

Architectural And Historic Survey



Identification

STREET ADDRESS: 416-418 E. Main Street
 MAP & PARCEL: 28-50
 CENSUS TRACT AND BLOCK:
 PRESENT ZONING: B-4
 ORIGINAL OWNER:
 ORIGINAL USE:
 PRESENT USE: Florist Shop and Offices
 PRESENT OWNER: Forest, Darden, & James Towe
 ADDRESS: 416 East Main Street
 Charlottesville, Virginia 2290

HISTORIC NAME: Valley View Building
 DATE / PERIOD: 1892, 1915, 1946-47
 STYLE:
 HEIGHT (to cornice) OR STORIES: 3 storeys
 DIMENSIONS AND LAND AREA: 26' x 160' (4160 sq. ft.)
 CONDITION: Good
 SURVEYOR: Bibb
 DATE OF SURVEY: Spring 1985
 SOURCES: City/County Records The Daily Progress
 Alexander, Reconnection of Early Charlottesville
 Sanborn Map Co. - 1891, 1896, 1920

ARCHITECTURAL DESCRIPTION

Set on a late 19th century foundation, the Valley View Building is three storeys tall, with a 3½-storey elevator tower. Wall construction is of brick, buff-colored pressed brick laid in 6-course American bond on the facade, and ordinary brick on the rear elevation, laid in 5-course American bond and painted white. The foundation is construction of brick laid in 6-course American bond, with a small section of fieldstone in the western wall. Two seams in the brick mark extensions of the building. The elevator tower occupies the western third of the facade and projects slightly at the upper levels. The storefront is flush with the tower and is faced with black carrara glass with the word "Flowers" etched in script above the entrance loggia. Within the loggia, the walls are now faced with blue Formica with mirror panels. The entrance door to the store room is glass. Access to the offices on the upper levels is by a door from the loggia into the stair hall behind the elevator tower. At the second and third storey levels, there is a band of three windows with panels of glass brick between them, an element of the Art Moderne style. The windows are 4-light hinged metal sash without surrounds. A single concrete sill extends across the facade to the tower. The plain parapet conceals a flat roof covered with tar and gravel. The rear elevation is four bays wide, the western bay behind the elevator and stair hall being wider and containing a metal fire door at the first level. Windows again are hinged metal sash, 5-light at the first level and 4-light at the second and third, with individual brick sills.

HISTORICAL DESCRIPTION

Apparently this lot was still vacant when James Alexander wrote his description of Main Street in 1874, and the Sanborn Maps show nothing but a small warehouse there as late as 1891. In that year, T. T. Norman acquired full ownership in the division of property he had owned jointly with James M. Smith (City DB 2-267). According to the tax records and the Sanborn Maps, he erected a 3-storey brick building there in 1893. It housed a furniture store and upholstering shop, the forerunner of M. C. Thomas, Inc. In 1914 this building was damaged by a fire that began at 404 East Main Street and burned much of the block. The 1920 Sanborn Map and an increase in the tax appraisal suggest that, when the damage was repaired, the third storey was extended to the rear of the building and a 2-storey rear wing was added. About that time, Irving-Way-Hill Co. moved its "undertaker's establishment" to this building from its livery stable and carriage factory at 534 East Main Street. J. H. Hill bought the building from Norman's heirs in 1916 (DDB 25-415, 28-355) and sold it to the firm in 1920 (DB 36-314). A floral shop was added to the business in the early 1920's. The name of the firm was changed to Hill & Irving, Inc., in 1929 (DB-68-1). In 1936, with its new building at 201 North First Street under construction, the firm sold this building to Valley View Greenhouses, Inc. (DB 89-399). A disastrous fire in February 1946 destroyed everything but the basement walls. The present building was completed in 1947, according to tax records. The Burnet Company succeeded Valley View in 1960 (DB 194-422, 223-88) and sold this building in 1966 to Forrest S. & A. Darden Towe, who had conducted their insurance business from an office in the building for many years (DB 273-187, 352-532).



VIRGINIA
HISTORIC LANDMARKS COMMISSION
SURVEY FORM

File no.
Negative no(s).

Historic name		Common name	
County/Town/City		FLOWER'S	
Street address or route number		416-418 E. MAIN STREET	
USGS Quad		Date or period	
CHARLOTTESVILLE EAST, VIRGINIA		Architect/builder/craftsmen	
Original owner		Source of name	
Original use		Source of date	
Present owner		Stories	
Present owner address		Foundation and wall const'n	
Present use		Roof type	
Acreage			
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 <input checked="" type="checkbox"/>			
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.)			
BRICK (6 COURSE AMERICAN) - POLISHED BLACK GLASS / GLASS BRICKS ; 3 STORIES; 3 BAYS. ENTRANCE IN CENTER BAY. INTERNATIONAL STYLE, c. 1930-40 . PLATE GLASS WINDOWS . RIBBON WINDOWS on 2 ND & 3 RD stories			
Interior inspected? NO.			
Historical significance (Chain of title; individuals, families, events, etc., associated with the property.)			

28-50 ✓

#526

B-4

26x160 (4160)

416-418 E Main

same add

352-532	Forest 5, A Darden, & James P Tower	1973	
273-187	" " " "	1966	
223-87	The Burnett Co of Ch' & Inc	1960	
WB 8-252	James H. Burnett et al	1959	
194-422	Robt R " "	1956	plot 47-234
144-424			

3-5 + base

con blk, brick, built-up flat, tile front
rebuilt 1946, old
1979 - reroofing

59			
98-397	Valley View Greenhouse	1936	<i>both wrong</i> " 89-397
56-189	Hill & Dwing, Inc		

1893, 1915,

see Prog. art. of fire

Sanborn

~~my notes, based on Sanborn, ~~etc~~~~

burned completely, & was rebuilt ~~etc~~

1904,

1920 - F.S., undertaker

1896 - 2-3, furniture & upholstery

1886, 1891 - vacant except for an warehouse

10'

1914 fire in 404 E Main damaged this slightly (26%);
tax indicates may have enlarged when repaired:

2700 → 2000 → 3500

Alexander -

doesn't seem to mention anything there

Prog. 5/2/49 - fire was a 5 un in Feb 1946

City Directories & Sanborn & deeds

1896 - ≥ 1911 furniture

≤ 1920 - 1936 Hill Driving Way Hill

≤ 1927

~~1927~~ - Valley View

no record of any pictures

Daily Progress 2/18/46

"Flames yesterday gutted the 3-story
bldg of Valley View Brickworks, Inc."
entire block endangered
major damage to Edman's; new fire
wall protected McThoma

10am - 1pm

W E Craven fam in 3rd floor apt
Mrs J E Davis & Mrs Bunch - 2nd " "
started in basement; of undetermined
origin

Valley View

~~56-189 JH Hill, R. E. Burnett, Mary D. Hill, & W. A. Dwing, "trading, as
3/3/1929 Valley View Greenhouse -> Valley View Greenhouse, Inc. #12,000~~

68-1 JH Hill & Lizzie T Hill, & WA & Mary E Dwing -> Hill & Dwing, Inc
12/31/29 "... have recently purchased the entire assets of the Undertaking
Dept of Dwing-Way-Hill Co ..."
418 E Main St
same as
" " 36-314

67-⁵⁰⁰ release of lien
same as 61-10

61-10 deed of trust
1928 418 E Main - see 55-463

55-463 deed of trust
1927 418 E Main St, "now being occupied by the grantor as an
undertaking establishment & floral shop"
same as 36-314

36-314 JH & Lizzie T. Hill, & WA & Mary Dwing -> Dwing-Way-Hill
9/11/1920 Co., Inc
26'2" E Main x 160
"being the same Brick Storeroom now occupied by
Dwing-Way-Hill Co, Inc, as a Undertakers Establishment"
same as 28-355
Hill sold $\frac{1}{2}$ to ^{WA}Dwing 5/30/16, DB 28-³¹²~~250~~

Valley View

- 273-187 The Burnet Co. of Ch'co, Inc → Forrest S. Towse &
 1/1/1966 A. Darden Towse \$65,000
 lot w/ impts, 26'2" on S side E Main x 160
 416-418 E Main
 same as 223-89
 see 89-399 for rights of way
- 223-88 James H. Burnet, Gordon K. Burnet, Alice B. Burnet (s), & Edith Burnet
 1/2/1960 ^{Fifth} trading as "The Burnet Company" → their growers
 & The Burnet Co. of Ch'co, Inc
 416-418 E Main, & other property
 part of 194-422
- 194-422 Valley View Greenhouses, Inc → Robt B. Burnet, James H. Burnet,
 7/30/1956 Alice B. Burnet, Gordon K. Burnet, & Edith B. Burnet
 Valley View dissolved, Robt B. Burnet was Pres.
 1) 416-418 E Main
 same as 89-399
- 89-399 Hill & Dwing, Inc ^(J. H. Hill, Pres.) → Valley View Greenhouses, Inc \$21,000
 7/1/1936 418 E Main St, 'being now occupied by the grantor as
 an undertaking establishment & floral shop'
 same as 68-1
 rights of way over southern portion
 25-415, 1913, re: Davis & Montellax (410 & 414)
 57-12, 1927,
 63-276 & 277, 1928, re: Jessup (420)
 "easements & rights of way for benefit of this property":
 25-415
 42-21, 1932, ~~and~~ Conway & Keller (404 & 406)
 57-12

355-
28-~~253~~
4/27/1916

A D (Jr) & Bessie W. Smith → J H Hill

#12,000

26'2" E Main " " " "

"being the same brick store room now occupied by Dwing-Way-Hill Co as an undertakers establishment"

- same as 25-415

25-415
12/26/1913

A D Smith, Jr, in own right & trustee, Bessie W Smith, Mrs Emma Monteller (wid), Ely M & Howard Edwards, Norman S & Geo H Davis

parties own property left by T T Norman (A & O B 147-258 & City D B 22-475)

division:

#410

Mrs Emma Monteller - lot w/ brick store room occupied by B F Spitzer

#414

Mrs Norman Smith Davis - " " " " " "
occupied by T J Wills & Co

#416-418

A D Smith Jr - " " " " " "
occupied by M C Thomas & Co, 26'2" on E Main;
party wall bet. Smith & Davis

Mrs. Ely M. Edwards - lot w/ 2 frame tenements
on water st behind Monteller & Davis,
& property in Belmont

22-475

R

2-267 RTW Duke, Comm'n Norman & Smith & J. or N.,
4/21/1891 → T T Norman, at auction, 1880 \$1000
lot 24'4" on S side main, back to Water
bounded

Valley View

1891	1st Norman			
"	Smith & Norman	L 31	2500 ¹⁰⁰⁰ + 2500 = 3500	
"	"	"	800 + 0 = 800	
"	"	L 32	800 + 1200 = 2000	
1892	"	"		
" , 93	TT Norman	L 31	800 + 0 = 800	fr Smith & Norman
"	"	L 32	800 + 2000 = 2800	1 Bldg added \$800
1893, 94	"	¹⁸⁹³ L 30 or ¹⁸⁹⁴ 32	800 + 2800 = 3600	
1894	"	L 31	800 + 3200 = 4000	
1905	"	L 31 - #414	700 + 3000 = 3700	
"	"	L 32 - #408-410	1000 + 5000 = 6000	
"	"	" - Water St	200 + 1000 = 1200	
1906, 09	"	#414/416	1000 + 2700 = 3700	

(now 416-418)
414 E. Main

1892-93	800 + 0 = 800
1894	" + 3200 = 4000
1905	700 + 3000 = 3700
1906-09	1000 + 2700 = 3700
1914	1500 + 2500 = 4000
1915	" + ²⁰⁰⁰ 1500 = 3000 damaged by fire
1916-17	2500 + ³⁵⁰⁰ 4000 = 6500
1946	6500 + 9500 = 16,000

Valley View

1946 2nd Valley View Greenhouse, Inc

416-418 E Mann

6500 + 9500 = 16,000

1947

" + 10,000 = 16,500 unfin bldg added

Valley View

3-5 w/ elevator tower $\frac{1}{2}$ -5 above
buff pressed brick, 6-c dm facade
elevator tower occupies W $\frac{1}{3}$ & proj sl at upper
levels

storefront flush w/ tower & faced w/ black
w/ "Flowers" in script etched above ent loggia
in E 33; no cornice

ent to offices fr loggia at base of tower
blue formica w/ ^{mirror panels} falls walls within loggia
at 2nd & 3rd levels, band of 3 windows
(4 horiz. l, metal hinged sash) w/ glass panels
of glass brick bet, single conc sill, 0 surrounds
sl conc-capped parapet across whole
facade except tower
int: 1-fl stair

rear elevation:

4 bay, arranged as 1 (behind elevator & hall) & 3,
i.e., W bay wider

metal hinged sash ^{5-l} at 1st, 4 at end & 3rd, brick sill,
0 surrounds ^{metal face} door W bay 1st

5-c dm, painted white

basement garage

2 metal sash

11 windows at 1st & b levels sidewalls ^{in rear section} toward rear

not party walls; ^{basement} 6-c dm; ~~all~~ < 1940, 1 extra clear,
stone section W c. mid-block;

flat + g roof

