

United States Department of the Interior
National Park Service

LISTED ON:	
VLR	09/20/2012
NRHP	11/28/2012

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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Fifth and Main Downtown Historic District, 2012 Expansion
 other names/site number VDHR #127-6071

2. Location

street & number 0 Block of N 3rd, N 4th, and S 6th Sts; 300 and 400 Blocks of E Main St not for publication N/A
 city or town Richmond vicinity N/A
 state Virginia code VA county Independent City code 760 zip code 23219

3. State/Federal Agency Certification

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

I hereby certify that this 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 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 local

 _____
 Signature of certifying official/Title Date 12/8/12

Virginia Department of Historic Resources

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- | | |
|--|--|
| <input type="checkbox"/> entered in the National Register | <input type="checkbox"/> determined eligible for the National Register |
| <input type="checkbox"/> determined not eligible for the National Register | <input type="checkbox"/> removed from the National Register |
| <input type="checkbox"/> other (explain:) _____ | |

Signature of the Keeper _____ Date of Action _____

Fifth and Main Downtown Historic District, 2012 Expansion
Name of Property

Richmond, VA
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5. Classification

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

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

Number of Resources within Property
(Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input type="checkbox"/>	building(s)
<input checked="" type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
8	0	buildings
0	0	sites
0	0	structures
0	0	objects
8	0	Total

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

N/A

Number of contributing resources previously listed in the National Register

1

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Business
COMMERCE/TRADE: Professional
COMMERCE/TRADE: Warehouse

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Professional
RELIGION: Religious Facility

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS:
Colonial Revival
MODERN MOVEMENT: International Style
MODERN MOVEMENT: Moderne
OTHER: Industrial vernacular

Materials
(Enter categories from instructions.)

BRICK, CONCRETE, STONE
foundation: (granite)
BRICK, CONCRETE (frame and panels),
walls: BRICK, STONE (granite), STUCCO,
SYNTHETICS (composition shingles,
roof: rubber and plastic membranes), METAL
other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

See continuation sheets

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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.)

Property is:

- 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.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

Period of Significance

1800-1964

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Marcellus Wright & Son, Architects (4 N 4th St),

Baskervill & Son, Architects (409 E Main St)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

See continuation sheets.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.) See 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 # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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

Name of repository: Virginia Department of Historic Resources,
Richmond, VA

Historic Resources Survey Number (if assigned): VDHR File No. 127-6071

10. Geographical Data

Acreage of Property 1.4 acres
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18S</u> Zone	<u>284327</u> Easting	<u>4157782</u> Northing	2	<u>18S</u> Zone	<u>284356</u> Easting	<u>4157760</u> Northing
3	<u>18S</u> Zone	<u>284438</u> Easting	<u>4157478</u> Northing	4	<u>18S</u> Zone	<u>284370</u> Easting	<u>4157609</u> Northing
5	<u>18S</u> Zone	<u>284394</u> Easting	<u>4157664</u> Northing	6	<u>18S</u> Zone	<u>284295</u> Easting	<u>4157742</u> Northing

Verbal Boundary Description (Describe the boundaries of the property.) See Continuation Sheet.

Boundary Justification (Explain why the boundaries were selected.) See Continuation Sheet.

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11. Form Prepared By

name/title Mary Harding Sadler, Caroline Eddy and Llewellyn Hensley
organization Sadler & Whitehead Architects PLC date 06/08/2012
street & number 726 West 33rd Street telephone (804) 231-5299
city or town Richmond state VA zip code 23225
e-mail sadler@sadlerandwhitehead.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Fifth and Main Downtown Historic District, 2012 Expansion

City or Vicinity: City of Richmond

County: State: VA

Photographer: Llewellyn Hensley

Date Photographed: February 2012

Description of Photograph(s) and number: See continuation sheets.

Property Owner:

name Multiple Ownership
street & number _____ telephone _____
city or town Richmond state VA zip code 23219

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 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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National Register of Historic Places Continuation Sheet

Fifth and Main Downtown Historic District, 2012
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Narrative Description

Summary Description

The boundaries of the Fifth and Main Downtown Historic District in Richmond, Virginia will be increased to include nine contributing historic commercial buildings, further expanding the architectural record of the local business community described in the 2006 National Register listing. The Fifth and Main Downtown Historic District is defined as “the core of the city’s early twentieth century retail development.”¹ The neighborhood evolved through the early 1960s to reflect the ongoing development of low-rise commercial architecture at the west end of the central business district. The additional nine buildings reinforce the architectural themes established in the 2006 National Register listing. The additional resources are an 1869 fraternal hall, four small-scale early- and mid-twentieth-century commercial buildings, an early-twentieth-century warehouse and manufacturing facility, and three International Style low-rise office buildings. The added inventory extends the existing period of significance from 1949 to 1964, to include three mid-20th-century examples of the International Style in Richmond: the Equitable Life Insurance Building, the Massey Building, and 400 East Main Street. The earliest buildings are the 1869 Classical Revival style St. Alban’s Hall to the east, the two adjacent brick commercial buildings on the north side of East Main Street, and the concrete frame Western Electric Company Building at 6th and East Cary Streets to the south. This group of nine buildings expands and contributes to the character and range of architectural styles found in the existing historic district, of which the 2006 National Register Nomination Form is excerpted below.

From the 2006 National Register Nomination Form

“The Fifth and Main Downtown Historic District is significant as a collection of early twentieth century retail buildings that were built in a nineteenth century residential neighborhood, remnants of which are also significant. The buildings represent over one hundred years of continuous development and a variety of nineteenth and twentieth-century architectural styles, which give the district a quality found in few other areas of the City of Richmond. The buildings represent a collective body of work by some of the leading mid-nineteenth and early-twentieth century architects in the United States and Richmond. The district reflects the economic development of the city and serves as a visual record of the evolution of architectural styles from residential in the nineteenth century to [commercial] architecture in the first part of the twentieth century. Not only did the late 19th and early 20th centuries see the academic revivals of many architectural styles, including Gothic, Tudor, Georgian, Spanish Colonial, and Italian Renaissance, the era also saw the introduction of new styles that were less based on the past, like the Chicago School, Art Deco and Moderne.”²

Detailed Description

The buildings in the expansion area are two-to-four-story commercial resources built between 1869 and 1964. All but two have masonry walls. The two exceptions are the International Style Massey Building and 400 East Main Street, which are curtain wall buildings. These resources represent the transition from 19th-century preferences for revival styles to the mid-20th-century movement adapting the International Style to project corporate identity. Building materials also illustrate this transition. The earlier buildings are masonry load-

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bearing wall structures, while the 1950s buildings have steel frame structures, which were characteristic of the Modern Movement. The five mid-20th-century buildings express the ambitions and optimism of Modern architecture while maintaining the human scale of this urban environment.

Like the rest of the historic district, buildings in the expansion area include designs based on "revival styles", including the Classical Revival St. Albans Hall, and the Colonial-Revival-style elements at 306 East Main Street and 9-13 North 3rd Street. Importantly, the expansion introduces three of the City's earliest examples of the International Style with the Massey Building, 400 East Main Street, and the Equitable Life Insurance Building. The International Style did not dominate Richmond's downtown business district until a mid-to-late-1960s boom brought three new high rise buildings several blocks east of the Fifth and Main Downtown Historic District. The expansion area buildings perpetuate the modest scale, minimal setbacks, and commercial architecture themes of the existing historic district, adding three examples of the International Style.

Inventory

North 3rd Street

9-13 North 3rd Street — ca. 1950 (DHR #127-5420 & 127-6071-0041)

Moderne with Colonial Revival style elements. Commercial building.

2 stories, 3 bays, low-pitched roof with stepped parapet and brick coping. Painted brick walls. Center bay defined by a pedimented central entry below a striated brick panel comprised of twelve narrow columns of recessed brick. The entry is a pair of paneled wood doors with paneled jambs. Flanking the entry are storefronts with paneled bases and shallow metal roofs. The windows and storefronts are modern, multi-light replacements.

Contributing. +1 contributing building; not listed in original inventory.

15 North 3rd Street — ca. 1940 (DHR #127-5422 & 127-6071-0042)

Commercial building.

Painted brick masonry building with load-bearing-wall structural system. 2 stories, 2 bays, low-pitched roof with parapet. Tripartite ground floor window and five one-over-one double-hung wood windows on upper floor, all of which have brick sills. Curved concrete entry steps with curved metal railing. Original planter box in front of ground floor window.

Contributing. +1 contributing building; not listed in original inventory.

North 4th Street

4 North 4th Street — The A.T. Massey Coal Company Building, 1952, expanded 1963-64 (DHR #127-5606 & 127-6071-0043)

Marcellus Wright & Son, Architects. A.T. Massey Coal Company, original owner and tenant. Howard-Mitchell Construction Company, General Contractor. Early tenants included: Ret Credit Company Inc., Shands & Donahue Accountants, Universal CIT Credit office.

Modern: International style. Low-rise office building.

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Steel frame building clad with precast concrete panels. Polished granite walls on first floor. Recessed aluminum-frame, storefront entry doors on 4th Street. Entry to enclosed parking deck at west end of Main Street facade. South and east façades penetrated by a grid of aluminum-frame windows with four asymmetrical lights, including one operable casement. 4 stories, 15 bays (Main Street façade), 12 bays (4th Street façade), low-pitched roof. Intact vestibule and elevator lobby.

Contributing. +1 contributing building; not listed in original inventory.

East Main Street

**300-302 East Main Street — St. Alban's Hall (the Crenshaw Building), 1869
(DHR #127-0130 & 127-6071-0044)**

Classical Revival. Fraternal Hall and Commercial Building

Scored stucco, masonry load-bearing wall building with quoins. Ornamental sheet metal cornice with built-in gutters. Pedimented sheet metal hoods over 2nd floor windows. Ground floor storefronts topped with shallow metal roof. 3 stories, 7 bays, low-pitched double-hipped gable roof with pediment over projecting center bay. Stone quoins. Pedimented hood supported by wood brackets over the 3rd Street (secondary) entry. Wrought iron balconies supported by wrought iron brackets at 2nd and 3rd floors of the 3rd Street elevation.

Contributing. +1 contributing building; not listed in original inventory.

Individually listed on the VLR and NRHP

304 East Main Street — ca. 1910 (DHR #127-5607 & 127-6071-0045)

Early 20th Century American: Commercial style. Commercial building.

1950s tenants included Maryland Coal & Coke Co. Inc., Gilman Bros Real Estate, Bergh Dental Laboratory, Ziebe Otto Construction.

Painted brick masonry load-bearing wall building. 2 stories, 5 bays, low-pitched roof with stepped parapet. Ground floor storefronts topped with formed sheet metal cornice supported by brackets. One-over-one double-hung wood windows on upper floor with granite sills and lintels. Corbelled brick cornice. Recessed brick panels below 2nd floor windows and at the center of the roof parapet.

Contributing. +1 contributing building; not listed in original inventory.

306 East Main Street — ca. 1915 (DHR #127-5608 & 127-6071-0046)

Early 20th Century American: Colonial Revival style. Commercial building.

1950s tenants included Hayden Reid Insulation

Painted brick masonry load-bearing wall building. 2 stories, 3 bays, low-pitched parapet roof with ramped center bay. Original Doric pilasters and multi-light arched windows with patterned fan lights define 2nd floor bays. Original storefront infilled with brick and modern arched windows. Corbelled cornice.

Contributing. +1 contributing building; not listed in original inventory.

400 East Main Street — 1951 (DHR #127-5610 & 127-6071-0047)

Modern: International style. Low-rise office building.

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Early owner and tenants included U.S. Department of Labor, U.S. Treasury Department, Louis Ginter Land & Improvement Company, Sherwood Land Company, Provident Accident & Life Insurance Company.

Steel frame building clad in polished granite at the base, pre-cast panels, and fluted gold anodized aluminum panels. 2 stories, 3 bays, flat roof. Operable 4-light aluminum awning windows in groups of three, recessed storefront entry doors. Most exterior trim is gold anodized aluminum. Original lobby and stairs remain.

Contributing. +1 contributing building; not listed in original inventory.

**409 East Main Street — Equitable Life Insurance (Red Cross Building) 1951
(DHR #127-5616 & 127-6071-0048)**

Modern: International style. Low-rise office building. Baskervill & Son, Architects.

Original owner was the Equitable Life Insurance Society & Company

Steel frame building with brick-faced curtain walls. 2 stories with a central curved portico, 11 bays, low-pitched roof. Fixed single-light aluminum-frame windows, projecting entry with paired doors opening onto curved granite steps. The building has limestone window trim, coping and portico.

Contributing. +1 contributing building; not listed in original inventory.

South 6th Street

10 South 6th Street — 1911, with 1949 addition (DHR #127-5482 & 127-6071-0049)

Western Electric Company (later, its affiliate Graybar Electric Company), original owner and occupant.

Late 19th and Early 20th Century American: Commercial style. Commercial warehouse.

Parged concrete frame warehouse building with corbelled cornice. 2 stories over a basement-level garage, flat roof, modern tripartite aluminum storefront windows flanked by pilasters. 9 bays (South 6th Street); 7 bays (East Cary Street). Corbelled cornice.

Contributing. +1 contributing building; not listed in original inventory.

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Narrative Statement of Significance

Summary Statement

The nine contributing buildings within the expansion area of the Fifth and Main Downtown Historic District continue the historical themes established by the existing historic district with an 1869 fraternal hall, four small-scale early- and mid-twentieth-century commercial buildings, an early-twentieth-century warehouse and manufacturing facility, and three International Style low-rise office buildings. As described in the original National Register Nomination Form, the contributing resources reflect “the economic development of the city and serve as a visual record of the evolution of architectural styles”³ as interpreted in Richmond, Virginia. These nine commercial resources were constructed between 1869 and 1964. Four of the contributing buildings (St. Alban’s Hall, 304 East Main Street, 306 East Main Street and 10 South 6th Street) were constructed during the district’s original period of significance. The five more recently constructed buildings, 9-13 North 3rd Street (ca.1950), 15 North 3rd Street (ca.1940), Massey Building (1952, 1963-64), Equitable Life Insurance Building (1951) and 400 East Main Street (1951), were developed as a result of Richmond’s expanding central business district in the years following World War II. The year 1964 is the end of the period of significance because it was the year that the Massey Building more than tripled in size with a prominent new addition. The style and appearance of the building’s addition are consistent with the building’s original design. The nine contributing buildings meet National Register Criteria A and C for the reasons outlined in the original nomination form. Like the existing district, this expansion area “serves as a visual record of the evolution of architectural styles”⁴ within downtown Richmond. These additional buildings in the Fifth and Main Downtown Historic District represent the growth of Richmond’s economy after wartime, beginning with the Reconstruction-era St. Albans Hall (1869) and ending with the cluster of post-World-War-II buildings between East 4th and 5th Streets.

Consistent with the original historic district, the expansion meets National Register Criterion A because these buildings “illustrate the pattern of urban development experienced in the City of Richmond... when mid-nineteenth century residential neighborhoods were given over to commercial uses and the growth of the central business district.”⁵ Collectively, they meet National Register Criterion C because they are good examples of local business owners’ gradual change from 19th-century preferences for revival styles to their use beginning in the mid-20th-century of the International Style to project corporate identity. Three of the buildings - the Massey Building, 400 East Main Street, and the Equitable Life Insurance Building - are among the city’s earliest examples of commercial buildings designed in the International Style. The Massey Building (Marcellus Wright & Son) and the Equitable Life Insurance Building (Baskervill & Son) represent the work of prominent local architects.

Historical Background

The oldest of the contributing buildings within the expansion area is St. Alban’s Hall (NRHP-listed, 1982), which was built in 1869 for combined use by a fraternal order and commercial tenants. The incorporation of this already-contributing building anchors the Historic District’s evolution as a commercial and cultural center. The building’s significance was described in the 1982 National Register Form:

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"The Hall consisted of shops, a concert hall, as well as Masonic meeting rooms, and served as an important focus of post-war Richmond's social and political life. The combination of commercial, cultural, and Masonic facilities in one building provided the prototype for later Masonic buildings in Richmond."⁶

Two neighboring two-story brick commercial buildings at 304 and 306 East Main Street were built ca. 1910 and ca. 1915, respectively. These two buildings were constructed during an era of strong economic growth for Richmond. The 1910s were a period of expansion and increased property values in Richmond, which benefitted enormously from the 1911 dissolution of the American Tobacco Company.⁷ The American Tobacco Company, which maintained significant warehouse and production facilities in Richmond, had operated as the largest holding company of tobacco in the United States, producing 90% of all cigarettes made in the 1890s. The company's dissolution after prosecution under the Sherman Antitrust Act resulted in increased advertising and more competitive pricing in the industry, creating greater opportunities for Richmond's tobacco-based businesses.

As another result of this prosperous period, the Western Electric Company constructed the warehouse at 10 South 6th Street in 1911, when the business was poised to become the world's leading distributor (and the country's largest wholesaler) of electrical supplies. Richmond's Western Electric warehouse was one of numerous supply houses launched nationwide during the company's expansion in the first half of the twentieth century.⁸ Graybar, an arm of the company created to distribute electrical equipment and supplies, added a brick garage to the north side of the building in 1949. By 1969, the building was occupied by the contract sales department of Virginia-based department store Miller & Rhoads.

Though temporarily stalled by the Great Depression, Richmond's economy rebounded with the advent of the Second World War. The increasing scale of the buildings constructed from 1940 through the early 1950s parallels this rebound. 15 North 3rd Street (ca. 1940) is the smallest and most understated building in the historic district. Its neighbor, 9-13 North 3rd Street (ca. 1950), whose eclectic Moderne facade has a pedimented Colonial Revival entry, is three times larger. The buildings are similar in scale and function to early-20th-century commercial buildings on the north side of East Main Street between 3rd and 5th Streets. Richmond's Hills Directories from 1950-1969 indicate that the buildings' tenants included real estate offices, insurance companies, a laboratory, watchmakers, manufacturers of x-ray equipment, a general contractor, and the Maryland Coal & Coke Company.

By the early 1950s, Richmond's industrial output was at an all-time high.⁹ As James K. Sanford, editor of *Richmond: Her Triumphs, Tragedies and Growth*, describes, "Among the building projects completed or launched that year [1951] were a three-story \$400,000 [Massey] office building on the northwest corner of Main and 4th Streets."¹⁰ Three additional buildings in the expansion area were constructed the same year. They include the International Style office building at 400 East Main Street, which retains a unique combination of original exterior materials: glazed panels framed by fluted gold-anodized aluminum, resting on a polished granite base. Built by the United States Government to house regional offices for the Department of Labor and the Treasury Department, the building was also leased to private businesses, including the Lewis Ginter Land & Improvement Company, insurance companies, and law offices.

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The city's oldest architectural firm, Baskervill & Son, designed the Equitable Life Insurance Building in 1951, as a regional office for the New York-based Equitable Life Insurance Society & Co. The building is distinguished by its two-story curved limestone portico which opens onto curved granite entry stairs. The building represents a conservative take on the International Style favored by Baskervill for many of the firm's mid-20th-century projects, including the Richmond Memorial Hospital (NRHP).

The most prominent of the new contributing buildings was constructed in 1952 for the A. T. Massey Coal Company, a business founded in Richmond in 1920 by Antonio T. Massey. Beginning as a coal buyer, seller and transporter, Massey Coal began mining and processing in 1945. Marcellus Wright & Son, Architects designed Massey Coal's new modern headquarters building, located on the corner of East Main and North 4th Streets, to reflect the company's prominence and its contributions to the coal industry. Marcellus Wright & Son was one of Richmond's most prominent firms, beginning in the 1920s, when the firm designed the Mosque of the Acca Temple (now the Landmark Theater) and the John Marshall Hotel. Through the 1960s, the firm designed large-scale projects in downtown Richmond, including high-rise offices, apartment buildings, and corporate headquarters. Author Edwin Slipek, Jr., noted that, "By midcentury ... Marcellus Eugene Wright Jr., was putting his stamp on the architecture practice at a time when modernism was all the rage..."¹¹

In 1963-1964, Massey Coal again hired Marcellus Wright & Son to design an expansion of its headquarters building, more than tripling its size, using the existing architectural vocabulary. Massey Coal operated coal mines in Virginia, West Virginia, Kentucky and Tennessee, ultimately controlling "a third of all Central Appalachian reserves"¹² prior to its sale in 2011. This expansion allowed Massey Coal to provide a downtown Richmond nexus for its own operations. The materials and features of the 1952 building were copied in the 1964 addition, creating a seamless expansion of the original structure.

Architectural Significance

These nine contributing buildings are significant under Criterion C because they represent the evolution of architectural design away from late-19th-century Revival styles, which remained popular through the 1920s, towards modern architectural styles, as a way for local businesses to assert growth and success. The earliest of these nine resources is St. Alban's Hall (1869) and the most recent is the Massey Coal Company Building (1952, 1963-4). The Classical Revival Style is exemplified by St. Alban's Hall with its formal, symmetrical composition ornamented with quoining, Tuscan pilasters at the first floor storefronts, pedimented hoods over the second-floor windows, and a pediment over a projecting central entry bay.

The neighboring commercial buildings at 304 and 306 East Main Street, built forty years later in c. 1910 and 1915 respectively, have more the restrained ornament typical of small scale Richmond businesses of this period. The 1911 Western Electric Company building is a good example of the commercial vernacular building with concrete frame construction found in many of the city's early-20th-century industrial buildings.

9-13 North 3rd Street (c.1950) illustrates the fusion of a late example of the Moderne style - see the parallel vertical brick stripes in the center bay - with the pedimented entry and paneled jambs of the Colonial Revival style.

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The historic district expansion includes four examples of the International Style. Even though the International Style was unveiled in 1932 by Philip Johnson's exhibit at the Museum of Modern Art,¹³ the style did not blossom in the United States until the 1940s and '50s, a decade after the immigration of European architects like Mies van der Rohe and Walter Gropius, who taught architecture and established successful practices in Chicago and the Boston area. Following World War II the International Style grew in popularity, especially for commercial architecture. It was inspired by prefabrication and industrial building techniques, yielding the following stylistic attributes: ribbon windows with minimal frames, flush joinery, flat roofs, the use of steel and concrete structure, and the absence of ornament.¹⁴ The best known American examples of the International Style, which include Lever House (Gordon Bunshaft, SOM, 1952) and the Seagram Building (Mies van der Rohe, with Philip Johnson, 1954-58) are larger and more refined buildings than these four Richmond examples, but they exhibit how early these four Richmond examples are. The area's finest International Style building, the Reynolds Metals Company International Headquarters (SOM, Gordon Bunshaft) was not built until 1958 and downtown Richmond's International Style high rises were not constructed until the mid-1960s.

The influence of the International Style can clearly be seen in the architecture of 15 North 3rd Street, the Equitable Life Insurance Building at 409 East Main Street, and 400 East Main Street and the Massey Coal Company Building. The last two resources are excellent early examples of a trend in commercial design that was to become dominant from the mid-1960s through the 1970s. Each has a steel frame structure with the ground floor clad in polished granite, and upper floors clad in precast concrete or aluminum panels, and minimally framed metal windows.¹⁵ This places the International Style resources, built ca. 1940-1952, in line with the explosion of the style's popularity in American urban centers. The continued relevance of the style over the following years is shown by the seamless addition made to the Massey Coal Company building in 1963-64, at the end of the period of significance.

Conclusion

This group of historic properties, like the existing contributing resources in the Fifth and Main Downtown Historic District, illustrates the evolution of Richmond's commercial and business community from the Reconstruction era through the mid-20th century. Beginning with St. Alban's Hall and concluding with the Massey Building expansion, all buildings in the expansion area have housed a range of commercial enterprises that relied on a central business district location, including the headquarters of one of the nation's largest coal manufacturers and a branch of a nationally prominent insurance company and electrical supplier.

The nine contributing buildings are part of the westward expansion of Richmond's business corridor. They demonstrate local businesses' adoption of current high-style architectural trends as a means of promoting the company's strength. St. Alban's Hall is an exuberant Reconstruction era example of high-style Classical Revival. At the opposite end of the architectural spectrum, is the 1952 Massey Coal Company, which was among the first Richmond-based Main Street businesses to embrace the International Style as an expression of its corporate identity. Two of the nine buildings represent the work of prominent local architectural firms Marcellus Wright & Son and Baskervill & Son.

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Expansion

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The contributing resources within the expansion area offer a strong link to Richmond's business and commercial development and represent a logical extension of the existing historic district.

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Geographic Data

Verbal Boundary Description

The southeast boundary of the existing Fifth and Main Downtown Historic District expands to include Parcel W0000013018 (10 South 6th Street).

The northwest boundaries of the existing historic district expands to include seven adjacent properties between North 3rd Street and North 4th Street - W0000034026 (9-13 North 3rd Street), W0000034030 (15 North 3rd Street), W0000034025 (300-302 East Main Street), W0000034024 (304 East Main Street), W0000034022 (306 East Main Street), W0000023020 (400 East Main Street), and W0000034016 (4 North 4th Street).

Parcel W0000022005 (4 09 East Main Street) completes the expanded boundaries on the west side.

Parcel No.	Address
W0000034026	9-13 North 3 rd Street
W0000034030	15 North 3 rd Street
W0000034016	4 North 4 th Street
W0000034025	300-302 East Main Street
W0000034024	304 East Main Street
W0000034022	306 East Main Street
W0000023020	400 East Main Street
W0000022005	409 East Main Street
W0000013018	10 South 6 th Street

Boundary Justification

The expansion of the Fifth and Main Downtown Historic District incorporates nine historic properties at the perimeter of the historic district that are consistent with the existing historic district's architecture and significance and with the expanded period of significance. The expanded boundaries do not include any non-contributing properties. The boundary expansion completes the southeast and northwest corners of the historic district and resolves a pronounced gap on the west side of South 6th Street with a 1951 International Style building.

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Nomination Photograph Log

Property Name: Fifth and Main Downtown Historic District, 2012 Expansion

City and State: Richmond, Virginia

Photographer: Llewellyn Hensley

Location of original files: VDHR Archives

Photo No.	Description of view	Date
0001	400 East Main Street (at right) and 4 North 4th Street (at left)	Feb. 2012
0002	4 North 4th Street (Massey Building), East Main and North 4th Street façades	Feb. 2012
0003	300-302 East Main Street, East Main and North 3rd Street façades	Feb. 2012
0004	300 Block of East Main Street, north side	Feb. 2012
0005	304 East Main Street	Feb. 2012
0006	306 East Main Street	Feb. 2012
0007	9-13 North 3rd Street, 3rd Street elevation	Feb. 2012
0008	15 North 3rd Street, 3rd Street elevation	Feb. 2012
0009	10 South 6th Street, corner of East Cary and North 6th Streets	Feb. 2012
0010	409 East Main Street, view along East Main Street	Feb. 2012

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Endnotes

¹ Chen, Kimberly M., Fifth and Main Downtown Historic District National Register of Historic Places Registration Form, Rep. 2006, Print.

² Ibid.

³ Ibid.

⁴ Ibid.

⁵ Ibid.

⁶ Winthrop, Robert P. St. Alban's Hall National Register Form, Rep. 1982, Print.

⁷ Sanford, James K., ed., Richmond: Her Triumphs, Tragedies & Growth, Whittet & Shepperson Printers, 1975, p. 112.

⁸ Adams, Stephen B., and Orville R. Butler. Manufacturing the Future: A History of Western Electric, 1999, p. 86.

⁹ Sanford, p.192-194

¹⁰ Sanford, p. 194.

¹¹ Slipek, Edwin Jr., "Marcellus Eugene Wright Jr. Obit," Style Weekly [Richmond] 3 April 2002.

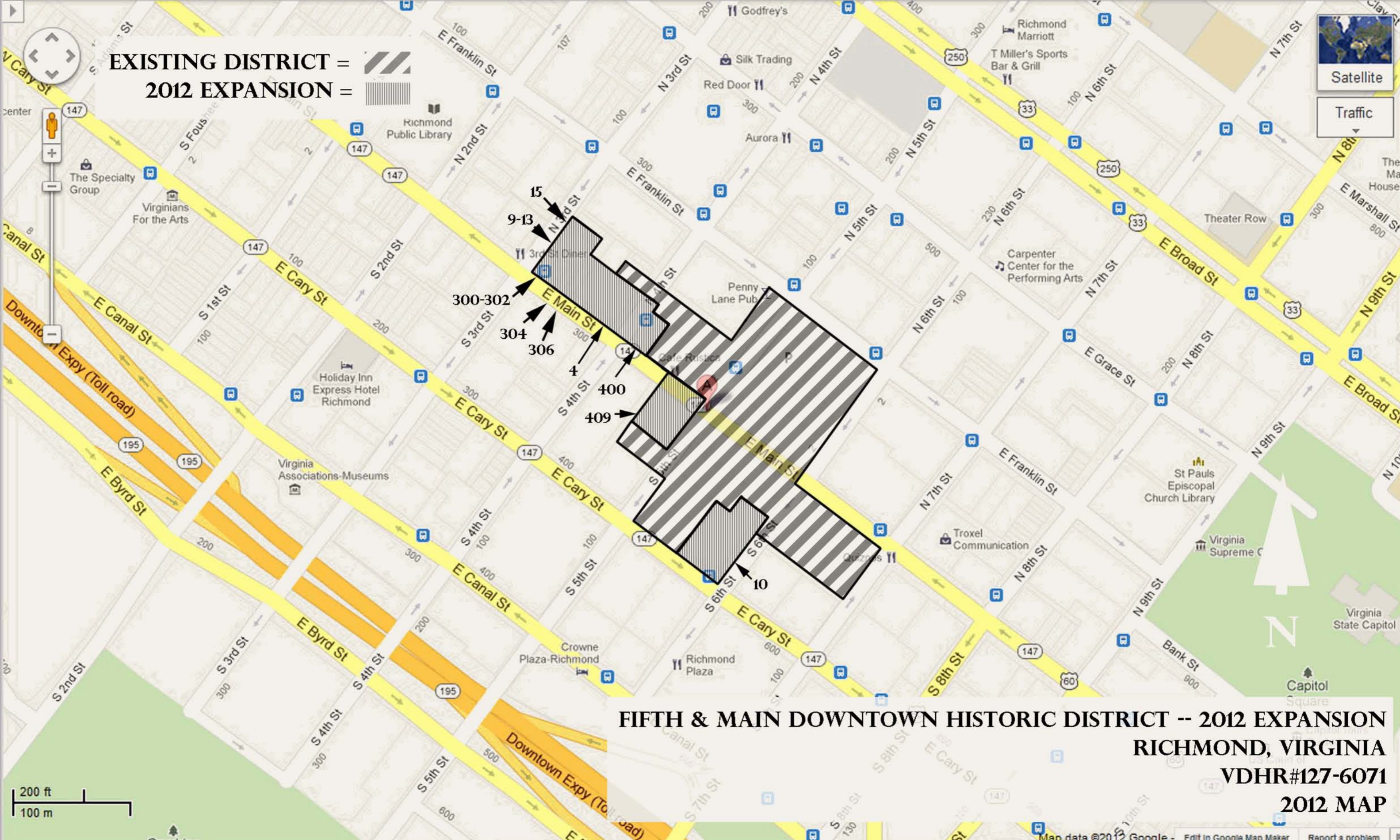
¹² "Massey Energy Adds High Quality Central Appalachia Coal Reserves". Istockanalyst.com. 17 November, 2008. Web. 18 July 2012. <<http://www.istockanalyst.com/article/viewiStockNews/articleid/2806527>>.

¹³ "Philip Johnson" Oxford University Press. Museum of Modern Art, 18 July 2012. Web. 18 July 2012. <http://www.moma.org/collection/artist.php?artist_id=2927>.

¹⁴ Kostof, 703.

¹⁵ Kostof, 703.

EXISTING DISTRICT = 
2012 EXPANSION = 



FIFTH & MAIN DOWNTOWN HISTORIC DISTRICT -- 2012 EXPANSION
RICHMOND, VIRGINIA
VDHR#127-6071
2012 MAP

200 ft
100 m

11.2. CIVIL DRAINAGE
(127-6071)
INC (04)

- ① 185 (zone) - 284438 (EASTING) - 4157473 (NORTHING)
- ② 185 - 284570 - 4157609
- ③ 185 - 284394 - 4157664
- ④ 185 - 284295 - 4157742
- ⑤ 185 - 284356 - 4157760
- ⑥ 185 - 284327 - 4157782

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