

Architectural And Historic Survey



258

Identification

STREET ADDRESS: 404 E. Main Street
MAP & PARCEL: 28-46
CENSUS TRACT AND BLOCK: 1-125
PRESENT ZONING: B-4
ORIGINAL OWNER: Thomas S. Keller
ORIGINAL USE: Shoe Store
PRESENT USE: Shoe Store
PRESENT OWNER: Don P. Whited
ADDRESS: 912 Old Farm Road
Charlottesville, Virginia

HISTORIC NAME: Keller Building
DATE / PERIOD: 1915
STYLE:
HEIGHT (to cornice) OR STORIES: 2 storeys
DIMENSIONS AND LAND AREA: 20' x 150' (3035 sq. ft.)
CONDITION: Good
SURVEYOR: Bibb
DATE OF SURVEY: Spring 1979
SOURCES: City/County Records
Alexander, Recollections of Early Charlottesville
Sanborn Map Co. - 1896, 1907, 1920
Everett B. Cox

The Daily Progress, Ch'ville Bicentennial Edition,
4/13/62.

ARCHITECTURAL DESCRIPTION

This 2-storey building exhibits the decorative brickwork popular in the World War I era. Construction is of rough tan brick laid in stretcher bond on the facade. Corner piers of rusticated brick extend the full height of the building. The original storefront, with recessed central entrance and walls faced with copper below the display windows, has a moulded wooden surround and entablature with paneled frieze. Directly above that is a panel of diagonal stretchers framed by a band of stretchers with mitered corners. At the second level, a band of headers and a band of stretchers with decorative brick corner blocks frame a group of three windows. The windows are double-sash, 15-over-1 light in the center and 9-over-1 light at each side, with an entablature supported by pilasters between the windows. Above the windows, a single projecting row of headers gives the appearance of a window label. Above the second storey there is a flush panel of brick laid in a diamond design using special green, orange-brown, and white brick with the tan. It is framed by bands of vertical and horizontal headers. Between the corner piers, the parapet forms a low gable, topped with a band of vertical stretchers and a concrete cap. The rear elevation is of ordinary brick laid in 5-course American bond. It is three bays wide with a central door and 8-over-8 light windows, all flat arched, at the first level. At the second level there is a group of three windows, 12-over-12 light with 8-light transoms, with a single flat arch.

HISTORICAL DESCRIPTION

S. M. Keller and J. W. Lipop purchased the lot upon which this building and the adjacent one at 406 E. Main Street now stand in 1874 (ACDB 68-743). Tax records indicate that they had already erected two 2-storey brick buildings there the year before. In April 1874, Alexander mentioned "the two large and commodious stores built by S. M. Keller and J. W. Lipop." Lipop received the western building when they divided the property in 1879, but sold it to Thomas S. Keller in 1881 (ACDB 74-535, 79-142). The W. J. Keller Company was founded in 1883 and has occupied the site ever since. Mark Roberts was a partner in the firm until 1897. The old building was completely destroyed by fire in 1914, and the present building was erected the following year. William J. Keller bought it from the daughter of Thomas S. Keller in 1945 (City DB 119-144). He died in 1951, and the present owner purchased the building from the estate of his daughter Marianne G. Keller in 1971 (DB 324-69). Additional References: ACDB 82-68; City WB 3-166, 7-23, 14-485.



VIRGINIA HISTORIC LANDMARKS COMMISSION

File no.
Negative no(s).

SURVEY FORM

Historic name _____ Common name **KELLER'S**
 County/Town/City **ALBEMARLE/CHARLOTTESVILLE**
 Street address or route number **404 E. MAIN STREET**

USGS Quad **CHARLOTTESVILLE EAST, VIRGINIA** Date or period _____
 Original owner _____ Architect/builder/craftsmen _____
 Original use _____
 Present owner _____ Source of name _____
 Present owner address _____ Source of date _____
 _____ Stories _____
 Present use _____ Foundation and wall const'n _____
 Acreage _____ Roof type _____

State condition of structure and environs **GOOD**

State potential threats to structure _____
 Note any archaeological interest _____

Should be investigated for possible register potential? yes ___ no

Architectural description (Note significant features of plan, structural system and interior and exterior decoration, taking care to point out aspects not visible or clear from photographs. Explain nature and period of all alterations and additions. List any outbuildings and their approximate ages, cemeteries, etc.)

YELLOW BRICK (STRETCHER BOND WITH ORNAMENTAL WORK: SOLDIER COURSES, MOUSETOOTHING); BRICK QUOINS; 2 STORIES, 3 BAYS; ENTRANCE IN CENTER BAY, RECESSED; ART DECO. c. 1930. FIRST STORY-PLATE GLASS WINDOWS, SECOND: A ^{TRIPARTITE} MODIFIED PALLADIAN WINDOW. 3 PART WITH 9/1 | 15/1 | 9/1 SASH. PILASTERS SEPARATE WINDOWS AND SUPPORT SIMPLE ENTABLATURE. PLATE GLASS WINDOWS OF FIRST STORY ENFRAMED BY WOODEN BOLECTION MOULDING. ENTABLATURE WHICH SEPARATES FIRST AND SECOND STORY HAS ORNAMENTAL CORNER BLOCKS: TERRA COTTA PANEL WITH COLORED TILES ABOVE SECOND STORY WINDOW. FALSE GABLE.

Interior inspected? **No.**

Historical significance (Chain of title; individuals, families, events, etc., associated with the property.)

near wall 5-c am

1st level; cent door & side s/s wind, flat arch

2nd & 3rd; triple 8/12/12 w/ flat arch

fills entire window area, glaziers square

28-46

Keller's (404 E)

912 Old Farm Rd

✓
 324-69 ~~Don F. Whitel~~
 WB 14-485 YNB, spec & tr (Keller) 1970
 WB 7-23 Marianne G. Keller
 W. J. "

plot 259-243

2-story,
 brick found & walls, built-up T & B roof
 built 1915 ±
 lot 3035 sq ft 19.92 x 150, ~~near~~ 20.54
 100% basement

on 1896 Sanborn

orig bldg: Early Ch'v says brick Keller & Lipops bldg
 prob built c 1894, ~~rebuilt or enlarged 1915~~
 burned 1914-15, rebuilt 1915

Bicen Prog (#16 Bm & 2nd)

founded 4/1/1883 by Wm Keller & Mark Roberts

same location whole time

Keller bought out Roberts 1897

W. Meade Keller & Miss Marianne G. Keller owners 1962

Mr Cox joined 1921

Mr Cox

Mrs Puckett at store

~~owner & manager~~
~~Mr Decker~~
Mrs Puckett

date orig bldg

next door ~~look~~ same age? look same?

old pictures (incl block)

who would know

date of fire —

how much destroyed & rebuilt:

Keller's

406

Wiley's

Coleman's

c 1915

fire started east end

Keller's (404 E)

WB 7-23 will of W.J. Keller 1947; dec. 1951
store & lot at 404 E main -> dau. Marianne Brynes Keller

WB 14-485 will of Marianne Brynes Keller 1967; ^{dec} 1970
-> bro W. Merde Keller

~~324-69~~
324-69 VNB, exec of Marianne Brynes Keller -> Don P. Whited \$50,127
2/12/1971 lot of brick store bldg at E. main
same as 119-144

119-144 Marie K & Eder Munday -> W.J. Keller \$75,000
2/1/1945 lot of brick store bldg...
~~same as 119-144~~

same as: ACDB 82-68, 2/22/1883, R.H. Wood, Somers -> Thos S. Keller
(see plat City DB 1-83)

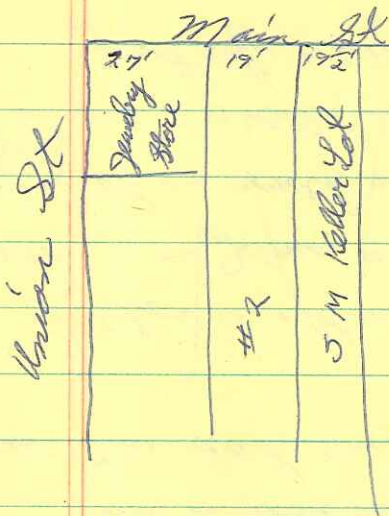
City WB 3-166, 1925, life int to wife Louise, then to dau Marie K. Eagan
non Keller dec 1934, Marie remarried

party wall agreements:

29-295 (6/1915) eastern party wall to be built on line
(Oberdorfer & Conway) ↓

29-295 line in thru center of wall bet store rooms
6/10/1915 - This deed concerns warehouse on rear of lot

11-83 Thos S & Louisa B Keller, Spotswood M & Georgiana Keller
10/26/1888 -> James Wm Marshall \$4500
#406, lot on south side main st of store occupied by Marshall
(not this bldg) "S.M. Keller lot" on plat
part of ACDB 74-535, 1877, deed of partition w/ Ligon



- ACDB Circuit Court,
- 82-68 ^{Thos} Keller to finish paying for house Joe W Lipox sold him ~~(1882)~~ ⁽¹⁸⁸³⁾
- 2/6/1883 R H Wood app to convey to Thos S Keller property sold him by Lipox
- Lipox's deeds of trust on property
- 67-433, 1872 → Mason Gordon
 - 75-1, 1879 → Geo Perkins
 - 77-422, 1881 → Mason Gordon
 - 79-55, " → John M White
 - 79-126, " → Geo S Shackelford
- 79-142 10/1/1881 sales contract except alley begin at center of wall bet Terrell & Walters jewelry store on SE corner Main & Union, & thence, 19'9" on Main to center of wall bet this & store room now owned by S M Keller & occupied by Aaron Brunn, south 155'2" to shop lot
- 79-142 Joe W Lipox → Thos S Keller
- 10/1/1881 lot on south side Main " on which is located the ^{store room now occupied by} Breckin & Newman, bet store occ by Lipox as jewelry store & that occ by A A Brunn as dry goods store.
- 74-535 deed of partition:
- 6/14/1879 Lipox - western half of bldg, adj his house on corner Keller - eastern " "
- 68-743 1874 see ~~map~~

~~55-460~~ ~~same as~~ ~~53-360~~

29-295 ~~295~~ O borderfor + Conway, Keller own adj lots w/
 6/10/15 brick storerooms on each
 C&O have built warehouse on rear of lot, over line

404 E

1916, 17, 18 lot 330 Thos S Keller # 404 (232) 2500 + 3500 = 6000

1915 " " 2000 + 0 = 2000

1914 " " " + 2500 = 4500



Bldg destroyed by fire

Q: 27 - 28 - 29
how many stories?

2-story, single bay

new storefront -

recessed center; single paneled wooden door w/ transom
brass ^{brass} framed under windows
moulded wooden surround ~~wooden surround~~ (arch of entab?)
name in brass on raised panel center fringe
raised sq panel either side
cornice

rough tan brick, stretcher
rusticated pierce street ^(brick storefront) to parapet (concrete-capped)
band diag // // // // // above storefront cornice
" vert above that & below windows
double " " windows
band stretchers  beside windows (r. v. day's)
 whose bands meet
single row raised headers forms label above bands
band headers bet windows & other bands sides & below

flush panel dec brick above 2nd storey
diamond design & using green, orange-brown, & white
w/ reg tan

row vertical ^{stretchers} headers & cone cap on gabled parapet