



COMMONWEALTH of VIRGINIA

Department of Historic Resources

2801 Kensington Avenue, Richmond, Virginia 23221

Molly Joseph Ward
Secretary of Natural Resources

Julie V. Langan
Director

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July 18, 2017

Kimberly Chen
City of Richmond
900 E. Broad Street, Room 510
Richmond, VA 23219

Re: The Tower Building, City of Richmond

Dear Ms. Chen:

The Department of Historic Resources (DHR), Virginia's historic preservation office, is planning to present the **enclosed** National Register nomination for Virginia's State Review Board and Historic Resources Board for recommendation to the National Register of Historic Places and inclusion in the Virginia Landmarks Register.

Because this resource is within your Certified Local Government, the Architectural Review Board (ARB) is entitled to a sixty-day comment period during which the ARB may review the draft nomination and relay any comments or concerns to the DHR. I hope you will consider the enclosed nomination at your next meeting and relay your comments to us. All comments will be forwarded to the SHPO Director and the Boards for consideration along with the nomination. We have scheduled the nomination for presentation to our boards on **Thursday, September 21, 2017**, and would like to receive your comments by that time in fulfillment of the comment period. This letter serves as notification initiating the sixty-day comment period and no further action will be taken on the nomination until we have received your comments or the full sixty-day period has passed.

I look forward to receiving your comments. Should you have any further questions regarding the nomination or the register program, please call me directly at 804-482-6445.

Sincerely,

James Hare
Director, Survey and Register Division

cc: Mayor Levar Stoney

Enclosure

Western Region Office
962 Kime Lane
Salem, VA 24153
Tel: (540) 387-5443
Fax: (540) 387-5446

Northern Region Office
5357 Main Street
PO Box 519
Stephens City, VA 22655
Tel: (540) 868-7029
Fax: (540) 868-7033

Eastern Region Office
2801 Kensington Avenue
Richmond, VA 23221
Tel: (804) 367-2323
Fax: (804) 367-2391

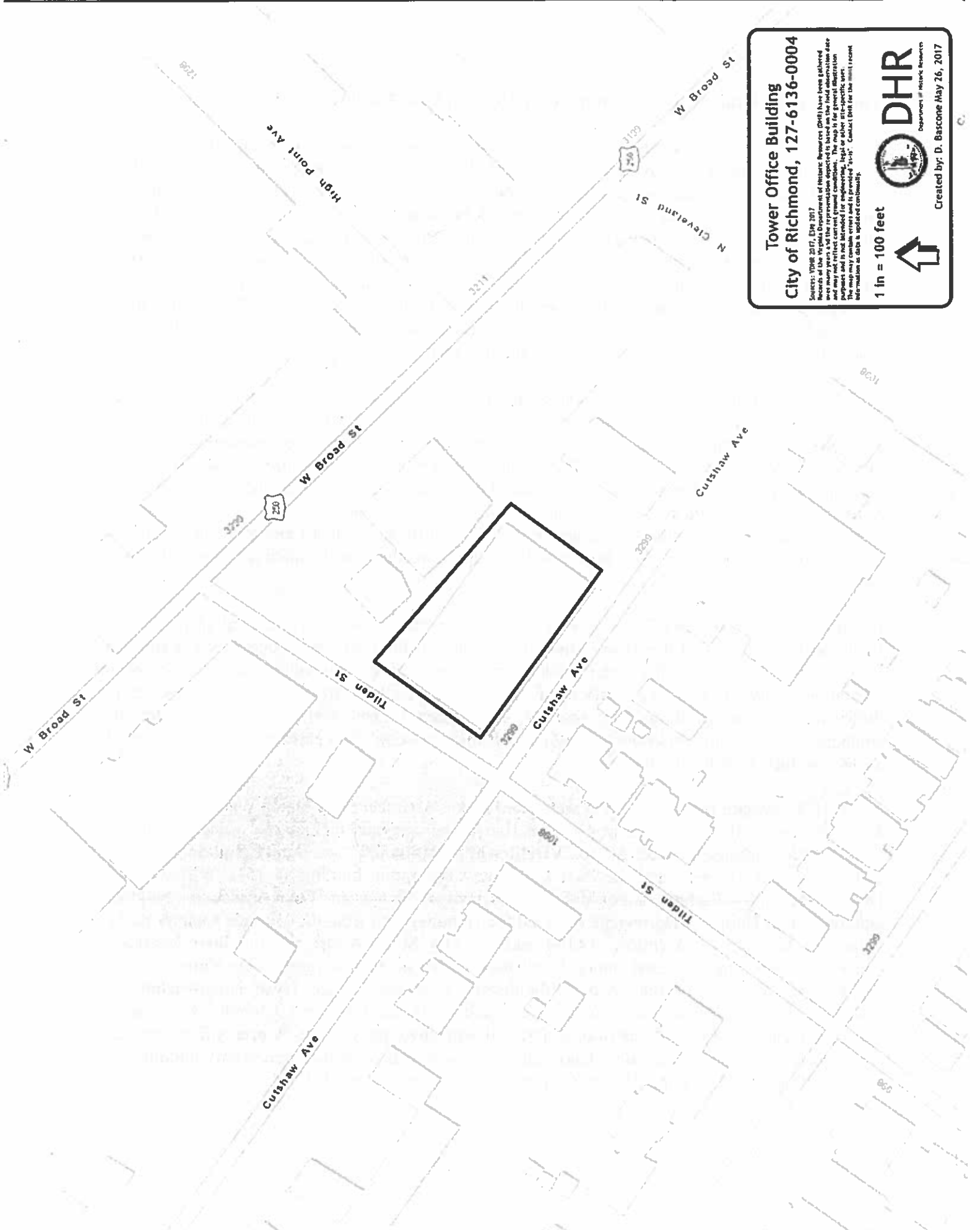
The Tower Building, City of Richmond, DHR No. 127-6136-0004

The Tower Building is located in the southwestern corner of the block bounded by Cutshaw Avenue on the south, Tilden Street on the west, W. Broad Street on the north, and Cleveland Street on the east in Richmond's near west end. It is located in what is known as the Museum District neighborhood, but it is also within the boundaries of the Scott's Addition Historic District. Designed by David Warren Hardwicke, the office building was constructed in 1961 in the International Style with Structuralist influences on a small 0.389 acre parcel. The architect employed distinctive features to address issues of heat and parking by creating a rectangular building enclosed by a brise-soleil on piers to allow for parking underneath. The building has a high degree of integrity of location, setting, design, materials, workmanship, feeling, and association. There are no other resources on the property.

The Tower Building stands as a good example of a medium-scale International Style office building designed by local architect David Warren Hardwicke. The design clearly exhibits elements of the International Style, with influence of the Structuralist movement, with its geometrical form, exposed structural frame (on the ground floor), flat roof, windows set flush to the outer walls, use of concrete and glass, lack of traditional ornamentation, and use of traditional Virginian red brick in a brise-soleil. The building's elevated massing and textured brise-soleil create distinctive visual interest pertinent to its local significance under Criterion C in the area of Architecture. The period of significance of 1961 represents the year in which the Tower Building was constructed.

In August 1962, *Richmond Times-Dispatch* newspaper articles about architectural adaptations to light and heat, described the Tower Building as "one of the most spectacular new buildings in Richmond...which has a solar screen made entirely of red brick." Hardwicke used the brick in an "ingenious way so that the surface of the screen becomes strongly textured and extra dimensional." Though thoroughly modern, this screen reflects historic construction in the southern state by using "traditional Virginia soft molded brick" in a pattern that is a "variant of an 18th century garden wall pattern".

In 1953, Hardwicke formed David Warren Hardwicke, Architect (later David Warren Hardwicke & Associates). Other buildings nearby that Hardwicke designed include the office building at 1000 North Thompson Street (1956, VDHR #127-7046-0003); the Daniel Building at 3805 Cutshaw Avenue (1964); and the First Mortgage Corporation building at 1512 Willow Lawn Drive (1962), all in Richmond. For both the First Federal Savings and Loan Association building and the Daniel Building, Hardwicke received the Honor Award from the Virginia Chapter of the American Institute of Architects (AIA) and an AIA Merit Award for the First Mortgage Corporation building. Included among Hardwicke's other notable designs are the North Wing of the Virginia Museum of Fine Arts; Williamsburg Cascades Center; Hyatt Hotel-Richmond; Tuckahoe Library; Innsbrook's Center for Health Affairs; Episcopal Church Mid-Atlantic Diocese; West End Assembly of God; and St. Giles Presbyterian Church. Warren's firm received numerous design honors, including Classical America awards for Regent University buildings in Virginia Beach and the White House Visitors Center in Washington, D.C.



Tower Office Building
City of Richmond, 127-6136-0004

Source: VMRS 2017, EPA 2017
Records of the Virginia Department of Historic Resources (VDHR) have been gathered
and may not reflect current ground conditions. The map is for general illustration
and does not constitute a warranty or representation of any kind. The user assumes
all responsibility for the use of the information provided. Contact VDHR for the most recent
information as data is updated continuously.

1 in = 100 feet




DHR
Department of Historic Resources

Created by: D. Bascone May 26, 2017

COMMONWEALTH of VIRGINIA

Department of Historic Resources (DHR), 2801 Kensington Avenue, Richmond, Virginia 23221

Key Points about the National and State Register Process for Property Owners

- Listing in the national and state registers is honorary. It recognizes a historic property's importance to its community, the State, and/or the Nation as well as encouraging good stewardship of the historic property.
- National and state register listings do not place restrictions on private property owners. Owners have no obligation to open their properties to the public, to restore them, or even to maintain them, if they choose not to do so.
- Under Federal and State laws, private property owners can do anything they wish with their Register-listed property, provided that no Federal or State license, permit, or funding is involved.
- If a listed property is destroyed or its integrity is greatly altered, it is removed from the registers.
- To ensure public participation in the nomination process, property owners and local officials are notified of proposed nominations to the National Register and provided the opportunity to comment. In addition, once a nomination is submitted to the National Park Service another public comment period is published in the *Federal Register*. Further details about the public participation process are available at http://www.dhr.virginia.gov/registers/GuidanceMaterials/LegalNotificationForm_2016.pdf
- Federal agencies whose projects affect a listed property must give DHR (Virginia's State Historic Preservation Office) an opportunity to comment on the project and its effects on the property. Further details are provided below.
- Federal and State Investment Tax Credits for rehabilitation and other provisions are available, should a property owner choose to use them. Further details are provided below.
- Owners may also qualify for Federal grants for historic preservation when funding is available. Refer to the National Park Service web site for Federal grant information. Currently, Virginia has no grants available for privately owned properties.

National Register of Historic Places (NRHP)

Established under the National Historic Preservation Act of 1966 (NHPA), as amended, the national historic preservation program is a partnership between the Federal, State, Tribal, and local governments; private organizations; and the public. The Act and its provisions establish the framework within which citizens plan, identify, evaluate, register, and protect significant historic and archeological properties throughout the country. Central to this framework is the NRHP--the Nation's official list of historic properties worthy of preservation, administered by the National Park Service (NPS), Department of the Interior. Properties listed in the NRHP include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture.

Historic places are nominated to the NRHP by nominating authorities: the State Historic Preservation Officer (SHPO), appointed by the Governor of the State in which the property is located; the Federal Preservation Officer (FPO) for properties under Federal ownership or control; or by the Tribal Historic Preservation Officer (THPO) if the property is on tribal lands. Anyone can prepare a nomination to the NRHP, at which time the SHPO, FPO or THPO reviews the proposed nomination, and notifies property owners and local officials of the intent to nominate. Nominations submitted through the State must first be approved by a State Review Board (SRB) before being reviewed by the NPS. The members of the SRB, who are appointed by the SHPO, use the same criteria as the National Register to evaluate properties and then recommend them to the NPS for listing in the NRHP.

The NRHP continues to reflect the desire of Americans, as expressed in the NHPA, that "the historical and cultural foundation of the nation should be preserved as a living part of our community life and development in order to give a sense of orientation to the American people."

Virginia Landmarks Register (VLR)

In 1966, the Virginia General Assembly established the Virginia Historic Landmarks Commission, now the Department of Historic Resources (DHR). DHR is the State Historic Preservation Office responsible for managing

the VLR, the state's official list of properties important to Virginia's history. The Historic Resources Board (HRB), appointed by the Governor of Virginia, is responsible for listing properties to the VLR. Just as the same evaluation criteria are used for the National and State registers, the same register form is also used for both the VLR and the NRHP. Nearly 2300 historic properties are listed in the VLR. This number does not include the tens of thousands of properties within each listed historic district.

Federal and State Tax Provisions

The Tax Reform Act of 1986 revises the historic preservation tax incentives authorized by Congress in the Tax Reform Act of 1976, the Revenue Act of 1978, the Tax Treatment Extension Act of 1980, the Economic Recovery Tax Act of 1981, and the Tax Reform Act of 1984, and, as of January 1, 1987, provides for a 20% Investment Tax Credit (ITC) with a full adjustment to basis for rehabilitating historic commercial, industrial and rental residential buildings. The former 15% and 20% ITCs for rehabilitations of older commercial buildings are combined into a single 10% ITC for commercial or industrial buildings built before 1936. The Tax Treatment Extension Act of 1980 provides Federal tax deductions for charitable contributions for conservation purposes of partial interests in historically important land areas or structures. Whether these provisions are advantageous to a property owner is dependent upon the particular circumstances of the property and the owner.

Owners of properties listed in the VLR may be eligible for a 25% ITC for the certified rehabilitation of income-producing and non-income producing certified historic structures such as commercial, industrial, or rental or non-rental residential buildings. Owners who rehabilitate an income-producing building listed in both the National and State registers may use both Federal and State ITCs. Tax Credits are only available if a property owner chooses to use them and individuals should consult the appropriate local IRS office for assistance in determining the tax consequences of the above provisions. Refer also to 36 CFR 67 at the Heritage Preservation Services web site or to the Tax Credit Program on the DHR web site.

Results of Federal and State Listing

Property owners, historic district sponsoring organizations, and/or local governments may purchase an attractive official plaque noting designation for properties in historic districts and individually listed properties. Owners of recognized historic properties are also eligible for the Virginia Preservation Easement Program, as well as technical assistance from the staff of DHR. Professional architects, architectural historians, and archaeologists are available to provide technical guidance in the care and maintenance of buildings and sites.

Planning for Federal, federally licensed, and federally assisted projects includes consideration of historic properties. Section 106 of the NHPA requires that Federal agencies allow the SHPO an opportunity to comment on all projects affecting historic properties either listed in or determined eligible for listing in the NRHP. The Advisory Council on Historic Preservation (www.achp.gov) oversees and ensures the consideration of historic properties in the Federal planning process. Buildings listed in the VLR may also be considered as part of a state-funded project, such as highway planning. Register listing also requires consideration in issuing a surface coal mining permit. In accordance with the Surface Mining Control and Reclamation Act of 1977 (30 U.S.C. 1201-1328; 91 Stat. 445), there must be consideration of historic values in the decision to issue a surface coal mining permit where coal is located. Staff at DHR are available to provide more information about these requirements.

Local governments may have laws to encourage the preservation of their historic places. Such programs are established at the local level and therefore are entirely separate from the Register process managed by DHR. Some local governments have enacted their own identification procedures; some use listing in the National and State registers as an indicator of historic significance. Local historic preservation programs can provide some protection against the possible harmful effects of State-funded, -licensed, or -assisted projects. Some provide limited financial assistance to owners in the form of grants, loans, or tax benefits. They may establish other protections or reviews for preservation purposes. Your local government's planning department can provide more information.

Websites with Additional Information

www.nps.gov/history - National Park Service's main website for Historic Preservation and History programs

www.nps.gov/nr/ - National Register of Historic Places main website

www.cr.nps.gov/local-law/nhpa1966.htm - Provides the full text of the National Historic Preservation Act of 1966

www.dhr.virginia.gov - Department of Historic Resources (DHR) main website

www.dhr.virginia.gov/register/register.htm - Registers Homepage of DHR's website

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Department of Historic Resources (DHR), 2801 Kensington Avenue, Richmond, Virginia 23221
(804) 482-6446; www.dhr.virginia.gov

Rights of Private Property Owners to Comment and/or Object to a Nomination for Listing in the Virginia Landmarks Register and/or the National Register of Historic Places

The Department of Historic Resources (DHR) is Virginia's State Historic Preservation Office (SHPO). DHR administers the Virginia Landmarks Register on behalf of the Commonwealth of Virginia and, as the SHPO, administers Virginia's participation in the National Register of Historic Places, which is managed by the National Park Service. DHR is your primary point of contact for all matters related to the Virginia Landmarks Register (VLR) and the National Register of Historic Places (NRHP).

Supporting and/or Commenting on a Nomination

A private property owner who supports a nomination for listing in either or both the VLR and the NRHP is invited to send a letter of support but is not required to do so in order for the nomination to proceed. Private property owners also are welcome to comment on a nomination even if they do not seek to go on record with either a vote of support for or an objection to a nomination. Copies of letters of support and/or comment are provided to the State Review Board (SRB) and the Board of Historic Resources (BHR) for review, along with the nomination to which they refer, and are included with the nomination if the SRB has recommended it to proceed to the NRHP.

Objecting to a Nomination

A private property owner has the right to object to listing in either the VLR or the NRHP, or object to listing in both registers. For a private property that is being individually nominated, each owner or partial owner of the private property may object to listing regardless of the portion of the property that party owns. For a historic district that is being nominated, each owner of private property in the proposed historic district is counted as one individual regardless of how many properties that party owns, and regardless of whether the properties contribute to the significance of the district.

The private property owner's objection to listing must be provided to DHR in writing. Any owner or partial owner of private property who chooses to object to listing shall submit to DHR a written statement of objection that has been attested and notarized by a notary public and that references the subject property by address and/or parcel number and certifying that the party is the sole or partial owner of the private property, as appropriate. Only upon such submission shall such objecting owner be counted by DHR in determining whether a majority of private property owners has objected to a nomination. An objection to both the VLR and NRHP designations can be submitted in the same letter. However, in order for an objection to listing in the VLR to be counted, it must be submitted to DHR a minimum of 7 business days prior to the scheduled Board meeting listed in the notification letter. An objection to NRHP listing will stand even if the letter arrives too late for consideration of the VLR listing.

For an individually nominated private property, if a majority of the private property's owners object according to the process described herein, the nomination will not proceed. For a historic district nomination, if a majority of the private property owners within the historic district boundary object according to the process described herein, the nomination will not proceed. In both types of cases, as the SHPO, DHR shall submit the nomination to the National Park Service's Keeper for a determination of eligibility of the property for listing in the NRHP. If the property is then determined eligible for listing, although not formally listed, Federal agencies will be required to allow for the Advisory Council on Historic Preservation to have an opportunity to comment before the agency may fund, license, or assist a project which will affect the property.

Letters of objection must be addressed to the State Historic Preservation Officer at the Department of Historic Resources, 2801 Kensington Avenue, Richmond, Virginia 23221.

Letters of objection received a minimum of 7 business days prior to the Board meeting will be copied to the members of the SRB and BHR for review, along with the nomination to which they refer. If, at the Board meeting, the nomination is approved to proceed to the NRHP, all letters of objection will be forwarded to the National Park Service to consider with their review of the nomination, along with any letters of support or comment that DHR has received. Letters of objection to listing in the National Register of Historic Places may be submitted to DHR even after the Board meeting at which the nomination is approved. DHR will forward any letters of objection to the National Park Service. The National Park Service continues to accept letters of objection up to the date of listing in the NRHP. The National Park Service typically concludes review and approval of a nomination within approximately 55 days of receipt of the nomination from DHR.

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Tower Building

Other names/site number: VDHR File #127-6136-0004

Name of related multiple property listing:
N/A

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

2. Location

Street & number: 3212 Cutshaw Avenue

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

Not For Publication: N/A Vicinity: N/A

3. State/Federal Agency Certification

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

I hereby certify that this 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

Applicable National Register Criteria:

A B C D

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

<p>In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.</p>	
<p>_____ Signature of commenting official:</p>	<p>_____ Date</p>
<p>_____ Title :</p>	<p>State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT: International Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE; BRICK

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Tower Building is located in the southwestern corner of the block bounded by Cutshaw Avenue on the south, Tilden Street on the west, W. Broad Street on the north, and Cleveland Street on the east in Richmond, Virginia. It is located in what is known as the Museum District neighborhood, but it is also within the boundaries of the Scott's Addition Historic District (VDHR #127-6136). Designed by David Warren Hardwicke, the office building was constructed in 1961 in the International Style with influence Structuralist influences on a small 0.389 acre parcel. The architect employed unique features to address issues of heat and parking by creating a rectangular building enclosed by a brise-soleil on piers to allow for parking underneath. The building has a high degree of integrity and the property has no other resources.

Narrative Description

Setting

The Tower Building is located in the City of Richmond on the northeast corner of Cutshaw Avenue and Tilden Street. Its Bound by Cutshaw Avenue, W. Broad, Cleveland, and Tilden Streets, the block on which the building is located consists of office and commercial buildings separated by asphalt parking lots. An alley divides the block east-west just north of the Tower Building. While there are commercial buildings opposite the Tower Building, there is a quick transition to residential construction immediately across the street with in what is now called the West of Boulevard Historic District (VDHR #127-0742).

The Tower Building's parcel fronts Cutshaw Avenue 172 feet and Tilden Street 108 feet to the alley. An asphalt parking lot for the neighboring building forms the eastern border of the lot

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while the alley forms the northern border. Concrete flower beds, with low shrubs and overgrown vegetation, line the concrete sidewalks along the streets; breaks in the flower beds allow access to the building's parking lot. Given its dense urban setting, no precious parking space was lost in the construction of the Tower Building as its unique design allows for a parking lot to occupy the ground level.

Exterior

The Tower Building is a three-story, six-bay, rectangular building constructed of concrete covered by a brick brise-soleil, or solar screen. A flat roof caps the building. The building is elevated and much of the first floor is occupied by a parking lot with reinforced concrete piers supporting the upper stories. These piers and the joists that they support are visible from the parking lot.

The upper floors are accessed by two areas at ground level: the main entrance and emergency exit. The main entrance is located at a brick lobby on Cutshaw Avenue. Three walls, within the parking lot, consist of brick laid in a stretcher bond, and the fourth consists of a wall of windows in an aluminum frame and double glass doors accessed via a single step. In addition to this main entrance, the lobby has six other solid doors set in the brick walls; the rear door is accessed via a short ramp. A small brick fire exit with two solid doors, is located near the northwest corner of the building.

The concrete stilts support the second and third stories which are constructed of concrete block; fixed aluminum framed windows puncture the concrete walls. As a way to mitigate the hot southern summers of Richmond, the second and third stories are covered by a brick brise-soleil set approximately two-feet from the outer walls. The brise-soleil rests on a white concrete frame between each floor which also acts as a stringcourse. The screens are also separated horizontally by thin vertical frames. An alternating pattern of stretcher and projecting headers form the brise-soleil with the open pattern separated by two full courses of brick. The rectangular building is covered by a flat roof which is obscured by a low parapet wall.

Interior

Entrance into the office building is through a lobby on Cutshaw Avenue. Natural light from the southern wall of glass fills the small space. There is one elevator and a stairwell located in the northern half of the lobby. The walls are plastered with slightly rounded corners. Acoustic tiles clad the drop ceiling and ceramic tile covers the floor. The stairwell features painted metal railings and steps with the treads covered with rubber. Each landing is covered with vinyl tiles.

The second and third stories have a U-shaped floor plan. A long hallway extends from the elevators, east and west, along the width of the building near its southern end; the hall then turns north. The walls of the hall are punctuated by metal trim and metal and half-glazed doors leading into offices along the outer walls. The centered northern portion of the interior features a more open layout; this space has been partitioned on the third floor for additional office space.

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Common materials used throughout the building include: metal doors with metal trim, plaster walls in the lobby and along the perimeter of the building, fixed windows in aluminum frames, drop acoustical tile ceilings with inset fluorescent lights, ceramic tile flooring in the entrance lobby and at the elevator bank on each floor, vinyl tiles at each stairwell landing and bathrooms, and industrial carpeting throughout the offices.

Integrity

The Tower Building retains a substantial amount of historic fabric. The exterior retains its International Style appearance as well as its Structuralist influences due to Additionally, the windows and many of the doors are original. Portions of the interior office space have been altered with the modification of offices and enclosure of the northern central portion changing the U-floor plan to an O-configuration on the first floor.

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Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

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

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Areas of Significance
(Enter categories from instructions.)

ARCHITECTURE

Period of Significance
1961

Significant Dates
1961

Significant Person
(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation
N/A

Architect/Builder
David Warren Hardwicke

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Tower Building stands as a good example of a medium-scale International Style office building designed by local architect, David Warren Hardwicke. The design clearly exhibits elements of the International Style, with influence of the Structuralist movement, with its geometrical form, exposed building structure (on the ground floor), flat roof, windows set flush to the outer walls, use of concrete and glass, lack of traditional ornamentation, and use of traditional Virginian red brick in a brise-soleil. The building's elevated massing and textured brise-soleil create distinctive visual interest pertinent to its significance in the area of architecture. The period of significance of 1961 represents the year in which the Tower Building was constructed.

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

Historic Background

In the first half of the twentieth century, Richmond witnessed a rise in new home, industrial, and commercial construction.¹ Development of the neighborhoods to the north and south of the Tower Building generally took place in this time frame. Beginning in the early 1900s, residential development occurred in the Scott's Addition neighborhood; the 1930s to 1950s saw a second phase of construction with large industrial plants, commercial buildings, and warehouses among, or replacing, the houses. This area is now the Scott's Addition Historic District (VDHR #127-6136) and though the Tower Building is part of the district, its later construction date makes it a non-contributing resource. Construction of the residential neighborhood south of the Tower Building, the West of Boulevard Historic District (VDHR #127-0742), largely took place between 1895 and 1943.²

Following World War II, like most southern cities in the United States, Richmond grew at an unprecedented rate. Much of this growth took place in the larger metropolitan area, particularly to the north and west, as the population of the city proper began declining after 1950. The increased use and popularity of the automobile improved the mobility of area residents which in conjunction with the city's relatively small geographic size and construction of freeways made it easy to commute from the suburbs. Although office space in downtown Richmond nearly doubled each decade from the mid-1950s through the mid-1970s, traffic congestion and limited parking downtown discouraged some commuters.³ As fewer people ventured into the city, some companies relocated or opened branches in the suburban outskirts of town to accommodate the changing demographic.

The area immediately around the Tower Building exemplifies changes in development over time. In the 1920s, a few houses dotted the north side of West Broad Street near the Tower Building while residential parcels were laid out along the south side of West Broad Street and Cutshaw Avenue, though no buildings were standing.⁴ In 1946, the city of Richmond instituted a series of

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zoning changes included the zoning of land on which the Tower Building now stands. The City changed the zoning of the north side of Cutshaw Avenue between Cleveland and Tilden Streets from residential to an H Commercial District.⁵ By 1950, the south side of Broad Street featured a restaurant and a fire station, while the residential buildings on the north side of Broad were gone.⁶ When Bennett Funeral Home, at 3215 Cutshaw Avenue, was constructed in 1951 the area on the north side of the street was used for parking.⁷

In the late 1950s, land on which the Tower Building stands was owned by Etheridge Building Co., Inc., who may have owned a larger portion of the block as they rented out the restaurant on Broad Street.⁸ Pen-Rea Corporation purchased the parcel around 1959 for about \$50,000.⁹ Pen-Rea was formed by William Ready, president of Ready Sales Corporation and Louis V. Penzer, of the accounting firm Hardy, Lewis, and Penzer.¹⁰ In 1961, they received a building permit to construct an office building at an estimated cost of \$325,250.00. The architect for the building was David Warren Hardwicke and the contractor was Wise Contracting Company, Inc..¹¹

The building had approximately 22,000 square feet of net rentable space and companies quickly began leasing it.¹² By 1965, 17 insurance companies occupied the space.¹³ In the mid-twentieth century, Richmond had a large insurance industry with approximately 425 different companies in the metropolitan area in the 1950s and 1960s.¹⁴ Some companies placed their headquarters in the city of Richmond, however the ability to expand into other office buildings more accessible to employees and clients was appealing. This occurred at the Tower Building and, in the late 1950s, in the North Thompson Street Historic District (VDHR #127-7046) two blocks west.

Criterion C: Significance for its High Architectural Quality and as a Notable Work by Locally Prominent Architect David Warren Hardwicke

The Tower Building is locally significant under Criterion C as a good example of the International Style, with Structuralist influence, designed by locally prominent architect David Warren Hardwicke.

David Warren Hardwicke

David Warren Hardwicke was chosen to design the new office building at the corner of Cutshaw Avenue and Tilden Street. Hardwicke was born on November 23, 1928 in Richmond, Virginia to Lonnie Tyler and Ruby A. Bohannon Hardwicke. Raised in the Church Hill neighborhood, Hardwicke received a Bachelor of Science in Architecture from the University of Virginia in 1950.¹⁵

In 1953, Hardwicke formed David Warren Hardwicke, Architect.¹⁶ As the company grew and changed over the years, so did its name. Following the completion of the Tower Building, it became David Warren Hardwicke & Associates.¹⁷ The firm's objective was to "create architecture that serves the client, the public, and the environment – the client's needs, his budget limitations, and the environment of his building must be brought together into a comprehensive whole with structural integrity and unity of design".¹⁸

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Included among Hardwicke's more notable designs are: the North Wing of the Virginia Museum of Fine Arts; Williamsburg Cascades Center; Hyatt Hotel-Richmond; Tuckahoe Library; Innsbrook's Center for Health Affairs; Episcopal Church Mid-Atlantic Diocese; West End Assembly of God; and St. Giles Presbyterian Church (Obituary 2016). Warren's firm received numerous design honors, including Classical America awards for Regent University buildings in Virginia Beach and the White House Visitors Center in Washington, D.C..¹⁹

Other buildings nearby that Hardwicke designed include: the office building at 1000 North Thompson Street (1956, VDHR #127-7046-0003); the Daniel Building at 3805 Cutshaw Avenue (1964); and the First Mortgage Corporation building at 1512 Willow Lawn Drive (1962). For both the First Federal Savings and Loan Association building and the Daniel Building, Hardwicke received the Honor Award from the Virginia Chapter of the American Institute of Architects (AIA) and an AIA Merit Award for the First Mortgage Corporation building.²⁰

As is evidenced by his portfolio, Hardwicke and his firm were dedicated to the practice of architecture in the contemporary style.²¹ His designs exhibit the sleek, angular forms with no traditional ornamentation showcasing the building's materials.

International Style and Structuralism

In the decades between World Wars I and II, when Americans continued to prefer more traditional styles of architecture, Europeans were shifting towards a style devoid of ornamentation²² Known as the International Style, a subset of the larger Moderne movement which was introduced to the United States in 1929 through an exhibit at the Museum of Modern Art.²³ While, the International Style continued to be used through much of the second half of the twentieth century, it was most popular for office buildings and high rises designed between the 1950s and 1970s.

The International Style stripped away all superfluous ornamentation instead exposing the structure of the building. The defining characteristics of the style also include: emphasis on common building materials including concrete, glass, and steel; ribbon windows set flush to outer walls; completely flat roofs; and asymmetrical façades.

Structuralism was a linguistic hypothesis that spread to other disciplines and was transposed onto architectural theory in the 1950s.²⁴ As described by Philip Wilkinson, "Structuralists wanted to create buildings that reflected the social structures of the people who were to use them" and found inspiration in traditional and vernacular architecture.²⁵ The Tower Building shows influence of the structuralism philosophy in the use of brick in the brise-soleil.

The Tower Building

As Danish engineer, architect, and poet, Piet Hein, once wrote "The trick is not to let yourself be hypnotized by traditional solutions and present solutions, but to see the whole wide manifold of possibilities, to generalize the problem, to scan the whole field with all the possible dimensions and degrees of freedom and then pick the best possibility".²⁶ David Warren Hardwicke certainly

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followed this scripture when designing the Tower Building. He was able to adapt his International Style design to the needs put forth by the setting and climate.

Aspects of the International Style and Structuralist theory that are visible at the Tower Building include: its use of geometrical forms; exposed structure on the ground floor; flat roof; windows set flush to the outer walls; use of concrete and glass; lack of conventional ornamentation; and use of traditional Virginian red brick in the brise-soleil.

Addressing the need to accommodate the automobile, Hardwicke created a design that allowed a parking lot to occupy the majority of the ground floor allowing employees to work all day with their cars parked in the shade free of charge.²⁷ Use of the ground level as parking for tenants of the building was seen as an “ingenious and economical way to conform to the city’s zoning law regarding parking space without ... wasting valuable extra land”.²⁸ The parking was advertised in newspapers as “one of the many advantages of Richmond’s newest office building”.²⁹

Local journalist Jon D. Longaker noted a slight architectural shift in the mid-twentieth century from “cold, austere lines” to an increased “emphasis on color and textural variety”.³⁰ Hardwicke added both color and texture to what could have been a more somber design while also addressing the climate of its southern setting. The International Style “reduced buildings to cages of steel” or concrete with abundant windows that would allow in an excess of light and heat in southern climates.³¹ At the Tower Building, Hardwicke chose to address the problem by using mechanical methods. He adopted methods used in the Middle East to diminish the amount of light and heat in the building by using a solar screen, or brise-soleil.

Hardwicke repeated this solar screen design element for his Mutual Insurers building at Belvidere and Grace Streets (c.1961, VDHR #127-5467). In this building, he designed the brise-soleil of “cast blocks in an intricate design featuring circle and cross patterns”.³² At the Tower Building, he used brick and laid every other one at a right angle to that it projected from the “surface of the wall, thus lending it extra texture and a variety of light and shadow”.

In a newspaper article about architectural adaptations to light and heat, the Tower Building was described as “one of the most spectacular new buildings in Richmond...which has a solar screen made entirely of red brick”.³³ Hardwicke used the brick in an “ingenious way so that the surface of the screen becomes strongly textured and extra dimensional”.³⁴ Though thoroughly modern, this screen reflects historic construction in the southern state by using “traditional Virginia soft molded brick” in a pattern that is a “variant of an 18th century garden wall pattern”.³⁵

The Tower Building is locally significant under Criterion C as a good example of a mid-size office building designed in the International Style with influence from Structuralism theory.

ENDNOTES

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- ¹ James K. Sanford, *Richmond: Her Triumphs, Tragedies & Growth* (Richmond, VA: Metropolitan Richmond Chamber of Commerce, 1975), 186.
- ² David A. Edwards, "West of Boulevard Historic District," *National Register of Historic Places Registration Form*. 12 October 1993.
- ³ Richmond Planning and Development Review, *Master Plan 2000-2010*. 9, 13. Accessed May 2017.
<http://www.richmondgov.com/planninganddevelopmentreview/documents/masterplan/02Background.pdf>.
- ⁴ Sanborn Fire Insurance Map Company. Richmond 1924-1925, vol. 4, 1925.
- ⁵ "Zoning Ordinance Notice," *Richmond Times Dispatch* (Richmond, VA) January 3, 1946, page 2.
- ⁶ Sanborn Fire Insurance Map Company. Richmond 1950.
- ⁷ "City Planners To Consider Rezoning Plea," *Richmond Times Dispatch* (Richmond, VA) January 14, 1951, page 31.
- ⁸ "Byram to Open New Restaurant About Mid-March," *Richmond Times Dispatch* (Richmond, VA) December 7, 1956, page 28.
- ⁹ Office of Real Estate Assessment, City of Richmond. Property assessment card; "West End Office Building Planned," *Richmond Times-Dispatch* (Richmond, VA) April 7, 1961.
- ¹⁰ "West End Office Building Planned".
- ¹¹ Building Permit #37349. 31 March 1961. Taken out on behalf of Pen-Rea Corporation. Manuscript on file at the Library of Virginia.
- ¹² "Tower Building Being Leased," *Richmond Times-Dispatch* (Richmond, VA) July 4, 1962.
- ¹³ *Hill's Richmond City Directory 1965*. (Richmond, VA: Hill Directory Company, 1965).
- ¹⁴ *Hill's Richmond City Directory 1950*. (Richmond, VA: Hill Directory Company, 1950); *Hill's Richmond City Directory 1960*. (Richmond, VA: Hill Directory Company, 1960).
- ¹⁵ "David Warren Hardwick Obituary," *Bliley's*. Accessed May 2017.
<http://www.blileyfuneralhomes.com/obituary/David-Warren-Hardwicke/Henrico-VA/1688628>.
- ¹⁶ "Architectural Firm To Be Partnership," *Richmond Times Dispatch* (Richmond, VA) August 1, 1967, page 7.
- ¹⁷ "The Richmond Firm," *Richmond Times Dispatch* (Richmond, VA) November 2, 1962, page 37.
- ¹⁸ *David Warren Hardwicke & Partners: Architects: Richmond, Virginia*. Richmond, VA: David Warren Hardwicke & Partners. c.1970.
- ¹⁹ "David Warren Hardwick Obituary".
- ²⁰ *David Warren Hardwicke & Partners: Architects: Richmond, Virginia*.
- ²¹ *David Warren Hardwicke & Partners: Architects: Richmond, Virginia*.
- ²² Virginia and Lee McAlester, *A Field Guide to American Houses*. (New York: Alfred A. Knopf, 1997) 469.
- ²³ Alan Gowans, *Styles and Types of North American Architecture: Social Function and Cultural Expression*. (New York: Harper Collins Publishers, 1992) 301.
- ²⁴ Harry Francis Mallgrave, *Modern Architectural Theory: A Historical Survey, 1673-1968*. (New York: Cambridge University Press, 2005) 371.
- ²⁵ Philip Wilkinson, *50 architecture ideas you really need to know*. (New York: Quercus, 2010).
- ²⁶ *David Warren Hardwicke & Partners: Architects: Richmond, Virginia*.
- ²⁷ Jon D. Longaker, "Light and Heat Bother Builders," *Richmond Times-Dispatch* (Richmond, VA) August 5, 1962.
- ²⁸ Jon D. Longaker, "Daring Design In Buildings," *Richmond Times-Dispatch* (Richmond, VA) August 12, 1962, page 44.
- ²⁹ Advertisement. *Richmond Times-Dispatch*. 27 August 1961, Page 10-C.
- ³⁰ Jon D. Longaker, "New Architecture Has Romanticism," *Richmond Times-Dispatch* (Richmond, VA) March 6, 1960.
- ³¹ Jon D. Longaker, "Light and Heat Bother Builders," *Richmond Times-Dispatch* (Richmond, VA) August 5, 1962.
- ³² Jon D. Longaker, "Daring Design In Buildings," *Richmond Times-Dispatch* (Richmond, VA) August 12, 1962, page 44.
- ³³ Jon D. Longaker, "Light and Heat Bother Builders," *Richmond Times-Dispatch* (Richmond, VA) August 5, 1962.
- ³⁴ Jon D. Longaker, "Light and Heat Bother Builders," *Richmond Times-Dispatch* (Richmond, VA) August 5, 1962.
- ³⁵ Jon D. Longaker, "Daring Design In Buildings," *Richmond Times-Dispatch* (Richmond, VA) August 12, 1962, page 44.

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9. Major Bibliographical References

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<http://www.richmondgov.com/planninganddevelopmentreview/documents/masterplan/02Background.pdf>.

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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 # _____

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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 #127-6136-0004

10. Geographical Data

Acreege of Property 0.389 Acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|--------------------------|-------------------------|
| 1. Latitude: 37.56579805 | Longitude: -77.47561667 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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

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

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The Tower Building is located at 3212 Cutshaw Avenue in the southwestern corner of the block bounded by Cutshaw Avenue on the south, Tilden Street on the west, W. Broad Street on the north, and Cleveland Street on the east in Richmond, Virginia. It is identified by the City of Richmond as parcel W0001481029. The true and correct historic boundaries are shown on the attached Location Map and Sketch Map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the 1961 Tower Building and parking area at the ground level and concrete planters bordering the sidewalk along the parking lot.

11. Form Prepared By

name/title: Dara A. Friedberg
organization: Dutton + Associates, LLC
street & number: 1115 Crowder Drive
city or town: Midlothian state: Virginia zip code: 23113
telephone: 804-897-1960
date: May 2017

Additional Documentation

Submit the following items with the completed form:

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

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Tower Building
City or Vicinity: Richmond
County: Independent City State: Virginia
Photographer: Robert Taylor
Date: April 2017

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Photo 1 of 13: South and west elevations, view northeast

Photo 2 of 13: Main entrance, view northeast

Photo 3 of 13: South and east elevations, view north

Photo 4 of 13: North and east elevations, view west

Photo 5 of 13: North and west elevations, view southeast

Photo 6 of 13: Detail of brise-soleil, view southwest

Photo 7 of 13: Lobby, view east

Photo 8 of 13: Lobby, view north

Photo 9 of 13: Stairway, view north

Photo 10 of 13: Third floor hallway, view west

Photo 11 of 13: Third floor rear hallway, view west

Photo 12 of 13: Typical office, view northwest

Photo 13 of 13: Bathroom, view southeast

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

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

