NPS Form 10-900 OMB No. 1024-0018

United States Department of the Interior
National Park Service

946

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.

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OCT 03 2014
NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

1. Name of Property

Historic name: Doyle Florist Inc. / H. R. Schenkel Inc. Greenhouse Range
Other names/site number: Lynchburg Grows; DHR File No. 118-5294
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: 1339 Englewood Street
City or town: Lynchburg State: VA County: Independent City
Not For Publication: N/A Vicinity: N/A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 X 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 X 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** X **local**

Applicable National Register Criteria:

X **A** ___ **B** X **C** ___ **D**

9.29.14

Signature of certifying official/Title: **Date**

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**

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:) _____

Dr. Edson H. Beall 11.19.14

Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	X
Public – Local	
Public – State	
Public – Federal	

Category of Property

(Check only **one** box.)

Building(s)	X
District	
Site	
Structure	
Object	

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

Contributing	Noncontributing	
9	4	buildings
0	0	sites
2	0	structures
0	0	objects
11	4	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use
Historic Functions
(Enter categories from instructions.)
AGRICULTURE/SUBSISTENCE: Horticultural Facility: Greenhouse

Current Functions
(Enter categories from instructions.)
AGRICULTURE/ SUBSISTENCE: Horticultural Facility: Greenhouse
SOCIAL: Civic: Vocational Training

7. Description

Architectural Classification
(Enter categories from instructions.)
OTHER: Commercial Greenhouse
LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Bungalow/Craftsman

Materials: (enter categories from instructions.)
Principal exterior materials of the property: CONCRETE; WOOD; GLASS; METAL/ Iron, Aluminum

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 Doyle Florist Inc./ H. R. Schenkel Inc. Greenhouse Range functioned as the production center for a significant proportion of Virginia's flower industry from 1920 until its closing in 1999. This property now stands much as it did during its participation in the historic period of the cut-flower market. Set on 6.8 open acres in the historic Fort Hill neighborhood of Lynchburg, Virginia, it includes nine, 200-foot-long greenhouses. Five of the nine extant greenhouses were designed and built in 1920 by Lord & Burnham or John C. Moninger Co. Only a few parts on these greenhouses have been replaced due to weather damage. They are built of heart-of-cypress wood frame and plate glass on a concrete foundation. The other four greenhouses stand as they were built in ca. 1955, the late 1960s, and the mid-1980s; each has a glass exterior framed with metal and a concrete foundation. The property also includes an original root cellar for flower storage; the original packing shed for grading and packaging of cut flowers; the original farmhouse housing the site foreman; as well as the original brick power plant used to heat the greenhouses. All of these buildings were in operation until the business closed in 1999.

Contributing resources consist of the five extant greenhouses built in 1920 (Greenhouses 3-7); the greenhouse built c. 1955 (Greenhouse 8); the root cellar; the packing shed; the original farmhouse; and the original power plant. Three of the greenhouses (1,2, and 9) postdate the property's period of significance and therefore are non-contributing buildings.

Narrative Description

Setting

The Doyle Florist Inc./ H. R. Schenkel Inc. Greenhouse Range occupies 6.8 acres of open and cultivated fields in southeastern Lynchburg. It is surrounded by medium- to high-density development and the Norfolk & Western Railroad line is a short distance southeast of the property. Rutherford Street defines the property's southwest boundary and Naval Reserve Street defines the southeast boundary. The greenhouse complex, consisting of nine greenhouses, a root cellar, packing shed, power plant, and farmhouse, is clustered roughly in the center of the property. A fence along the property's northwest boundary separates the fields from a parking lot. Another parking lot is at the property's southeast end. The open spaces surrounding the built environment include livestock pens, vermiculture sites, composting site, and an outdoor classroom.

Architectural Resources

The original greenhouse complex was commissioned by William M. Doyle Jr. for the purpose of expanding his cut-flower business. Originally, the complex featured seven greenhouses all designed and built by Lord & Burnham or John C. Moninger, prominent greenhouse manufacturers of the period.[1] Completed in 1920, the greenhouses were fabricated on the north side of Lynchburg, disassembled, and moved piece by piece to their current location. At that time, the 6.8-acre site was a part of Campbell County, but it was annexed by the City of Lynchburg in 1926. Each greenhouse was set on a poured concrete foundation, built with a heart-of-cypress wood frame and plate glass exterior and internally supported with iron posts. At that time Doyle also built the root cellar, farmhouse and power plant, of which the chimney bears his name.

In 1952, Doyle sold the property to Herman R. Schenkel Sr., who then converted greenhouse production to entirely long stemmed roses, marketing his product as "Blueridge Roses." Schenkel built a Metropolitan brand greenhouse in 1955, bringing the total number of greenhouses at the property to eight. His son, Herman R. Schenkel Jr., who took over the business in 1957, built a ninth greenhouse in the late 1960s and replaced two of the original 1920 greenhouses in the mid-1980s with Ludy brand greenhouses, building around the still-extant original greenhouse foundations. Replacement of two 1920 greenhouses with two in the mid-1980s left the total number of greenhouses on the property at nine.

All of the greenhouses have rectangular footprints, gabled roofs, top, side, front and rear air vents, and front and back doors placed in the end walls. With regard to spatial arrangement, one of the 1920 greenhouses stands alone, three stand in a triplex arrangement, and one is in a duplex, paired with the ca. 1955 greenhouse. All of the greenhouses are approximately 200 feet

long, and have varying widths ranging from 15 to 50 feet. The greenhouses built in 1920, 1955, and the late 1960s all have a hand crank system to open the vents. An automatic climate controlled opening system was installed in the mid-1980s when the two most recent greenhouses were constructed. This system is still present in every greenhouse, although not in working condition. The two mid-1980s greenhouses use an electric swamp-cooling system. The hand cranks also remain and are functional. The original raised beds are present in all greenhouses. Due to weather damage, parts of the greenhouses were replaced, with all replacement material pre-dating 1999. Four of the greenhouses still have rose bushes from the Schenkel business. The greenhouses are now used for vegetable and rose production.

Also on the property is the original farmhouse built by the Doyle family in 1920. The one-story, three-bay, frame dwelling is a vernacular interpretation of Colonial Revival style. It has a pyramidal roof sheathed with standing seam metal. Rising from a brick foundation, the walls are clad with weatherboard siding. A porch with a low-hipped roof spans the façade, and features slender colonettes accented with scroll sawn brackets. The centered entry contains a storm door and flush panel door. The flanking windows have two-over-two sash. A gabled dormer is centered above the porch and features returned eaves and a two-over-two sash. An external brick flue is along one side wall. This dwelling was initially used to house the site foreman, who was on call round the clock to run the power plant in case of emergency. When the property was purchased by the Schenkels, Herman Schenkel Jr. temporarily moved into the farmhouse with his family. The farmhouse is now the caretaker residence.

Next to the greenhouses is the original 1920 power plant that was used for heat in the winter. It is a brick building with a prominent 50-foot tall chimney. The chimney still has 'DOYLE' signage on it, though the “D” on the top of the chimney was removed in 1989 as a result of Hurricane Hugo damage. Originally the plant housed a train engine that was used to produce steam. The engine was fueled by coal and produced steam which was sent and distributed in the greenhouses through underground pipes. These pipes still run underground from the power plant to the first greenhouse. A lean-to in the back of the plant stored coal and was torn down in 2005. In the mid-twentieth century, the steam engine was replaced by a gas boiler system. Around the same time, a wooden lean-to was added to the plant’s north side to house worker restrooms, a function it retains today. On the west side of the plant is a ca. 1985 metal storage shed built of windows salvaged from one of the 1920 greenhouses that was removed.[2] In front of this shed is a large (approximately 13,000 gallon) concrete water cistern. Hog manure was mixed together with water here and pumped through the watering pipes to fertilize the flowers.[3]

Behind the greenhouses lies a 40-foot by 13-foot underground root cellar that is made of poured concrete with an arched concrete ceiling. Approximately 10 inches of soil cover the roof. The ca. 1920 root cellar was built by the Doyles during the early years of operation as a primitive refrigeration system. It was used to keep the cut flowers cool in the summer and to prevent the flower bulbs from freezing in the winter.[4] The root cellar is now used for storage.

The packing shed originally on site was a large building used to grade and package the cut flowers. Schenkel Sr. tore down the original shed in 1952 and built a cinder block building to

replace it.[5] It contained a walk-in cooler and an office, along with space to process the flowers. During the late 1950s, Schenkel added another walk-in cooler and more packing space, bringing the building to its current dimensions of 67 feet by 24 feet. The two large walk-in coolers each measure 300 square feet and originally were used to store the cut roses. The packing shed has been painted since the rose growing operation, but otherwise remains in its original form.

All of these buildings are original to the site and were constructed in support of the site's historic cut-flower business. There were a few storage sheds that have been torn down since 1999. The property is now owned and operated by Lynchburg Grows, a not-for-profit organization which provides training in historic and current horticultural practices to persons with disabilities, at-risk youth, and other community members.

Inventory

The following inventory lists all of the contributing and non-contributing resources associated with the property. Contributing resources date from the period of significance and retain integrity to convey their historic and architectural significance. Non-contributing resources postdate the period of significance.

Contributing Resources

Lord & Burnham and John C. Moninger Co. greenhouses, 1920, 5 buildings (Greenhouses 3-7)
Foundation: poured concrete
Walls: Heart-of-cypress wood, plate glass
Roof: Heart-of-cypress wood, plate glass

Metropolitan greenhouse, ca. 1955, 1 building (Greenhouse 8)
Foundation: poured concrete
Walls: Galvanized steel, tempered glass
Roof: Galvanized steel, tempered glass

Farmhouse, ca. 1920, 1 building
Foundation: poured concrete
Walls: wood siding
Roof: metal

Power Plant, 1920, 1 building
Foundation: poured concrete
Walls: brick, wood
Roof: metal
Other: brick chimney, wood and metal sheds attached

Water cistern, ca. 1955, 1 structure:
Foundation: Poured concrete
Walls: concrete
Roof: NA

Root Cellar, 1920, 1 structure:
Foundation: poured concrete
Walls: concrete
Roof: arched concrete with earth on top

Packing Shed, 1952 with late 1950s additions, 1 building:
Foundation: poured concrete
Walls: cinder block
Roof: built-up tar and paper

Non-contributing Resources
Greenhouse (unknown manufacturer), late 1960s, 1 building (Greenhouse 9)
Foundation: poured concrete
Walls: Aluminum, corrugated polycarbonate
Roof: Aluminum, plate glass

Ludy greenhouses, mid-1980s, 2 buildings (Greenhouses 1 and 2)
Foundation: poured concrete
Walls: aluminum, tempered glass
Roof: aluminum, tempered glass

Metal storage shed, ca. 1985, 1 building
Foundation: poured concrete
Walls: cypress; iron; plate glass
Roof: Corrugated steel

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.)

- [x] 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.
- [x] 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

Areas of Significance
(Enter categories from instructions.)
AGRICULTURE
COMMERCE
ARCHITECTURE

Period of Significance
1920-1964

Significant Dates
1920
1952
1955

Significant Person
(Complete only if Criterion B is marked above.)
N/A

Cultural Affiliation
N/A

Architect/Builder
N/A

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 Doyle Florist Inc./ H. R. Schenkel Inc. Greenhouse Range is locally significant under Criterion A in the areas of Commerce and Agriculture. The property represents 80 years of successful contribution to the United States cut flower industry. This domestic agricultural industry originated in the 17th century and had become a major national commercial contributor by the 20th century. After its peak in 1990, the industry almost collapsed due to competition from international markets. It is now unlikely that this industry will recover to the previous scale and success of production that took place earlier in the 20th century. The Doyle/Schenkel Greenhouse Range is the perfect model of the industry's modern period of expansion, success, and decline. This property was also the location of two successful Lynchburg businesses owned by two prominent and well-respected families in the community. The Doyle/Schenkel Greenhouse Range is locally significant under Criterion C in the area of Architecture. The property's original greenhouses, power plant, root cellar, and farmhouse were built by the Doyle family and typify the historical production process and culture of this national industry. The 1950s resources are demonstrative of the property's growth during the post-World War II period and operation by the Schenkel family. Later resources from the 1960s and 1980s were added to continue operations. The property, now open to the public, was purchased in 2004 by Lynchburg Grows in order to preserve its historical significance and to provide the nation, state and community with horticultural educational opportunities and products year round. The period of significance for the Doyle/Schenkel Greenhouse Range begins in 1920 with the establishment of the business and ends in 1964, the traditional fifty-year cutoff for properties where activities begun historically continued to have importance into the more recent past. The property retains a high level of integrity of location, setting, design, materials, workmanship, feeling, and association.

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

Criterion A – Commerce and Agriculture

In the United States, floriculture commerce began soon after the European colonization of North America in the 17th century. By the 20th century, floriculture was a well established division of agriculture in the United States. In 1920, William Doyle, having just purchased a cut flower business, had seven greenhouses built on 6.8 acres just outside the Lynchburg city limits. These greenhouses were manufactured by Lord & Burnham and John C. Moninger, which are some of the oldest greenhouse manufacturers in the United States. Five of the 1920 greenhouses are still standing and in good condition and the foundations of the two removed are still present. Also in 1920, Doyle built on the property a concrete root cellar, brick boiler plant, frame farmhouse, and packing shed. All but the original packing shed still stand in good condition and look mainly as they did in 1920.

William Doyle, of Lynchburg, was of Irish heritage and a second generation American who fought in World War I. An enterprising young man, at the age of 24, he bought J.J. Fallon's flower business in 1919 and built the greenhouses one year later. This was a family business, as his wife and three children helped run the operation, which consisted of the wholesale production as well as Doyle Florist, a retail operation located in mid-town Lynchburg. Doyle Florist is still a successful business in Lynchburg to this day. Doyle began his cut flower production at the end of a period known as the "Second Industrial Revolution," when modern electrical, plumbing, and mechanical systems and manufacturing processes had become commonplace. He maximized on the period's engineering innovations by heating his greenhouses year round with steam produced in the power plant and sent to the greenhouses through underground pipes, always keeping the greenhouse temperature above 60° Fahrenheit. The boiler was fueled by coal, which was supplied by freight carload directly to the company's private railroad siding next to the power plant, which is now a parking lot owned by the City of Lynchburg. The root cellar was used to force the cool weather flowers into bloom during the summer and as a simple form of refrigeration to preserve cut flowers once harvested. The farmhouse housed the site foreman, who was on call at all times for boiler emergencies. These were practices typical for cut flower production in this period. Flowers produced during this period included lilies, roses, daisies, carnations, and poinsettias, among others.[6]

Doyle's cut flowers were shipped by railway express from Lynchburg to retail stores all along the eastern seaboard from 1920 to 1951. During this time the U.S. floriculture industry expanded from $62 million in wholesale sales in 1919 to $236 million in 1949. On the state level, Virginia's industry expanded from $616,000 in wholesale sales in 1919 to over $3 million in sales by 1949.[7] Doyle patented a peach-colored rose he developed and which he named "Mrs. Carter Glass."[8] During the Great Depression, Doyle earned a good name because he did not lay off any of his workers, but instead he curtailed their work week from six to four days a week.[9] Also during this difficult time, the Doyles bartered business in Lynchburg, often receiving food or other furniture in exchange for their flowers.[10] In his life, Doyle was president of the Lynchburg Rotary Club, Grand Exalted Ruler of the Elks, and Grand Knight in the Knights of Columbus. The Doyles were well known and respected in Lynchburg for their positive involvement in the community.

By 1951, Doyle's children were uninterested in taking over the wholesale part of their father's business. The 1950s coal strikes by the United Mine Workers had significantly driven up the cost of coal, making it an impractical way to fuel the power plant's boiler to heat the greenhouses. For these reasons, Doyle sold the wholesale business and greenhouse operations to Herman R. Schenkel Sr. in 1952. The same year, Schenkel founded H.R. Schenkel Inc., naming his product "Blue Ridge Roses," while Doyle shifted his focus to his retail business, Lynchburg Wholesale Floral Corporation, founded in 1949 and located at 2004 Memorial Ave, Lynchburg ,Virginia.

Herman Schenkel earned a BS degree in Horticulture in 1927 from Cornell University. He was an accomplished rosarian from New England, where he earned an industry-wide reputation as an outstanding rose grower and manager. Schenkel converted all of the 1920 greenhouses to cut rose production. He purchased rose bushes from a grower in California and had them shipped to

him by railway express. In 1952, Schenkel owned 400,000 rose bushes, including 13 varieties, and was producing approximately one million rose stems per year.[11] His contributions to rose cultivation included patenting a sweetheart rose called "Rosemary."Also in the 1950s, Schenkel built the packing shed that now stands on the property as well as another greenhouse. The packing shed contained innovative walk-in refrigerators to preserve the cut roses and equipment to bundle the roses. Schenkel employed many common rose-growing practices of the day, from fertilizing with peat moss and cow manure to whitewashing the greenhouses in the summer to keep the heat down. He also replaced the coal boiler with a more modern and efficient gas boiler.

Herman Schenkel Jr. joined the business in 1956, fresh out of the U.S. Navy. He lived in the farmhouse on site with his young family and helped his father with production. Schenkel Jr. took over ownership in the 1960s and continued to grow the business. A ninth greenhouse was built in the late 1960s and, in the early 1980s, two of the 1920 greenhouses were torn down and a new greenhouse duplex was built over the original greenhouse foundations and flower beds.

For decades, H.R. Schenkel Inc. sold approximately 1 million roses per year internationally and its roses comprised approximately 23% of Virginia's cut-flower industry.[12] Both Herman Schenkel Sr. and his son were proud rosarians, growing, as Tommy Doyle put it, "the best roses east of the Mississippi."[13]

He also improved many of the growing practices of his business, including adding electronic climate controlled ventilation systems to all nine of his greenhouses. The 1980s greenhouses have an automatic electric swamp cooler system for internal climate control. In 1986, to honor his father, Herman Schenkel Jr. set up a floriculture scholarship at Cornell University, which is still awarded today to floriculture student showing superior academic excellence. Both Herman Schenkel Sr., and his son were heavily involved in community business organizations, and were prominent commerce leaders in Lynchburg. They were also involved in local social service organizations. Herman Schenkel Jr. was a board member of several national and international flower growers associations such as FTDA (Florist Telegraph Delivery Association). The rose growing practices of both Schenkels exemplify the leading trend in this national industry over the second half of the 20th century.

By 1990, the U.S. floral wholesale market was amassing over $500 million in sales and found itself at the climax of its production.[14] The U.S. Agricultural Census reports that there were well over 300 rose growers in the United States and it was a booming area of domestic commerce. In the early 1990s U.S. markets were opened to South American imports through decisions made by the International Trade Commission (ITC), such as the Andean Trade Preference Act in 1991.[15] The U. S. Congress did not impose tariffs on South American imports and U.S. producers were unable to compete with the low cost cut flowers coming out of Colombia and Ecuador. By 1993, cut-flower producers were in serious trouble. Herman Schenkel Jr, along with many prominent floriculturists, presented his situation and expertise before the ITC on January 1, 1994.[16] Their industry was heading toward extinction, with lower profits, increased costs, productivity decline, smaller markets, and an inability to expand their business. Schenkel and his colleagues warned

that, unless the ITC regulated the flower market, the U.S. industry would soon be unable to compete.

Congress did not act in favor of the U.S. floriculturists, and the national industry took a nose dive. Most cut-flower growers went out of business, including H.R. Schenkel Inc., which was forced to close its doors in 1999. As of 2012, there are only 28 commercial rose growers in the US, down over 90% from 1990, when there were over 300 rose growers.[17] This U.S. industry no longer exists in a large scale due to international competition. This is specifically true for the east coast of the U.S., as well as the state of Virginia.

In 2002, Lynchburg City considered turning the Doyle/Schenkel Greenhouse Rang property into a parking lot for the city's baseball stadium, but nothing came of the proposal. Lynchburg Grows, a local non-profit organization, bought the property in 2004 in order to preserve the historical complex and to promote local food production in Lynchburg. This property now operates year round as an urban vegetable and flower farm, providing fresh produce to the community and job training for people with disabilities. Lynchburg Grows has received thousands of visitors since opening its doors in 2004 and partners with state and local schools to promote agricultural education. It provides a unique cultural experience to this urban population and hopes to continue to do so for many years to come.

Criterion C – Architecture

The Doyle/Schenkel Greenhouse Range is a well-preserved, evolved 20th century cut-flower production complex, ranging from primitive root cellars to electronic climate control, and represents almost a century of this lost industry's operation. The intact 1920 complex includes the production and support facilities that were necessary for a cut-flower wholesale operation of the period, while the later twentieth century resources represent updates and innovations in operations.

The five extant 1920 greenhouses were designed and built by well-known greenhouse manufacturers Lord & Burnham and John C. Moninger. Each features original wood, metal, and plate glass materials constructed in a manner and configuration to provide appropriate growing conditions for mass-produced plants. The buildings retain their original form, finishes, and fixtures, and have served the same production use since their construction. The 1920 power plant was purpose-built to provide steam heat to the greenhouses to allow for plant propagation during cold winter months, while the 1920 root cellar provided a cool place to force bulbs during hot summer months and to store cut flowers prior to processing and shipping. Finally, the 1920 dwelling was a necessary feature to allow on-site residency by an employee responsible for the power plant's equipment. Alterations to the buildings are few, but for typical updates to improve the heating, electrical, and mechanical systems where needed. This self-contained complex illustrates a complete commercial grower's operation during the 1920s. Given the steep decline in the U.S. floriculture industry since the 1990s, the Doyle/Schenkel Greenhouse Range is an increasingly rare example of a niche industry that once contributed significantly to Virginia's commercial and agricultural base.

By the mid-1950s, technological innovations led to changes in production and construction methods for commercial growers. The original packing shed was replaced by a new cinder block that featured a walk-in cooler – technology that did not exist during the 1920s. Electrical refrigeration improved the commercial concern's storage and processing capacity. Meanwhile, a greenhouse erected during c. 1955 has a poured concrete foundation, galvanized steel frame, and tempered glass, representing both an evolution in greenhouse design and the types of construction materials that were readily available at the time.

Resources constructed after 1964 are non-contributing as they postdate the property's period of significance. All were designed, however, to continue the floriculture's operation and to expand business operations. Of particular note, in addition to tempered glass, the greenhouses built during the late 1960s and mid-1980s have aluminum frames. Aluminum is a much lighter and less expensive material than the galvanized steel used on the c. 1955 greenhouse.

Currently, there are no other commercial greenhouse complexes in Virginia that are individually listed in the National Register. In Loudoun County, the Goose Creek Historic District (DHR #053-0002; NRHP 1982) includes a 1930s greenhouse complex that housed the Hilltop Floral and Garden Center at the time of designation. The Blandy Experimental Farm Historic District (DHR #021-0550; NRHP 1992) includes a 1941 research greenhouse with a concrete block foundation and constructed of an iron frame with glass panels. A large exterior, gable end concrete block chimney heated the space. It was used for growing and propagating plants for agricultural research. Other institutional facilities, such as the DC Workhouse and Reformatory Historic District (DHR #029-0547; NRHP 2012) also had greenhouses to support their agricultural operations. The Roanoke Veterans Administration Hospital Historic District (DHR #129-0038; NRHP 2012) has three greenhouses constructed in 1943, 1956, and 1999. The older greenhouses have been renovated to include Plexiglass while the 1999 greenhouse utilizes clear plastic frames. These greenhouses were used for therapeutic activities for veterans and provided a steady supply of ornamental fresh flowers for the hospital. In a somewhat similar vein, the Hotel Roanoke (DHR #128-0025; NRHP 1996) had its own greenhouse by 1893, and used it to supply ornamental floral arrangements for its commercial operation.

The Doyle/Schenkel Greenhouse Range, therefore, represents a vanishing resource type in Virginia. Its high level of integrity of design, workmanship, materials, and association make it especially illustrative of a historic agricultural and commercial enterprise in the floriculture industry, which has dwindled steeply from its height during the 1990s.

9. Major Bibliographical References

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

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

Primary location of additional data:
_x__ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: Department of Historic Resources, Richmond, Virginia

Historic Resources Survey Number (if assigned): DHR No. 118-5294

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10. Geographical Data

Acreage of Property _6.8 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: 37.390570 Longitude: -79.165720

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 historic boundary encompasses the extent of the property's original acreage and is shown on the attached map entitled, "Location Map – Aerial View." It is bounded by 300 and 500 Rutherford Street to the southwest, 1310 Rutherford St. and Naval Reserve St. to the southeast, Lynchburg City Stadium to the northeast, and 1350 and 1335 Englewood to the northeast. The property's City tax parcel number is 02807004.

Boundary Justification (Explain why the boundaries were selected.)
The historic boundary was drawn to include all of the resources associated with the property's historic use as a greenhouse complex and coincides with the original boundaries of the land purchased and used by the property's original owners for its historic purpose.

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11. Form Prepared By

name/title: Caroline Lucas
organization: Lynchburg Grows
street & number: 1339 Englewood Street
city or town: Lynchburg state: VA zip code: 24501

e-mail: info@lynchburggroww.org
telephone: 434-846-5665
date: September 21, 2013

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

Name of Property: Lynchburg Grows
City or Vicinity: Lynchburg
County: Independent City State: Virginia
Photographer: Caroline Lucas
Date Photographed: September 19, 2013

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

Photo 1 of 14. Front of Greenhouses 1 and 2, facing southeast
VA_LynchburgCity_DoyleFloristInc_0001.

Photo 2 of 14. Back of Greenhouse 3, facing northwest
VA_LynchburgCity_DoyleFloristInc_0002.

Photo 3 of 14. Front of Greenhouse 4, facing southeast

VA_LynchburgCity_DoyleFloristInc_0003.

Photo 4 of 14. Front of Greenhouse 5, facing southeast
VA_LynchburgCity_DoyleFloristInc_0004.

Photo 5 of 14. Front of Greenhouse 6, facing northeast
VA_LynchburgCity_DoyleFloristInc_0005.

Photo 6 of 14. Back of Greenhouse 7, facing northwest
VA_LynchburgCity_DoyleFloristInc_0006.

Photo 7 of 14. Back of Greenhouse 8, facing west
VA_LynchburgCity_DoyleFloristInc_0007.

Photo 8 of 14. Front of Greenhouse 9, facing southeast
VA_LynchburgCity_DoyleFloristInc_0008.

Photo 9 of 14. Farmhouse, facing northeast
VA_LynchburgCity_DoyleFloristInc_0009.

Photo 10 of 14. Packing Shed, facing north
VA_LynchburgCity_DoyleFloristInc_0010.

Photo 11 of 14. Root Cellar, facing southeast
VA_LynchburgCity_DoyleFloristInc_0011.

Photo 12 of 14. Power plant, water cistern, and metal shed, facing south
VA_LynchburgCity_DoyleFloristInc_0012.

Photo 13 of 14. Vent crank in Greenhouse 3 listing John C. Moninger as manufacturer, facing northeast
VA_LynchburgCity_DoyleFloristInc_0013.

Photo 14 of 14. Vent crank in greenhouse #7 listing Lord & Burnham as manufacturer, facing east
VA_LynchburgCity_DoyleFloristInc_0014.

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] "Over 150 Years of History." *Lord and Burnham.* Under Glass, n.d. Web. July 2013.
[2] "Frank Weiland." Interview by Aaron Lee. 30 Oct. 2009.
[3] "Richard Mosby." Interview by Aaron Lee. 14 Jan. 2010.
[4] "Celia Doyle." Interview by Aaron Lee. 22 Jan. 2010.
[5] "Celia Doyle." Interview by Aaron Lee. 22 Jan. 2010.
[6] "Celia Doyle." Interview by Aaron Lee. 22 Jan. 2010.
[7] United States International Trade Commission. *Industry and Trade Summary: Cut Flowers.* By Joanna Bonarriva. Vol. 3580. Washington, D.C.: Office of Industries, n.d. Feb. 2003. Web. Aug. 2013.
[8] "Celia Doyle." Interview by Aaron Lee. 22 Jan. 2010.
[9] "Celia Doyle." Interview by Aaron Lee. 22 Jan. 2010.
[10] "Tommy Doyle." Interview by Scott Lowman. Oct. 2008.
[11] Brooks, Dorothy S. "New Firm Here will Harvest Million Buds." *The News* [Lynchburg, VA] 23 May 1952: n. pag. Print.
[12] "Herman Schenkel Jr." Interview by Michael Van Ness. Sept. 2007.
[13] "Tommy Doyle." Interview by Scott Lowman. Oct. 2008.
[14] United States International Trade Commission. *Industry and Trade Summary: Cut Flowers.* By Joanna Bonarriva. Vol. 3580. Washington, D.C.: Office of Industries, n.d. Feb. 2003. Web. Aug. 2013.
[15] "Andean Trade Preference Act (ATPA)." *Office of the United States Trade Representative.* N.p., n.d. Web. 20 Sept 2013.
[16] Schenkel, H. R., Jr. "Fresh Cut Roses from Columbia and Ecuador." Speech. *Before the United States International Trade Commission*. N.p.: n.p., n.d. Print. Invs. 731-TA-684-685.
[17] United States International Trade Commission. *Industry and Trade Summary: Cut Flowers.* By Joanna Bonarriva. Vol. 3580. Washington, D.C.: Office of Industries, n.d. Feb. 2003. Web. Aug. 2013.

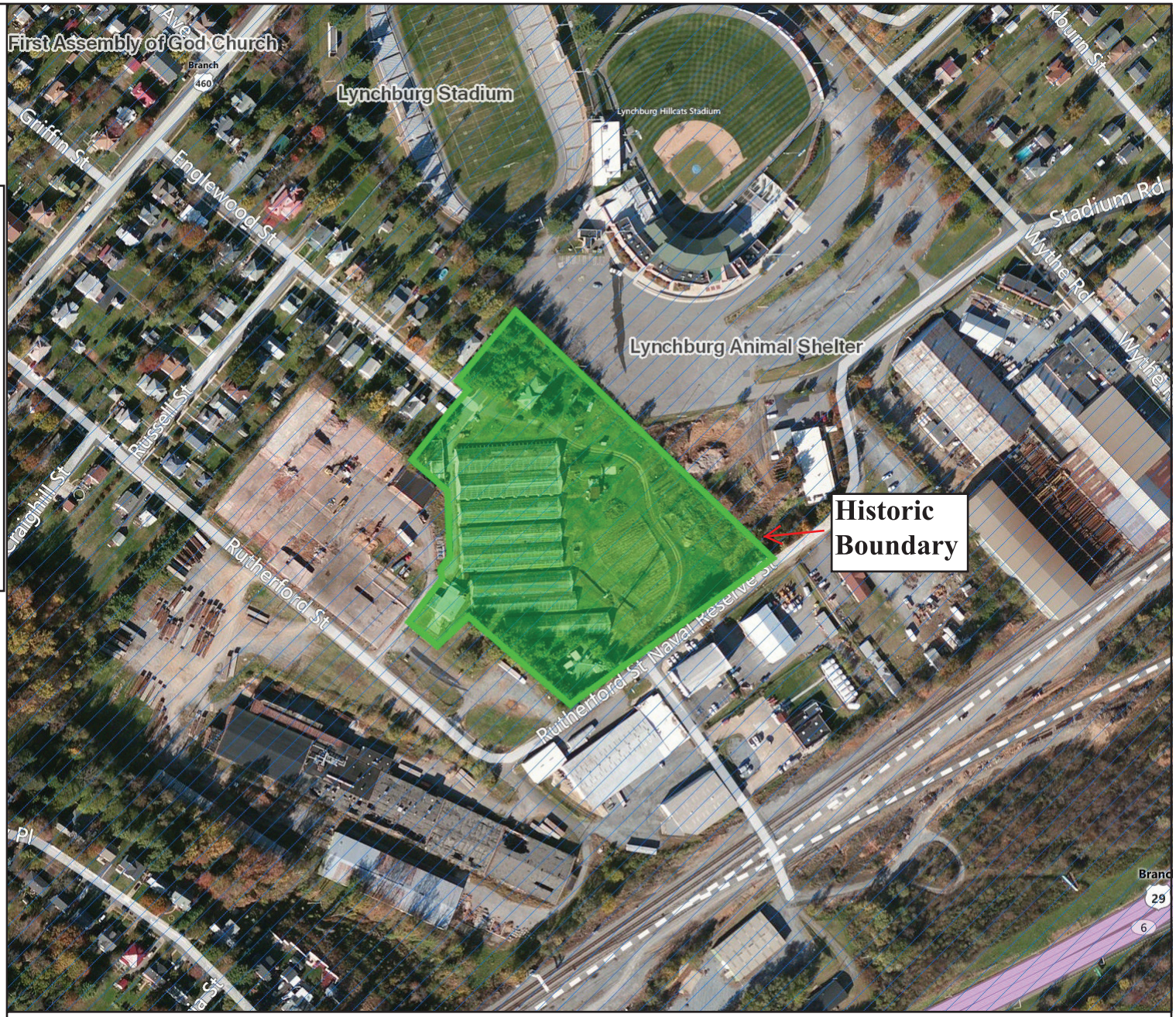
Virginia Dept. of Historic Resources

V-CRIS

Virginia Cultural Resource Information System

LOCATION MAP - AERIAL VIEW

Doyle Florist Inc./ H. R. Schenkel Inc. Greenhouse Range
City of Lynchburg, VA
DHR #118-5294
Location Coordinates:
Latitude: 37.390570
Longitude: -79.165720



N

Feet

0 100 200 300 400

1:4,514 / 1"=376 Feet

Title: Doyle Florist Inc./H.R. Schenkel Inc. **Date: 8/13/2014**

DISCLAIMER:Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions.The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice if AE sites:Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.

Virginia Dept. of Historic Resources

V-CRIS

Virginia Cultural Resource Information System

LOCATION MAP - STREET MAP VIEW

Doyle Florist Inc./ H. R. Schenkel Inc. Greenhouse Range

City of Lynchburg, VA

DHR #118-5294

Location Coordinates:

Latitude: 37.390570

Longitude: -79.165720

N

Feet

0 100 200 300 400

1:4,514 / 1"=376 Feet

Title: Doyle Florist Inc./H.R. Schenkel Inc. **Date: 8/13/2014**

DISCLAIMER:Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions.The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

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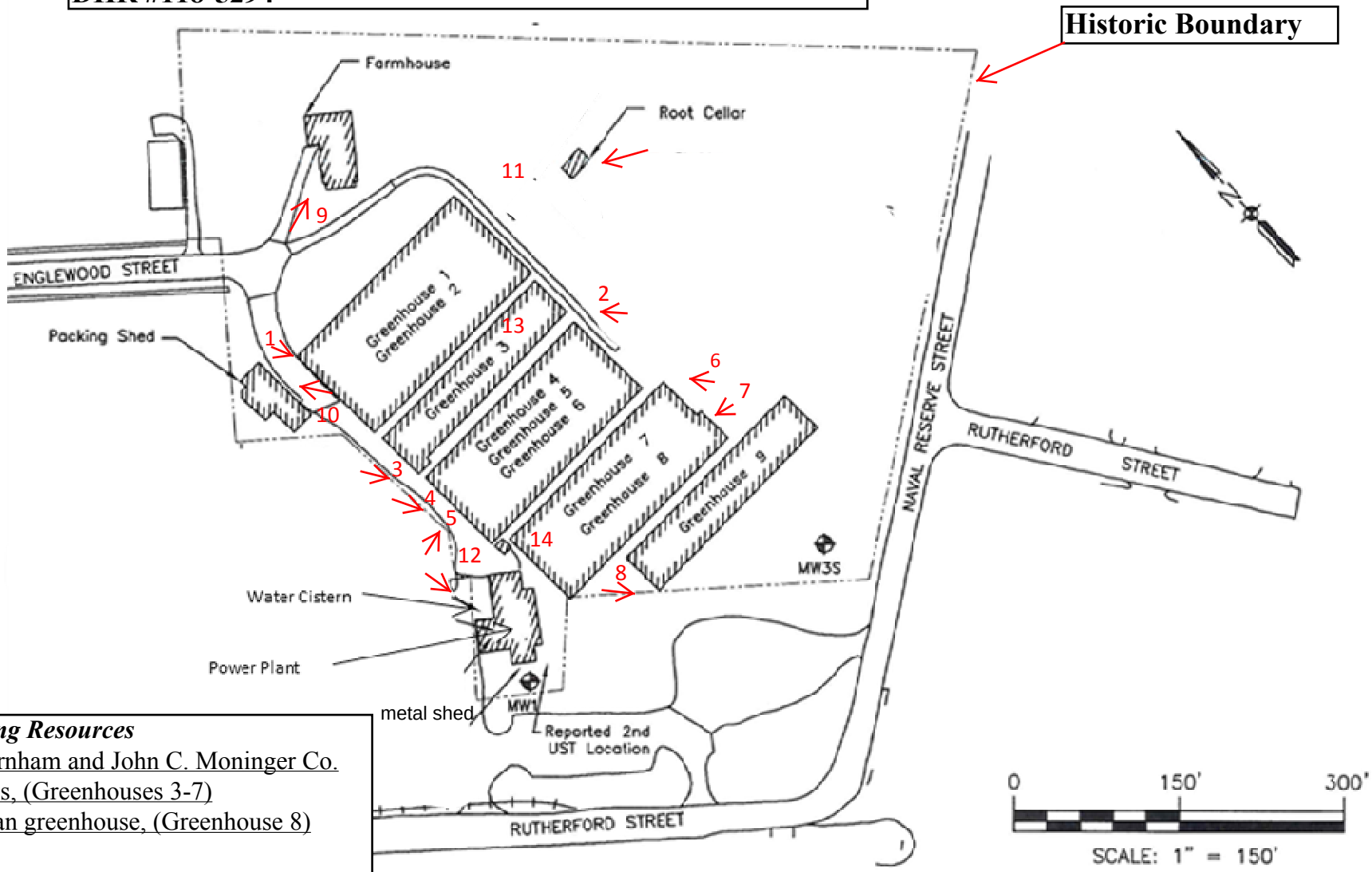
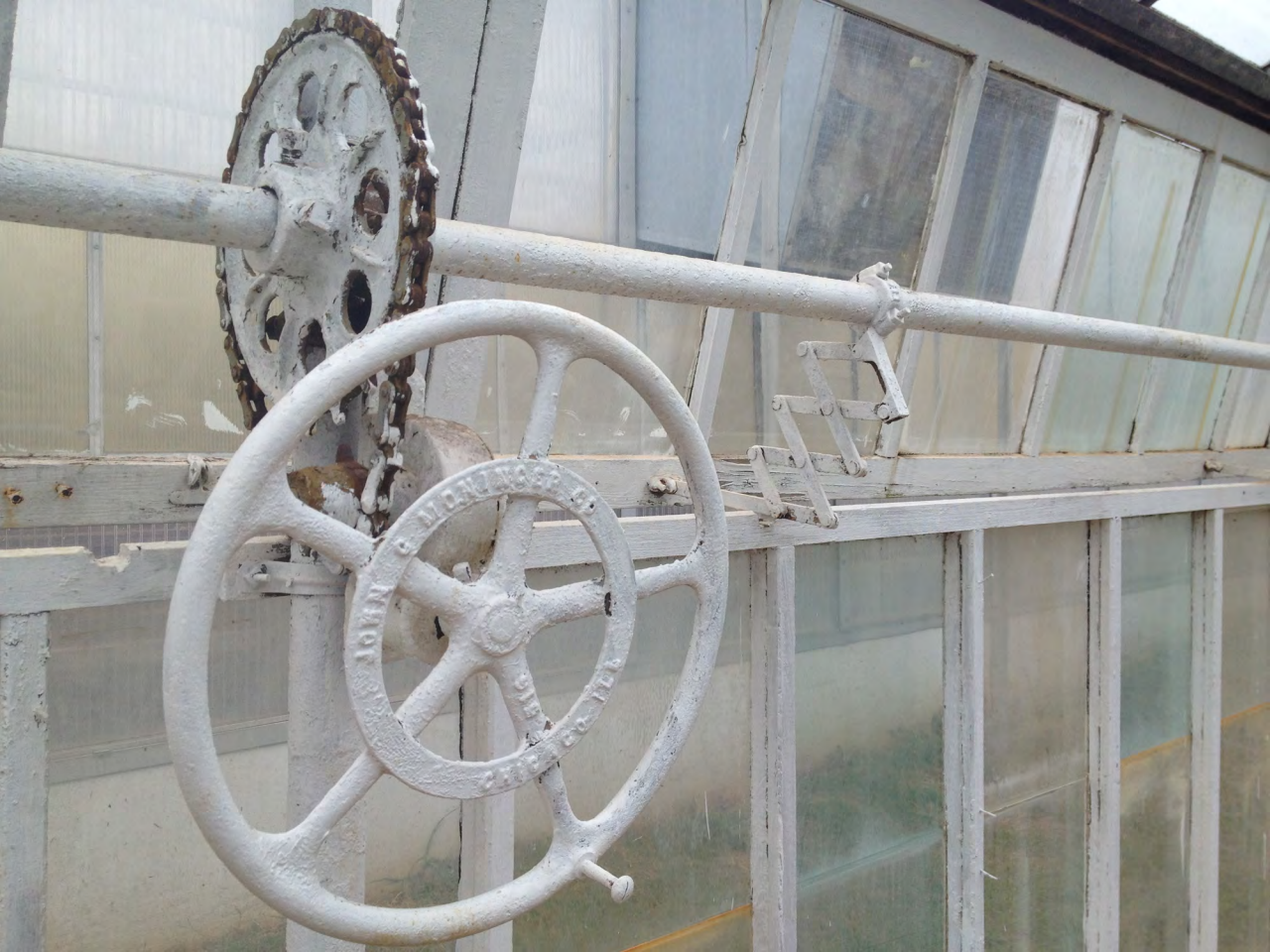
Sketch Map and Photo Key
Doyle Florist Inc./H. R. Schenkel Inc. Greenhouse Range
City of Lynchburg, Virginia
DHR #118-5294



Contributing Resources
Lord & Burnham and John C. Moninger Co. greenhouses, (Greenhouses 3-7)
Metropolitan greenhouse, (Greenhouse 8)
Farmhouse
Power Plant
Water cistern
Root Cellar
Packing Shed
Non-contributing Resources
Greenhouse 9
Ludy greenhouses (Greenhouses 1 and 2)
Metal storage shed

1
Photo Locations

garlic
24¢
melons
fresh flowers


JOHN C. MONTGOMERY & CO.
CHICAGO ILL.

LORD & BURNHAM CO.
V7365A