represents a three-block bridge displaying remarkable architectural integrity. Although most of the thirty-two buildings show some moderate loss of historic fabric at street level, the majority retain their distinctive character on the upper stories. The historic façades of three buildings, 812-816, 908-910, and 717-719 West Broad Street, are well-camouflaged. The false fronts of 812-816 and 908-910 are removable, and the alteration of 717-719 West Broad Street may be reversible.

## INVENTORY

### SOUTH SIDE OF WEST BROAD STREET

#### **700 Block**

709 West Broad Street

Virginia Railway & Power Building

**Contributing**

Commercial, c. 1912. Brick (painted); 3-story; 2-bay facade; 709 is the surviving half of a mirrored pair (707-709) of office buildings constructed by the Virginia Railway & Power Company; shed-roofed; stepped parapet with inset panel demarcated by rowlock course; roofline cornice missing; vertical emphasis is conveyed by the one surviving engaged brick pilaster at the west corner of the structure; structural bays are divided by one-story pilasters, embellished with geometric overlay; windows are set within recessed panels that feature articulated brickwork, keystones, and diamond-shaped tiles; a plain metal cornice transverses the commercial storefront; Italianate with Art Deco-style embellishment.

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711-713 West Broad Street

Broad Rock Mineral Springs Company

**Contributing**

Commercial, c. 1913. Brick (painted) , 3-story, 5-bay facade, shed-roofed, curvilinear parapet with onion-shaped finials; projecting metal cornice with modillion course and scrolled brackets; stone sills; splayed lintels with keystones at second-story; segmental arches at the third story; quoins; engaged cast iron pilasters with corbels support the metal cornice above the commercial display windows; a simple dentil course embellishes the first-story cornice; the commercial storefront to the east retains historic elements but the other displays unsightly brick veneer and aluminum alteration; Classical Revival.

717-719 West Broad Street

Chevrolet Motor Company, Inc.

**Contributing**

Commercial, c. 1921. Brick; 1-story; 3-bay facade; engaged pilasters define bays; shed-roofed; historic front obscured by modern metal sheathing; commercial store-front windows have brick in-fill; Commercial.

721-723 West Broad Street

Firestone Tire and Rubber Co.

**Contributing**

Commercial, c. 1921. Brick; 2-story; 2 structural bays; shed-roofed; 2-story lancet-arched bays dominate the facade; bays feature elongated drip lintels in bright white tile and, between the stories, horizontal panels composed of geometrically-patterned brick; white tile embellishment is repeated at the cornice line; embattled parapet with stone coping projects a fortress-like image; upper portion of the elliptical bays are filled with enormous double-hung windows; upper sashes have multi-lights; the commercial storefront at 721 retains large transoms above the recessed entrance door and plate glass display windows; Gothic Revival.

725-727 West Broad Street

Hatcher Drug Company, Inc.

**Contributing**

Commercial, c. 1912. Brick with stone detailing; 2-story, 2-bay facade; bays are defined by engaged pilasters with stone capitols; triple-windows at second story separated by brick pilasters with stone trim; metal cornice with modillions and dentils; lively frieze with geometrically-shaped stone embellishment; articulated brickwork above commercial storefront includes soldier course and recessed brick and stone panels; shed-roofed, Classical Revival.

## 800 Block

801 West Broad Street

Richmond Awning and Costume Company (storage)

**Contributing**

Commercial, c. 1926. Brick (partially painted); 2-story, 3-bay facade; shed-roofed; plain brick parapet; unadorned projecting metal cornice; paired, double-hung wood windows with tri-part transoms on second-story; commercial store-front, re-worked c. 2000, wraps around the front and side elevations; recessed front entrance; secondary side entrance accentuated with hood mold with corbel stop; Italianate.

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803-805 West Broad Street

J.J. Haines & Co. Wholesale Floor Coverings

**Contributing**

Commercial, c. 1930. Brick (painted); 2-story, 2-bay facade; terra-cotta clad hip roof with flaired eaves and paired brackets; second-story bays have tri-part; double-hung wood windows with transoms; commercial store-front windows have vertical transoms above and recessed entrance doors; Mission/Spanish Colonial Revival.

807-809 West Broad Street

Gold Medal Furniture Manufacturing Company/ A.L.Bear, electrical contractor

**Contributing**

Commercial, c. 1926. Brick ; 2-story, 2-bay facade; shed-roofed; plain brick parapet; metal cornice with modillions, dentils, and paired scrolled brackets; three pairs of casement-style wood windows with transoms; stone sills; commercial store-front with multi-light transoms; recessed entrance; Colonial Revival.

811-813 West Broad Street

James K. Polk, Inc. Wholesale Phonographs/ U.S. Rubber Co.

**Contributing**

Commercial, c. 1926. Brick and stucco; 2-story, 2-bay facade; gable roof with green terra cotta roof-tiles; curvilinear gables; roof eaves have bed-molding with dentils and scrolled brackets; round-arch, second-story windows are grouped in sets of three; large fixed-glass center windows are flanked by smaller, round-arch double-hung wood windows; upper windows have delicate Colonial-style muntins; commercial display windows have brick bulkheads; transverse row of historic arched transom windows survive although several are covered with plywood; Mission/Spanish Style.

815- 817 West Broad Street

Navy Recruiting Station; U.S. Navy Reserve Armory

**Contributing**

Commercial, c. 1925. Brick (painted); 2-story, 2 structural bays; shed roof; prominent, Art Deco-style geometric presentation partially camouflaged by multiple layers of white paint; pedimented parapet with angular stone coping; first floor commercial bays separated by brick pilasters; horizontal recessed panels of diapered brickwork accentuate both the first-floor commercial storefront windows and the second-story windows; multiple horizontal bands of soldier-coursed brickwork convey linear emphasis; second-story, double-hung wood windows have 1-2-1 configuration; Art Deco Style.

819-823 West Broad Street

Richmond Vinegar Works, Inc./ B.H. Tyler Confection Company

**Contributing**

Barth Furniture Company/ Firestone Tire & Rubber Company

Commercial, c. 1925. Brick (painted); 2-story, 3 structural bays; shed roof; unadorned parapet; plain metal cornice above each story; lower cornice supported by corbels; second-story bays divided by engaged brick pilasters in 1-2-2-1 configuration; each bay has three pairs of casement windows with elongated, horizontal transoms above; first-floor commercial display windows defined by brick pilasters and bulkheads; Italianate with Art Deco-style inspiration.

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**LAUREL STREET**

308-310 N. Laurel Street

**Contributing**

Commercial, c. 1917. Brick; 2-story, 2 structural bays; shed roof; crenulated parapet; one-half of the metal cornice and Italianate-style scrolled brackets survives; stone sills; historic fenestration has been dramatically altered on both stories resulting in a muddled front facade; Italianate.

309 N. Laurel Street

DeRosset's, Inc., Caterer

**Contributing**

Commercial, c. 1917. Brick; 1-story, 2 structural bays; shed roof; conspicuous brick parapet exhibits Art Deco-style geometry with horizontal recessed panels and diamond and cross-shaped terra cotta tiles; commercial storefront delineated by engaged pilasters; historic fenestration has been replaced with modern metal-framed display windows; Commercial.

**NORTH SIDE WEST BROAD STREET**

**700 Block**

734-736 West Broad Street

Residential

**Contributing**

Residential, c. 1889. Converted to commercial c. 1915. Brick; 2-story, 4-bay facade; shed roof; broad brick parapet; Classical-style metal cornice with modillion and dentil courses and substantial projecting brackets; two second-story bays have brick in-fill, rendering a lop-sided appearance; 1/1 double-hung wood windows; commercial storefront substantially altered; Italianate.

**800 Block**

800 West Broad Street

Residential/commercial

**Contributing**

Residential/commercial c. 1889. Brick; 2-story, 3-bay facade; shed roof; broad metal cornice at roof-line with evenly-spaced scroll-sawn brackets; Ashlar lintels and sills; second-story masonry openings have plywood in-fill; commercial storefront wraps around the corner onto Gilmer Street; elements of the storefront convey period authenticity: pent with simple metal cornice, divided display windows with horizontal transoms, recessed wood-door-and-transom system, and wood-paneled bulkhead; Italianate.

802 West Broad Street

Residential/commercial

**Contributing**

Residential/commercial. c. 1889. Brick; 2-story, 3-bay facade; shed roof; broad metal cornice at roof-line with evenly-spaced scroll-sawn brackets; Ashlar lintels and sills; historic 1/1 double-hung wood windows at second-story; asymmetrical commercial storefront features plain metal cornice, modernized display windows; pair of side-entrance doors provide separate access to the first-floor commercial and second-floor residential spaces; Italianate.

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804 West Broad Street

Residential/commercial

**Contributing**

Residential/commercial, c. 1889. Brick; 2-story, 3-bay facade; shed roof; broad metal cornice at roof-line with evenly-spaced scroll-sawn brackets and larger-scale corner brackets; Ashlar lintels and sills; fenestration at second story consists of three double-hung 1/1 wood windows; historic commercial storefront is delineated by an unadorned metal cornice; a pair of recessed egress doors are placed at the west corner; period wood door-and-transom systems survive; angled display windows have transoms above and paneled bulkheads below; Italianate.

808-810 West Broad Street

Dallas A. Shaefer & Company

**Contributing**

Commercial, c. 1915. Brick; 2-story, 3-bay facade; shed roof; simple cornice with dentil course; each second-story window is headed by a relieving arch with mouse-tooth detail; commercial storefront is differentiated by a plain metal cornice supported by fluted cast iron pilasters; some elements of the historic commercial storefront survive; Italianate.

812-814-816 West Broad Street

Richmond & Chesapeake Railway Station

**Contributing**

Commercial, c. 1907; William C. Noland and Henry Baskervill, architects; currently the original facade is camouflaged by striated aluminum siding; photograph dated 1974 in Rails in Richmond (p. 105) shows modern cladding being attached to furring strips across the historic front facade; beneath cladding: historic train station constructed of light brick and limestone; 2-story, projecting central bay with flanking 3-bay wings; soaring parapet with limestone balustrade with inset panels, carved limestone balusters; broad cornice with modillion course; plain frieze with dripstone; central bay supported by expansive, rusticated engaged pilasters topped with cartouches; broad stone stair from sidewalk level to second floor is visible beneath a recessed, arched vault embellished with voussoirs and hood molding; wings are symmetrical; at the second-story, each wing has three arched 9/1 double-hung wood windows; stone keystones and sills; at street level, the original wood-and-glass storefronts, which displayed elegant leaded-glass transoms, have been replaced with modern aluminum and glass systems; Italian Renaissance/Beaux Arts.

818 West Broad Street

Elba Shoe Repairing Co.

**Contributing**

Commercial, c. 1915. Brick; 1-story, 3-bay facade; shed roof; low parapet; nondescript metal-trimmed door and windows; Commercial.

820 West Broad Street

Laurel Garage

**Contributing**

Commercial, c. 1916. Brick; 1-story, 2-bay facade; shed roof to rear; on front facade, false-Mansard-style roof displays metal shingles, inset porthole windows, and bracket-style side flashing; commercial front features garage bay, entrance door, and divided display windows; transoms covered with wood sheathing; Commercial.

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822 West Broad Street

Residential

**Contributing**

Residential, c. 1889. Converted to commercial c. 1915. Brick; 2-story, 3-bay facade; shed roof; lofty parapet; cornice with modillion course; brick quoins; 1/1 double-hung wood windows at the second-story; stone sills; cast iron columns support a plain metal cornice above the storefront; recessed entrance door; angled display windows have transoms above and wood bulkheads below; Italianate.

824-826 West Broad Street

Residential

**Contributing**

Residential, c. 1889. Converted to commercial c. 1921. Brick; 2-story; 6-bay facade (double-house); shed roof; roof-line cornice with scroll-sawn brackets and cast iron vents; Ashlar sills; flat arches; 2/2 double-hung wood windows at the second-story; cast iron columns and simple metal cornice define the storefront to the east; on the west side, the cornice and cast iron column are lost; commercial storefronts are poorly maintained; alterations overshadow surviving historic elements; Italianate.

900-904 West Broad Street

Vesta Service Station and Baird Bros. Battery Supply Co.

**Contributing**

Commercial, c. 1915. Brick; 2-story, 3-bay facade; shed roof; lofty parapet; broad entablature with enriched cornice and rinceau frieze; structural bays are sub-divided by engaged brick pilasters and scrolled brackets; triple-ganged, 1/1 double-hung wood windows are set in recessed panels; panels are enriched by elaborate corbeled brickwork; at ground-level, three commercial bays are defined by evenly-spaced cast iron pilasters topped with scrolled brackets and a broad, unembellished metal cornice; two of the commercial bays retain their historic composition: paneled wood bulkheads, wood-and-glass display windows, transoms, and recessed wood-and-glass doors and transoms; the third bay, which wraps around the corner of Goshen Street, is open, revealing its origin as an early automobile service station; a showpiece of the district; Classical Revival.

906-906 1/2 West Broad Street

Residential

**Contributing**

Residential, c. 1889. Converted to commercial c. 1915. Brick; 2-story; 4-bay facade; shed roof; plain parapet and metal cornice; Ashlar lintels and sills; 1/1 double-hung wood windows at the second-story; cast iron columns topped with brackets and simple metal cornice define the commercial storefronts; most of the typical historic elements of storefronts survive in restorable condition; Italianate.

908-910 West Broad Street

Residential/commercial

**Contributing**

Residential/commercial, c. 1889. Brick; 2-story; shed roof; the most unsightly structure in the district with ca. 1970 modernization: vertical siding at the second-story and patterned tile at ground level; Commercial.

914-916 West Broad Street

Commercial

**Contributing**

Commercial, c. 1915. Brick; 2-story; double shop-front, composed of two structural bays; shed roof; plain parapet with brick coping; bracketed metal cornice with dentils, modillions, and chevrons; brick



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quoins; Ashlar lintels and sills; 1/1 double-hung, wood windows at the second-story; cast iron columns, brackets, and metal cornice outline the partially modernized commercial storefronts; Italianate.

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**GILMER STREET**

304-306 Gilmer Street

Richmond Tire and Salvage Co.

**Contributing**

Commercial, c. 1943. Brick; 1-story, 3 structural bays; gable roof; seven-course (common) bond; jack arches; central garage bay flanked by multi-light industrial metal windows; Commercial.

301 Gilmer Street

Knolle H. & Son,

**Contributing**

Commercial, c. 1881. Brick; 1-story, 4-bays; shed roof; corbeled brick parapet; masonry openings have relieving arches and wood sills; garage-style bay on primary west facade; 2/2 double-hung wood windows; Commercial.

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## **8. Statement of Significance**

The Broad Street Commercial Historic District (Boundary Increase) incorporates the surviving historic fabric situated just west of the larger, previously nominated Broad Street Commercial Historic District. The earlier nomination report states that "The Broad Street commercial district contains the finest and best-preserved collection of turn-of-the-century commercial buildings in the city of Richmond" and "the street represents an all but perfect traditional American Main Street." The boundary increase is historically and architecturally on a continuum with the previously-nominated buildings. Although the three-block area is moderately discontinuous from the earlier historic district, the area of expansion incorporates a harmonious collection of late nineteenth- and early-twentieth-century commercial buildings that embody comparable scale, materials, style, function, and period of significance of the earlier ten-block district. As was true for the buildings of the original district, most of the structures are two-or-three-stories high and are constructed of brick. Each individual building presents a distinctive architectural personality derived from metal, wood, terra cotta, or stone embellishments. Consistent with the original district, the repetition of these decorative elements -- arches, pilasters, quoins, string courses, cornices, and brackets -- convey unifying rhythm and harmony to the collection. The Broad Street Commercial Historic District (Boundary Increase) is significant under Criterion A because it represents an important period of commercial development and economic history of the City of Richmond. The presence within the boundaries of the Richmond & Chesapeake Bay Railroad Station enhances significance of the area of expansion because the station is associated with events that have made a significant contribution to the patterns of the history of Richmond as well as our nation's history. The Broad Street Commercial Historic District (Boundary Increase) is significant under Criterion C because it contains a cohesive collection of late-nineteenth and earlier twentieth-century buildings that embody the architectural styles that evolved during a significant period of economic prosperity and expansion in Richmond. The dominant architectural style is Italianate, but a lively variety of architecture is represented: the Classical Revival/Beaux Arts Classicism, Mission/Spanish Colonial Revival, Late Gothic, Commercial, and Art Deco styles are all represented. The preservation and restoration of the uninterrupted string of commercial buildings on the north and south side of West Broad Street will extend the unique streetscape of an exceptional American Main Street.

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## **Historical Background**

The earliest maps of the City of Richmond, those drawn by Colonel Mayo in 1744 and by Thomas Jefferson in 1782, show Broad Street as part of a neat, uniform grid of streets and square land parcels. Although Broad Street soon evolved into a principal thoroughfare, its early commercial significance was overshadowed by Main and Cary Streets. The Richmond Turnpike, the westward extension of Broad Street, was created in 1804 to link the city to the Deep Run coal pits in Goochland.<sup>18</sup> By the early part of the nineteenth century, growth of the prosperous, well-placed city pushed development to the west. The previous nomination report suggests that the width of Broad Street was increased as early as 1809 in order to accommodate the establishment of a marketplace at Broad and 12<sup>th</sup> Streets. There is little doubt that the right-of-way granted to the Richmond, Fredericksburg, and Potomac Railroad in 1834 for tracks down the middle of the road also contributed to its expansion, geographically and commercially. Although previously identified by Jefferson as H Street, this important artery was re-named Broad Street in 1845. Robert P. Smith's map of 1853 depicts its distinctive width and centrality as an east-west thoroughfare from Rocketts Landing at the eastern-most boundary extending to what is now Shepherd Street at the western edge of Henrico County. The railroad tracks dominate Broad Street from Capitol Square to Hancock Street, just west of the Boundary Increase.

Prior to 1800, the area encompassing the Boundary Increase was part of the Buchanan estate, an expansive rural plantation in the County of Henrico. The 500-acre tract, owned by James Buchanan, was situated just west of the city limits, to the north and west of what is now the intersection of Belvidere and Broad Streets. A native of Scotland, James Buchanan enjoyed a distinguished civic career after immigrating to Richmond in 1757. In the course of his life, he served on the board of trustees for the City of Richmond, as a member of the first city council, and in the company of Thomas Jefferson as one of the directors of public buildings who planned the construction of the state capitol.<sup>19</sup> When he died in 1787, his suburban property was inherited by his brother the Reverend John Buchanan. Although Reverend Buchanan resisted selling off his valuable real estate for many years, in 1810 he sold parcels to John Bell, Philip Haxall, and John Graham.<sup>20</sup> John Graham may be credited with the earliest sub-dividing of the lots that are part of the Boundary Increase. The Graham Plan sub-divided the land between Broad and Leigh Streets from Munford to Hancock Streets. Well-known Richmond businessman Thomas Rutherford subsequently purchased most of Graham's holdings. The financial crisis and subsequent economic contraction that occurred between 1818 and 1835 put a stop to the rapid development of Broad Street west of Brook Avenue. Economic expansion resumed in the 1840's and 1850's. By 1853, Robert P. Smith's map shows the area of expansion on the north side of Broad Street in tidy, undeveloped parcels while the south side remains a wide open tract.

For several decades to follow, development of the 600-900 blocks on the north side of Broad was closely tied to the development of the Carver Ward (now Carver Residential, #127-0822, and Carver Industrial Historic Districts). Settled largely by Jewish and German immigrants, the earliest development in Carver occurred before 1845 between Munford and Goshen Streets and W. Leigh and Marshall Streets.<sup>21</sup> Prior to the Civil War, the Jewish population established a prosperous trade in groceries and goods. Resentment against the Jewish merchants intensified during and after the War, resulting in flight from Carver. After new political boundaries were established in 1871, Carver became part of Jackson Ward, and the district would evolve by the turn of the century into the largest predominantly black residential neighborhood in the city. Most of the Section 8

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surviving historic fabric in Carver, immediately contiguous to the Boundary Increase, was constructed between 1865 and 1917. An excellent detailed history of the development of the Carver Residential Historic District may be found in the Nomination report prepared by Kimberly Chen in 2002.

In the years just before the Civil War, Broad Street was less commercially developed than Main Street.<sup>22</sup> But the devastating fire of April, 1865, accelerated the opening of new businesses on Broad Street. Ninety percent of the business district and eighty percent of the food suppliers were destroyed by the fire.<sup>23</sup> In 1867, the City of Richmond annexed five large tracts of land, including Coult's Addition which encompassed most of Carver Ward as well as the land encompassing Broad Street between Henry Street to the east and Lombardy Street to the west.<sup>24</sup> Several historic events fostered rapid development of the area. In 1875, a city ordinance banned the operation of steam locomotives on Broad Street, RF&P constructed a freight depot in the 1100 block of West Marshall Street in 1879, and the fire along the riverfront in Shockoe Slip stimulated development in Carver.<sup>25</sup>

Between the time of publication of the Beers Atlas in 1876 and the Baist Atlas in 1889, all but one lot between 700 and 900 on the north side of the street display footprints of brick structures, many of which survive today. This three-block stretch included an eclectic mix of two-story houses and typical, turn-of-century commercial storefronts with second-floor residential space. Consistent with nearby Carver Ward and successive blocks farther west along Broad Street, the buildings constructed in the Boundary Increase between 1890 and 1900 were modest in scale and subdued in architectural embellishment. Grocers, meat cutters, confectioners, cafes and saloons are represented in this period. Early businesses on the north side of Broad Street include, for example, Able Grocery, operated by Rosa and William Able in 1904 at 800 West Broad Street; JF Schopf, a turner, at 802 West Broad Street; Dreyer Woolf of the Elba Shoe Repairing Company in 1904 at 818 West Broad Street; a saloon operated by JH Albert in 1904 at 826 West Broad Street; Elba Café, 1915-1916 at 734 West Broad Street; and Solomon Altman Jewelers, 1915-1931, at 908 West Broad Street.

On a parenthetical note, the name Elba appears several times in connection with the Boundary Increase. Judge Dabney Carr built a large brick mansion near the intersection of West Marshall and Harrison Street between 1815-1817, naming it Elba "because he said he was as far from his friends as Napoleon was during his first exile".<sup>26</sup> According to Kim Chen, the name Elba was closely associated with the Carver District for many years.<sup>27</sup> The close relationship between the buildings on the north side of 700-900 West Broad Street and the Carver Ward may be inferred by the persistent use of the name Elba. The earliest appearance of the reference is related to the RF&P Elba Station located on the corner of Pine and Broad Street. Mary Wingfield Scott reports that the station was in the early part of the century a social gathering place for the residents of West Grace and Franklin Streets. The name Elba is also associated with two businesses formerly located on the north side of Broad Street: Elba Café, c.1915-1916, at 734 West Broad Street and the Elba Shoe Repairing Company, c. 1904-1915, at 818 West Broad Street.

The south side of Broad Street was neither sub-divided nor developed by 1889 although the R.F.&P. Railroad Company had consolidated its holdings and owned all of the 600, 800, and 900 blocks and a portion of the 700 block. James Caskie owned half of the 700 block where he operated a coal yard. Despite the nearby presence of Elba Station and the freight depot and the successful introduction of the streetcar system in 1889, it was not until the construction of the Richmond & Chesapeake Bay Railway Station in 1907 that the south side of Broad

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Street began to develop commercially. Within a few years, construction of new wholly commercial buildings began across from the station and continued through the early 1930's. In 1912, the R.F.&P. Railroad constructed a three-story attached building at 707-709 West Broad Street which was occupied by the U.S. Tire Company. The following year, the only other three-story commercial building in the Boundary Increase was built for the Broad Rock Mineral Springs Company. Simultaneously, small-scale commercial stores on the north side of the street were transformed into businesses more likely to prosper from the proximity of the railway station. By 1916, there were three grocery stores, three confectionaries, two barbers, three cafes, and two shoe repair shops on the north side of the street.

Developer Frank Jay Gould expected the short run of the Richmond & Chesapeake Bay Railway Station between the West Broad Street station and Ashland to become profitable only after it was extended to Norfolk, Fredericksburg, and Tidewater. Various mechanical and economic complications delayed expansion of the rail line. Although railway traffic peaked in 1917 when World War I forced travelers to park their automobiles, the railway was not able to achieve profitability.<sup>28</sup> On August 28, 1918, the Richmond station was put up for auction. Purchased by Oliver Sands and Jonathan Bryan, the charter for the Richmond-Ashland Railway Company was granted on in April of 1919. After conversion to cheaper, low voltage electric rail cars, service resumed between Richmond and Ashland in July, 1919. In successive years, various improvements, advertising, public appeals, and rate increases failed to produce profits for the company. Finally in March of 1938, the Richmond, Fredericksburg & Potomac Transportation Company was granted a charter to run buses to Ashland, and the last car ran between Richmond and Ashland on March 22, 1938. A retrospective, "I Remember When...", was published in the Richmond Times-Dispatch December 26, 1948 stating that rail way line was "doomed by the advent of the automobile." With the demise of the railway, the station was taken over by the Richmond Glass Company. The 2800-foot-long trestle and viaduct were demolished in stages, beginning in 1958 to make way for the Carver School expansion and the construction of Interstate 95.<sup>29</sup> A second section was removed in 1965<sup>30</sup> and the final remnant in October, 2003.

Although the opening of the Richmond & Chesapeake Bay Railway Station may account for stimulating some of the initial commercial expansion west of Belvidere Street in the early decades of the twentieth century, most of the activity on the south side of Broad Street in the Boundary Increase may be attributed generally to the widespread economic expansion that prevailed in the city until 1929 and also to the burgeoning automobile industry. An excellent detailed analysis of the growth of the automobile industry between 1900 and 1950 may be found in the West Broad Street Commercial Historic District Nomination (#127-5807).

Except for 803-805 West Broad Street, all but one of the commercial buildings on the south side of the Boundary Increase were constructed between 1912 and 1926. The initial occupants of these buildings reveal a broad diversity in the economic base in the city: U.S. Tire Company (709); Broad Rock Mineral Springs Company (711-713); Chevrolet Motor Company (717-719); Firestone Tire and Rubber Company (721-723); Hatcher Drug Company (725-727); Richmond Awning and Costume Company (801); Gold Medal Furniture Manufacturing Company (807-809); Polk Wholesale Phonographs (811); U.S. Rubber Company (813); U.S. Navy Recruiting Station and Reserve Armory (815-817); Richmond Vinegar Works (819); B.H. Tyler Confection Company (821); and Barth Furniture Company (823). Although businesses related to the automobile industry were dominant in the 1300-1600 blocks of West Broad Street, the majority of the buildings in the Boundary Increase represent an interesting variety of commercial enterprises.

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In the latter half of the twentieth century, the commercial development Broad Street continued westward with the rapid and unabated residential growth of the suburbs. This expansion continues in the twenty-first century on a trajectory through the County of Henrico into Goochland County. Although westward movement has adversely affected the prosperity of the urban commercial landscape, the explosive growth in the 1990's of Virginia Commonwealth University (VCU), tax credit incentives, and a renewed interest, especially by younger professionals, in the convenience of city dwelling have stimulated renewal and re-development. Unfortunately, construction by VCU of a sports arena, student apartments, parking decks, and other large university buildings for research and classrooms has precipitated the wholesale demolition of partial as well as entire blocks. Formal recognition of the historic significance of the surviving architecture in the 700-900 blocks of West Broad Street may encourage a more creative approach to their renovation.

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**National Register of Historic Places (Broad Street Commercial Historic District (Boundary Increase)  
Continuation Sheet** **Richmond, VA**

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Continuation Sheet** **Richmond, VA**

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## **10. GEOGRAPHICAL DATA**

### **Verbal Boundary Description**

The boundaries of the Broad Street Commercial Historic District (Boundary Increase) are discontinuous from the boundaries of the previously nominated Broad Street Commercial Historic District. The earlier district is separated from the area of the boundary increase by the four corners at the intersection of Broad and Belvidere Streets. The boundaries of the expansion include all of the parcels on the north side of West Broad Street between 734 and 916 and all of the parcels on the south side of the street between 709 and 823. It also includes three parcels on North Laurel Street: 308, 309, and 310, and three parcels on Gilmer Street: 301, 304, and 306.

Starting at the intersection of the centerline of Goshen Street and the centerline extended of an east-west alley between West Broad and West Marshall Streets, following the centerline of the alley east to the centerline of Gilmer Street, then south along the centerline of Gilmer Street to the centerline extended of an east-west alley between West Broad and West Marshall Streets, then east along the centerline of the alley to the east property line extended of 305 Gilmer Street, parcel N000-0305/039, then south along the east property line to the south property line, then west along the south property line to the east property line of 734 West Broad Street, parcel N000-0305/038, then south along the east property line extended to the centerline of West Broad Street, then east along the centerline of West Broad Street to the east property line extended of 707 West Broad Street parcel W000-0359/010, then south along the east property line extended to the centerline of an east-west alley between West Broad and West Grace Streets; then west along the centerline of a series of alleys crossing Laurel Street to the west property line extended of 823 West Broad Street, parcel W000-0361/014, then north along the west property line extended to the centerline of West Broad Street, then west along the centerline of West Broad Street to the west property line extended of 916 West Broad Street parcel N000-0385/039, then north along the west property line extended to the centerline of an east-west alley between West Broad and West Marshall Streets, then east along the centerline of the alley to the east property line extended of 914 West Broad Street, parcel N000-0385/038, then south along the east property line extended to the north property line of 910 West Broad Street, parcel N000-0385/034, then east along the north property line extended to the centerline of Goshen Street, then north along the centerline of Goshen Street to the starting point.

The district incorporates the following tax parcels: N0000305038; N0000350020; N0000350026; N0000305029; N0000385033; N0000385039; W0000359004; W0000359008; W0000361015; W0000361019; N0000350018; N0000350021; N0000350027; N0000385031; N0000385034; W0000359001; W0000359005; W0000359009; W0000361016; W0000361021; N0000350019; N0000350023; N0000350028; N0000385032; N0000385038; W0000359003; W0000359007; W0000361014; W0000361017; W0000361023; W0000361025; W0000361026; W0000359002; W0000361027; N0000350016; N0000305039.

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Continuation Sheet** **Richmond, VA**

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**Boundary Justification**

The boundaries for the Broad Street Commercial Historic District (Boundary Increase) were determined after research revealed that the buildings in the 700, 800, and 900 blocks of West Broad Street were similar in age, scale, materials, architectural style, and function to the buildings located in the previously nominated district (NRHP, April 9, 1987). Consistent with the original nomination, "the character of the architecture determines the boundaries rather than physical features or major highways." The boundaries were drawn to incorporate the surviving commercial historic resources associated with the development of the Broad Street Commercial Historic District. Although the earlier district and the area of expansion are now discontinuous due to the loss of fabric and subsequent modern infill at the four corners of Broad and Belvidere Streets, the properties within the boundary increase display a cohesive architectural character and integrity that are closely related to the original district. Remarkably, there is no loss of fabric in the boundary increase on either the north or south sides of Broad Street. Consistent with the earlier district, the expansion is bounded on the north by the center-line of the alley between Marshall and Broad Streets and on the south by the center-line of the alley between Grace and Broad Streets. On the north side of the street, the east boundary is the property line of the Virginia Commonwealth University Broad and Belvidere Student Apartments, constructed in 2003. On the south side of the street, the expansion is bounded by an open parking lot that occupies all of the area between Pine Street and 709 West Broad Street. To the west, the boundary on the north side of West Broad Street is defined by the property line of the modern Virginia Commonwealth University School of the Arts, c. 2000. On the south side of the street, the west boundary is the property line along the paved parking area associated with a vacant Hardees restaurant.

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National Park Service**

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Continuation Sheet** **Richmond, VA**

Section Photographic Documentation    Page 22

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The following information is the same for all photographs:

Property:                    Broad Street Commercial Historic District, File no. 127-0375  
Location:                    Richmond, Virginia  
Photographer:                Nancy W. Kraus  
Date:                         September, 2003  
Negative File:                Virginia Department of Historic Resources  
                                      2801 Kensington Avenue  
                                      Richmond, Virginia  
Negative Number:            21001

Photo # 1 of 32: 709 West Broad Street, Richmond, VA

Photo # 2 of 32: 711-713 West Broad Street, Richmond, VA

Photo # 3 of 32: 717-719 West Broad Street, Richmond, VA

Photo # 4 of 32: 721-723 West Broad Street, Richmond, VA

Photo # 5 of 32: 725-727 West Broad Street, Richmond, VA

Photo # 6 of 32: 801 West Broad Street, Richmond, VA

Photo # 7 of 32: 803-805 West Broad Street, Richmond, VA

Photo # 8 of 10: 811-823 West Broad Street, Richmond, VA, looking west

Photo # 9 of 9: 900-916 West Broad Street, Richmond, VA, looking west

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National Park Service

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Continuation Sheet Richmond, VA

End Notes Page 23

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<sup>2</sup> Baist, G.Wm. Atlas of Richmond. Philadelphia, PA, 1889.

<sup>3</sup> Winthrop, Robert P. Broad Street Commercial Historic District Nomination Form, Virginia Department of Historic Resources Archives, 1986, continuation sheet #1.

<sup>4</sup> McKenney, Carlton Norris. Rails in Richmond. Glendale, CA: Interurban Press, 1986, 15.

<sup>5</sup> McKenney, 94.

<sup>6</sup> McKenney, 94.

<sup>7</sup> Atlas of the City of Richmond, 1910.

<sup>8</sup> McKenney, 115.

<sup>9</sup> Virginia Illustrating Company. Richmond, Virginia 1917. Richmond, VA: William Byrd Press, 1917, 176.

<sup>10</sup> Sketches of Richmond, Virginia U.S.A. Richmond, VA: Central Publishing Company, Inc., 1924, 44.

<sup>11</sup> Sketches of Richmond, 82.

<sup>12</sup> Virginia Illustrating Company, 112.

<sup>13</sup> Virginia Illustrating Company, 80.

<sup>14</sup> Virginia Illustrating Company, 80.

<sup>15</sup> Sketches of Richmond, 112.

<sup>16</sup> Virginia Illustrating Company, 101.

<sup>17</sup> Virginia Illustrating Company, 97.

<sup>18</sup> Chen, Kim, Carver Residential Historic District Nomination Form. Richmond, Va: Virginia Department of Historic Resources Archives, January, 2001, 65.

<sup>19</sup> Carneal, Drew St. J. Richmond's Fan District. Richmond, VA: Council of the Historic Richmond Foundation, 1996, 215.

<sup>20</sup> Carneal, Drew St. J., 23-25.

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<sup>22</sup> Chesson, Michael B. Richmond After the War: 1865-1890. Richmond, Virginia State Library, 1981, 67.

<sup>23</sup> Chesson, 59.

<sup>24</sup> Scott, Mary Wingfield. Houses of Old Richmond. New York: Bonanza Books, 1941, 28-29.

<sup>25</sup> Chen, 69.

<sup>26</sup> Scott, Mary Wingfield. Old Richmond Neighborhoods. Richmond, Va: William Byrd Press, Inc., 1950, reprinted in 1975 and 1984, 231.

<sup>27</sup> Chen, Section 7, 2.

<sup>28</sup> McKenney, 100.

<sup>29</sup> Richmond News-Leader. Front page, April 10, 1958.

<sup>30</sup> Richmond News-Leader. April 10, 1958, 15.



Broad Street Commercial  
Historic District  
(Boundary Increase)

907  
(2 Addresses)

903 1/2  
(2 Addresses)

905  
(3 Addresses)

823  
(7 Addresses)

819  
(7 Addresses)

806  
(6 Addresses)

804  
(6 Addresses)

802  
(6 Addresses)

402  
(2 Addresses)

413  
(6 Addresses)

409  
(6 Addresses)

405  
(2 Addresses)

717  
(5 Addresses)

715  
(5 Addresses)

713  
(5 Addresses)

709 1/2  
(6 Addresses)

707  
(3 Addresses)

408  
(6 Addresses)

406  
(2 Addresses)

404  
(3 Addresses)

816  
(3 Addresses)

910  
(3 Addresses)

906 1/2  
(3 Addresses)

904  
(3 Addresses)

319  
(5 Addresses)

817  
(7 Addresses)

813  
(7 Addresses)

811  
(2 Addresses)

826  
(3 Addresses)

822  
(3 Addresses)

820  
(2 Addresses)

818  
(2 Addresses)

816  
(2 Addresses)

306  
(2 Addresses)

701  
(10 Addresses)

729  
(2 Addresses)

728  
(43 Addresses)

812  
(4 Addresses)

804  
(2 Addresses)

802  
(2 Addresses)

800  
(3 Addresses)

305  
(2 Addresses)

734  
(2 Addresses)

724  
(126 Addresses)

823  
(4 Addresses)

821  
(4 Addresses)

819  
(3 Addresses)

817  
(5 Addresses)

813  
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809  
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814  
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810  
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727  
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720  
(2 Addresses)

713  
(2 Addresses)

708 1/2  
(3 Addresses)

706  
(3 Addresses)

700  
(3 Addresses)

616  
(3 Addresses)

601  
(3 Addresses)

520  
(2 Addresses)

519  
(2 Addresses)

#127-0375  
Broad Street  
Commercial  
Historic  
District  
(Boundary  
Increase)  
Richmond, VA

UTM  
reference: 32°30"  
A: E 283635  
N 4158385  
B: E 283505  
N 4158475  
C: E 283580  
N 4158590  
D: E 283710  
N 4158480

