

A black and white photograph of a building facade. The building has a light-colored, possibly brick or concrete, exterior. A prominent feature is a large sign that reads "HAND CRAFT" in bold, capital letters. The sign is mounted on a metal structure that appears to be part of a balcony or walkway. Below the sign, there are several windows and a door. The windows have a grid pattern, and the door is partially visible on the right. The overall scene is well-lit, with strong shadows and highlights, suggesting a bright day. The building has a classic, industrial feel.

HAND CRAFT

HISTORIC RICHMOND PRESENTS
BEYOND THE BOULEVARD

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FLOWERS

Vogue Flower Market

MUSIC

J. Smith Trio

Thursday, October 6, 2016

6:00 – 9:30 p.m.

Hofheimer Building
2818 West Broad Street

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PHOTOGRAPHERS

Bonnie Atwood
William R. Butler
Marc Colin Chumney
Robert Coles
Adam Goldsmith
Richard L. Harris
Matthew Huntley
Kelly Kinsey
Pat Lawson
Cyane Lowden
Denise Naim
Alex Nyerges
Robert Pfeifer
Bill Piper
Dick Pitini
Ava Reaves
Tre Rockenbach
Chase Saba
Jeff Saxman
Bret Schoolcraft
Rene' Scott

THE SILENT AUCTION

Historic Richmond's open call to all artists working with any photographic process produced the images that explore the neighborhood fabric of Scott's Addition featured in the auction. Submitted photographs were streetscapes, interiors or exteriors of buildings or structures, vistas, people and other subjects within The Boulevard and Scott's Addition areas.

The jurors - renowned photographers Karl E. Steinbrenner and John Henley - judged the submitted images based on the uniqueness of the subject matter, the ability of the photographer to communicate something other than the obvious, the technical skill of the artist, whether or not the image was created or just taken, the composition of the elements in the image and visual interest.

All photos included in the auction and this publication are included courtesy of Historic Richmond.

THINGS TO CONSIDER DURING THE SILENT AUCTION

The silent auction will begin at 6:00 p.m. on October 6, 2016. Bidding will end at 8:15 p.m., 8:30 p.m. and all sections will be closed by 8:45 p.m. Photographs will be ready for payment and pick up at 9:00 p.m.

Your bid number constitutes a contract bid. All sales are final. No exchanges or refunds on auction items are permitted.

Payment by the successful bidder must be made in full at auction checkout by 9:30 p.m. Historic Richmond accepts cash, check, MasterCard, Visa, Discover, and American Express.

Historic Richmond is not responsible for auction items left at the end of the evening.

The amount of the purchase over fair market value may be tax deductible. Contact your tax professional regarding how this guideline may apply to your situation.

50% of the proceeds of winning bids from the silent auction will go toward Historic Richmond's continued efforts in preservation, revitalization, rehabilitation and advocacy, while the other 50% will go to the photographers who help make Richmond the creative community it is.

SCOTT'S ADDITION AND THE BOULEVARD

Richmond has so much to offer! Richmond is well known for its historic residential neighborhoods, many of which have been the focus of Historic Richmond's revitalization efforts over the years. Less well known are the industrial and commercial districts whose collections of warehouses attract a diverse, creative and technologically fluent workforce. The suburbanization, "pastoral capitalism" and flight from the city of past decades have given way to a new urbanization and return to the city. City boosters, like Historic Richmond, are delighted that a growing number of companies and residents are choosing historic neighborhoods like Scott's Addition and The Boulevard as their new home, swapping more bucolic sites for the diversity, vibrancy and energy of the city. Scott's Addition is one of the city's larger industrial and commercial districts and is remarkable for its collection of Art Deco and Industrial Moderne buildings, while The Boulevard is noted for its early roadside commercial enterprises. Today, the area is increasingly gaining attention for the number of creative businesses, breweries and residential lofts relocating there and under development.

We are delighted to celebrate Scott's Addition and The Boulevard by inviting photographers to capture their vision of the buildings and streetscapes of this rapidly evolving neighborhood. Scott's Addition and The Boulevard serve as a model for Richmond's future through the rehabilitation of old and the addition of new buildings and places. Change is coming to this important gateway industrial neighborhood in Richmond. **With this event we have preserved its buildings, streetscapes and neighborhood fabric through the art of photography.**

PHOTOGRAPHS IN THE SILENT AUCTION

Title: Scott's Addition: Green Building, #5851
Artist: Alex Nyerges



Title: Scott's Addition, Sunrise V, #5833
Artist: Alex Nyerges



Title: Scott's Addition Sunrise II, #5828
Artist: Alex Nyerges



Title: Century Supply, #5864
Artist: Alex Nyerges



Title: Red Swing
Artist: William R. Butler



Title: Handcraft, #5870
Artist: Alex Nyerges



Title: Summertime
Artist: William R. Butler



Title: Night Out on The Boulevard
Artist: Rene' Scott
Artist Description: Fat Dragon diners enjoying the evening in eclectic Scott's Addition.

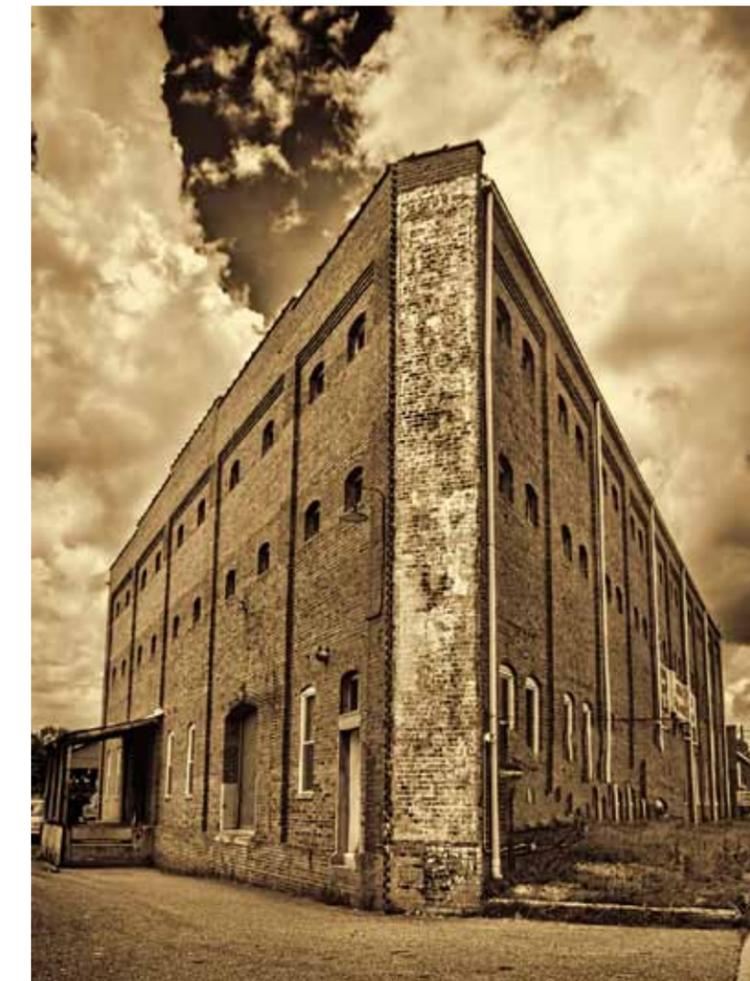


Title: Art Deco
Artist: Bill Piper
Artist Description: Building at Roseneath and Leigh Sts. - Sadly empty.

Title: Cider Rules in RVA
Artist: Rene' Scott
Artist Description: RVA ale seekers in Scott's Addition.



Title: Cobb Lumber
Artist: Bill Piper
Artist Description: 2300 Hermitage.



Title: Lightly Making Way
Artist: Bill Piper
Artist Description: Like a prow of a ship. Building at Cobb Lumber 2300 Hermitage.



Title: Plywood and Stone
Artist: Richard L. Harris

Artist Description: This is one of a series of prints about forgotten and/or neglected properties in and around Richmond that were taken with a Rollei 6000 series camera printed on Fomabrom paper.





Title: Evening Closure
Artist: Ava Reaves
Artist Description: On this cool summer evening, the last guest has left, and the outdoor deck is glowing as the blue hour approaches.



Title: Stop
Artist: Bret Schoolcraft
Artist Description: A row of stop signs down Norfolk Street.

Title: Old Reflections
Artist: Ava Reaves
Artist Description: Despite a few broken windows, the windows still captured a beautiful sunset on the now vacant Hand Craft building. Just as so many old buildings in Scott's Addition have undergone renovation, this building sits patiently waiting for new owners.



Title: Welcome Home
Artist: Ava Reaves
Artist Description: The geometrical design of this entrance way with the touch of the wing chairs caught my eye for something old now renovated in Scott's Addition.

Title: Scott's Addition
Artist: Cyane Lowden
Artist Description:

The image is a black and white composite blend of mostly the old with a hint of new in Scott's Addition.



Title: RR Crossing
Artist: Cyane Lowden
Artist Description: The track is emphasized in the toned with multiple layers of texture.

Title: Untitled
Artist: Denise Naim
Artist Description: ACCA Division - The images are taken with a 35mm camera for nostalgia's sake.



Title: The Richmond City Tattoo Co.
Artist: Robert Coles
Artist Description: A colorful shop on the Boulevard with great neon.



Title: Burger & Brew (Formerly Kelly Burger)
Artist: Robert Coles
Artist Description: This Boulevard property was vacant for many years. The new owners' renovation kept much of the classic styling.



Title: Untitled
Artist: Denise Naim
Artist Description: PMC Building on corner of Clay and Highpoint - The images are taken with a 35mm camera for nostalgia's sake.



Title: Isley Brewing Company.
Artist: Dick Pitini
Artist Description: Liked the sign about refilling your bladder. Several folks were watching the Olympics on the TVs while others were just enjoying themselves on a Saturday afternoon. Like all the places in Scott's Addition this is a very authentic place filled with fun loving people.



Title: Urban Farmhouse Market & Cafe
Artist: Dick Pitini
Artist Description: What a great and comfortable place to enjoy all the varied selection that they offer, while you browse the internet or just relax with friends on a lazy Saturday afternoon.



Title: Painted Panes
Artist: Kelly Kinsey
Artist Description: Panes of glass on the building that used to be stables for the horses of the City Police, but will now be home to Blue Bee Cider.



Title: Joy Garden
Artist: Kelly Kinsey
Artist Description: Joy Garden Restaurant neon sign, photographed about 30 years ago.



Title: The Triple
Artist: Kelly Kinsey
Artist Description: Triple Pool Hall. I photographed this about 30 years ago when it was actually a pool hall.



Title: The Cookie Factory
Artist: Pat Lawson
Artist Description: Now home to residents of Scott's Addition. Shot at night from the Redskins' training field. The sign is so bright it reflected off the lens and appears in the image.



Title: White Wall
Artist: Robert Pfeifer
Artist Description: This is some fire plumbing on a white wall of one of the buildings in Scott's Addition. I was intrigued by the simple design elements it created. Almost like a signature.

Title: Waiting for the Conductor
Artist: Pat Lawson
Artist Description: Sidelined railroad cars, dressed brightly in graffiti, on the tracks behind the Bowtie.

Title: Road Closed
Artist: Pat Lawson
Artist Description: Undeveloped land - a testimony to Scott's Addition's recent past - nestled between urban town homes.



Title: Door to the Past;
 Door to the Future
Artist: Bonnie Atwood
Artist Description: An old door is propped up at an art studio.





Title: Hand Craft
Artist: Robert Pfeifer
Artist Description:
This is an amazing old industrial building. I caught a good portrait street scene of it here with a beautiful sky.

Title: Green House on W. Leigh Street
Artist: Tre Rockenbach
Artist Description: House in the 2900 block of W. Leigh Street.



Title: Door
Artist: Robert Pfeifer
Artist Description:
With the right light of a low setting sun this mundane door way and brick wall is transformed into a maze of textures and design elements. The shadow of the light fixture completes the composition.



Title: Handcraft Building #2
Artist: Adam Goldsmith
Artist Description:
Photograph taken from Roseneath Road.

Title: Handcraft Building #1
Artist: Adam Goldsmith
Artist Description: Photograph taken from Roseneath Road.



Title: Kegs of Ardent Goodness
Artist: Tre Rockenbach
Artist Description: Stacked kegs in the brewery at Ardent Craft Ales





Title: Yellow Chairs
Artist: Chase Saba
Artist Description: Driving through Scott's Addition I only ever noticed asphalt and bricks, but a stroll revealed hidden colors.

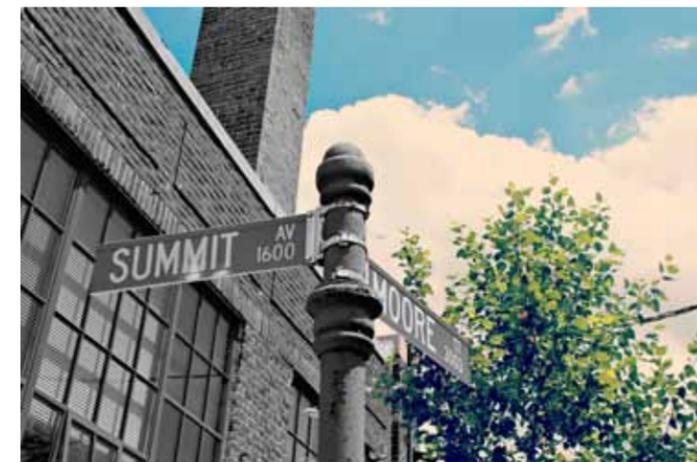
Title: Saturday Afternoon at Isley
Artist: Tre Rockenbach
Artist Description: Taproom at Isley Brewing Company.



Title: Hot Bacon
Artist: Marc Colin Chumney
Artist Description: Growing up, seeing the "Hot Donuts Now" sign lit up made my heart happy. Move over Krispy Kreme, there is a new sign in town!



Title: How may I help you today?
Artist: Chase Saba
Artist Description: A dog greets guests as they arrive at the 81-year old Broad Street Veterinary Clinic.



Title: Summit & Moore
Artist: Chase Saba
Artist Description: Half constructed by man, half constructed by nature.



Title: Stoned Me
Artist: Marc Colin Chumney
Artist Description: The stone wall of the former City Stables evokes the beauty of nature in the hands of craftsmen.



Title: Calamity Jane Watching the Ballgame
Artist: Matthew Huntley
Artist Description: When we take Calamity Jane to a baseball game, she typically watches the game as pictured here. At least when she isn't eating fries or funnel cake.



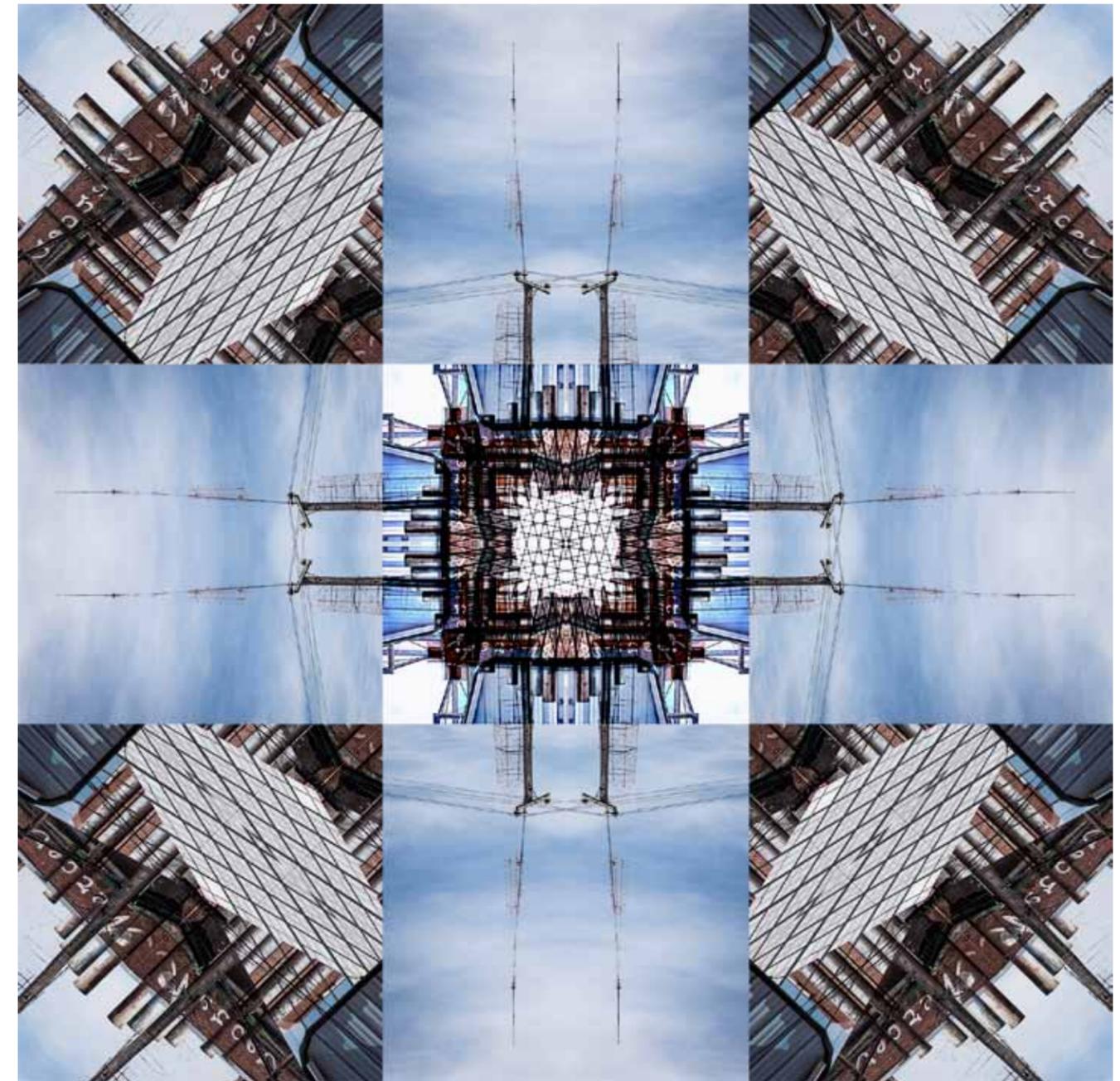
Title: Pinprick the Sky
Artist: Jeff Saxman
Artist Description: Digitally captured image with color manipulation.



Title: Sauer's Vanilla Sign in Morning Light
Artist: Matthew Huntley
Artist Description: You typically see images of this sign at night. I thought it would be nice to try something different, and it looks great in the morning.



Title: Layer Upon Layer
Artist: Jeff Saxman
Artist Description: Digitally captured image with color manipulation.



Title: Scott's Multiplication
Artist: Jeff Saxman
Artist Description: Digitally captured image with composition and color manipulation.

SCOTT'S ADDITION AND THE BOULEVARD

Richmond is well known for its historic residential neighborhoods, many of which have been the focus of Historic Richmond's revitalization efforts over the years. Less well known are the industrial and commercial districts whose collections of warehouses attract a diverse, creative and technologically fluent workforce. Scott's Addition is one of the city's larger industrial and commercial districts and is remarkable for its collection of Art Deco and Industrial Moderne buildings, while The Boulevard is noted for its early roadside commercial enterprises.

HISTORY AND DEVELOPMENT

The area remained largely undeveloped until the early 1900s when modest dwellings and businesses were constructed. Annexed by the City of Richmond from Henrico County as part of the 1914 annexation during this first period of development, the district saw significant development activity again from the 1930s to the 1950s with the construction of large industrial plants, commercial buildings, and warehouses. Today, we are seeing another wave of development of commercial and residential properties, fueled by the neighborhood's historic character and distinctive sense of place.

Past development of the district was shaped in many ways by Richmond's transportation corridors and evolving transportation methods. In the 1890s, the streets were laid out in a regular grid pattern. Nearby rail lines were convenient for the freight transportation needs of the early businesses and the rail spurs that once served the warehouses are still visible today in the streets and next to loading docks. As early as 1909, the Broad Street trolley line was extended to Sheppard Street, at the eastern edge of the district, providing residents and workers with an affordable means of transportation to and from work. Later waves of development were shaped by the automobile and automobile focused commercial enterprises. Today, the neighborhood continues to offer convenient access to highways, transportation corridors and public transportation.

ARCHITECTURE

Several large industrial plants and commercial structures dominate the neighborhood, including several well-executed buildings in the Moderne style seen infrequently elsewhere in the city. In addition to the collection of Moderne buildings, the architectural fabric of the neighborhood weaves together Colonial Revival, Classical Revival, Mission, International, and Art Deco styles, producing an eclectic and remarkable mix. Notable structures include:

Residential Dwellings:

- o A block of modest but substantial two-story, two-bay brick row houses on the **3000 block of West Leigh Street** (1925) survives among the larger commercial structures and provides a hint of the early residential character of the neighborhood.
- o Several free standing single dwellings – the **G.F. O'Connell House** (1920) at 3000 West Clay Street and **2930 West Leigh Street** (ca. 1920) – also provide good examples of the Late Victorian and simple Classical Revival styles.

Art Deco:

- o The **Jones Motor Car Company** engaged Henry T. Barnham (1885-1937) to design two of the earliest Art Deco buildings - a two-story, five-bay, brick automobile service building (1926) at 3001 Cutshaw Avenue (now housing a catering business) and the former Cadillac and La Salle dealership (1928) at 2923 West Broad Street.
- o Leon Otis Spiers (active 1919-1953), a Richmond architect associated with Davis Brothers Inc., a large architectural and construction firm with offices in Scott's Addition, designed the office/warehouse at **1700-04 Altamont Avenue** (1929) for H. L. Carpel of Richmond Inc. Food Specialties.
- o The **Richmond Broadcasting Company** radio station (1938) at 3301 West Broad Street with its communications tower is a visual

landmark and beacon for the neighborhood along the south side of Broad Street. Originally built for Havens & Martins Inc. Radio/WMBG Broadcasting Station, this limestone block building with rounded corners possesses a decorative concrete frieze typical of the Art Deco style.

Classical Revival:

- o The earliest religious building in the district, the **Boulevard Baptist Church** (ca. 1916) at 2942 West Marshall Street, has a cruciform plan topped with a complex roof and spire.

Exotic Revival:

- o One of the rare examples of the Exotic Revival Style in Richmond, **The Hofheimer Building** (1928) at 2816-18 West Broad Street, was built for Herold R. Hofheimer as a rug cleaning and storage facility. Designed by Harold Calisch, it features Islamic patterned glazed tiles framing the three center bays and recessed, ogee arched openings and corner towers, one with an onion dome copper roof.

Moderne:

- o The **Chevrolet Parts Depot** (1929) warehouse and training center at 1620 Altamont Avenue, an early example of the Moderne style designed by industrial architect Albert Kahn, now houses residential apartments.
- o One of the most notable examples of the Industrial Moderne style is the **Binswanger Glass Factory** at 1501 Roseneath Road, constructed in 1946 to incorporate office space, a glass processing facility and a glass polishing crane runway. Covering an entire city block, the building later housed Handcraft Cleaners and is currently being repurposed for commercial and office space by a producer of wireless electric vehicle charging systems.

- o **The Mid-Atlantic Coca-Cola Bottling Company** processing plant at 1310 Roseneath Road (1953), a two-story, four-bay brick building designed by Joseph J. Schlessler, is one of the most prominent examples of the Moderne style. Augmented over time, the earliest section of the facility (ca. 1940) at 3501 West Clay Street was designed by C. W. Huff as a garage and warehouse. With the addition of infill development on the site, the complex has been adapted for residential apartments.
- o The large **Seaboard Building** (1956) at 3410-3610 West Broad Street takes up half of the block between West Broad and West Clay Streets. Constructed for the Seaboard Air Line Railroad Company as their headquarters, the eight-story, twenty-one-bay, office building was designed by the noted Richmond architectural firm of Baskervill & Son.
- o Additional notable examples of the Moderne style include:
 - **The A&P Food Store** (1938) at 3201 West Broad Street, designed by Fredrick Bishop;
 - **The Curles Neck Dairy Sales & Distribution Building** (ca. 1939) at 3302 West Broad Street, designed by Louis W. Ballou as a sales room and processing plant for the dairy (and recently sporting a mural of a dancing presidential hopeful);
 - **The Mercer Rug Cleaning and Storage building** (1936) at 3116 West Moore Street;
 - **The Carter Brothers Inc. Hauling Company office building** at 2916 West Marshall Street (ca. 1938);
 - **The East Coast Freight Lines warehouse and office** (1940) at 3005 West Marshall Street, designed by Carneal, Johnston & Wright; and
 - **The Cavalier Arena Skating Rink** (1940) at 1300 McTavish Avenue, now an office building.

An Eclectic Mix:

- o **The China-American Tobacco & Trading Company Warehouse** (1920) at 3412 West Moore Street was designed by Marcellus E. Wright as a tobacco warehouse and later converted into factory and offices by subsequent owners who added Art Deco and Classical Revival elements.
- o **The National Biscuit Factory** (1923) at 1320 North Boulevard, designed by Davis Brothers Inc., also combines decorative elements of Colonial Revival and Mission styles.
- o Now being adaptively reused as a cidery, the **Richmond City Stables** (ca. 1920) at 3101 West Clay Street were constructed for the Bureau of Parks and Recreation's Department of Public Works to include an office, a stable with a hay loft, and two garages. With its randomly laid stone and grapevine joints, this is a unique example of the blending in of late 19th- and 20th-century Revival styles.

The Boulevard and Beyond:

- o **The Richmond Locomotive Works** at 1331 North Boulevard, now adapted as cinemas, includes two steel-framed brick buildings: an Iron Foundry (originally in use by 1887 and expanded in 1917) and a Brass Foundry (1922). A rail spur crosses the site and remains in use.
- o The monumental Neoclassical **Broad Street Station** (ca. 1919) at 2500 West Broad Street reflects the importance of train travel in the early 20th century. The vast domed waiting room is flanked by two wings, with a long concourse to the rear. Designed by John Russell Pope (1874-1937), one of the most prominent national architects of his time, whose designs include the Branch House in Richmond as well as the Jefferson Memorial in Washington, DC, this landmark is now the home of the Science Museum of Virginia.

- o The early industrial buildings along West Broad Street - including the **L.H. Jenkins Book Manufactory** (ca. 1902) at 2201 West Broad Street now housing offices, the **C.F. Sauer Headquarters** (ca. 1910) at 2000 West Broad Street, and the **Putney Shoe Factory** (ca. 1910) at 2200 West Broad Street - led to the expansion of industrial and commercial enterprises along the Broad Street corridor and in Scott's Addition.
- o The Richmond Colts played baseball at Mooers Field Speedway at the end of Roseneath Road past the Dairy Bar and near the Acca Rail Yard before baseball in Richmond moved to Parker Field on The Boulevard in 1954. Parker Field was replaced in 1985 by **The Diamond**, now home to Richmond's Flying Squirrels.

Roadside Commercial Enterprises:

- The rise and importance of the automobile during the early 20th century led to the development of new types of commercial structures along major roadways. As a significant thoroughfare, The Boulevard was home to several roadside vernacular buildings – numerous car dealerships and early drive-in restaurants - built to cater to the changing automobile-oriented landscape.
- o Former car dealership showrooms, featuring large windows to best showcase their wares, can be found at **918 North Boulevard** (1929), **1008 North Boulevard** (ca.1923), **1012 North Boulevard** (1923), **1120 North Boulevard** (the former Mooers Motor Car Company showroom designed by Davis Brothers Inc., 1925), and **1200 North Boulevard** (ca. 1929).
 - o Now restored as home to Boulevard Burger and Brew, **1300 North Boulevard** (ca. 1954) has housed a slice of roadside Americana for many decades. With its exaggerated signage, metal frame, corrugated metal shed roof with a significant overhang running the length of the building, and large windows, it is clear this structure was built to attract attention. Kelly's Jet System Hamburgers opened there in the late 1950's, reputedly predating even the first Richmond McDonald's.



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ABOUT HISTORIC RICHMOND

Founded in 1935, Historic Richmond is the only non-profit solely dedicated to protecting and enhancing Richmond's irreplaceable historic built environment. Historic Richmond has been instrumental in saving hundreds of historic structures, was a leader in the designation of Richmond's first Old & Historic District (St. John's) in Church Hill, and a half century ago helped establish the city's Commission of Architectural Review. From its earliest efforts to save the Adam Craig house, Historic Richmond has pioneered the concept of rehabilitating old buildings. It maintains a special Revolving Fund to purchase, renovate and resell historic properties and its latest neighborhood revitalization efforts brought new life to an important gateway block of historic Jackson Ward. Historic Richmond also publishes books about the city's distinctive architecture and owns and maintains Monumental Church, a 200-year old octagonal domed deconsecrated church designed by Robert Mills, and St. John's Mews, a community garden on Church Hill.

Historic Richmond's mission is to shape the future of Richmond by preserving our distinctive historic character, sparking revitalization and championing our important architectural legacy.

THANK YOU FOR JOINING US!

PRESERVE

REHABILITATE

REVITALIZE

ADVOCATE

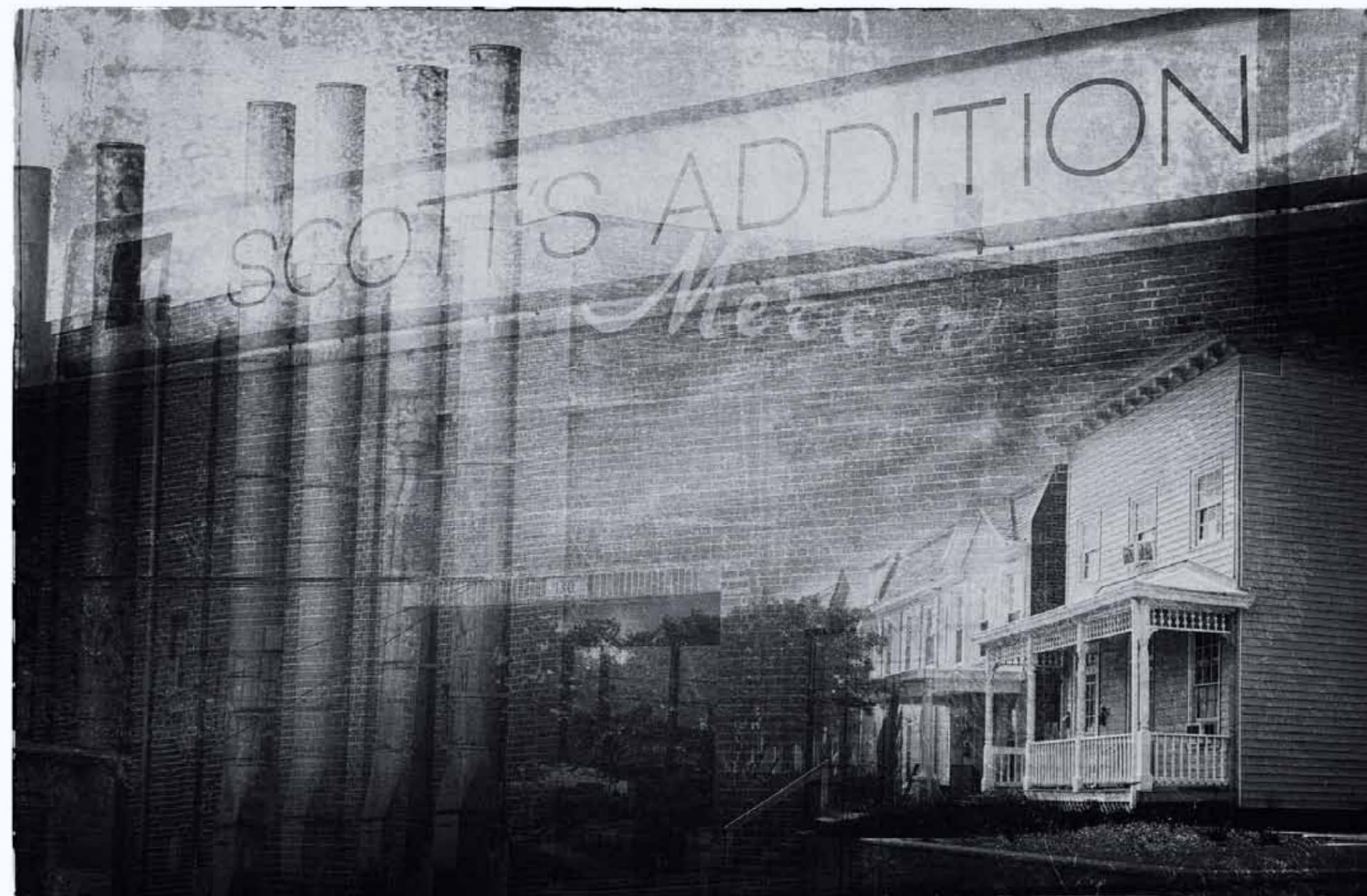
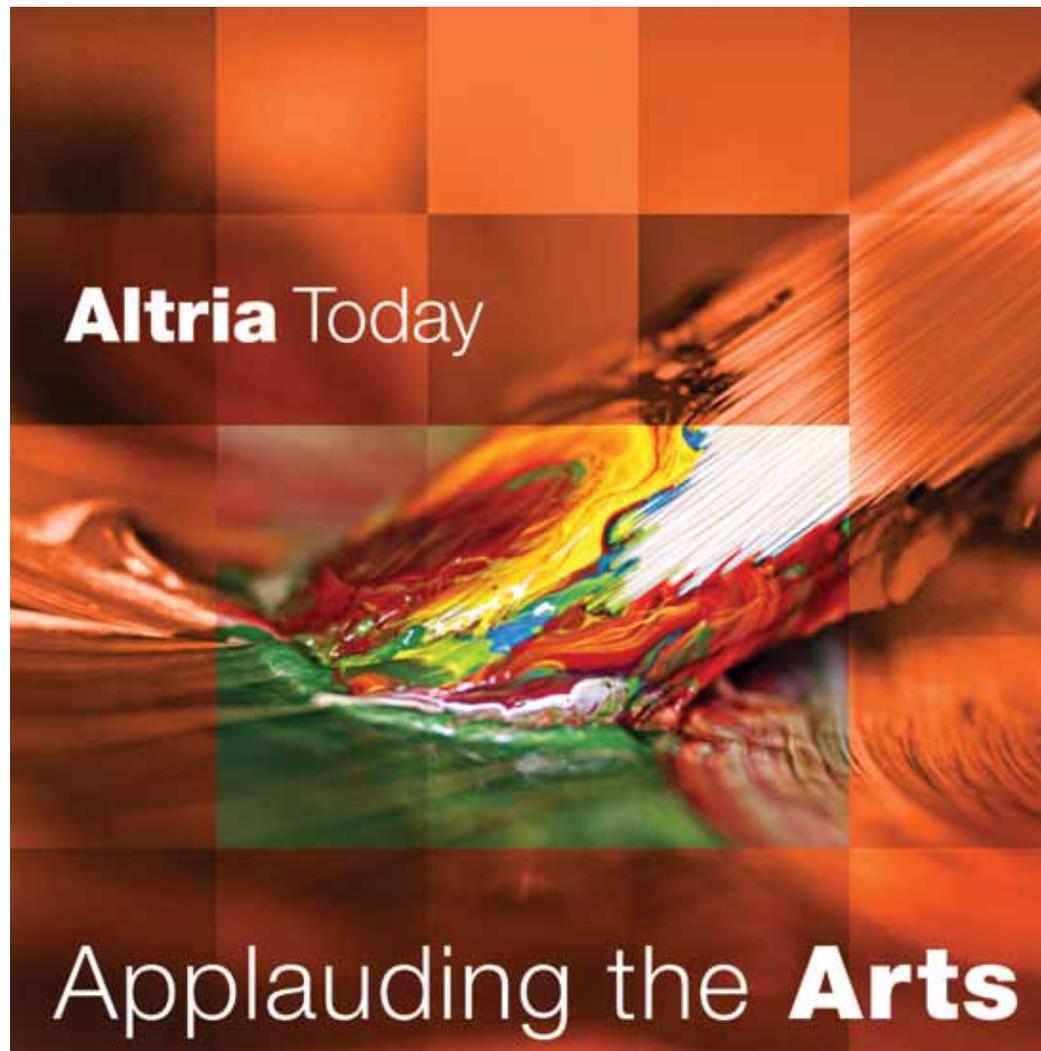


photo credit: Scott's Addition, by Cyane Lowden



From major museum exhibitions to educational outreach to preserving our heritage, Altria takes pride in our long-standing support for local arts and cultural institutions.

Art gives us new ways of looking at the world - and by bringing people together in a shared experience, it enriches our lives and strengthens our communities.

Altria salutes Historic Richmond.

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