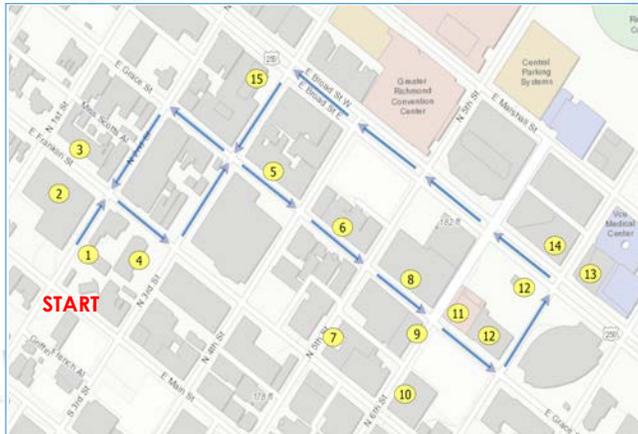


BROAD AND GRACE STREET RETAIL & THEATER DISTRICT

SELF-GUIDED WALKING TOUR

APRIL 2019 | VIRGINIA'S UNITED LAND TRUSTS & GREENWAYS CONFERENCE |
PREPARED BY THE VIRGINIA DEPARTMENT OF HISTORIC RESOURCES



In the years between the end of World War I and the Great Depression, Richmond established itself as the leading industrial, financial, and commercial center of the New South. During the 1920s, Grace Street became a glamorous and chic shopping mecca. As was common in many cities during this era, department stores as well as small specialty shops grew in popularity. Broad and Main Streets had traditionally been Richmond's principal commercial thoroughfares; however, after the turn of the century, Broad Street became primarily a retail and entertainment center. Richmond retains many examples of historic architecture from this period, including those buildings preserved through rehabilitation tax credits.

2. RICHMOND PUBLIC LIBRARY 101 EAST FRANKLIN STREET BUILT 1937; 1972



3. LINDEN ROW INN (FORMERLY LINDEN ROW): 110-114, 100-108 EAST FRANKLIN STREET

Linden Row is the finest example of Greek Revival terrace row houses in the city. Rowhouses became popular on Franklin Street during the 1840s and were often built as investment properties by landowners whose residences were on the same block or nearby. These rowhouses typically had uniform red brick facades, rectangular stone lintels above the windows, and small entrance porticos with classical columns. Linden Row was built in two phases, in 1847 and 1853, and features ten three-story row houses with Greek Doric entrance porticos.



4. THE WOMAN'S CLUB (BOLLING-HAXALL HOUSE): 211 EAST FRANKLIN STREET

Built in 1858 and designed by Architect William Percival, the Bolling-Haxall House is the most prominent illustration of the Italianate architectural style in Richmond. Early examples such as this one, with boxy proportions and square cupolas, are often referred to as being in the Italian Villa style. The design reflects the change that occurred during the 1850s toward the more highly-embellished styles of the Victorian period.



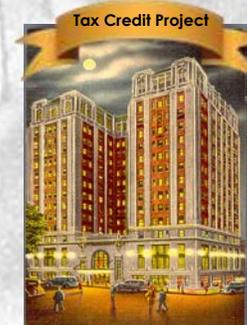
5. 306 EAST GRACE STREET

Designed by Richmond architect Carl Max Lindner, 306 East Grace Street is best known for its Art Deco details. The emphatic verticality of the façade was typical of the Art Deco style and evocative of the skyscraper aesthetic of the 1920s. The façade is bracketed by two fluted corner pylons, or stylized columns, which instead of capitals display abstract stylized relief sculpture below urn finials.



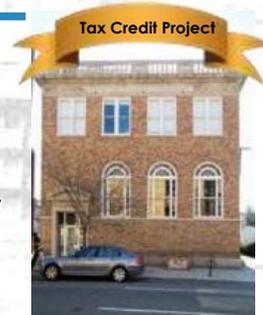
6. FOSTER STUDIOS 404 EAST GRACE STREET

Constructed in 1927, the Foster Studios building was designed by architect Henry Barnham. Walter Washington Foster owned this popular photographic studio, which is a distinctive example of the Mediterranean Revival style. The exterior combines Spanish and Moorish motifs rendered in pale terra cotta against a contrasting heavily textured dark brick background. The façade also has a triple arched loggia design element.



7. RESIDENCES AT THE JOHN MARSHALL (JOHN MARSHALL HOTEL) NE CORNER OF 5th & EAST FRANKLIN STREETS

The John Marshall Hotel was Richmond's grand Art Deco hotel. Its opening on October 29, 1929 coincided with the great stockmarket crash. Yet the hotel quickly became a downtown landmark of luxury. Conceived by Richmond architect Marcellus Wright, the design merges the traditional and the modern, combining classical and Art Deco elements. The U-shaped building employs the "base, shaft, and capital" form as it rises and subtly tapers from its limestone base to the rooftop ballrooms sheathed in brilliantly colored terra cotta. The use of buff-colored brick together with the vertical limestone sheathing gives the impression at a distance that the entire edifice is stone.



1. HI RICHMOND HOSTEL: 7 NORTH SECOND STREET

Originally constructed in 1925 for the Otis Elevator Company, this building has prominent compass-head windows, suggesting the effect of an arcade of arches. With its beige Flemish-bond brickwork, Renaissance roof-top balustrade, and classical details, the design of the exterior is Late Classical Revival. Between 2012 & 2016, the building was repurposed as a hostel, using State rehabilitation tax credits.

8. HILTON RICHMOND DOWNTOWN (Miller & Rhoads Department Store)

517 East Broad Street

Miller & Rhoads began when partners Linton O. Miller and Webster S. Rhoads started a dry goods business in 1885. By the 1890s they had taken their store to the 500 block of East Broad. Over the next 50 years the store gradually grew until it encompassed most of the block. The original Miller & Rhoads building was a four-story brick structure built between 1913 & 1915 and designed by Richmond architect Charles M. Robinson in a commercial-classical style. Between 1933-1935 the original Broad Street front designed by Robinson was refaced with cast stone and remodeled in an Art Deco style.



9. BERRY-BURK BUILDING: 525-529 EAST GRACE STREET

Designed by the Richmond firm of Baskervill & Lambert and built between 1926-1928, the Berry-Burk store was a high-end clothing establishment. The building's form is essentially that of an Italian Renaissance palazzo, distinguished by its limestone entrance with sculptures of mythological creatures and shield bearing a well-dressed gentleman in a top hat. The top floor and cornice are covered with brilliantly colored terra-cotta ornament. The original bulb-lit steel sign still adorns the rooftop.

11. CARPENTER THEATER (LOEWS THEATER)

600 EAST GRACE STREET

Designed by legendary theater architect John Ebersson and built in 1928, Loew's Theater was envisioned as the capstone of Richmond's cultural expansion during the 1920s. Ebersson's design drew from the architecture of Spain and Mexico, evoking an exotic, romanticized image of a distant land. The imposing Baroque corner tower established the building as a major visual and cultural landmark, and the large marquee became a blazing standard by night. Reflecting the 1920s taste for opulence, the theater was designed in a rich blend of Moorish and Spanish Colonial Revival styles.



10. THE RICHMOND GARAGE

107 NORTH SIXTH STREET

Built: 1927

Architects: Lee, Smith & Van der Voort



12. THALHIMERS DEPARTMENT STORE

600 BLOCK EAST BROAD STREET

Thalhimers was Richmond's other most beloved department store. All that remains of the Thalhimers store today is the 1939 Grace Street addition, now the Dominion Energy Center (for the performing arts). The International-style 1939 Grace Street addition designed by Tausig & Fleisch is the only part of the building which still survives. Its design, with its broad expanse of polished red granite panels, was inspired by Philip L. Goodwin's and Edward Durell Stone's 1939 design for the Museum of Modern Art in New York City.



13. THE NATIONAL (THE NATIONAL THEATER)

704 EAST BROAD STREET

The centerpiece of Richmond's famous Theater Row was the National Theater, designed by theater architect Claude K. Howell and built in 1923. The sandstone-colored brick and terra-cotta façade is lavishly rendered in a lush Italian Renaissance style and crowned by a frieze of full-size nude nymphs carrying garlands.



15. CENTRAL NATIONAL BANK

219 EAST BROAD STREET

Built in 1929, the Central National Bank building is Richmond's Art Deco skyscraper. It was designed by New York architect John Ebersson, who also designed the Loew's Theater, completed the previous year. Ebersson's design for the bank skillfully combines the architectural drama of a theater with the restraint usually associated with banks. The tower tapers as it rises, modulating from a rectangular shape to an octagonal mass at the top. The polychrome ornamentation at the top is overscaled to ensure visibility at a great distance.



14. UNIVERSITY OF RICHMOND DOWNTOWN (Franklin Federal Savings & Loan)

626 EAST BROAD STREET

Designed in 1954 by Edward F. Sinnott, one of Richmond's leading Art Deco and mid-century modern architects, this steel and concrete building is notable for its smooth limestone cladding and polished granite trim. With its bands of ribbon windows, the Franklin Federal building was an expression of the International style.

