

United States Department of the Interior
National Park Service

1162

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: James River Steam Brewery Cellars

Other names/site number: DHR File No. 043-5313

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: 4920 Old Main Street

City or town: Richmond State: Virginia County: Henrico

Not For Publication: n/a

Vicinity: x

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

Julie V. Senger
 Signature of certifying official/Title: _____ Date 12/19/13
Virginia Department of Historic Resources
 State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

 Signature of commenting official: _____ Date _____

 Title : _____ State or Federal agency/bureau or Tribal Government

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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:)

Patrick Anderson
Signature of the Keeper

2/5/2014
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

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

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: Warehouse; Commercial Storage

INDUSTRY/PROCESSING/EXTRACTION: Manufacturing Facility

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

MID-19th CENTURY

OTHER: Industrial Vernacular

Materials: (enter categories from instructions.)

Principal exterior materials of the property: STONE: granite (foundation and walls), BRICK (foundation and walls), CONCRETE (floors)

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 James River Steam Brewery Cellars are a series of vaulted tunnels with a granite block façade pierced by round-arched openings. The cellars have granite block foundations and end walls, brick piers, and brick vaults. They were constructed in 1866 for David G. Yuengling, Jr., John F. Betz, and John A. Beyer as the below-grade storage and fermentation space for the five-story brick James River Steam Brewery building above. An 1891 fire leveled the brewery, leaving the underground cellars as a unique illustration of how local beer was once fermented and warehoused. The brewery cellars have stood vacant since the fire. They are divided into four vaulted tunnels of various lengths. At 146 feet long and 10-17 feet wide, the largest tunnel is divided into two sections and is supported by granite block walls and massive brick columns. Infilled oval-shaped openings and vents are located in walls and ceilings of the interior. Despite long-term abandonment and moisture infiltration, the cellars maintain a remarkably high level of integrity. The James River Steam Brewery Cellars are classified as a contributing building.

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Narrative Description

Site Context

The James River Steam Brewery Cellars are located within a hill on a grassy site overlooking the James River. The brewery tunnels are adjacent to a ca. 1940 industrial complex (DHR ID# 043-0450) and the ca. 1885 Richmond Cedar Works Complex (DHR ID#043-0306). The cellars are adjacent to critical modes of transportation provided by the James River (near west), the C&O railway (immediately west), and Osborne Turnpike (near east).

Exterior

The exterior walls of the James River Steam Brewery Cellars were constructed of granite blocks. The west front has round arched window and door openings, some of which have been infilled with red brick. Only the west facade and a small portion of the north and south walls are visible from the exterior. The side and rear walls are underground.

The west wall presents a picturesque granite block facade, overgrown with vegetation. The first floor has six round arched openings: four window openings infilled with red brick, one open window and a wide door opening with granite voussoirs and a projecting granite key. There appear to be the remnants of seven second-story openings with intact stone sills and damaged arched lintels. The different sill heights of the two infilled window openings over the entry suggest the former location of an interior stair from the brewery's ground level.

Interior

The interior of the cellars include four vaulted tunnel section lengths range from 45 to 95 feet long, which are supported by thick masonry walls and two foot by three foot brick columns. Smaller rooms at the front, northwest corner open through arched brick doorways to long tunnels supported by columns. Continuing north from one of the two center tunnels is a vented tunnel that extends another 84 feet. A small chamber at the southeast corner once connected the cellars to grade and probably to the brewery's ground level. Arched doorways and brick vents penetrate the walls, and infilled oval-shaped openings can be found throughout the interior.

Integrity

Moisture is an ongoing issue at the James River Steam Brewery Cellars building. Long-term infiltration of water through the ceilings has resulted in the partial collapse of some front sections of brick ceiling. The floors are concealed by a thick layer of mud and standing water. Despite this, the walls, brick columns and expanses of the ceiling remain largely intact. As a property that has remained vacant since 1891, having only been used for storage after the brewery's closing, the cellars remain largely untouched, and stand as a unique remnant of mid-19th-century brewing methods near Richmond's edge on the bank of the James River.

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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.)

ARCHITECTURE

COMMERCE

INDUSTRY

Period of Significance

1866-1879

Significant Dates

1866

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

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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 vaulted brick cellars on the west side of the Rocketts Landing development are the sole surviving remnant of the James River Steam Brewery, which operated here from 1866 to 1879, defining the period of significance. Established by David G. Yuengling, Jr., in partnership with John A. Beyer and John F. Betz, this substantial brewing enterprise was affiliated with the Eagle Brewery of Pottsville, Pennsylvania, now known as Yuengling Brewery. Founded by German immigrant David G. Yuengling in 1829, the Yuengling family brewery is now considered to be the oldest continuously operating brewery in the United States. Built shortly before the advent of mechanical refrigeration, the cellars represented the apex of mid-nineteenth-century brewery architecture and technology. No comparable examples of brewery storage cellars of this size or scale have yet been documented in Virginia. The James River Steam Brewery Cellars are locally significant under Criterion A in the areas of Commerce and Industry for association with the history of beer brewing, sales and distribution within the Richmond, Virginia, vicinity and as a symbol of expansion by the Pennsylvania-based Yuengling companies into the Reconstruction-era Southern states. The cellars are also locally significant under Criterion C, Architecture, as a rare surviving example of mid-nineteenth-century industrial architecture that remains as a historic model of the processing and storage of beer prior to the widespread use of mechanical refrigeration.

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

Brief History of the James River Steam Brewery

In September 1865, David G. Yuengling, Jr., and his business partners John A. Beyer and John F. Betz, purchased eight acres of land along the James River in Henrico County, just south of the Richmond corporation limits, from the wealthy businessman and prominent Unionist Franklin Stearns. Yuengling was the son of David Gottlieb Yuengling, an immigrant German brewer from Wurttemberg who had established the Eagle Brewery in Pottsville, Pennsylvania, in 1829. Having apprenticed as a brewer under his father, and also with Betz, his uncle by marriage, David Yuengling was eager to help the family expand its business in growing urban markets beyond Pottsville.

The expansion of the Yuengling Brewery was a timely result of a boom in lager production in the United States. Lager first became popular in the 1840s, introduced by German American immigrant brewers as a lighter alternative to the traditional English-style ales formerly popular.¹ The growth in popularity of lager beer after the Civil War was further supported by an inequity in government liquor taxes that favored beer over whiskey, as a ‘lighter and less harmful’ alternative.² The biggest period of growth in American beer consumption happened between 1880 and 1885 (6.9 to 11.4 gallons per capita).³ By 1886, sales of beer had increased to \$6 million, in contrast to liquor sales which only increased to \$2 million, placing lager in strong standing towards being the national beverage.⁴

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Betz, Yuengling, and Beyer chose Richmond because of historic ties, Reconstruction-era financial opportunities, and the large coal mining population similar to their clientele in Pottsville. They erected a large, five-story brick brewery building valued at \$79,000 on Wharf Street at Rocketts Landing by the end of 1866. In 1868, the partners deeded the property to the elder Yuengling of Pottsville, while his son remained in charge of the operation. By the following year, it had been renamed the James River Steam Brewery.⁵

Contemporary advertisements indicate that the James River Steam Brewery—so called because it incorporated steam-powered equipment in the brewing process—produced not only lager, but also porter, ale, and malt and hops for sale. As depicted in a contemporary photograph, as well as F.W. Beers' *Illustrated Atlas of the City of Richmond, Va.* (1877) and the Sanborn Fire Insurance Company map of Richmond published in 1886, the brewery complex also included a beer garden pavilion and landscaped grounds known as Schuetzen Park. In fact, the park would remain a popular picnic spot even after the brewery closed.⁶

By 1877, Yuengling was the 18th largest brewery in the United States.⁷ Despite this, the James River Steam Brewery operated for only 13 years, ceasing operations in 1879 in the wake of the prolonged national economic depression that followed the Panic of 1873. The closing of the Richmond facility allowed the Yuenglings to focus on the construction of two additional New York breweries in Sarasota and New York City, completed during the late nineteenth century. The Yuenglings sold their interest in the James River property to Betz, who then leased it to the Richmond Cedar Works, a wood products manufacturer that used the brewery building for storage. On Sunday, 4 January 1891, a fire broke out in a stable; it quickly spread to the adjoining brewery, which was filled with “thousands of tubs and buckets of every description that burned like tinder in a blast-furnace.” Despite the heroic efforts of several local fire companies, the blaze raged out of control as throngs of city residents watched in amazement. When the fire was finally extinguished, all that survived of the former brewery was its foundation and the vaulted brick storage cellars below.⁸

The Brewing Industry in Reconstruction Era Richmond

Within just a few months of the fall of the Confederate capital and the devastating Evacuation Fire of 3 April 1865, Richmond businessmen had begun the process of rebuilding the city's commercial infrastructure. By October of that year, around one hundred buildings were under construction, financed heavily by Northern investors attracted by the city's potential for growth. It was in this context of rapid commercial renewal and the influx of “Yankee” capital that Yuengling, Beyer, and Betz established the James River Steam Brewery on a previously undeveloped parcel with river access and a convenient location just beyond the city limits in Henrico County. They were certainly not alone in exploiting Richmonders' thirst for alcoholic beverages: the city directory of 1866 listed at least 15 other brewers of ale, porter, and lager. However, they were the first to establish a branch of an established brewery from outside of Virginia.⁹

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None of the breweries that operated in Richmond in the immediate aftermath of the Civil War survived the nationwide depression of the 1870s, which shuttered numerous local businesses and left many unemployed. Aside from the reported brick beer cellars associated with the F. Frommel Brewery under the eastern end of Chimbarazo Hill, the cellars of the James River Steam Brewery represent the best documented and most visible architectural evidence of a Richmond brewery from this significant phase of the city's postwar reconstruction.¹⁰

Lager and the Evolution of Refrigeration

As lager proved increasingly popular after the end of the Civil War, the structure of the industry had to change to accommodate a different method of brewing. British beers, like the ales most popular previously, were produced with top-floating yeast, which fermented at warm temperatures, as compared to the bottom-floating yeast found in German beers, which were produced, stored and served at cool temperatures, proving more popular in warm American climates. To accommodate the differences in brewing strategies, extra space was required for "lagering," which refers to a long resting period in cool storage necessary during the fermentation process. Prior to the advent of mechanical refrigeration in the 1870s, brewing was a seasonal occupation, particularly in southern states with longer summers and a generally warmer climate.

Refrigeration development migrated through three stages during the 19th century. Brewers first relied on underground caves or vaults for natural cooling. Ice chambers and icehouses were next constructed to make use of natural ice, which was often prohibitively expensive. For this reason, cities in both the Midwest (Chicago, Milwaukee and St. Louis) and Mid-Atlantic (Northeast Pennsylvania, Philadelphia) became centers of production during this era.¹¹ Finally, brewers used mechanical refrigeration, which demanded new architectural structures, including aboveground stock houses and refrigerating machine houses.¹² By the end of the nineteenth century, mechanical refrigeration created a new level of "shipping brewers," who superseded small and local distribution trends.¹³

Constructed in 1831, the site for the Yuenglings' Eagle Brewery in Pottsville was chosen for its adjacency to Sharp Mountain, which had natural caverns that the brewers were able to enlarge and organize for use as cellars. Cellars were first used for lager production in the 1840s and grew steadily in popularity through the 1860s. The cellars were either natural caves, or man-made vaults dug out of rock, low enough to provide constant cool temperatures for most of the year. Cellars were preferably underneath the brewery, providing accessibility and the coldest temperatures during the summer season, since a rise in temperature would cause the lager to ferment prematurely, ruining the stock. Cellar tunnels were often divided into sections to prevent warming as areas were loaded and unloaded during the year. The tunnels at the Eagle Brewery are rough and unfinished spaces, hand-chiseled into the hillside, which differs greatly with the well-appointed granite vaults of the James River Steam Brewery, constructed 30 years later.

At the time of the James River Steam Brewery's construction, beer manufacturing and distribution was run entirely by local businesses and small firms. This business model was a direct result of the refrigeration considerations of the beer, and the need to establish in places

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with the largest potential clientele. The intensive brewing process, coupled with the difficulties in keeping the beer cold for long periods of time, kept production local. While seemingly quaint, brewing methods were highly technical, and the new German-American brewing industry remained personally engaged with the scientific and technological advancements brewers were making in Germany, quickly integrating their strategies into American processes.¹⁴

At the James River Steam Brewery, lager would have been brewed in the winter and stored in the underground cellars below the brewery plant. The cellars were oriented so that they opened to the south along the railway for easy transportation of product. However technologically advanced at its period of construction, within four years after the brewery's establishment a competitor in New York, S. Liebmann's Sons Brewing Company, incorporated mechanical refrigeration extensively in their operation, rendering James River Steam Brewery obsolete. Commercial refrigeration, developed in large part to serve the brewing industry, had become widespread by the early 1890s, allowing beer production to become a viable year-round enterprise in all sections of the country. As such, the extensive cellars of the James River Steam Brewery had become something of an anachronism even during their brief period of use. Ironically, when the building burned to the ground in 1891, what remained were the vestiges of a distinct architectural form rendered obsolete by recent advances in technology.

Nineteenth-Century Brewing Technology and Architecture

After the construction of the Yuengling brewery in Pottsville, popularity of lager increased tenfold and brewers began investing in the architectural ornament of their facilities in order to be perceived as a cultural contribution to the landscape of a town, and a respectable place to gather. It was commonplace for breweries to feature a beer garden, like Schuetzen Park at the James River Steam Brewery, in the design to aid facilitate product distribution.¹⁵ Prior to Prohibition, American breweries of all sizes traditionally publicized their manufactories as gathering places for the community through advertising laden with architectural imagery.¹⁶

Breweries were generally more ornamental than other industrial buildings of a similar size in order to play up the contributions of the owner instead of the technologically advanced processes.¹⁷ Following the Civil War, a growing segment of architects and engineers who were often trained in Germany, began to specialize in brewery design.¹⁸ A very ornamental and specifically German-American style, born out of German traditional Romanesque, Renaissance and Gothic architecture, became the most popular expression for breweries. Called *Rundbogenstil*, or the "American Rounded Arch Style," the style was inspired by their proprietors' desire to display the best of their heritage.¹⁹ "Characteristics of this style visible in all these examples included an emphasis on round-headed wall openings, in keeping with the Rundbogenstil's "round-arched" nature. Also typical of this style was the pairing and tripling of windows, with larger groups set within round-arched forms recessed slightly into the walls. The walls themselves were very orderly, with windows aligned vertically and horizontally, marked off into distinct bays by vertical pilasters. Bays were also grouped, often with lower, flat-topped sections flanking taller, gabled sections. The upper edges of facades acquired ornamentation, which usually meant decorative brickwork, and gables frequently had corbeled arcades, below which small circular windows (oculi) were used as accents."²⁰

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The Schlitz Brewery building in Milwaukee, a noted Rundbogenstil building, shares many characteristics with the now-vanished James River Steam Brewery building. The Richmond brewery was, however, a more reserved example of the style, with a façade (now demolished) that featured a decorative brickwork cornice, vertical brick pilasters distinguishing five bays, and rounded orderly windows. This attention to detail extended to the still-extant cellars, which feature well-preserved masonry details, including rounded granite arcades and rusticated granite block dividing walls.

Breweries with extensive cellars were regarded highly and became the most famous, inspiring architects to make them a visually interesting feature of the complex.²¹ In the style of the James River Steam Brewery, some of the earliest excavated cellars were built in St. Louis by the Adam Lemp Brewery in 1845, which were 100 yards long and 20 ft wide, on average, with “finely built vaulted ceilings.” These tunnels were patterned after those used earlier for beer production in Germany. The tunnels were not necessarily fail-safe and regardless of depth were often too warm in the summer months to use for brewing.²² When it was built in 1866, the same year as the James River Steam Brewery, Schmitt & Schwanenfluegel’s Central Park Brewery in mid-town Manhattan also included a similar series of brick-arched cellars where the beer was fermented and kept in stock.²³

Criterion A

The James River Steam Brewery Cellars are significant under Criterion A – “the broad patterns of our history” – at the local level as they contribute to our understanding of local commerce and industry related to beer brewing during Reconstruction. The brewery illustrates the expansion of the Yuengling companies into the former Confederacy, fortifying a national market. This expansion is not only the first by any established Northern brewer into Virginia, an important achievement, as Yuengling was (and remains) the oldest operating brewery in the United States. The completion of the brewery project is emblematic of industrial expansion in Richmond (and in the Commonwealth of Virginia) during Reconstruction. The expansion was largely fueled by a massive influx of northern industrial capital. While Richmond already had a long history of breweries, relationships between Yuengling and the local community were strengthened by the construction of Schuetzen Park and beer garden on the adjacent grounds. The closing of the brewery as a result of the Panic of 1873 was typical of national economic struggles after the war.

Criterion C

The James River Steam Brewery Cellars are locally significant under Criterion C – Architecture and Invention – because they “[embody] the distinctive characteristics of a type, period, or method of construction” The cellars are significant as they embody engineering ingenuity in the steam beer brewing and storage processes prior to the advent of mechanical refrigeration in 1870. Constructed in a restrained version of the *Rundbogenstil*, the brewery was a unique example of the elaborate architectural sites brewers constructed as community contributions prior to Prohibition. With their large brick and granite vaults, arcades and arched windows, the cellars speak to this grand architectural style. The large scale of these cellars was undoubtedly a

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result of innovations implemented by the Yuenglings in the expansion of their companies. The cavernous character of the cellars remains intact. The proximity of three modes of transportation continues to suggest the once-intense activity of Yuengling's James River Steam Brewery.

While the brewery was destroyed in a fire in 1891, the James River Steam Brewery Cellars remain largely intact. After the fire the building remnants were left untouched, with the exception of the infill of several openings. The abandoned cellars have not been otherwise altered. Many openings appear to have been infilled in order to prevent collapse (or vandalism), but the interior remains largely unchanged from the time of the brewery's active use.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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Appel, Susan K. (Spring, 1995). Building Milwaukee's Breweries: Pre-Prohibition Brewery Architecture in the Cream City. *The Wisconsin Magazine of History*, Vol. 78, No. 3, pp. 162-199. Retrieved from <<http://www.jstor.org/stable/4636566>> (14 August 2013).

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Henrico County Deed Books 83: 292, 85: 141, 146

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Morris, Danny and Jeff Johnson, *Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, Virginia*, 2nd edition (Published by the authors, 2000), pp. 29-35.

Noon, Mark A. (2005). *Yuengling: A History of America's Oldest Brewery* (Jefferson, North Carolina: McFarland & Co., Inc.), pp. 78-79.

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Rich, H.S. and Co., *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World* (Chicago: H.S. Rich & Co., 1903), pp. 370-72.

Sanborn Fire Insurance Company map of Richmond, Sheet 26, 1886 (ProQuest)

Smith, Brooks and Wayne Dementi (2008). *Facts and Legends: The Hills of Richmond* (Manakin-Sabot, Va.: Dementi Milestone Publishing) p. 50.

Zacher, Susan M. (1984) *National Register of History Places Inventory-Nomination Form for the D.G. Yuengling and Son Brewing Complex, Pottsville, Pennsylvania*.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: VA Department of Historic Resources, Richmond, Virginia

Historic Resources Survey Number (if assigned): DHR File No. 043-5313

10. Geographical Data

Acreeage of Property Less than 1 Acre

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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: 37.516376 | Longitude: -77.416092 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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

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

The boundary is defined by the Henrico County Parcel lines for lot #797-713-4014 at what would be 11 Steam Brewery Court (a roadway now defunct). The parcel is bounded by the former Wharf Street to the west, the property boundary adjacent to a recent condominium building to the south (4940 Old Main St.), Old Main Street to the east, and jogs along the former Steam Brewery Court and the neighboring property line for the former 9 Steam Brewery Court to the north. The boundary is shown on the attached tax parcel map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the James River Steam Brewery Cellars includes the underground cellar building and the land historically associated with the brewery building.

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11. Form Prepared By

name/title: Mary Harding Sadler*

organization: Sadler and Whitehead Architects, PLC

street & number: 726 West 33rd Street

city or town: Richmond state: Virginia zip code: 23225

e-mail: sadler@sadlerandwhitehead.com

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date: September 4, 2013

* The authors of this document also include Matthew R. Laird, PhD, of James River Institute for Archaeology, Inc., Llewellyn J. Hensley of Sadler & Whitehead Architects, PLC, and Caroline Eddy of Sadler & Whitehead Architects, PLC.

Additional Documentation

Submit the following items with the completed form:

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

Photographs

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

Photo Log

The following information is common to all photographs:

Name of Property: The James River Steam Brewery Cellars

City or Vicinity: Richmond

County: Henrico County State: VA

Photographers: Llewellyn J. Hensley, Sadler & Whitehead Architects, PLC.

Date Photographed: 12/2011

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Location of Original Digital Files: 4920 Old Main Street, Richmond, VA 23231

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

Photo #1 (VA_Henrico County_James River Steam Brewery Cellars_0001)
James River Steam Brewery Cellars in context

Photo #2 (VA_Henrico County_James River Steam Brewery Cellars_0002)
James River Steam Brewery Cellars, west (front) elevation

Photo #3 (VA_Henrico County_James River Steam Brewery Cellars_0003)
Front (west) elevation, partial view of left-hand window infill

Photo #4 (VA_Henrico County_James River Steam Brewery Cellars_0004)
Front (west) elevation, partial view of entry and right-hand window infill

Photo #5 (VA_Henrico County_James River Steam Brewery Cellars_0005)
Center tunnel, view to rear (east)

Photo #6 (VA_Henrico County_James River Steam Brewery Cellars_0006)
Center tunnel, view to rear (east)

Photo #7 (VA_Henrico County_James River Steam Brewery Cellars_0007)
Center tunnel, brick infill in openings near front entry to tunnel (looking north-west)

Photo #8 (VA_Henrico County_James River Steam Brewery Cellars_0008)
South tunnel, view to front (west)

Photo #9 (VA_Henrico County_James River Steam Brewery Cellars_0009)
South tunnel, view to front (west)

Photo #10 (VA_Henrico County_James River Steam Brewery Cellars_0010)
North tunnel, view to front (west)

Photo #11 (VA_Henrico County_James River Steam Brewery Cellars_0011)
North tunnel, masonry vents in rear of tunnel (looking east)

Photo #12 (VA_Henrico County_James River Steam Brewery Cellars_0012)
Typical masonry vent in rear of north tunnel

Photo #13 (VA_Henrico County_James River Steam Brewery Cellars_0013)
Context view along the James River

James River Steam Brewery Cellars
Name of Property

Henrico County, VA
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Additional Documentation

Advertisement for the James River Steam Brewery, 1866, *Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, Virginia*, 2nd edition (Published by the authors, 2000), p. 26.

Section showing a typical brewery design prior to the widespread use of mechanical refrigeration, "Refrigeration and the Architecture of the 19th-Century American Breweries," *The Journal of the Society for Industrial Archaeology*, p. 23.

Typical brewing processes and equipment, *Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, Virginia*, 2nd edition (Published by the authors, 2000), p. 28.

Underground Storage Cellar, with Ice Chambers Illustration, *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World* (Chicago: H.S. Rich & Co., 1903), p. 146.

James River Steam Brewery advertisement, 1873-4, *Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, Virginia*, 2nd edition (Published by the authors, 2000), p. 28.

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

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

ENDNOTES

¹ Mittelman, *Brewing*, p. 41.

² Ibid., p. 25.

³ Wilson, *Dynamics*, p. 179.

⁴ Mittleman, *Brewing*, p. 44, referencing an 1887 account in *Western Brewer*

⁵ Henrico County Deed Books 83: 292, 85: 141, 146; Henrico County Land Books, 1865-1867; Zacher, *National Register*, 1984; Noon, *Yuengling*, pp. 78-79.

James River Steam Brewery Cellars
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⁶ Noon, *Yuengling*, p. 78; Beers, *Illustrated Atlas*, Section N, 1877 (Library of Congress, Geography and Maps Division, G1294.R5 B4 1877); Sanborn Fire Insurance Company map of Richmond, Sheet 26, 1886 (ProQuest); Morris and Johnson, *Richmond Beers*, pp. 29-35; "Cedar-Works Fire," p. 1.

⁷ Mittleman, *Brewing*, p. 19.

⁸ Morris and Johnson, *Richmond Beers*, pp. 4-5; "Cedar-Works Fire," p. 1; Dabney, *Richmond*, pp. 220-21.

⁹ Dabney, *Richmond*, pp. 201-5; Morris and Johnson, *Richmond Beers*, p. 4.

¹⁰ Morris and Johnson, *Richmond Beers*, p. 5; Smith and Dementi, *Facts and Legends*, p. 50.

¹¹ Wilson, *Dynamics*, p. 179.

¹² Appel, *Refrigeration*.

¹³ Wilson, *Dynamics*, p. 176-7.

¹⁴ *Ibid.*, p. 177.

¹⁵ Pearson, *Ale and Farewell*.

¹⁶ Appel, *Building Milwaukee's Breweries*

¹⁷ Pearson, *Ale and Farewell*.

¹⁸ *Ibid.*

¹⁹ *Ibid.*

²⁰ Appel, *Building Milwaukee's Breweries*

²¹ Appel, *Refrigeration*

²² *Ibid.*

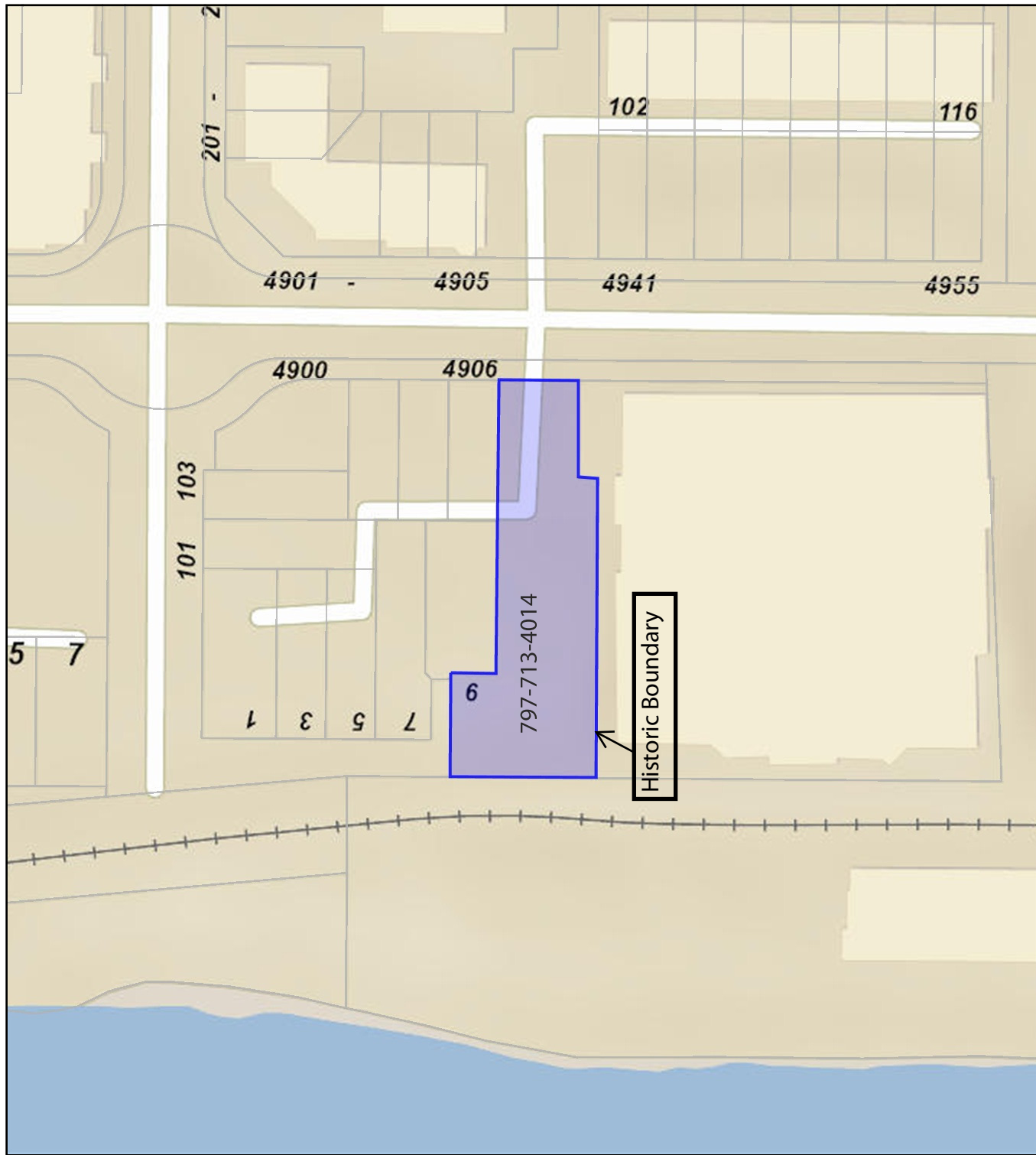
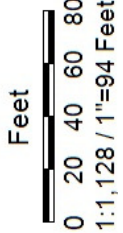
²³ Noon, *Yuengling*; pp. 24-25; Anonymous, *Hundred Years of Brewing*, pp. 370-72.

Legend

- Tax Parcels
- Phases
- Lots



James River Steam Brewery
Cellars
Henrico County, Virginia
DHR #043-5313
Tax Parcel Map
Parcel # 797-713-4014



Title: Date: 10/25/2013

Title:

DISCLAIMER: This drawing is neither a legally recorded map nor a survey and is not intended to be used as such. The information displayed is a compilation of records, information, and data obtained from various sources, and Henrico is not responsible for its accuracy or how current it may be.

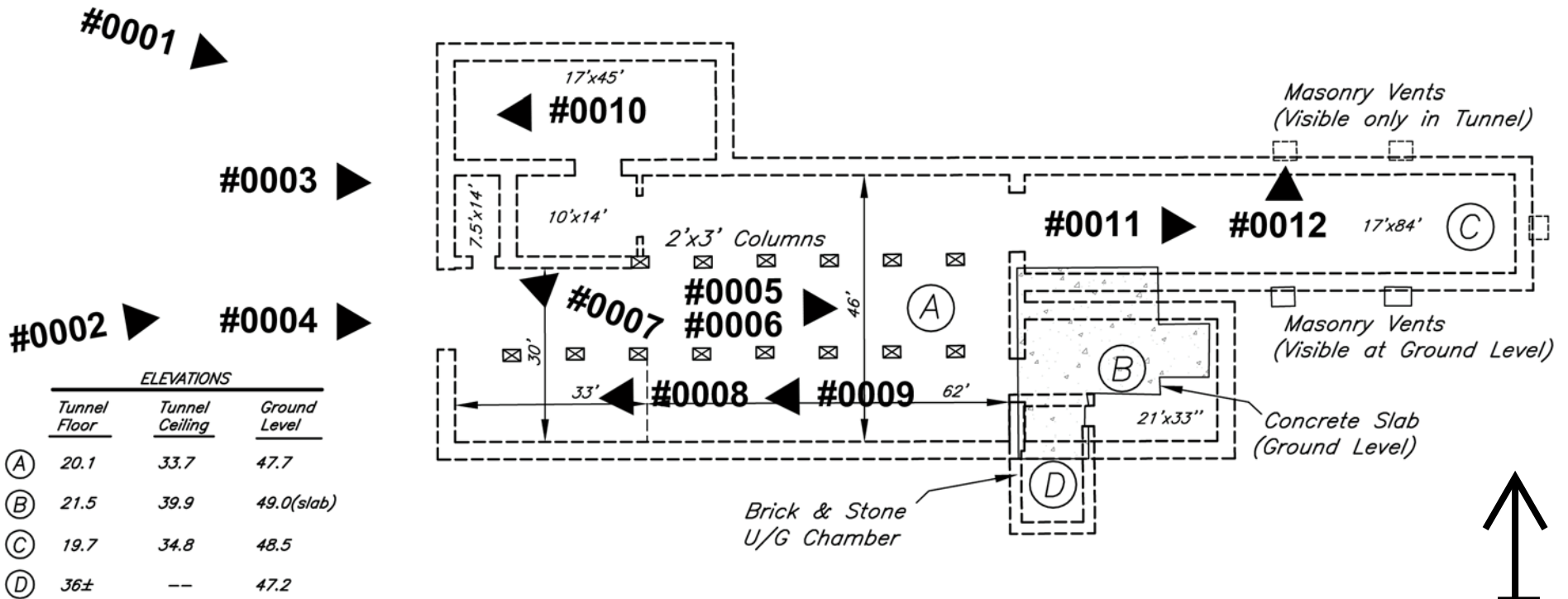
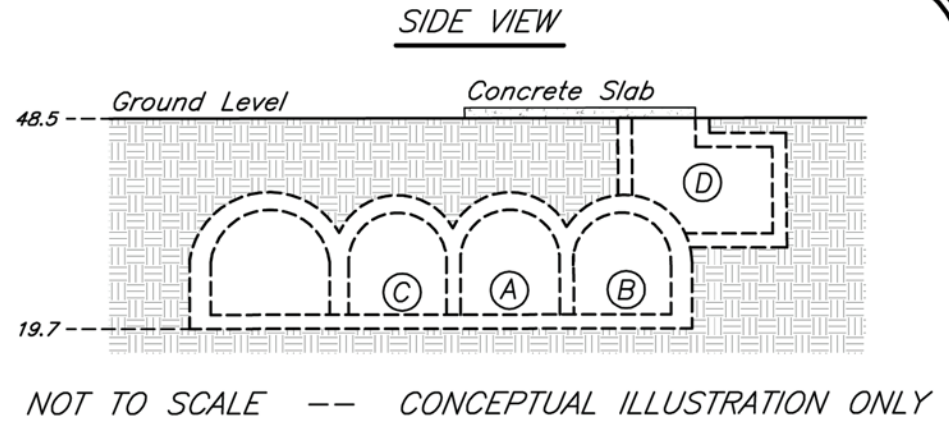
James River Steam Brewery

Henrico County, Virginia, DHR #043-5313

Sketch Map and Photo Key

Scale: 1"=30'

Drawing Generated September 14, 2005,
Revised September 20, 2005



ELEVATIONS			
	Tunnel Floor	Tunnel Ceiling	Ground Level
(A)	20.1	33.7	47.7
(B)	21.5	39.9	49.0(slabs)
(C)	19.7	34.8	48.5
(D)	36±	--	47.2

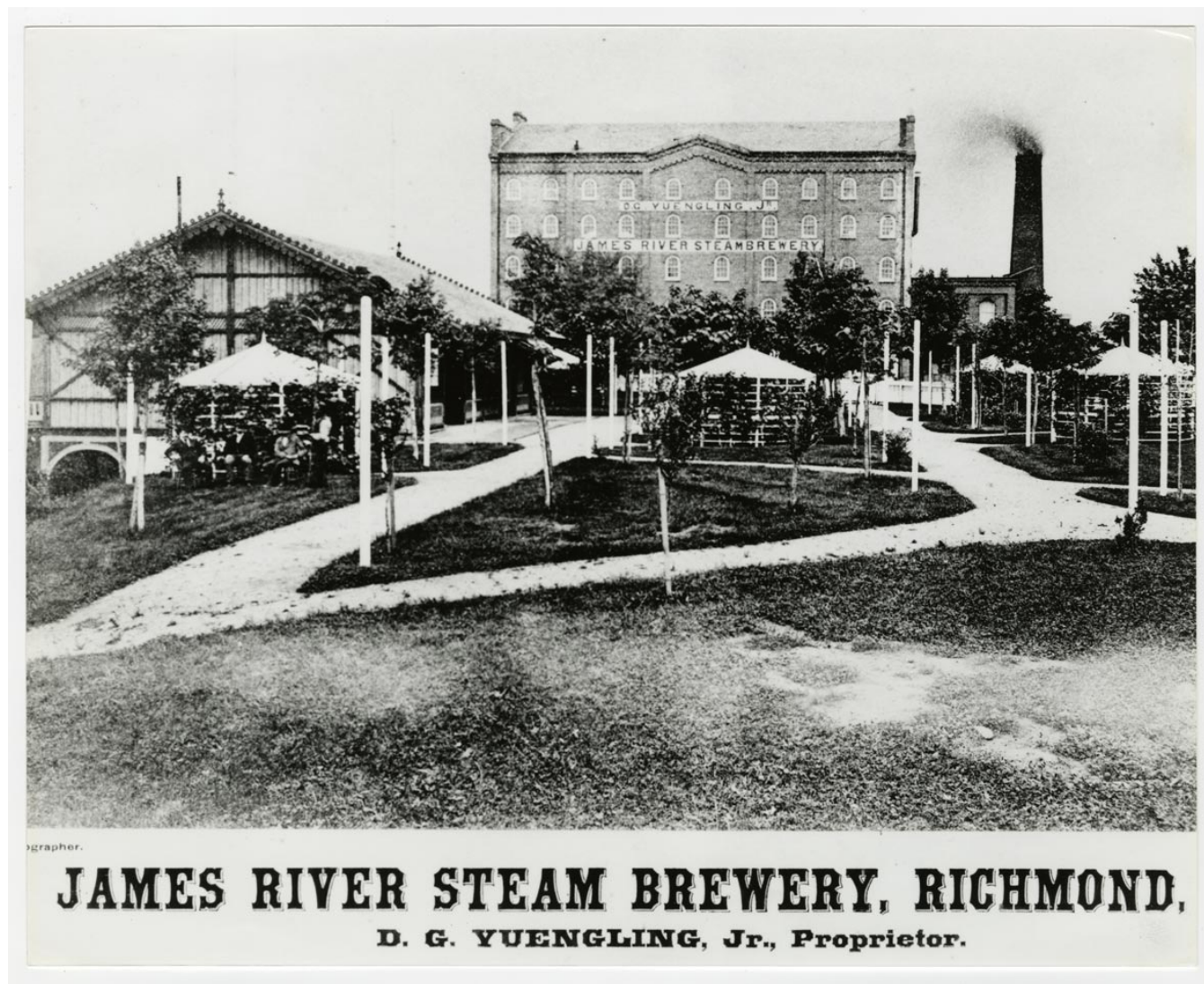
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

James River Steam Brewery Cellars
Name of Property
Henrico County, VA
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Name of multiple listing (if applicable)

Section number Additional Documentation

Page 1



Advertisement for the James River Steam Brewery, 1866, *Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, Virginia*, 2nd edition (Published by the authors, 2000), p. 26. This advertisement shows the original James River Steam Brewery Building and landscaped beer gardens known as Schuetzen Park.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

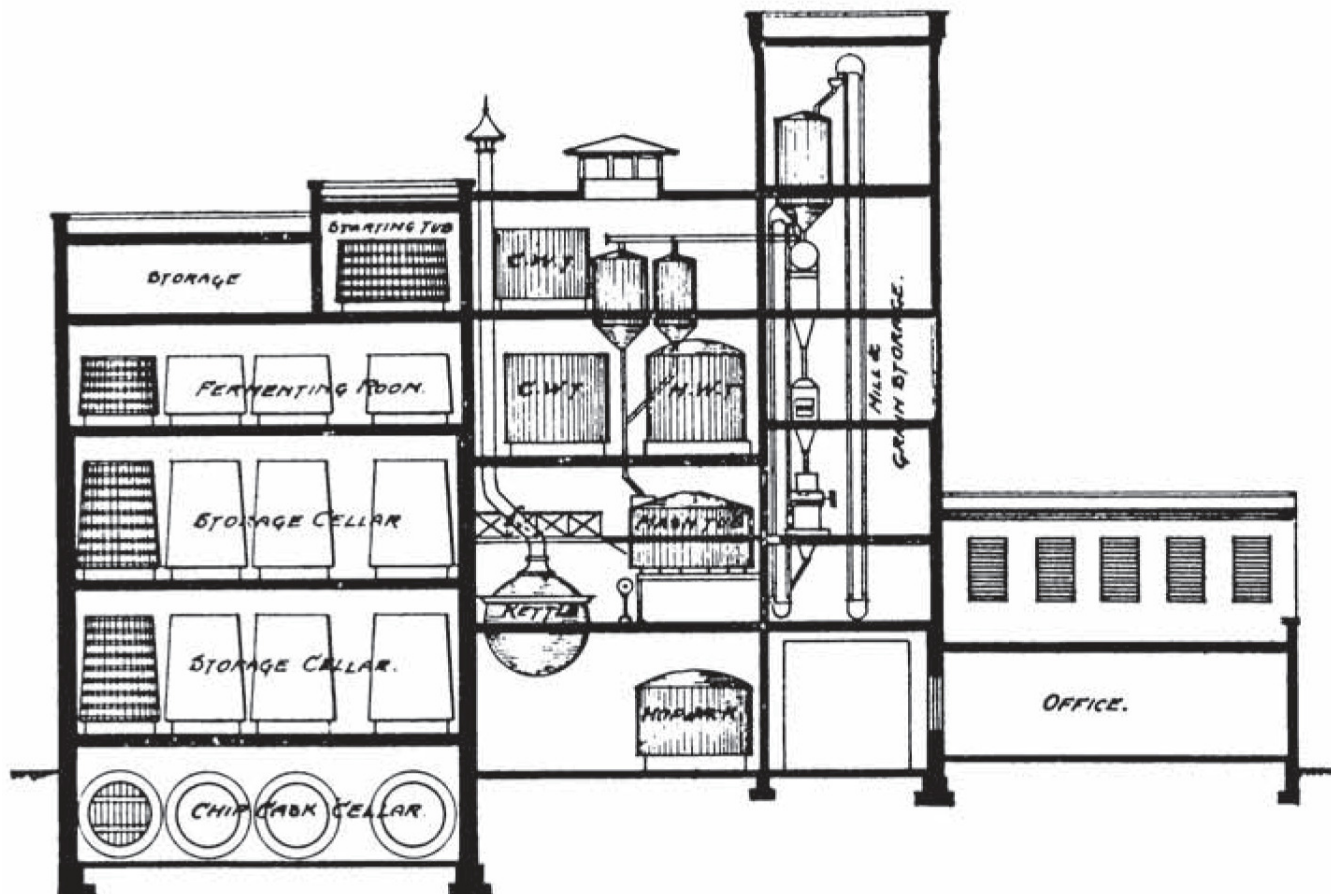
James River Steam Brewery Cellars

Name of Property
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Page 2



Section showing a typical brewery design prior to the widespread use of mechanical refrigeration, "Refrigeration and the Architecture of the 19th-Century American Breweries," *The Journal of the Society for Industrial Archaeology*, p. 23. This illustration shows how beer was kept cold during the brewing process through the incorporation of underground cellars for storage beneath the operations of the brewery. The James River Steam Brewery Cellars were originally located beneath the brewery building in a design similar to what is show above. A configuration like this takes advantage of the earth's natural cooling properties and the tendency for heat to rise. It also allows for easy transport of the beer from one floor to another by the brewers.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

James River Steam Brewery Cellars

Name of Property

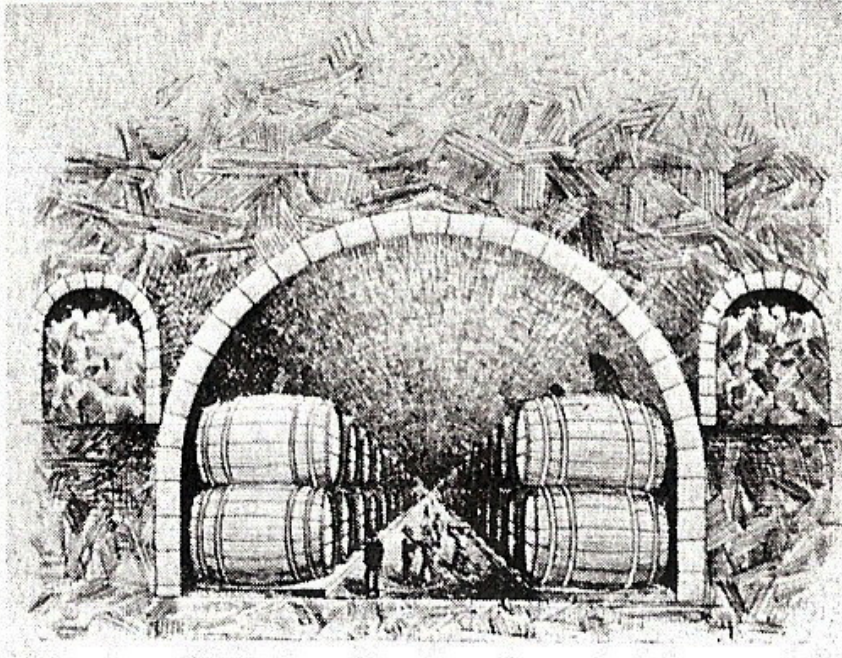
Henrico County, VA

County and State

Name of multiple listing (if applicable)

Section number Additional Documentation

Page 4



UNDERGROUND STORAGE CELLAR, WITH ICE CHAMBERS.

Underground Storage Cellar, with Ice Chambers Illustration, *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World* (Chicago: H.S. Rich & Co., 1903), p. 146. This illustration describes a typical stacking pattern for barrels of beer and cooling methods for underground cellars such as the James River Steam Brewery Cellars.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

James River Steam Brewery Cellars
Name of Property
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Section number Additional Documentation

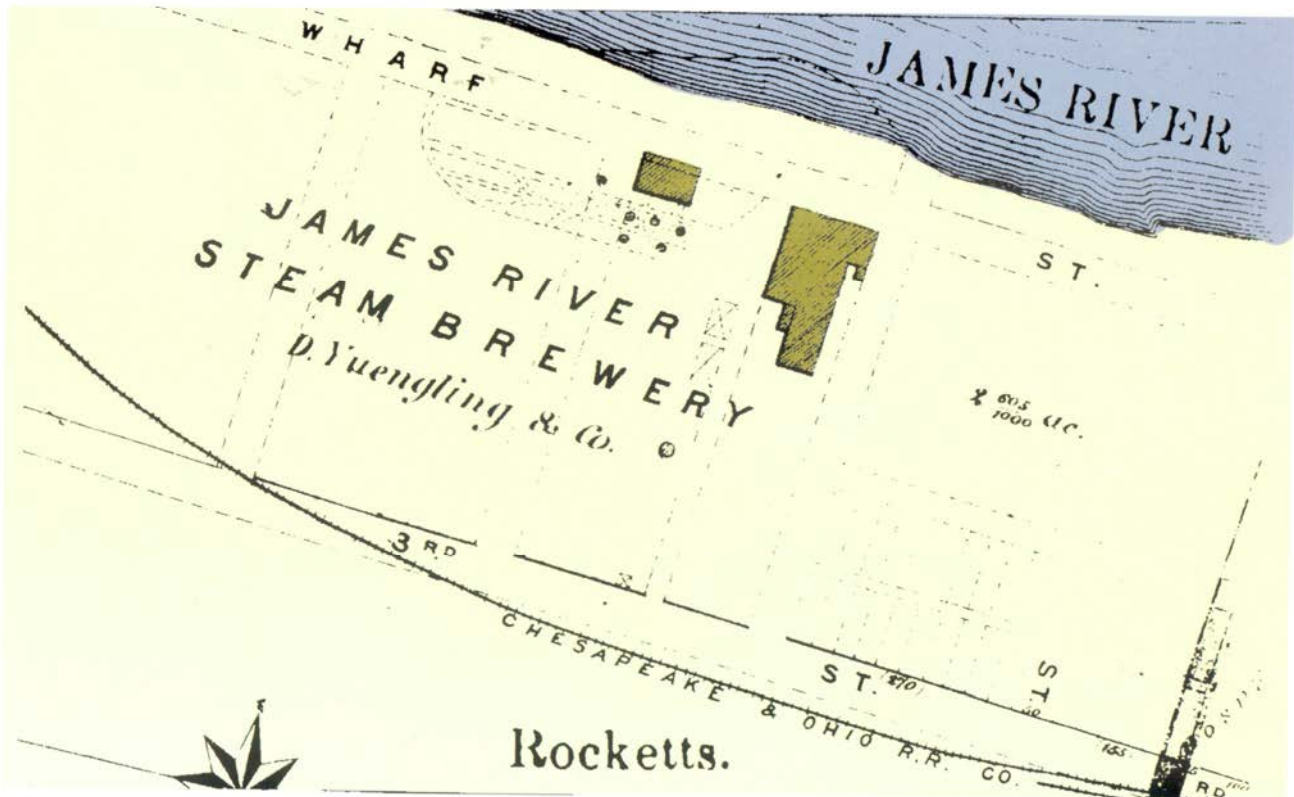
Page 5

D. G. YUENGLING, Jr.

CHAS DUNCKER,

LEON H. MICHEL,

JAMES RIVER STEAM BREWERY,
YUENGLING & CO.
B R E W E R S .
 AND DEALERS IN MALT AND HOPS.
ROCKETTS, RICHMOND, VA.



James River Steam Brewery advertisement, 1873-4, *Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, Virginia*, 2nd edition (Published by the authors, 2000), p. 28. Through this advertisement, the brewery shows both its extensive properties and gardens in addition to the brewery complex, along the James River, just west of the Richmond City limits.



























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: James River Steam Brewery Cellars

MULTIPLE NAME:

STATE & COUNTY: VIRGINIA, Henrico

DATE RECEIVED: 12/20/13 DATE OF PENDING LIST: 1/21/14
DATE OF 16TH DAY: 2/05/14 DATE OF 45TH DAY: 2/05/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13001162

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 2/5/2014 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Accept A & C
REVIEWER Patricia Andrus DISCIPLINE Historian
TELEPHONE _____ DATE 2/5/2014

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

Rec'd
11/20/13
MCM

COMMONWEALTH OF VIRGINIA
COUNTY OF HENRICO



John A. Vithoukas
County Manager

November 21, 2013

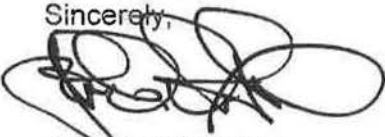
Mr. Marc Christian Wagner
Director, Resource Information Division
Department of Historic Resources
2801 Kensington Avenue
Richmond, Virginia 23221

Dear Mr. Wagner,

The County of Henrico is extremely pleased to learn about the nomination of the James River Steam Brewery Cellars to both the National Register of Historic Places and the Virginia Landmarks Register. As you know, Henrico County is committed to the recognition and preservation of its past. I am therefore pleased to offer our support for the nomination and appropriate recognition of this unique mid-nineteenth century historic landmark in eastern Henrico County.

A National and Virginia Landmarks registry designation would further complement preservation awareness begun with the adaptive reuse of buildings in the adjacent Rocketts Landing development, which recently received special acknowledgment from the Henrico County Historic Preservation Committee for excellence as an urban mixed-use community incorporating existing historic structures.

Henrico County certainly looks forward to the addition of the James River Steam Brewery Cellars to the National and Virginia Landmarks Register.

Sincerely,

John A. Vithoukas
County Manager

pc: Deputy County Manager for Community Operations
Director of Recreation & Parks



COMMONWEALTH of VIRGINIA

Department of Historic Resources

2801 Kensington Avenue, Richmond, Virginia 23221



Douglas W. Domenech
Secretary of Natural Resources

Julie V. Langan
Acting Director

Tel: (804) 367-2323
Fax: (804) 367-2391
TDD: (804) 367-2386
www.dhr.virginia.gov

December 19, 2013

Mr. Paul Loether
Chief, National Register of Historic Places and National Historic Landmarks Programs
National Park Service 2280
National Register of Historic Places
1201 "I" (Eye) Street, N.W.
Washington D.C. 20005

RE: James River Steam Brewery Cellars, Henrico County, Virginia

Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for the **James River Steam Brewery Cellars** to the National Register of Historic Places. Submitted for your review, the nomination has been considered, and approved, by the State Review Board and the Virginia SHPO has recommended it for listing. Any letters of comment or objection have been copied at the end of the nomination material, along with any FPO notification letters.

Should you have any questions, please do not hesitate to contact me. My direct phone line is 804-482-6439.

Sincerely,

Lena Sweeten McDonald
National/State Register Historian

Enclosures

Administrative Services
10 Courthouse Ave.
Petersburg, VA 23803
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Fax: (804) 862-6196

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2801 Kensington Avenue
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Fax: (804) 367-2391

Tidewater Region Office
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2nd Floor
Newport News, VA 23608
Tel: (757) 886-2807
Fax: (757) 886-2808

Western Region Office
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Salem, VA 24153
Tel: (540) 387-5396
Fax: (540) 387-5446

Northern Region Office
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Stephens City, VA 22655
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Fax: (540) 868-7033