

# **HISTORIC RESOURCES TASK FORCE**

***Wednesday October 13<sup>th</sup>, 2004***

***3:30pm***

***Parks and Recreation Conference Room***

***City Hall Annex – 7<sup>th</sup> Street***

1. Approval of Minutes
2. Discussion of Local Markers
3. Discussion of State Markers
  - The Monticello Wine Company (See attached)
4. Court Square Ribbon Cutting – The weekend of the Jeffersonian Thanksgiving Festival: Friday November 19<sup>th</sup>, 7pm.
5. Procedures for Submitting State Markers
6. Future Directions
7. Other Business

**NOTE:** You can park in the Market Street Parking Garage. Bring your ticket into the office with you to be stamped for two hours free.

## Scala, Mary Joy

**From:** Scott Arnold [Scott.Arnold@dhr.virginia.gov]  
**Sent:** Friday, October 01, 2004 3:40 PM  
**To:** 'jwerner@pecva.org'; Scala, Mary Joy  
**Subject:** re: Revised Proposed text for Monticello Wine Company



Monticello Wine  
Company.doc

Good day,

Listed below and attached is a revised proposed text for the Monticello Wine Company. The text has been edited to take into account further research conducted on this topic, as well as consulting a number of people associated with wineries in Virginia and wine historians. Also, this text is written based upon the marker program criteria and writing guidelines. Listed below is a list of sources reviewed.

Mr. Werner can you and the other parties associated with the sponsorship of this marker review this proposed revision and let me know if you have any questions? Also, Ms. Scala can you please forward this text to the members of the Charlottesville historic resources task force for review and let me know if they have any questions about the proposal?

If you could please provide me feedback by Monday, October 18, 2004, it would be greatly appreciated. I will be preparing this text and a number of others for review by a marker editorial committee shortly after this date. This committee reviews maker texts for historical accuracy, content, clarity, and grammar prior to being submitted to the Board of Historic Resources that meet on 12/01/04.

If you have any questions, please let me know. Please note I will be out of the office from October 7th through October 11th. Have a great weekend.

### MONTICELLO WINE COMPANY (draft 10/01/04)

The Monticello Wine Company's four-story brick building and cellar stood midway on the north side of Perry Drive. Founded in 1873 using grapes from local vineyards, the winery showcased the growth of the commercial wine industry in Virginia after the Civil War. ~~Charlottesville boosters often referred to the area as the "Wine Capital of Virginia."~~ The winery received highest awards from exhibitions in this country and abroad. In 1904 ~~it's~~ Champagne christened the USS Virginia. The winery operated until Prohibition began in Virginia in 1916 and ~~it's~~ building was destroyed by fire in 1937. The home of the winery's general manager Adolph Russow stands nearby at 212 Wine Street.

*Gunny prefers*

Scott  
<<Monticello Wine Company.doc>>  
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DHR Marker Web Page:  
[http://www.dhr.virginia.gov/hiway\\_markers/hwmarker\\_info.htm](http://www.dhr.virginia.gov/hiway_markers/hwmarker_info.htm)

Agency Website for more information:  
<http://www.dhr.virginia.gov/home.htm>

Sources consulted include:

Albemarle County Charter Book, No. 1, page 18, Albemarle County Deed Book No. 101, page 106; Leon David Adams, *The Wines of America* (New York: McGraw-Hill, 1985), 18, 64-70; "Battleship Virginia Successfully Launched Amidst Patriotic Plaudits of Thousands," *Virginian Pilot* 5 April 1904; Edward D.C. Campbell, Jr., "Of Vines and Wines: The Culture of Grape in Virginia," *Virginia Cavalcade*, 39(Winter 1990): 106-117; Bernard P. Chamberlain, "Virginia Grapes for Wine-Making," *Commonwealth* 1(July 1934): 13, 26; Charlottesville City Deed Book, No. 30, page 227 and No. 31, page 79; *The Daily Progress* (Charlottesville): articles dating 1897-1937; K. Edward Lay, *Architecture of Jefferson Country* (Charlottesville: University Press of Virginia, 2000), 129, 244; S.W. Fletcher, "A History of Fruit Growing in Virginia," (Reprinted from the Proceedings of the 37th Annual Meeting of the Virginia State Horticultural Society, December 6, 7, and 8, 1932), 8-11, 24-26; Edward W. Hase, II and Robert M. Hubbard, "Adolph Russow and the Monticello Wine Company," *The Magazine of Albemarle County History* 46(1988): 17-27; Hilde Gabriel Lee and Allan E. Lee, *Virginia Wine Country* (White Hall, Va.: Betterway Publications, 1987), 22-26, 53-54, 64-66; John Hammond Moore, *Albemarle: Jefferson's County 1727-1976* (Charlottesville: University Press of Virginia, 1976), 249-250, 297, 346; Lucie T. Morton, *Winegrowing in Eastern America: An Illustrated Guide to Viniculture East of the Rockies* (Ithaca: Cornell University Press, 1985), 111-112; Charles Pearson, *Liquor and Anti-Liquor in Virginia, 1919-1919* (Durham, NC: Duke University Press, 1967), 179, 288-291; Thomas Pinney, *A History of Wine in America: From the Beginnings to Prohibition* (Berkeley: University of California Press, 1989), 55-82, 413-415 ; Oscar Reiersen, "The Wine-Making Industry" in W.H. Seamon, ed., *Albemarle County (Virginia) A Handbook...*(Charlottesville: Jeffersonian Book and Print House, 1888), 59-62; Report Upon Statistics of Grape Culture and Wine Production in U.S. for 1880 [microfilm] (Washington, DC: U.S.G.P.O., 1881), 35-36, 102-104; 212 Wine ST, Charlottesville information, K. Edward Lay, *The Architecture of Jefferson Country* (CD ROM).

## Marker Text

### **The Monticello Wine Company**

Midway on the North side of Perry drive stood the four-story brick building of the Monticello Wine Company and cellar. Founded in 1873 and operated until Prohibition, it signaled the birth of Virginia's commercial wine industry using grapes from local vineyards. Highest awards were received from exhibitions in this country and abroad, as Charlottesville became the "Wine Capital of Virginia." In 1904 the company's Champagne christened the USS Virginia. By 1906 annual wine production exceeded 50,000 gallons. Used many years for storage, the building was destroyed by fire in 1937. The c. 1880 home of prominent winemaker Adolph Russow still stands nearby at 212 Wine Street.