

# Architectural And Historic Survey



104-31c

## Identification

STREET ADDRESS: 731 West Main Street

MAP & PARCEL: 32-150

CENSUS TRACT AND BLOCK: 1-306

PRESENT ZONING: B-3

ORIGINAL OWNER: Louis Shapiro

ORIGINAL USE: Dry Goods Store

PRESENT USE: Unoccupied

PRESENT OWNER: Francis O. & Margaret H. Gibson

ADDRESS: 1409 Melbourne Road  
Charlottesville, VA

HISTORIC NAME: Shapero-Moss Building

DATE / PERIOD: 1896, 1937

STYLE: No Identifiable Style

HEIGHT (to cornice) OR STORIES: 2 storeys

DIMENSIONS AND LAND AREA: 27.1' x 120' (3252 sq. ft.)

CONDITION: Poor (Burned out)

SURVEYOR: Bibb

DATE OF SURVEY: Fall 1978

SOURCES: City Records      Charlottesville City Directories  
Mrs. Francis O. Gibson  
Sanborn Map Co. - 1896, 1907, 1920

## ARCHITECTURAL DESCRIPTION

This two-storey building with nearly flat shed roof is built of brick laid in five-course American bond, with the facade and the first bay of the 8th Street elevation of pressed brick laid in stretcher bond. The plain concrete capped parapet (1930's) is also stretcher bond, but not pressed brick. There is a cornice with modillions and cornice stops above the storefront. All of this was painted purple in the 1970's. Small fluted pilasters flank the entrance doors on either side of the boarded-up display windows. The four jack-arched windows at the second level of the facade and the eight segmental-arched windows at the second level of the 8th Street side are also boarded up. Traces of painted drug store advertisements can still be seen on the 8th Street wall. There is a long one-storey rear addition built of brick laid in six-course American bond.

## HISTORICAL DESCRIPTION

Louis Shapero bought this lot, part of what was known as "the Wade property" in 1896 (City DB 7-325) and erected this building the same year. He owned a dry goods store downtown, and according to the 1896 Sanborn map, this was to be a dry goods store also. That plan apparently did not work out. William H. Sheppe operated a drug store there c. 1910 before opening the University Drug Store at the Corner. Shapero sold the building to Samuel J. Moss in 1912 (DB 24-42), and it continued to be used as a drug store under the names of Landon & Moss, Moss & Miller, and Moss's Pharmacy. The People's Realty Corporation acquired the property during the Depression (DB 89-113) and sold it to Hunter Faulconer in 1942 (DB 112-371). The building was leased to the Virginia Alcoholic Beverage Control Board from 1937 until 1972. Improvements made in 1937 probably included the replacement of the original parapet with a simpler one, as well as the addition of a glass-brick first level facade. The one-storey rear wing was probably added at that time also. A nightclub occupied the building from 1972 until it was gutted by fire in 1975. It has remained vacant since that time. The present owners purchased it in 1978 (DB 391-10).  
Additional References: City DB 68-246, 89-168 & 172, 93-452, 112-353.

## RECONNAISSANCE LEVEL SURVEY REPORT

DEPARTMENT OF HISTORIC RESOURCE  
RECONNAISSANCE SURVEY FORM*Reviewed by Margaret Peters*

DHR Identification Number: 104-0310

Other DHR Number:

Property Date(s) 1896

## PROPERTY NAMES

Shapero Building (731 W. Main St.)

## EXPLANATION

Historic/Location

Carden Gibson, the Salon

Current

County/Independent City: Charlottesville

State: Virginia

Magisterial District: N/A

Tax Parcel: 32-150

USGS Quad Map Name: CHARLOTTESVILLE EAST

UTMs of Boundary:

Center UTM:

Restrict location and UTM data? N

## ADDRESSES

Number	Thoroughfare Name	Explanation
--------	-------------------	-------------

731 -	West Main Street	
-------	------------------	--

Vicinity: Town/Village/Hamlet:

Name of National Register Historic District:

Name of DHR Eligible Historic District:

Name of Local Historic District:

Physical Character of General Surroundings: City

Site Description/Notable Landscape Features:

Built up.

Ownership: Private

NR Resource Type: Building

## WUZITS

Seq. #	# of	Wuzit Types	Historic?
1.0	0	Commercial Building	Historic

TOTAL:	0
Historic:	0
Non-Historic:	0

# PRIMARY RESOURCE EXTERIOR COMPONENT DESCRIPTION

Component	#	Comp Type/Form	Material	Material Treatment
Structural System	0	Masonry	Brick	Stretcher Bond
Foundation	0	Solid	Stone	Coursed Rubble
Roof	0	Shed		Not visible
Window(s)	0	Sash, double-hung	Metal	1/1

## INDIVIDUAL RESOURCE INFORMATION

SEQUENCE NUMBER: 1.0 WUZIT: Commercial Building

Primary Resource? Yes

Estimated Date of Construction: 1896

Source of Date: Map

Architectural Style: No Style Listed

Description:

Notable features of the front elevation include second-story front windows with gauged jack arches, a historic pressed-metal cornice over the store front, and remnants of the original store front including fluted cast-iron pilasters and a granite curb. On the west side elevation are second-story windows with segmental heads, and weathered early painted signage reading "Randolph [?]/Delicious and Refreshing."

Condition: Good

Threats to Resource: None Known

Additions/Alterations Description:

On the west elevation is a weathered modern mural. To the rear is an early one-story wing with six-course American-bond walls above a poured concrete foundation.

Number of Stories: 2.0

Interior Plan Type: Other

Accessed? No

Interior Description:

Relationship of Secondary Resources to Property:

DHR Historic Context: Commerce/Trade

Significance Statement:

This two-story brick commercial building retains several early architectural features. It contributes to the historic character of the street. The building was built by Louis Shapero in 1896 and once featured a metal cresting with Shapero's name. The building appears on the 1896 Sanborn map with the notation "Being Built/To be D.G. [dry goods store]." During the first decade of the twentieth century it was occupied by grocer Andrew T. Carter. In the 1910s and 1920s it contained a pharmacy, perhaps explaining the historic signage on the west elevation, which may refer to a soda fountain drink. The building has undergone a number of changes through time, including the replacement of the original parapet in 1937 and a remodeling after a fire in 1975.

## GRAPHIC DOCUMENTATION



1996



