

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Woodrums' Building

other names/site number Woodrum Home Outfitting Company

2. Location

street & number 602 Virginia Street, East not for publication

city or town Charleston vicinity

state West Virginia code WV county Kanawha code 039 zip code 25301

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 nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State of Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:) _____

Signature of the Keeper

Date of Action

WOODRUMS' BUILDING
Name of Property

KANAWHA COUNTY, WV
County and State

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

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE: Other: Furniture
Store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: Business: Office
Building

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19th AND EARLY 20th
CENTURY AMERICAN MOVEMENTS:
Commercial Style

Materials
(Enter categories from instructions)

foundation STONE, CONCRETE
walls BRICK, TERRA COTTA, OTHER:
Structural Clay Tile
roof ASPHALT: Built-up
other METAL: Steel and Aluminum
Entrances, Steel Windows, Wood
Windows

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Name of Property

County and State

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.)

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- Criteria A through G with checkboxes and descriptions.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- Documentation checkboxes: preliminary determination, previously listed, National Historic Landmark, Historic American Buildings Survey, Historic American Engineering Record.

Areas of Significance

(Enter categories from instructions)

COMMERCE

Period of Significance

1916 - 1945

Significant Dates

1916 Original Construction

1937 Addition/Remodel

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

H. B. Agsten, Sr. - Builder of 1937 Addition

Primary location of additional data:

- Location checkboxes: State Historic Preservation Office, Other State agency, Federal agency, Local government, University, Other.

Name of repository:

West Virginia State Archives

WOODRUMS' BUILDING
Name of Property

KANAWHA COUNTY, WV
County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	7	4	4	4	3	0	0	4	2	4	4	6	8	0
Zone	Easting			Northing										

3

Zone	Easting			Northing										

2

Zone	Easting			Northing										

4

Zone	Easting			Northing										

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Carl F. Agsten, Jr.

organization ZMM, Inc. date 12/20/95

street & number 222 Lee Street, W. telephone (304) 342-0159

city or town Charleston state WV zip code 25302

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Board/Woodrum, Inc.

street & number Terrace Park East B217 telephone _____

city or town Charleston state WV zip code 25311

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 1

WOODRUMS' BUILDING
KANAWHA COUNTY, WV

Description

The Woodrums' Building is a six-story commercial building located in the Central Business District of Charleston at the intersection of Virginia and Laidley Streets. The property consists of an original commercial structure built in 1916 and a rear addition built in 1937. The building faces south on Virginia Street, and is the largest and tallest building located on its downtown block, which consists primarily of buildings from the same period of commercial growth in early 20th-century Charleston. The building is dwarfed to the west, however, by its neighbor across Laidley Street, a modern high-rise office building of white metal and glass. The high-rise is set back from Laidley Street by a small park-like plaza, which enhances the setting of the Woodrums' Building by providing space and light. On the southwest corner of the intersection is a new four-story parking structure, which is adjacent to Charleston's historic City Hall.

Renovations currently underway have restored the Woodrums' Building to its original appearance, reversing many of the changes it has undergone in its long history as a furniture store.

The original 1916 store measures 67 feet by 110 feet in plan, with three bays facing Virginia Street and six bays along Laidley Street. The deep foundation of the original structure is of stone and concrete, and accommodates a basement below street level. The first level, in classic commercial style, serves as the base of the building, and is separated from the middle by three horizontal bands of gray terra cotta. The storefront was skillfully designed to address the corner at sidewalk level by wrapping the inset design an extra bay on the side elevation. Beyond the first side bay, the rhythm of brick piers and glass storefront is replaced with groups of three windows at each bay, carrying over the window pattern from the upper levels of the main elevation.

A partial remodel of the storefront from the 1950's has not been reversed by recent renovations. The original brick piers remain, but are covered in the center bay by curved piers clad in marble. The marble cladding continues under the storefront windows. The walk in front of the entrance doors displays the Woodrums' logo in terrazzo. The tops of the entrance bays are filled with panels of black corrugated steel in the position where retractable canvas awnings once hung. Plans have been considered under the current renovation project to install awnings once again in the storefront bays.

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Section number 7 Page 2

WOODRUMS' BUILDING
KANAWHA COUNTY, WV

Description (continued)

The four floors that comprise the middle portion of the commercial-style building make up a subtle and well-proportioned composition in buff colored brick. The structure is articulated with brick piers and inset bays, with panels between the windows at each floor level. The double-hung windows of the main facade are grouped in threes, and on the side elevation are paired. The height of the windows is approximately nine feet at the second level and gradually decreases at each level to a height of only five feet at the top floor. The effect is a graceful accentuation of the vertical elements of the building. The middle portion is unornamented, except for an interesting configuration of terra cotta brackets in the window bays of the fifth floor.

The sixth floor is the crown of the building. It is separated from the center of the building by a sculpted band of terra cotta, as on the first level. Between the window bays, the walls pick up the striated brick pattern of the piers at the base of the building. The building is capped with a cornice of terra cotta, which is in good condition. Alterations to the center bay of the sixth floor have been removed and replaced with windows and brick infill, matching the original construction.

The rear addition, completed in September 1937, is nearly identical in size to the original building. It measures 65 feet along Laidley Street and 131 feet deep. The addition and the first building join to form an L-shaped footprint. Unlike the original building, the rear addition has only a partial basement. Its construction consists of brick walls on structural clay tiles, with a steel frame and wood joists and flooring. The addition was built over an existing alley 20 feet in width, which has historically been owned by Woodrums' but is subject to an easement for access by others.

The buff brick of the addition match the original building in color and appearance. The pattern of paired windows is matched as well, but the addition lacks all terra cotta ornament. The right-hand bay of the first level is the opening for the alley. Beside the alley are three bays containing large steel overhead doors that give access to a dock area inside the building. The bay over the alley is inset by a few inches, which effectively breaks the visual continuity of the original building from the addition.

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Section number 7 Page 3

WOODRUMS' BUILDING
KANAWHA COUNTY, WV

Description (continued)

The north elevation, facing Quarrier Street is a comparatively minor elevation. The wall consists of red, unfaced brick, and has no windows. At the top right-hand corner of the wall is a painted Woodrums' logo, with an advertisement of Woodrums' as the 'largest Furniture Store in the South.'

The east elevation is even less prominent than the north. Again, it has no fenestration other than a strip of windows added at the second floor during the latest renovation. The original building is abutted to an adjacent commercial structure to a height of three stories. Above this, the wall is again unornamented, with another painted advertisement for Woodrums' in the top left and top right corners.

Customary to a furniture store, the Woodrums' building has undergone many interior renovations to accommodate the changing styles of home interiors. Little of historical significance remains inside the building, other than the interior columns with ornamented brackets and a few art deco features on the stairways and lighting fixtures. The interior space of the first level has been split into three parts by new partitions. The partitions have been formed to allow the display of the original columns and brackets, and could be easily removed should a tenant be found to fill the entire first floor. The upper floors, which were subject to constant reconfiguration for furniture displays, are being remodeled as office space. The major tenant of the upper levels is taking advantage of the large open areas by installing open office systems with exposed overhead raceways and ductwork.

The building is presently in good condition. The recent removal of metal fascia that covered the facade, which was installed about 25 years ago to 'modernize' the building, has dramatically restored the historic appearance of this structure. The brick and mortar are in very good condition, but several pieces of terra cotta ornament are in need of repair or replacement. The wood windows of the original building have been replaced with new wood double-hung windows of nearly identical appearance. New insulated glass has been installed in the existing metal frames of the 1937 addition. With these new efforts, the Woodrums' building will once again contribute to the commercial vitality of downtown Charleston.

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Section number 8 Page 1

WOODRUMS' BUILDING
KANAWHA COUNTY, WV

Statement of Significance

The Woodrums' Building is significant under Criterion A for its association with Woodrums' Furniture, and under Criterion C as an outstanding example of the commercial style in Charleston, West Virginia. The building was home to Charleston's premier furniture store, contributing for most of the 20th century to Charleston's commercial development and to the interiors of countless homes in West Virginia. Among other furniture stores in the area, Woodrums' was undoubtedly the most successful and largest store of its kind between 1916 and 1945, its period of significance.

Historical background and significance:

On April 16, 1906 C. Everett Woodrum and John Woodrum, Jr. opened a small furniture store on Kanawha Street in Charleston. The business, which they named the Woodrum Home Outfitting Company, grew from their first 25 by 50 foot store room to over 80,000 square feet of showroom and 50,000 square feet of warehouse space over the next 30 years.

C. Everett Woodrum and John Woodrum, Jr. were two of six children born to John R. and Minerva Jarrett Woodrum. W.S. Laidley's 1911 History of Charleston and Kanawha County wrote that C. Everett was first a clerk at the Prindle Furniture Company before entering a partnership with his brother to form a company 'so well managed and . . . securely financed that it now stands at the front in its line in the county.' In 1911, the Woodrum brothers employed 22 people and operated three large delivery wagons.

The building on Virginia Street and Alderson Street, now Laidley Street, opened on June 19, 1916, according to local newspaper advertisements (Charleston Gazette, Charleston Daily Mail). Six floors of showroom space displayed furnishings and appliances of every kind.

The success of the store was due largely to its establishment as a 'home outfitting' store, with many services as well as furnishings, including upholstery, curtain making, carpet installation and other work. These services required a large staff, numbering 50 to 100 during the 1930s and '40s. An organization of Woodrums' former employees still meets on an annual basis.

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WOODRUMS' BUILDING
KANAWHA COUNTY, WV

Statement of Significance (continued)

The store's growth led to the construction of a large addition to the original building. The 'Grand Reopening' occurred on September 29, 1937, to headlines of 'Throngs Attend Woodrum Event.' In fact more than 5,000 came to see the new displays. Upon the store's reopening, the Charleston Gazette reported that Woodrums' was not only 'the largest furniture store in the state,' but also one of the most complete and 'beautifully arranged furniture stores in the entire southland.'

The Gazette also reported that 'the basic idea behind the expansion program is the complete display of all household articles from a Feudal oak dining room suite to the trick cheese slicer in the gadget department.' The services that had contributed to the store's success were also greatly expanded in the remodel and addition.

Two other furniture stores well-known in Charleston at the time were the Hadley Company, nearby at 606 Virginia Street East, and the Prindle Furniture Company at 209 Capitol Street. The Woodrums' Store was exceptional at the time for its size, its quality and its variety of services available to the customer. Other furniture stores followed Woodrums' example and became successful in Charleston in later years, most notably Boll Furniture, which is still in business at 900 Virginia Street East.

The building, as described in Part 7, is a classic example of the commercial style, which spread broadly throughout American cities in the first decades of the twentieth century. The skillful design of the building's exterior divides the large mass into logical and well-proportioned parts. Though there are several commercial-style buildings still standing in Charleston's downtown area, the Woodrums' Building, with its careful detailing and total lack of traditional ornament, embodies the style in a way which has promoted its status as a local landmark.

The building functioned as a furniture store from its inception until the early 1970s, when it was purchased by Heck's, Inc. It was home to the Galperin Music Store for a brief time thereafter, after which it has remained vacant until its recent revival as a potential office building. It is now owned by descendants of the original Woodrum family, who have formed a corporation for the purpose of the building's renovation.

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Section number 9, 10 Page 1

WOODRUMS' BUILDING
KANAWHA COUNTY, WV

Bibliography

Laidley, W.S. History of Charleston and Kanawha County West Virginia and Representative Citizens. Richmond-Arnold Publishing Co., Chicago, 1911.

Charleston Daily Mail.

Charleston Gazette.

Verbal Boundary Description

The nominated property consists of two parcels, number 11 and number 27, on tax map 'City of Charleston Map No. 7.'

Verbal Boundary Justification

The nominated property includes the entire parcel historically associated with the Woodrums' Building.

CHARLESTON WEST QUADRANGLE
 WEST VIRGINIA—KANAWHA CO.
 7.5 MINUTE SERIES (TOPOGRAPHIC)
 SW/4 CHARLESTON 15' QUADRANGLE

4660 1 NF
 (BIG CHIN)

40' 42' POCATALICO 9 MI.
 GUTHRIE 2.8 MI.

443

444

1 820 000 FEET

81° 37' 30"

38° 22' 30"

500 000
 FEET

BIG CHIMNEY 7 MI.
 ELKVIEW 12 MI.

WOODRUM'S BUILDING
 CHARLESTON
 KANAWHA CO., WY

UTM:

4245

(77)

17/444300/4244680

STATE CAPITOL 1 MI.
 WEST VIRGINIA TURNPIKE 4.2 MI.

4245

(119)

KANAWHA CITY 2.3 MI.
 WEST VIRGINIA TURNPIKE 3.4 MI.

20'

(61)

4242



