



COMMISSION OF ARCHITECTURAL REVIEW REGULAR MEETING AGENDA

4TH FLOOR CONFERENCE ROOM

August 28, 2025

3:30 PM

A. CALL TO ORDER

B. ROLL CALL

C. NEW BUSINESS

1. Certificate of Appropriateness application PZ25-00382 submitted by Frank and Denise Van Valkenburg to replace an existing wood deck at Parcel 26095 (154 Holbrook Avenue).
2. Certificate of Appropriateness application PZ25-00433 submitted by Carole Holland to improve an existing parking lot at Parcel 26407 (Jefferson Avenue).
3. Certificate of Appropriateness application PZ25-00427 submitted by Danville Redevelopment and Housing Authority to replace wooden porch columns at Parcel 22138 (814 & 816 Pine Street).
4. Department of Historic Resources' National Register nomination of P. Lorillard Tobacco Company Warehouse Complex located at 946 Newgass Street.

D. APPROVAL OF MINUTES

1. Approval of minutes from July 24, 2025 meeting.

E. STAFF UPDATES

F. ADJOURN

STAFF REPORT

DATE: August 28, 2025
TO: Commission of Architectural Review
FROM: Renee Burton, Division Director of Planning
RE: Certificate of Appropriateness application PZ25-00382 submitted by Frank and Denise Van Valkenburg to replace an existing wood deck at Parcel 26095 (154 Holbrook Avenue).

SUMMARY

The applicant is requesting a Certificate of Appropriateness to renovate the existing rear porch and stairs, replacing the wooden floorboards with Trex.

DESIGN GUIDELINES

Section 3.C 3. Porches and Entries

Because these porches are essential to the overall character of the structure, every effort should be made to restore or reproduce porch and entry features rather than simplifying, changing, or modifying them.

Section 3.C 3. Porches and Entries

Substitute materials will be considered on a case-by-case basis; if these are preferred, the overriding concern in approval should be authentic appearance and maintenance of historic details.

The use of composite decking materials, specifically Trex, has been approved previously by CAR for renovations.

RECOMMENDATION

The Planning Division staff recommend approval of Certificate of Appropriateness application PZ2-00382 to renovate the rear porch at Parcel 26095 (154 Holbrook Avenue).

ATTACHMENTS

1. CAR Application 154 Holbrook Avenue
2. 154 Holbrook
3. Holbrook 1
4. Holbrook 3



CITY OF DANVILLE
Community Development
Division of Planning and Zoning

COMMISSION OF ARCHITECTURAL REVIEW
CERTIFICATE OF APPROPRIATENESS APPLICATION

Zoning Ordinance Article 3.R.C.1. No zoning, site plan, subdivision plat, or building permit shall be issued for the erection, reconstruction, exterior alteration, restoration, rehabilitation, razing, relocation or demolition of any building, structure, signs, fences, walls, light fixtures, accessory buildings, pavements, grading, site improvements, significant landscaping features or other appurtenant element in an HP-O District unless and until such building or site element has been approved by the issuance of a Certificate of Appropriateness by the Commission of Architectural Review for the City.

PLANNING DIVISION PROVIDED INFORMATION

Application #: PZ25-00382 CAR Meeting Date: 08/25/2025
Date Received: 07/18/2025 Received By: SEJ
Parcel ID: 26095 Address: 154 Holbrook Ave.
Existing Zoning: OTR

APPLICANT PROVIDED INFORMATION

Property Location: 154 Holbrook Ave. Danville, VA
Applicant: Frank & Denise Van Valkenburg
Applicant's Address: 154 Holbrook Ave. Danville, VA 24541
Applicant's Phone Number: 434-728-1824, 434-728-1827
Applicant's Email: denise.vanvalkenburg@gmail.com

Describe Proposed Request: _____

Replace backyard stairs from wood to TREX decking, which is brown. These stairs are not visible from front of the house and only railing will be visible from side of the house.

Spak Van Vuffen 7/18/25

Denise Wong 7/18/25

Applicant's Signature

Date

Property Owner's Signature
(if not applicant)

Date

Zoning Ordinance Article 3. R.C.6. Application Submission Requirements:

In consideration of a complete application, the Planning Director and the Review Commission may require any or all the following information and any other materials as may be deemed necessary for its review:

- A. Statement of proposed use and user.
- B. Statement of estimated construction time.
- C. Photographs and maps relating proposed use to the surrounding property and/or the corridor on which it is located.
- D. Site plan drawings, prepared to meet the city site development plan submission requirements for a Preliminary Site Plan or Preliminary Subdivision Plat, and other exhibits showing the location of the existing and proposed building and site improvements, including:
 - 1. Existing property boundaries, building placement and site configuration.
 - 2. Existing topography and proposed grading.
 - 3. Location of parking, pedestrian access, signage, exterior lighting, fencing and other site improvements.
 - 4. Relationship to adjacent land uses.
 - 5. Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements.
 - 6. Proposed building color and materials.
 - 7. Relationship of building and site elements to existing and planned corridor development.
 - 8. Relationship of parking, pedestrian facilities, and vehicular accessways to existing and planned corridor development; and
 - 9. Other site plans and subdivision plats as may be required by Danville for development approval
- E. Architectural drawings showing plan view and elevations of new planned construction or renovations, including drawings of original building.
- F. A landscaping and buffer plan.
- G. Designs for exterior signing, lighting, and graphics, to include description of materials, colors, placement and means of physical support, lettering style and sign messages.
- H. Graphic exhibits depicting compliance with other design elements.







STAFF REPORT

DATE: August 28, 2025
TO: Commission of Architectural Review
FROM: Renee Burton, Division Director of Planning
RE: Certificate of Appropriateness application PZ25-00433 submitted by Carole Holland to improve an existing parking lot at Parcel 26407 (Jefferson Avenue).

SUMMARY

The applicant proposes a series of site improvements to the existing parking lot at 120 Jefferson Avenue. These updates include the removal of the center curb and the installation of landscaped islands at the property's entrance, additional planting islands placed in the interior, removing and replacing the existing curb along the south and southeast property lines, and installing a dumpster on the property, which will be enclosed using taupe-colored wood siding.

DESIGN GUIDELINES

Section 6.D

Service areas must be screened from public view, including loading areas, trash receptacles, mechanical equipment and dumpsters. Enclosures near buildings should be constructed of materials similar to the building, and must be high enough to completely block views from the street and from the first level of adjacent buildings. Gates should be wood or solid metal.

RECOMMENDATION

The Planning Division staff recommends approval of Certificate of Appropriateness application PZ25-00433 with the condition that all proposed updates must comply with applicable zoning regulations.

ATTACHMENTS

1. Epiphany Application
2. Epiphany Episcopal Church Dumpster Fencing Proposal
3. Epiphany Parking_rev 08.18.25



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PLANNING DIVISION PROVIDED INFORMATION

Application #: _____ CAR Meeting Date: _____
Date Received: _____ Received By: _____
Parcel ID: _____ Address: _____
Existing Zoning: _____

APPLICANT PROVIDED INFORMATION

Property Location: Jefferson Avenue
Applicant: Carole Holland
Applicant's Address: 115 Jefferson Ave, Danville VA 24541
Applicant's Phone Number: 434 203 0852
Applicant's Email: Carolemholland@icloud.com

Describe Proposed Request: Parking lot improvements
for Jefferson Avenue lot owned by
Epiphany Episcopal Church

Carol Heller 8/19/25
Applicant's Signature Date Property Owner's Signature Date
(if not applicant)

Zoning Ordinance Article 3. R.C.6. Application Submission Requirements:

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- B. Statement of estimated construction time.
- C. Photographs and maps relating proposed use to the surrounding property and/or the corridor on which it is located.
- D. Site plan drawings, prepared to meet the city site development plan submission requirements for a Preliminary Site Plan or Preliminary Subdivision Plat, and other exhibits showing the location of the existing and proposed building and site improvements, including:
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 - 3. Location of parking, pedestrian access, signage, exterior lighting, fencing and other site improvements.
 - 4. Relationship to adjacent land uses.
 - 5. Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements.
 - 6. Proposed building color and materials.
 - 7. Relationship of building and site elements to existing and planned corridor development.
 - 8. Relationship of parking, pedestrian facilities, and vehicular accessways to existing and planned corridor development; and
 - 9. Other site plans and subdivision plats as may be required by Danville for development approval
- E. Architectural drawings showing plan view and elevations of new planned construction or renovations, including drawings of original building.
- F. A landscaping and buffer plan.
- G. Designs for exterior signing, lighting, and graphics, to include description of materials, colors, placement and means of physical support, lettering style and sign messages.
- H. Graphic exhibits depicting compliance with other design elements.

Epiphany Episcopal Church Dumpster Fencing Proposal:



Siding material to be taupe-colored or similar.

DB 194 PG 14
DB 194 PG 15 (PLAT)
PID 26408

CAROL-ANN G. #9 WHITFIELD LAWSON
INST 08-4827
DB 895 PG 463 (PLAT)
PID 24820

CAROL-ANN G. #10 WHITFIELD LAWSON
INST 18-2409
MB 23 PG 19
PID 22154

LANDSCAPE ISLAND
NEW SINGLE ENTRANCE

LANDSCAPE ISLAND

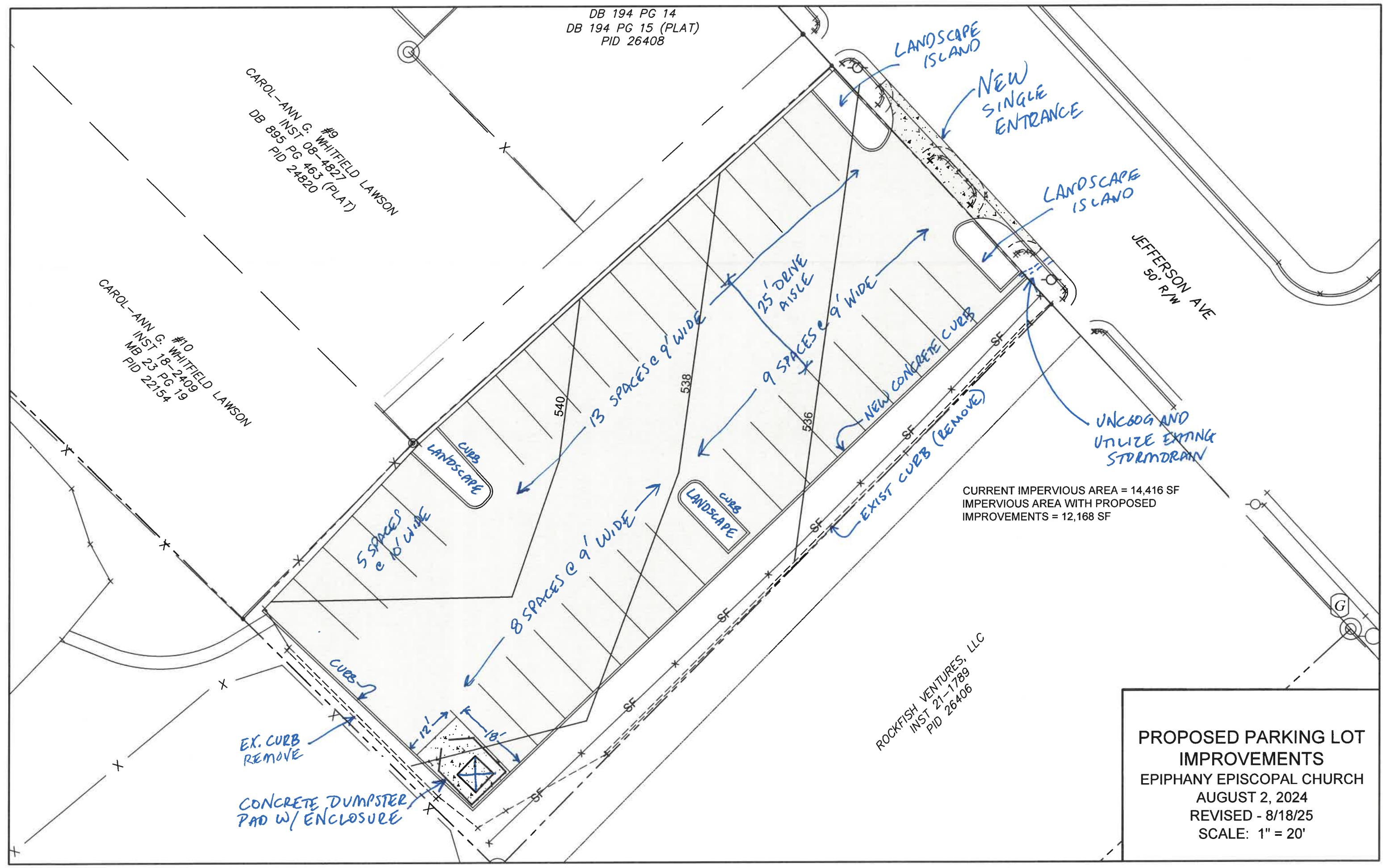
JEFFERSON AVE
50' R/W

UNCLOG AND UTILIZE EXISTG STORMDRAIN

CURRENT IMPERVIOUS AREA = 14,416 SF
IMPERVIOUS AREA WITH PROPOSED IMPROVEMENTS = 12,168 SF

ROCKFISH VENTURES, LLC
INST 21-1789
PID 26406

PROPOSED PARKING LOT IMPROVEMENTS
EPIPHANY EPISCOPAL CHURCH
AUGUST 2, 2024
REVISED - 8/18/25
SCALE: 1" = 20'



STAFF REPORT

DATE: August 28, 2025
TO: Commission of Architectural Review
FROM:
RE: Certificate of Appropriateness application PZ25-00427 submitted by Danville Redevelopment and Housing Authority to replace wooden porch columns at Parcel 22138 (814 & 816 Pine Street).

SUMMARY

The applicant proposes to replace the existing wooden porch columns at 814 and 816 Pine Street with fiberglass columns. The current columns show signs of rot and deterioration, compromising both structural integrity and appearance. The proposed replacement will preserve the architectural character of the building while utilizing a more durable material.

DESIGN GUIDELINES

Section 3.C. 3. Porches and Entries

Because these porches are essential to the overall character of the structure, every effort should be made to restore or reproduce porch and entry features rather than simplifying, changing, or modifying them.

Section 3.C. 3. Porches and Entries

Substitute materials will be considered on a case-by-case basis; if these are preferred, the overriding concern in approval should be authentic appearance and maintenance of historic details.

RECOMMENDATION

The Planning Division staff recommends approval of Certificate of Appropriateness application PZ25-00427 to replace porch columns at .

ATTACHMENTS

1. SKM_301i25082010230
2. inspectionsfax@danvilleva.gov_20250813_161418

Describe Proposed Request: Replace wood columns on front porch with permacast columns of the same style and dimensions. The porch was rebuilt in 2022, but has experienced water damage and deterioration. The proposed columns will prevent future rot and damage.

Applicant's Signature Date

Don Farley 8-20-25
Property Owner's Signature Date
(if not applicant)

Zoning Ordinance Article 3. R.C.6. Application Submission Requirements:

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 - 4. Relationship to adjacent land uses.
 - 5. Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements.
 - 6. Proposed building color and materials.
 - 7. Relationship of building and site elements to existing and planned corridor development.
 - 8. Relationship of parking, pedestrian facilities, and vehicular accessways to existing and planned corridor development; and
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PLANNING DIVISION PROVIDED INFORMATION

Application #: P225- CAR Meeting Date: 08/28/25
Date Received: 08/13/2025 Received By: SEJ
Parcel ID: 22138 Address: 814-816 Pine Street
Existing Zoning: _____

APPLICANT PROVIDED INFORMATION

Property Location: 814-816 Pine Street
Applicant: DRHA
Applicant's Address: 135 Jones Crossing
Applicant's Phone Number: _____
Applicant's Email: _____

Describe Proposed Request: Replace wood columns on front porch with permacast columns of the same style and dimensions. The porch was rebuilt in 2022, but has experienced water damage and deterioration. The proposed columns will prevent future rot and damage.

Applicant's Signature	Date	Property Owner's Signature (if not applicant)	Date
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Zoning Ordinance Article 3. R.C.6. Application Submission Requirements:

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Rocco Building Supplies, LLC

Address: PO Box 1860
Harrisonburg, VA 22801

Phone: 1-800-476-7900
Fax: 1-877-476-7640
Website: www.roccobuilding.com
Email: orders@roccobuilding.com



Quote

Page 1 of 2

Quote Number:

Date: 8/6/2025

Customer Information

Name: LOWES #787 DANVILLE

Address: 10160_19
280 LOWE'S DRIVE
DANVILLE, VA 24540

Phone 1: 4347996210

Phone 2:

Fax: 4347996249

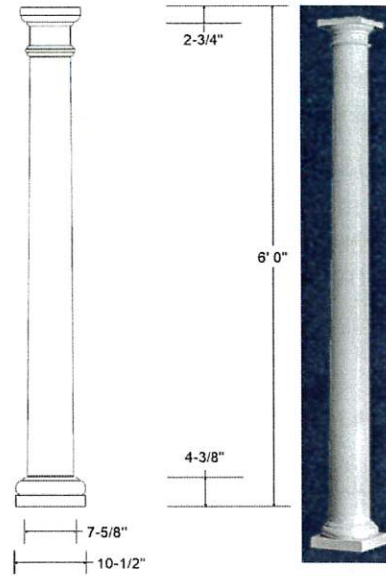
Contact:

Job Name:

Specifications

Size = 7-5/8" x 6' 0"

Cap = 9-1/4" x 2-3/4"; Base = 10-1/2" x 4-3/8"



Lead Time: Non-Stock (Contact Office for Lead Time)

Item Description	Qty
#45030 HB&G PermaCast® Round Tapered Plain Columns 8'' x 6'' (10,000 lbs. Max Structural Load; 5-1/2'' Top I.D., 6-7/8'' Bottom I.D.)	8
#45081 Tuscan Cap and Base Set w/Installation Kit and Flashing for 8'' Round Tapered PermaCast® Column	8

Distributed by:



Version #: 1.26.0-O
Version Date: 7/21/2025

Rocco Building Supplies, LLC

Address: PO Box 1860
Harrisonburg, VA 22801

Phone: 1-800-476-7900
Fax: 1-877-476-7640
Website: www.roccobuilding.com
Email: orders@roccobuilding.com



Quote

Page 2 of 2

Quote Number:

Date: 8/6/2025

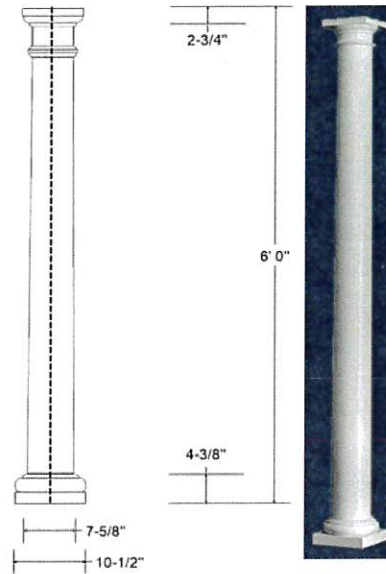
Customer Information

Name: LOWES #787 DANVILLE
Address: 10160_19
280 LOWE'S DRIVE
DANVILLE, VA 24540
Phone 1: 4347996210
Phone 2:
Fax: 4347996249
Contact:

Job Name:

Specifications

Size = 7-5/8" x 6' 0"
Cap = 9-1/4" x 2-3/4"; Base = 10-1/2" x 4-3/8"



Lead Time: Non-Stock (Contact Office for Lead Time)

Item Description	Qty
#45030S HB&G PermaCast® Round Tapered Plain Split Columns (Does not include Split Kit) 8'' x 6' (Not Load Bearing)	2
Split Column - Cut 'D (Standard)''	2
#45081S Tuscan Cap and Base Set w/Installation Kit and Flashing for 8'' Round Tapered Split PermaCast® Column (Cut "D (Standard)''	2

Prices are good for 30 days

****PLEASE BE ADVISED THAT AS ROCCO TRANSITIONS FROM 78-5/8" TO 79" DOOR/SIDELITE PANELS, YOU MAY RECEIVE DOOR UNITS THAT ARE 3/8" SHORTER THAN THE HEIGHT DIMENSIONS SHOWN****

Prices are good for 30 days

****PLEASE BE ADVISED THAT AS ROCCO TRANSITIONS FROM 78-5/8" TO 79" DOOR/SIDELITE PANELS, YOU MAY RECEIVE DOOR UNITS THAT ARE 3/8" SHORTER THAN THE HEIGHT DIMENSIONS SHOWN****

Distributed by:



Version #: 1.26.0-0
Version Date: 7/21/2025



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Done

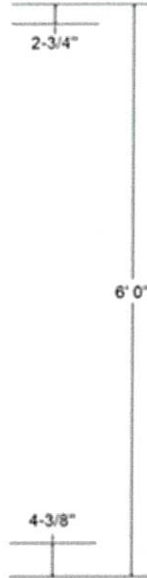
AutoFill can assist with filling out this form.

AutoFill Form

Page 1

Item Number:

Date: 8/6/20





STAFF REPORT

DATE: August 28, 2025
TO: Commission of Architectural Review
FROM:
RE: Department of Historic Resources' National Register nomination of P. Lorillard Tobacco Company Warehouse Complex located at 946 Newgass Street.

ATTACHMENTS

1. Attachment 1
2. Attachment 2



COMMONWEALTH of VIRGINIA

Department of Historic Resources

2801 Kensington Avenue, Richmond, Virginia 23221

Stefanie K. Taillon
Secretary of Natural
and Historic Resources

Julie V. Langan
Director

Tel: (804) 367-2323
Fax: (804) 367-2391
www.dhr.virginia.gov

July 16, 2025

Reneer Burton, Senior Planner
City of Danville
P.O. Box 3300
Danville, VA 24543

Re: P. Lorillard Tobacco Company Warehouse Complex, City of Danville

Dear Reneer Buron:

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 18, 2025**, 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 contact Austin Walker, National Register Program Manager, at (804) 482-6439 or austin.walker@dhr.virginia.gov.

Sincerely,

Jolene L. U. Smith
Director, Division of Resource Information & Register

cc: Mayor Alonzo Jones; Ken Larking

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

P. Lorillard Tobacco Company Warehouse Complex
City of Danville, DHR File No. 108-6186

The P. Lorillard Tobacco Company Warehouse Complex is an industrial complex located at 946 Newgass Street in Danville, Virginia. The 31.7-acre parcel contains industrial warehouse buildings and a small number of support structures. The property which comprises the district was developed in 1936 as a tobacco storage facility for the P. Lorillard Tobacco Company, an important player in Danville's tobacco economy. Its warehouses represent the evolution of tobacco storage in Virginia during the early to mid-twentieth century from multi-story "vertical-type" warehouse buildings with integrated storage and processing to multiple large, "horizontal-type" one-story storage buildings feeding separate production facilities. These modern horizontal type buildings facilitated more abundant and readily available storage for large-scale production while minimizing cost and risk of fire. The Lorillard Company storage warehouses were built as the "open" horizontal-type buildings prevalent during the early twentieth century and then later adapted to the "closed" type building more common in the mid-to-late-twentieth century. Of the resources within the nominated parcel, there are five contributing buildings (five rows of warehouses), three contributing structures (a water tower, well, and a drainage cover), one non-contributing building (an office), and one non-contributing structure (culvert).

The P. Lorillard Tobacco Company Warehouse Complex was constructed in 1936 and 1939 by the P. Lorillard Tobacco Company, one of the oldest tobacco companies in the United States. During the early twentieth century, the Lorillard Company entered the market in Danville, Virginia. The company continued to increase its presence in the region into the mid-twentieth century. By the 1990s, however, the Lorillard Company began to lose its influence as it faced increasing pressure over the negative health effects of smoking. Nonetheless, the company played an important role in the development of modern cigarette manufacturing and tobacco storage practices. As a result, the P. Lorillard Tobacco Company Warehouse Complex is directly associated with the history of the tobacco industry in Danville during the twentieth century and is significant under Criterion A (Industry). The storage warehouses within the district are representative of "Modern Horizontally Arranged Warehouse Facilities." As such, the property is also significant under Criterion C (Architecture) for its representation of state-wide changes in tobacco storage warehouse design during that same period. The period of significance for the Lorillard Company Warehouse Complex extends from its initial construction in 1936 to conversion of the warehouses from an "open" system to a "closed" system of structures in 1974.

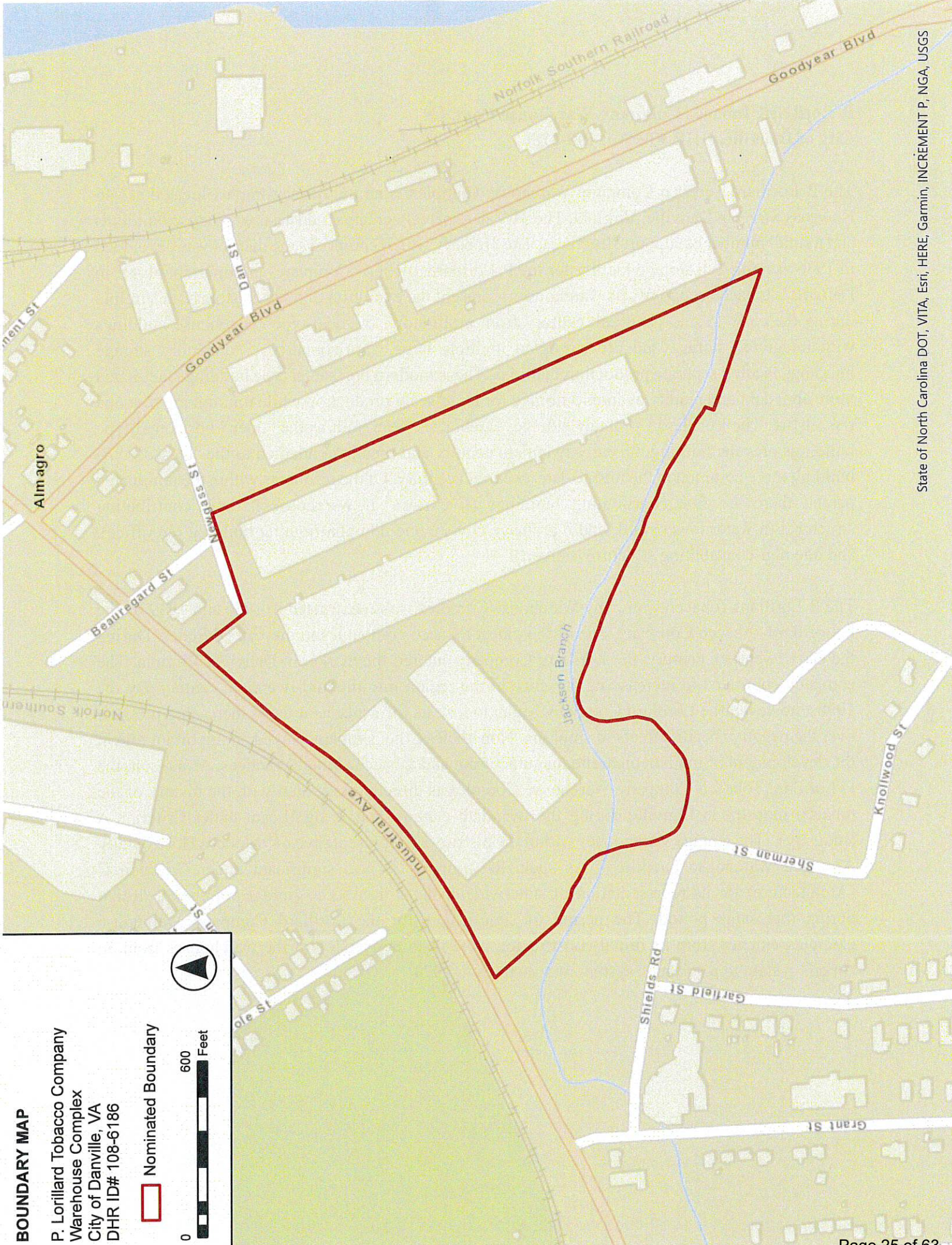
BOUNDARY MAP

P. Lorillard Tobacco Company
Warehouse Complex
City of Danville, VA
DHR ID# 108-6186

 Nominated Boundary



0  600 Feet





The National and State Registers in Virginia

A Quick Guide to the National Register of Historic Places and Virginia Landmarks Register

- Established under the National Historic Preservation Act of 1966, the **National Register of Historic Places** is the Nation's official list of historic properties worthy of preservation, administered by the National Park Service, U.S. Department of the Interior. Properties listed in the National Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture.

In 1966, the Virginia General Assembly established the Virginia Historic Landmarks Commission, now the Department of Historic Resources. DHR is the State Historic Preservation Office responsible for nominating properties to the National Register and managing the **Virginia Landmarks Register**, the State's official list of properties important to Virginia's history. The same evaluation criteria and nomination form are used for the National Register of Historic Places and the Virginia Landmarks Register.

■ Key Points

- 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 and encourages good stewardship.
- National and State Register listings **do not** place any obligations or restrictions on private property owners. Owners remain free to do what they wish with their property within existing laws and regulations and are not required to restore or maintain a property in particular ways as a result of listing.
- To ensure public participation in the process, property owners and local officials are notified and given the opportunity to comment on proposed nominations. When a nomination is submitted to the National Park Service, another public comment period is published in the Federal Register.

■ Benefits of Register Listing

- Owners of listed properties may qualify for Federal and State Historic Rehabilitation Tax Credits, historic preservation easements, and Federal and State grants for historic preservation when funding is available.
- Federal agencies whose projects affect a listed property must give the Department of Historic Resources an opportunity to comment on the project and its effects on the property.

■ Additional Information

DHR Historic Registers Program:

<https://www.dhr.virginia.gov/programs/historic-registers/>

VLR Online, an online database of State and National Register listings in Virginia:

<https://www.dhr.virginia.gov/historic-registers/>



The National and State Registers in Virginia

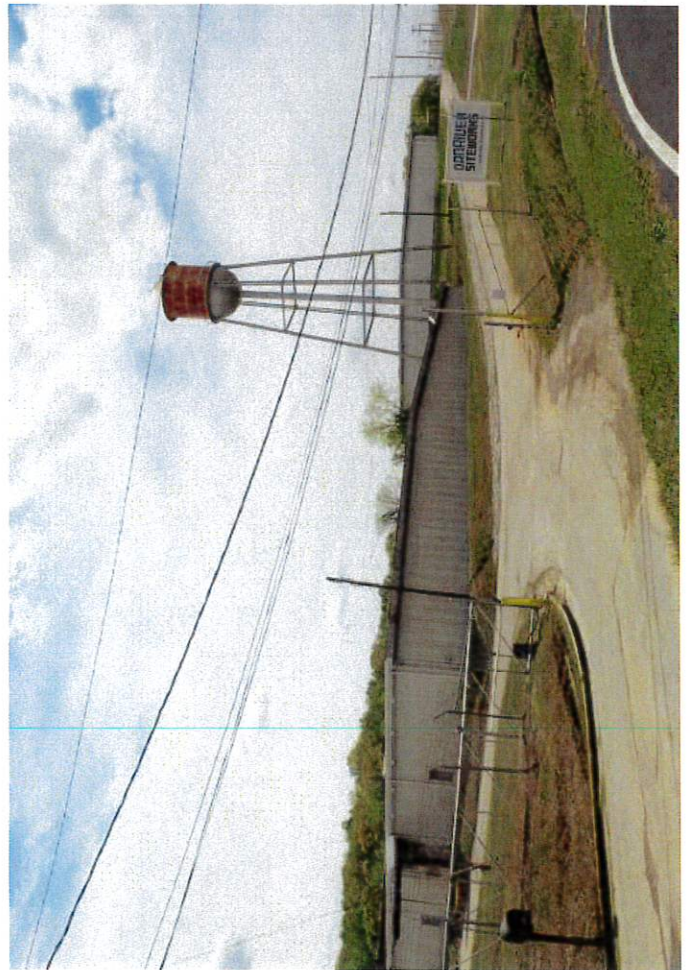
Rights of Private Property Owners to Comment or Object to a Nomination for Listing

■ Supporting and/or Commenting on a Nomination

- A private property owner who supports a nomination for listing in the Registers is invited to send a letter of support but is not required to do so for the nomination to proceed. Private property owners are also welcome to comment without formally supporting or objecting to a nomination. Copies of letters of support and/or comment are provided to the Boards for review, along with the nomination to which they refer, and are included with the nomination if it is recommended to proceed to the NRHP.

■ Objecting to a Nomination

- Per 17VAC10-20-200, a private property owner has the right to object to listing in either or both Registers. For a private property being individually nominated, each owner or partial owner may object to listing regardless of the portion that party owns. For a historic district that is being nominated, each owner of private property in the district is counted as one individual regardless of how many properties that party owns or whether the properties contribute to the significance of the district.
- An objection to listing must be provided to DHR in writing a minimum of 7 business days prior to the Board meeting. Letters of objection must be addressed to the State Historic Preservation Officer at the Department of Historic Resources, 2801 Kensington Avenue, Richmond, Virginia 23221.
- When objecting to listing, any owner or partial owner of private property must submit to DHR a written statement that references the subject property by address and/or parcel number and certifies that the party is the sole or partial owner of the private property, as appropriate.
 - For objections to listing in the VLR, the written statement of objection must be attested and notarized by a notary public in order to be counted by DHR in determining whether a majority of private property owners has objected to a nomination.
 - Objection letters concerning NRHP listing are not required to be notarized. Per 28 U.S. Code § 1746, a written objection should state: "I declare (or certify, verify, or state) under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on (date). (Signature)".
 - A property owner may submit a single written objection to listing in both the VLR and NRHP, but in order for the objection to be applied to the VLR listing, the letter must be notarized.
- If a **majority** (50% + 1) of private property owners object according to the process above, the nomination will not proceed to listing. In such cases, DHR is still required to submit the nomination to the National Park Service for a Determination of Eligibility for the NRHP, per 36 CFR 60.6(n).
- Letters of objection received a minimum of 7 business days prior to the Board meeting will be copied to Board members for review, along with the nomination to which they refer. If 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 NRHP 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 45 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: P. Lorillard Tobacco Company Warehouse Complex

Other names/site number: VDHR #108-6186

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: 946 Newgass Street

City or town: Danville State: VA County: N/A

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>5</u>	<u>1</u>	buildings
<u> </u>	<u> </u>	sites
<u>3</u>	<u>1</u>	structures
<u> </u>	<u> </u>	objects
<u>8</u>	<u>2</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY: Industrial Storage

Current Functions

(Enter categories from instructions.)

COMMERCE: Warehouse

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7. Description

Architectural Classification

(Enter categories from instructions.)

Other: Industrial Vernacular

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Metal, Wood, 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 P. Lorillard Tobacco Company Warehouse Complex is an industrial complex located at 946 Newgass Street in Danville, Virginia. The 31.7-acre parcel contains industrial warehouse buildings and a small number of support structures. The property which comprises the district was developed in 1936 as a tobacco storage facility for the P. Lorillard Tobacco Company, an important player in Danville's tobacco economy. Its warehouses represent the evolution of tobacco storage in Virginia during the early to mid-twentieth century from multi-story "vertical-type" warehouse buildings with integrated storage and processing to multiple large, "horizontal-type" one-story storage buildings feeding separate production facilities. These modern horizontal type buildings facilitated more abundant and readily available storage for large-scale production while minimizing cost and risk of fire. The Lorillard Company storage warehouses were built as the "open" horizontal-type buildings prevalent during the early twentieth century and then later adapted to the "closed" type building more common in the mid-to-late-twentieth century. Of the resources within the nominated parcel, there are five contributing buildings (five rows of warehouses), three contributing structures (a water tower, well, and a drainage cover), one non-contributing building (an office), and one non-contributing structure (culvert).

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Narrative Description

The P. Lorillard Tobacco Company Warehouse Complex occupies a roughly triangular-shaped site composed of a single property in Danville, Virginia. The parcel, identified as 946 Newgass Street, is situated to the south and west of the Dan River and to the southeast of downtown Danville. The site is bounded generally to the west by the Southern Railroad corridor and Industrial Avenue, to the east by Goodyear Boulevard, and to the south by wooded land along Jackson Branch. An adjacent industrial complex that historically functioned as a separately owned and operated tobacco storage facility is situated between the complex and Goodyear Boulevard on the east. To the north, Newgass Street extends west from Goodyear Boulevard and terminates at the Lorillard parcel.

The site of the complex is a grassy area with a slight rise in elevation to the south and west. The parcel is enclosed by a non-historic chain link fence and is accessed by a driveway leading from the end of Newgass Street. From this point, one branch of the driveway continues westward along the northwestern edge of the lot and loops around Warehouse 4.¹ A second branch of the driveway leads from the end of Newgass Street and continues southward between Warehouses 1 and 2 and Warehouse 3. This second driveway loops around Warehouse 1.

The complex consists of an office building, five rectangular warehouse buildings, and a water tower. The office building is located at the northern corner of the lot, north of the driveway and opposite the warehouses and water tower. The five warehouses, each containing multiple, divided storage blocks, are laid out in two groups. The three original, 1936, warehouses are situated in a roughly north-south alignment in the eastern section of the parcel while the two 1939 warehouses are situated in a roughly east-west alignment in the western portion of the lot. Four of the warehouses consist of four storage blocks separated by brick fire walls; the centered warehouse, Warehouse 3, has seven storage blocks as the original 1936 building was enlarged in 1939 with three additional blocks. The water tower is located near the north central area of the parcel between the eastern and western sections of warehouses. With the slight change in elevation west of Warehouse 3, there are the remains of a small concrete culvert as well as a drainage cover west of the building; a brick well is south of that same building. Fire hydrants are located near the buildings throughout the property.

Architectural Analysis

The initial construction of the P. Lorillard Tobacco Company Warehouse Complex took place in 1936 with three warehouses. They were followed in 1939 with the addition of two more warehouses and an enlargement of one of the original buildings. The location of the complex took advantage of existing rail transportation with the presence of the Southern Railroad line and of burgeoning truck transportation; the front of each block of each warehouse features a loading dock. Additionally, while utilitarian in function and design, the buildings demonstrate advances in

¹ The warehouse numbering in this nomination is nonhistoric and has been assigned as such by the authors.

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tobacco storage practices during the early to mid-twentieth century as focus shifted from pipe tobacco and cigar production to cigarette production throughout the United States.

The six main buildings and one main structure within the Lorillard Company complex are vernacular and industrial in design with little embellishment but are similar to other contemporary examples throughout the region. There is little variation among the primary buildings. The five tobacco warehouses (VDHR #108-6186-0002/0007) are constructed of wood frames clad with corrugated steel siding atop poured concrete foundations. Shallow-pitched side-gable roofs, with skylights and vents, cover each building. The most striking visual component of each warehouse are the tall, brick firewalls that divide each into multiple blocks of open storage space and pierce the roofs. With their utilitarian design and function, there is no formal entrance to the buildings. There are two entrances into each individual storage block, one on the front and rear of the warehouses. Those on the front of the warehouses feature a concrete loading dock, either with a ramp or steps, and some entrances are protected by metal awnings. The only other fenestration on the walls are louvered vents. The metal water tower (VHDR #108-6186-0007) was built between Warehouses 3 and 4 between 1939 and 1951. An office building (VDHR #108-6186-0001) was constructed at the location of a former garage in 1977. The complex remains largely unaltered since 1977. The facility remained in use by tobacco companies until 2019. Though no longer used to store tobacco, the open spaces continue to be used for storage.

The P. Lorillard Tobacco Company Warehouse Complex was built according to design standards utilized by other tobacco companies at the time and reflects trends in the evolution of tobacco storage throughout the twentieth century. An early twenty-first century study conducted as part of a National Register Multiple Property Documentation (MPD) categorizes tobacco warehouses throughout Richmond, Virginia, although it can be applied to the region more broadly. Although that effort did not specifically include warehouses in Danville, the designs and context are similar, and many of the companies that built and operated them had a presence throughout the region, and therefore the same registration criteria can be applied.

The tobacco warehouses within the P. Lorillard Tobacco Company Warehouse Complex include one property type as defined by the *Tobacco Warehouses in Richmond, 1874-1963* Multiple Property Listing. The storage warehouses are representative of the "Modern Horizontally-Arranged Warehouse Facilities" property type. Within this type, the warehouses were originally built as the earlier "open" sub-types but were adapted in 1974 into the later "closed" sub-type.

As defined by the MPD:

The Modern Horizontally-Arranged Warehouse Facilities were usually a single tall story in height, eliminating the need for elevators and the resulting extra personnel necessitated by all of the additional handling... Their enormous capacity and ease of access are the essential characteristics of their design. The buildings are constructed with sawn timber framing. Interior spaces are open and utilitarian in nature, constructed to allow flexibility for moving and storage of the large hogsheads (barrels) of tobacco kept in the warehouses. Typically, the floors were

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elevated and consisted of soil covered by 4-6 inches of cinders, with concrete aisles. The buildings usually have roofs that are tar and gravel; sometimes these roofs are punctuated by large skylights which light the interior. The buildings had electric lighting from the beginning, but it was minimal, and the skylights were the main source of light. The warehouses were usually designed in sets or multiples and constructed with brick firewalls separating the individual warehouses. The buildings were originally clad in either wood or galvanized metal that possessed louvers, to allow air circulation within the warehouses.

The storage warehouses at the Lorillard Company Complex were originally constructed with the typical characteristics of this type. The interiors of each of the multiple, one-story warehouse buildings consisted of unfinished, open spaces. All of the buildings also originally had skylights that pierced the low-pitch tar and gravel roofs; some of these skylights have since been covered. The exteriors of the buildings originally had louvered walls to allow for passive ventilation. This form of ventilation proved to be a detriment to the product the buildings were protecting, and they were later altered. According to the MPD:

Due to the ventilation properties of these warehouses, tobacco beetles, which are insects that are drawn to tobacco, were able to infiltrate the hogshead of stored tobacco, destroying the product, as well as creating a significant monetary loss. In order to extinguish the tobacco beetles, many of the open warehouses were converted into "closed" warehouses or fumitoriums. The warehouses were re-skinned with flat-seamed sheet metal or steel "R"-panels. Metal skins can be gasketed and covered with impermeable coatings which reduce the majority of preparation necessary to control gases in these warehouse fumitoriums, therefore accomplishing its function without interruption or posing a real danger out of doors.

In 1974, the Lorillard Company carried out a large renovation project on the property during which the louvered walls of the warehouses were replaced by metal panels to allow for fumigation inside of the buildings. Other renovations made to the warehouses over time include the replacement of the original roofing material, likely tar and gravel, as necessary with materials in kind or with modern TPO roofing systems.

Inventory

The following inventory identifies the buildings and structures within the property. The contributing status of each is based on the function and use in support of Criterion A as well as its design and style in support of Criterion C according to the context and significance. For the purposes of the P. Lorillard Tobacco Company Warehouse Complex, the period of significance extends to 1974 at the time of alteration to the exterior walls of the warehouses from an open-type system to a closed-type system, which is considered a significant event.

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utilitarian character have been retained. Although the original horizontally arranged open-storage warehouses were altered in 1974 to become closed, this alteration was also significant. The Lorillard Company reacted similarly to other tobacco companies in the region by modifying the horizontal warehouses to a closed storage system, therefore the integrity of the complex with this alteration remains in place. Five criteria have been identified to help assess the physical integrity of such warehouse facilities. The Lorillard warehouses have a high level of integrity due to their retention of (1) metal cladding, (2) wood frame or metal-wrapped industrial doors, (3) roofs not visible from the street, (4) character-defining skylights, and (5) interior open work areas with simple finishes. Therefore, the Lorillard warehouses meet National Register requirements for physical integrity. Contributing resources retain the physical characteristics that convey a sense of their historic use and design.

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8. 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.)

INDUSTRY
ARCHITECTURE

Period of Significance

1936-1974

Significant Dates

1936, 1939

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Lee, Ballou & Van der Voort
C.M. Weber
B.L. Anderson & Son

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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 P. Lorillard Tobacco Company Warehouse Complex was constructed in 1936 and 1939 by the P. Lorillard Tobacco Company, one of the oldest tobacco companies in the United States. During the early twentieth century, the Lorillard Company entered the market in Danville, Virginia. The company continued to increase its presence in the region through the mid-twentieth century. By the 1990s, however, the Lorillard Company began to lose its influence in the region as it faced increasing pressure over the negative health effects of smoking. Nonetheless, the company played an important role in the development of modern cigarette manufacturing and tobacco storage practices. As a result, the P. Lorillard Tobacco Company Warehouse Complex is directly associated with the history of the tobacco industry in Danville during the twentieth century and is significant under Criterion A (Industry).

The storage warehouses that cover the majority of the district are representative of the "Modern Horizontally-Arranged Warehouse Facilities" property type. Within this type, the warehouses were originally built as the earlier "open" sub-types but were adapted in 1974 into the later "closed" sub-type. As such, the resource is also significant under Criterion C (Architecture) for its representation of state-wide changes in tobacco storage warehouse design during that same period. The period of significance for the Lorillard Company Warehouse Complex extends from its initial construction in 1936 to conversion of the warehouses from an "open" system to a "closed" system of structures in 1974.

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

Criteria A and C: Industry and Architecture

The P. Lorillard Tobacco Company Warehouse Complex is associated with the industrial history of Danville, Virginia during the early twentieth century. The tobacco warehousing industry served as a dominant economic engine for the city, particularly since the 1870s. As one of the largest tobacco companies in the region, the P. Lorillard Tobacco Company played an important role in the evolution of the tobacco industry during the early twentieth century. At the time of its construction in 1936 and 1939, the Lorillard tobacco storage facility marked the transition from early tobacco storage practices to modern storage practices, which coincided with the rise of cigarette manufacturing and the threat of tobacco insects during the early twentieth century. Like other major tobacco companies within Danville and throughout the nation, Lorillard responded to changes in the industry in the early twentieth century.

Spurred by the beginning of cigarette production near the end of the nineteenth century and growing popularity of the product during World War I, the Lorillard Company produced its first cigarette, Old Golds, in 1926. By the following year the company was distributing it to every town across the nation; in order to preserve the product on its way to the customer, Lorillard began using

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a “double jacket” of cellophane in 1937.² To adjust to the newfound, increased demand for tobacco due to cigarettes, the Lorillard Company also modified and built new facilities. The Lorillard Company complex was built according to design standards utilized by other tobacco companies at the time and reflects trends in the evolution of tobacco storage throughout the twentieth century.

Tobacco warehouses constructed during the late nineteenth century in Virginia were multi-story, brick buildings that provided enough storage space to fit the needs of older, slower cigarette machines. Their design also allowed the use of natural light as it was heavily relied upon in the early days of electricity. These buildings were often constructed in more densely urban areas and are classified as “vertical” storage facilities. The Lorillard Company had a vertically-arranged facility in Richmond. Examples of these early warehouses in Danville include the Harris Building (constructed by the American Tobacco Company) and the Industrial Tobacco Company Building. However, as the demand for cigarettes increased and faster production equipment became available, tobacco manufacturers had to increase the volume of tobacco produced, which in turn increased the demand for storage space and a change in layout and design of warehouses.

This led to an influx in construction of facilities that were similar in design and date of construction to the P. Lorillard Tobacco Company Warehouse Complex in Danville and classified as “modern horizontally arranged warehouse facilities.” These tobacco storage facilities built in the early-to-mid-twentieth century generally consist of large, single story, frame warehouses that were designed as an alternative to the earlier multi-story warehouses to increase efficiency. Not only did these structures boast a significantly higher storage capacity, but they also eliminated the need for elevators and overall required fewer personnel. These facilities were divided into two categories: “open” and “closed” facilities, with the former generally being built earlier than the latter. So-called open-storage warehouses had walls of large, louvered panels to allow air flow inside of the buildings. The single-story buildings were clad in galvanized metal with no insulation, no interior finishes, and no impermeable weather barriers.³

The shift to large-scale warehousing also meant that tobacco could be stored for multiple years before being processed which, unfortunately, led to a problem. Between 1937 and 1940, an outbreak of tobacco moth infestations plagued farmers and tobacco companies in Virginia and North Carolina. Coupled with the existing threat of tobacco beetles during the 1920s and 1930s, tobacco companies in Danville such as the Lorillard Company turned to the U.S. government for aid. During this time, tobacco being stored in warehouses and packhouses, particularly those with open-storage designs, became infested with insects. If left undisturbed the beetles used the stored tobacco for shelter, food, and breeding grounds, thereby destroying the product on a massive scale. After World War II, new developments in the construction and design of tobacco storage warehouses brought an effective solution to the insect problem.⁴

To solve the issue, new tobacco storage warehouses were constructed with solid exterior walls to effectively enclose and seal the interiors. Over time, older open-type storage warehouses were

² Maxwell Fox, *The Lorillard Story* (1947), 43; P. Lorillard 1960.

³ Green 2013, 5

⁴ Green 2013, 5.

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renovated to remove or seal the exterior louvers. The enclosure of the tobacco warehouses was intended to increase the effectiveness of fumigation and to keep insects out. As a result, most tobacco storage warehouses in the region, including the Lorillard Company warehouses were built or renovated to “closed-type” warehouses after the mid-twentieth century. The altered design of the buildings marks an important transition in tobacco storage practices during the early-to-mid-twentieth century.

The P. Lorillard Tobacco Company Warehouse Complex in Danville is an example of modern, horizontally-arranged warehouses built in the region prior to the outbreaks of the tobacco moths and beetles. Given that the company also had facilities in the City of Richmond, the Lorillard Company was already familiar with the new horizontally-arranged warehouses. There, the company was among many that leased space from the horizontally-arranged Chesapeake Warehouses as early as 1929, when that complex was constructed.⁵ It appears that the Lorillard Company used this familiarity of warehouses and knowledge of Richmond architects in its Danville operations. At the time of their construction in 1936 and 1939, the buildings were classified as open-storage warehouses. Though grainy, a newspaper featured a bird’s eye view of the warehouses in 1960 featuring the louvered panels (Figure 1).

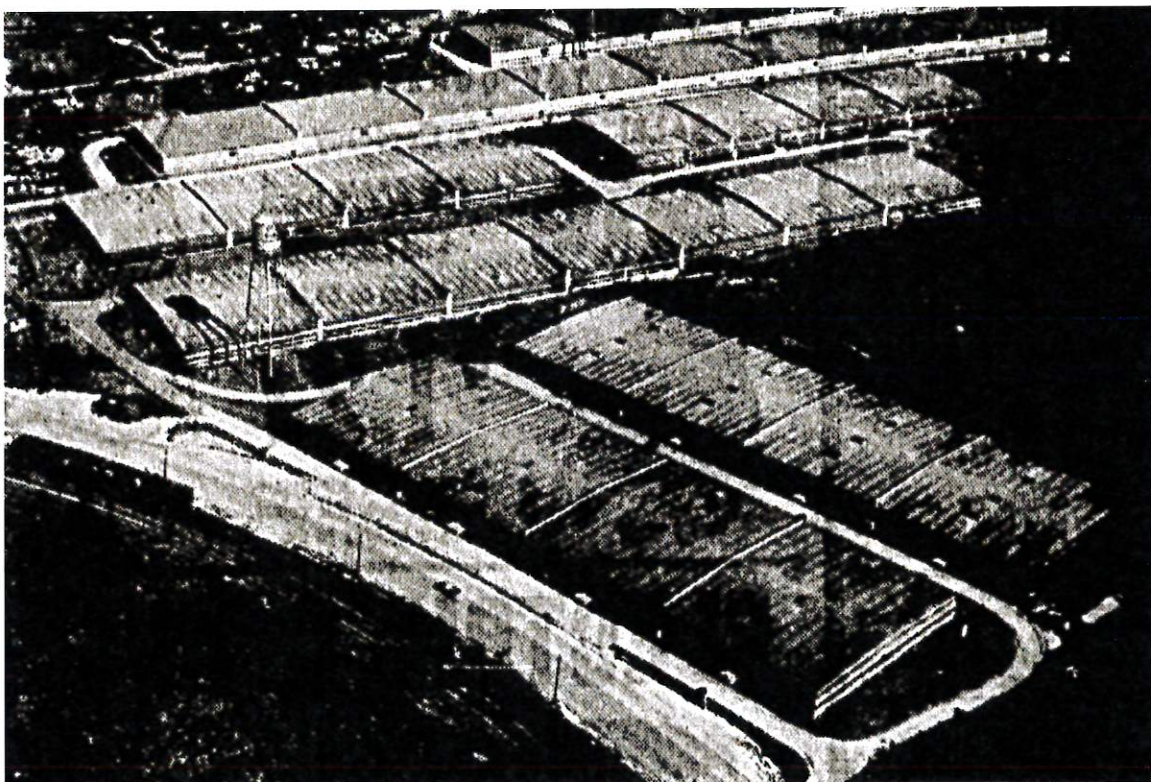


Figure 1: Birds Eye view of the P. Lorillard Tobacco Company Warehouse Complex in 1960. (Source: Danville Register and Bee)

⁵ Bryan Clark Green, “The Chesapeake Warehouses,” National Register of Historic Places Registration Form, April 29, 2013.

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The Lorillard Company was slightly delayed in addressing the issue brought forth by the open storage, perhaps due to the construction of its new plant around 1960. However, in 1974, changes were made to the facility. B.L. Anderson & Son was contracted to remove the large exterior louvered panels and re clad all of the warehouses with solid panels of corrugated sheet metal thereby allowing a more thorough fumigation of the structures.⁶ Since that transition, the buildings can now be typified as closed-storage warehouses. The change from an open to closed storage system at the Lorillard facility demonstrates the decline of open-type storage warehousing and the design changes to tobacco storage in response to the rise of the tobacco beetle and tobacco moths in the mid-twentieth century.

In addition to the type of enclosure, open versus closed, the buildings also exhibit the six main features of modern, horizontally arranged warehouse facilities as previously defined by the *Tobacco Warehouses in Richmond, Virginia, 1874-1963* Multiple Property Documentation Form (NRHP 64501191). The Lorillard warehouses are (1) one story in height to eliminate the need for elevators, (2) have a large footprint to allow for "enormous capacity and ease of access, (3) have sawn timber framing, (4) have open interior spaces, (5) have central, concrete aisles leading from front and rear loading doors, and (6) have skylights to reduce need for electric lights.

Historical Background

Throughout nineteenth century America, most tobacco was produced and sold at a local scale by independent producers. Towards the end of the century, however, large tobacco companies began emerging as producers that became increasingly concerned with the need for quality control, recognizing a need to offer nationwide consumers a standardized product or "blend." A blend was a combination of different types of tobacco leaf and fillers that created a particular flavor profile and each of the major companies offered their own unique collection of products. While cigarettes were in use in the nineteenth and early twentieth centuries, their usage was largely confined to immigrants, young people, and upper-class women. Initially, far more popular delivery methods of the newly standardized blends included cigars, pipe tobacco, and chewing tobacco. Cigarettes, however, rapidly gained popularity after the end of World War I, in large part due to increasing social acceptance of women smoking in public.

With this increase in popularity, hundreds of new brands from each of the major tobacco companies emerged. Aggressive advertising campaigns directed at a national audience created a demand that only mass production via high-speed automation would be able to keep up with. This was accomplished with the use of the cigarette rolling machine, which had been introduced in 1880 by James A. Bonsack. By 1930, the largest four tobacco companies – American Tobacco Company, R.J. Reynolds Tobacco Company, Liggett & Myers Tobacco Company, and P. Lorillard Tobacco Company – were producing 90 percent of the cigarettes on the market with little competition from independent producers. Among the key locations for the tobacco industry was Danville, Virginia.

⁶ "Building Permit for \$52,500 Issued Lorillard," *Danville Register and Bee*, June 22, 1974.

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Tobacco Industry in Danville and the P. Lorillard Tobacco Company

Located in the Piedmont region of Virginia, Danville's history has been tied to tobacco since the city's formation in 1793. The city was originally the site of a tobacco inspection warehouse along the Dan River in the late eighteenth century. Improvements in transportation during the early nineteenth century and the successful growth of the product in the region further cemented Danville's role as a major center for tobacco production. During the Civil War, the city's focus on tobacco storage grew when tobacco holdings in Richmond were moved to Danville for safekeeping. The largest period of growth for the city's tobacco industry occurred during the 1870s, at which time plug and twist tobacco manufacturing emerged. Between the 1870s and 1890s, Danville experienced a rapid period of industrialization; tobacco and textile manufacturing served as the city's main engines.⁷

The P. Lorillard Tobacco Company began with Pierre Lorillard opening a manufactory in New York City in 1760. Like many independent producers, the success of the company led to its absorption into the American Tobacco Company in the 1890s, though Lorillard maintained its corporate identity.⁸ Just as Lorillard merged with American Tobacco Company, it, and another large company, R.J. Reynolds, came to Danville. When the American Tobacco Company was forced to dissolve its interests in 1911 due to monopolistic practices, three companies emerged: the American Tobacco Company, Liggett & Myers Tobacco Company, and the P. Lorillard Tobacco Company.⁹ Lorillard took back its former manufacturing properties and took over part of American Tobacco's Danville properties, including a large cigar factory and storage warehouses.

As cigarette usage increased in the United States during the early twentieth century, Lorillard moved into the realm and introduced its first blended cigarette, Old Gold, in 1926. The company established a research facility in 1929 to further grow in the field of cigarettes.¹⁰ In 1935, Lorillard introduced their Double-Mellow Old Golds, which may have prompted an expansion of its facilities.¹¹

An important type of facility necessary for growth were tobacco warehouses, which were used to age tobacco before processing.¹² Between 1920 and 1935, the Lorillard Company stored its tobacco in the industrial heart of the city. The design of Lorillard's turn-of-the-century buildings in Danville coincided with that of other tobacco-related buildings located in the city at that time. These early buildings were of a much different design than the 1930s Lorillard tobacco storage warehouses (the subject of this nomination). Similar to other industrial buildings of the early twentieth century, the original Lorillard buildings were multi-story, brick buildings with a

⁷ Frederick F. Siegel, *The Roots of Southern Distinctiveness: Tobacco and Society in Danville Virginia 1780-1865*. (Chapel Hill, NC: The University of North Carolina, 1987).

⁸ P. Lorillard and Company, *Lorillard and Tobacco: 200th Anniversary P. Lorillard Company 1760-1960*. (New York, 1960).

⁹ "Reorganization Plan," *Danville Register and Bee*, November 30, 1911.

¹⁰ P. Lorillard and Company, 1960.

¹¹ "All America Thrill Double-Mellow Old Gold," *The Bee* (Danville), January 6, 1936.

¹² Bryan Clark Green, "Tobacco Warehouses in Richmond, Virginia, 1874-1963," National Register of Historic Places Multiple Property Documentation Form, June 28, 2013, 3.

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moderate level of ornamentation, which enhanced the aesthetics of the industrial core of Danville. Elevators were used to transport tobacco between floors in what has come to be known as the “vertical warehouse” model.

However, by the 1930s, a new form of tobacco storage warehouses emerged to keep up with evolving industry standards. The use of single-story, “horizontal warehouses” rather than multi-story warehouses allowed tobacco to be moved easier and faster. This change was prompted by the development of new cigarette machinery which increased the rate of production exponentially. Operators of the Lorillard Company facility in Danville sought to expand outside of the city’s industrial center in order to keep up with demand. The larger tracts of land outside of downtown Danville provided ample space to accommodate the large, sprawling warehouses.

In August of 1936, the P. Lorillard Tobacco Company purchased three tracts of land, totaling more than thirty acres, from the Jefferson Avenue Improvement Company, Inc., Amos and Estelle Hughes, and W. Dudley Overbey.¹³ At least part of this land had formerly housed Danville’s fairgrounds. Construction of a new tobacco storage facility, which would be large enough to house thirty million pounds of tobacco, began the same year.¹⁴

The site that the Lorillard Company selected for its new storage facility was located to the south of the city. The core of Danville’s late nineteenth and early twentieth century tobacco industry was centered on what is now the Danville Tobacco Warehouse and Residential District (VDHR #108-0058) with tobacco related buildings along the river and rail line near the center of the city. Though the Lorillard Company complex is located outside of this district, the company clearly considered its location before purchasing the land. The complex was situated along the rail line, just south of the district and near workers housing.¹⁵

In order to gain access to the facility and secure its safety, the company came to an agreement with the City of Danville. City officials agreed to extend streets to the area and provide a water line to the property.¹⁶ The city viewed Lorillard’s expansion as a portent to the company’s broadening of activities in the area and with optimism for Danville’s economic future. In the early 1930s, Danville worked towards strengthening and expanding its tobacco market.¹⁷ Lorillard’s expansion was seen as a “highly significant development in the history of the Danville market” with the hopes

¹³ City of Danville Deed Book 167:179, Jefferson Avenue Improvement Company, Inc. to P. Lorillard Company, Inc., September 1, 1936; Deed Book 167:181, Amos and Estelle Hughes to P. Lorillard Company, Inc., September 1, 1936; Deed Book 167:182, W. Dudley Overbey to P. Lorillard Company, Inc., September 1, 1936.

¹⁴ Building Permits Here Expected To Reach Million Dollars in 1936; Lorillard Starts Preliminary Work,” *The Bee* (Danville), August 26, 1936.

¹⁵ The land southeast of the industrial core of Danville proved advantageous for the storage of tobacco in similar horizontal warehouses. In addition to the Lorillard Company warehouses, the Virginia Tobacco Company built warehouses on Monument Street north of Lorillard before 1950; the Liggett & Myers Tobacco Company built warehouses just east of the complex on Goodyear Boulevard in 1946; and the Dibrell Brothers built warehouses on Beauregard Street north of the complex between 1951 and 1963. “New Tobacco Storage to Be Built Here; Plans For A New Warehouse And Renovated Depot Progress,” *The Bee* (Danville), January 14, 1946.

¹⁶ “Building Permits Here,” 1936; “Lorillard to Establish Plant Here to Store Thirty Million Pounds of Tobacco for Aging,” *Danville Register and Bee*, June 26, 1936.

¹⁷ “A Broader Base for the Market,” *Danville Register and Bee*, June 26, 1936.

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that the city might become the “Old Gold” town; at the very least, it would become an “Old Gold” storage center.¹⁸

The completion of the new Lorillard storage facility coincided with a spike in construction in 1936. Other tobacco companies also expanded during this time – including new plants for J.M. Edmunds Co., Inc. and Dibrell Brothers, Inc. – which greatly increased the ability of farmers to get to companies situated locally rather than sending their tobacco to companies farther out and risking deterioration of the product.¹⁹ At this time, in addition to industrial buildings, the number of residential buildings – houses and apartments – also increased.²⁰

The Lorillard Company’s warehouses were designed by architects Lee, Ballou, and Van der Voort of Richmond.²¹ The firm designed the warehouses as “open-type” storage buildings, which featured large, louvered wall panels that allowed for passive ventilation of the buildings’ interiors. The use of an open storage system aided in the aging process of tobacco, which remained in storage for up to two years. In September of 1936, the Lorillard Company hired contractor C.M. Weber to begin sitework and to oversee construction of the new facilities.²² The Southern Railway also ran tracks alongside the storage facility to make the process of loading and unloading tobacco easier. A total of three warehouses were built at a total cost of \$140,000.²³

At the time of the storage facility’s construction in 1936, the Lorillard Company had kept future development of the large parcel in mind. The original warehouses were grouped together to allow for additional buildings to be added.²⁴ This happened in 1939 when two new buildings were added to Lorillard’s parcel to increase storage capacity. Once more, C.M. Weber was contracted to do the work and in March, a fourth warehouse was constructed, which increased the facility’s storage capacity by 10,000,000 pounds. Rail siding was also added to accommodate freight cars. Then in September, a fifth warehouse was constructed, and a three-block addition was added to one of the original 1936 warehouses. The 1939 buildings matched the original warehouses in terms of design and materials and were “of wood, properly ventilated and with a composition roof.” The two expansion projects brought the total capacity of the facility to over 50,000,000 pounds of tobacco, more than the city handled in a single season. The Danville warehouses were among the largest held by the Lorillard Company.²⁵

¹⁸ “Lorillard to Establish,” 1936.

¹⁹ The Dibrell Brother built a factory, and the J.M. Edmunds Co. built a warehouse, however, unlike the Lorillard Company’s horizontal warehouses it had two stories. “Farmers Ask For Reforms In Marketing,” *The Bee* (Danville), July 20, 1936.

²⁰ “\$846,417 Is 1936 Building Permit Total,” *The Bee* (Danville), January 1, 1937.

²¹ “Lorillard to Build Block and a Half,” *The Bee* (Danville), September 3, 1936.

²² “Weber Gets Contract to Build Big Lorillard Storage Plant; Cost Put at \$140,000; Work is Started Today,” *The Bee* (Danville), September 2, 1936.

²³ “Lorillard to Build Block,” 1936.

²⁴ *Ibid.*

²⁵ “Lorillard Company Adding New Unit To Vast Storage Here; Brings Total Capacity Up to Forty Million Pounds,” *The Bee* (Danville), March 25, 1939.

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The Lorillard Company continued to flourish, becoming one of the nation's fastest growing tobacco companies by the late 1950s.²⁶ New developments in tobacco production during the 1960s led the Lorillard Company to expand in the region once again. The company increased its presence in Danville with the construction of a new processing and storage facility in 1961 in Danville's new industrial district on the north side of the city.²⁷ Its construction was prompted by the completion of a new cigarette plant in Greensboro, North Carolina in 1956. Tobacco that had been processed and stored in Danville could be easily shipped to Lorillard's nearby cigarette factories, making the city an ideal location for a new facility. The new processing facility featured state-of-the-art equipment such as automatic control systems and an advanced fire suppression system. It could store up to 180 million pounds of tobacco, making the facility one of the largest of its kind.²⁸ While the warehouses on Newgass Street were made obsolete in terms of machinery and equipment, Lorillard kept the facility in operation.

Tobacco production for major companies like Lorillard remained steady up until the 1990s, at which time production declined sharply due to rising health concerns over smoking. In 1991, the Lorillard facility on Newgass Street was sold to Dibrell Brothers, Inc., another tobacco company in Danville. Dibrell maintained ownership of the Newgass Street facility until 2019, at which time it was purchased by Alliance One International. Today, the tobacco industry continues to contribute to the City of Danville's economy.

²⁶ "Lorillard Long Has Set Trends," *The Bee* (Danville), September 21, 1960.

²⁷ "Lorillard's Expansion Hailed Here," *Danville Register and Bee*, January 21, 1960.

²⁸ "Lorillard Employs Pioneering Processing Techniques," *The Bee* (Danville), November 9, 1961.

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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

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_____ recorded by Historic American Buildings Survey # _____
_____ recorded by Historic American Engineering Record # _____
_____ recorded by Historic American Landscape Survey # _____

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

Historic Resources Survey Number (if assigned): 108-6186

10. Geographical Data

Acreage of Property 31.7 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|----------------------------|--------------------------|
| 1. Latitude: 36°34'28.79"N | Longitude: 79°23'14.31"W |
| 2. Latitude: 36°34'36.76"N | Longitude: 79°23'3.16"W |
| 3. Latitude: 36°34'36.51"N | Longitude: 79°22'58.62"W |
| 4. Latitude: 36°34'21.59"N | Longitude: 79°22'50.47"W |
| 5. Latitude: 36°34'26.41"N | Longitude: 79°23'5.23"W |
| 6. Latitude: 36°34'23.54"N | Longitude: 79°23'7.81"W |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

1. Zone: Easting: Northing:

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2. Zone: Easting: Northing:
3. Zone: Easting: Northing:
4. Zone: Easting: Northing:

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

The P. Lorillard Tobacco Company Warehouse Complex occupies a roughly triangular-shaped site composed of a single parcel in Danville, Virginia. This is 946 Newgass Street (Parcel ID 23340). The lot is situated to the west of the Dan River and to the southeast of the downtown area of Danville. The site is bounded generally to the west by the Southern Railroad corridor and Industrial Avenue, to the east by Goodyear Boulevard, and to the south by Jackson Branch. An adjacent industrial complex that historically functioned as a separate tobacco storage facility is situated between the complex and Goodyear Boulevard on the east. To the north Newgass Street extends west from Goodyear Boulevard and terminates at the Lorillard parcel.

Boundary Justification (Explain why the boundaries were selected.)

The P. Lorillard Tobacco Company purchased the land outside of downtown Danville with an eye towards expansion and adaptation. The horizontal warehouses on the parcel were used to provide the company with additional storage space that had easier access with a smaller workforce. The parcel (Parcel ID 23340) contains the original warehouses and the 1939 warehouse expansion. The boundaries of this resource are drawn to include the original Lorillard Tobacco Company Complex property and thus encompass the property's historic setting as well as all known associated historic resources.

11. Form Prepared By

name/title: Dara Friedberg, Anna White, and Alison Donnelly
organization: Dutton + Associates (a Timmons Group company)
street & number: 1115 Crowder Drive
city or town: Midlothian state: VA zip code: 23113
e-mail: dfriedberg@dutton-associates.com
telephone: (804) 897-1960
date: June 2025

Additional Documentation

Submit the following items with the completed form:

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- **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: P. Lorillard Tobacco Company Warehouse Complex

City or Vicinity: Danville

County: N/A

State: Virginia

Photographers: Anna White and Alison Donnelly

Date Photographed: April 15, 2025

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 16: Entrance into complex, view southwest

2 of 16: Warehouses 4 and 5, and water tower, from Industrial Avenue, view south

3 of 16: Warehouses 1 and 3, view southeast

4 of 16: Warehouses 1, 2, and 3, view southeast

5 of 16: Warehouses 4 and 5, view southwest

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- 6 of 16: Warehouse 4 and water tower, view east
- 7 of 16: Warehouse 3 and water tower, view northwest
- 8 of 16: Warehouse 3 loading dock, view northwest
- 9 of 16: Warehouse 3 fire suppression system block and firewall, view southwest
- 10 of 16: Warehouse 3, rear, view east
- 11 of 16: Warehouse 2 door, view west
- 12 of 16: Warehouse 4 interior
- 13 of 16: Warehouse 4 interior
- 14 of 16: Warehouse 2 interior
- 15 of 16: Warehouse 3 interior
- 16 of 16: Office building, view northeast

Paperwork Reduction Act Statement: This information is being collected for nominations 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.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.



2023/03/21 21:25:19

COMMISSION OF ARCHITECTURAL REVIEW

MEETING OF

JULY 24, 2025

Members Present

Robert Weir
Jackson Weller
Robert Stowe
Paul Liepe

Members Absent

Luke Ramsey
Robert Weir
Kathryn Ware

Staff

Cynthia Lester
Shanika Williams
Ryan Dodson
Stefanie Jackson

ITEMS FOR PUBLIC HEARING

NEW BUSINESS

1. Certificate of Appropriateness application PZ25-00333 filed by Andrew Magness to replace and repair hidden gutters 134 Sutherlin Ave (Parcel 55650).

Mr. Weller opened the Public Hearing.

Mr. Magness stated. The side of my house is where there is a section of the hidden gutter that has been damaged. For several years I have been trying to find someone to repair that section but has been unsuccessful. I have talked to a gentleman in town finally named Jerry Bracken who does a lot of historic houses repair, he recommended that instead of repairing the gutter we replace the section with something half round gutter, so water is not pouring down the side of the house creating more damage. Also, when it rains, because of settling the corner of our porch the water settles there so he also recommended putting down spouts, so the water runs off and not damage the front porch any further. In addition, I have a fence section I would like to put in my back yard for our two-year-old dog, it is not visible from the road.

Mr. Liepe stated. I saw a 4-foot fence with a 2-foot post extending above the top of the fence.

Mr. Magness stated. I am going to run electric solar panel lights on the top to lighten up the night.

Ms. Ingram stated. I want to know what we have done in the past with hidden gutters.

Ms. Williams stated. I will look for a case to reference.

Mr. Magness stated. The houses on our street, the majority of the historical houses still standing, we are one of two remaining that don't have marked gutters, and I want the house to remain standing.

Ms. Ingram stated. I remember the one on Main Street, where the hidden gutters leaked for so long till they fell off.

Mr. Magness stated. Everyone I talked to in town says they are in the worst condition. Not the front of the house, only the side are the main concerns.

Mr. Stowe stated. Looks like the fence runs down the property line.

Mr. Magness stated. No, the property line is on the far side of the driveway.

Ms. Ingram stated. What kind of fence is it?

Mr. Magness stated. A 4ft tall wire fence to keep the dog in.

Mr. Weller closed the Public Hearing.

Ms. Williams stated. In recent history it has been mostly replacing hidden gutters and not installing them.

Mr. Liepe made a motion to approve application PZ25-00333. Mr. Stowe seconded the motion. Motion was approved by a 4-0 vote.

2. Certificate of Appropriateness application PZ25-00331 filed by Mount Vernon United Methodist Church to allow an expansion of the playground and installation of new playground equipment at (Parcel 26337) 107 W. Main Street.

Mr. Weller opened the Public Hearing

Ms. Gould stated. Our daycare has been working with the center for early success to expand our enrollment by 60% in the last 2 years. Thanks to the corporation and church and Melissa, we have more kids than space allows so the necessity is to expand. We worked with LE&D to draw up plans to show that we are good to go. We also worked with Little Tikes commercial to provide new equipment that is similar to what we have currently. You will see the 1600 sq ft blueprint is going to be expanded to about 3000 sq ft in total. We are hoping that through this project we will add a door to the fellowship hall similar to the other doors. The fence will be shifted around, and the mulch will go away and will become natural grass. The expansion will be facing the parking lot. The entrance to the daycare center is on South Main.

Mr. Weller closed the Public Hearing.

Mr. Stowe made a motion to approve application PZ25-00331. Mr. Liepe seconded the motion. The vote was approved by a 4-0 vote.

3. Certificate of Appropriateness application PZ25-00360 filed by John Kane to allow a new shed and replacement of existing fencing at (Parcel 21233) 141 Holbrook Avenue.

Mr. Weller opened the Public Hearing

Mr. Kane stated. There is a small shed on the left side of the property that we want to take down and put a flower bed there and construct a 12 x 20 foot shed at the left rear corner of the property. Also, there is a wire fence we want to replace with a nicer looking fence.

Mr. Liepe stated. The site plan suggests your replacement fence runs down the middle of the alley.

Mr. Kane stated. No, it runs on the back of the alley.

Ms. Ingram stated. How old do you think that shed is?

Ms. Kane stated. I'm not sure. It is very unstable.

Mr. Weller closed the Public Hearing

Mr. Liepe made a motion to approve application PZ25-00360. Mr. Stowe seconded the motion. The vote was approved by a 4-0 vote.

4. Certificate of Appropriateness application PZ25-00378 filed by Matthew Bailey to allow replacement of existing windows at (Parcel 22685) 843 Pine Street.

Mr. Weller opened the Public Hearing

Mr. Weller closed the Public Hearing.

Mr. Stowe made a motion to deny application PZ25-00378. Ms. Ingram seconded the motion. The vote was approved by a 4-0 vote.

APPROVAL OF MINUTES

MAY 22, 2025, minutes were approved by a unanimous vote

With no further business, the meeting adjourned at 3:57 p.m.

Approved By: s/Cynthia Lester