United States Department of the Interior
National Park Service

National Register of Historic Places DRAFT
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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Goff, Way and Brand Leaf Tobacco Warehouse
other names/site number
name of related multiple property listing N/A

Location

street & number 310 Academy Place
not for publication

city or town Elmira
vicinity
state NY code 36 county Chemung code 015 zip code 14901

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

Signature of certifying official/Title

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

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:)

Signature of the Keeper

Date of Action
United States Department of the Interior
National Park Service / National Register of Historic Places Registration Form
NPS Form 10-900

Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

5. Classification

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

Name of related multiple property listing

Number of contributing resources previously listed in the National Register

N/A

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Warehouse
Vacant-not in use

7. Description

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No style
foundation: concrete
wells: brick
roof: rubber
other: 

Section 7 page 1
Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

The Goff, Way, and Brand Leaf Tobacco Warehouse is located at 310 Academy Place, just outside the boundaries of the Elmira Civic Historic District, which was listed in 1980 and expanded in 2020. As expanded, the district includes both a collection of government, religious, and cultural buildings and an area representing urban renewal after the 1972 flood. Although some commercial buildings are included in the district, the warehouse was excluded because it is the only industrial building in the commercial area and it is outside the downtown core. The building is orientated parallel to Academy Place. The brick building is rectangular in shape, three stories tall, nine bays wide, and three bays deep with simplified Colonial Revival detailing. Since its construction in 1908 as a tobacco warehouse, the building was subsequently used for other manufacturing, in the furniture business, and then for industrial storage until 2011. It is now used for private owners’ storage. The only major alterations include changes to fenestration and the front door, as well as the addition of a staircase, dropped ceilings, and interior walls on the first floor. The boundary was drawn to include the current lot associated with the warehouse, which is coincident with the historic parcel.

Narrative Description

The warehouse sits mid-block on Academy Place, a two-block road connecting East Church and East Third Streets, in downtown Elmira. The surrounding area, on the outskirts of the business district, is characterized by mixed uses; directly to the south of the building is a vacant lot; there is a law firm office building to the east, residences and an American Legion to the north, along with a vacant office building and church to the west. The warehouse is three stories tall, nine bays wide, and three bays deep. It was built using typical late nineteenth century mill construction, which combines heavy timber posts with load-bearing brick walls.

The façade (west elevation), facing Academy Street, features nine bays of recessed panels divided by pilasters capped by a rectangular parapet. The main entrance is located one bay from the south end and features a concrete enframement with a keystone, overhanging cornice, and protruding piers that was added at a later date. Openings appear to have concrete sills. Although the 1931 Sanborn map shows no window openings on the
façade, later Sanborns confirm regular windows openings after this date, when the building was used by a variety of other industries. Since the brick around openings shows no evidence of being cut, and some tobacco warehouses have abundant windows, while others have none, research to date has been unable to determine the exact sequence of construction accounting for the addition of windows or the possibility that there were metal shutters in addition to or instead of windows. Whenever they were installed, most of the façade windows have since been removed and replaced with wood panels; however, two windows exist in upper floors of the central bay. They have been described as eight-over-eight, wood, double-hung sash. Adjacent to the north of the main entry is a partially covered window, also wood, double hung, and flanking the other side of the door is a fixed-pane transom that is not original. This elevation also has basement window openings with metal grates with two eight-panel windows to the north and three six-panel windows to the south. The remaining bays lack basement windows and may have been filled with brick. All other window openings are filled in with wood. A square of red painted brick, possibly original, is adjacent to the main entry. A section of deteriorated wood for an unknown purpose exists above the third basement window from the north.

The north elevation, constructed of stretcher-bonded red brick with no window openings, features three rectangular recessed panels stretching three floors from the foundation to cornice. The panels are capped with dentils, forming four brick pilasters and outlining the three bays of the elevation. Above is a belt course and stepped parapet capped with sandstone-colored concrete with a central recessed panel. On the first floor is a central square freight door and wooden porch with a lean-to roof, which appears contemporary. A yellow square of painted brick, perhaps original, is located to the west of the first floor.

The south elevation matches the north, except for the fenestration, but also includes six window openings with concrete sills. Here the concrete foundation is also visible as well as a ghost sign of the furniture store which occupied the building starting in the 1930s. The window openings are identical, once featuring eight-over-eight sash, apart from the first two floors of the central bay, which are coupled. The windows have been replaced with red-painted wooden panels, two of which have been fitted with metal louvers and two with air-conditioning units. Windows, which do not appear original, only exist in the second floor’s central bay.

The rear (east) elevation has a similar construction and ornamentation to the remainder of the building. Unlike the west elevation, this side had window openings on the 1931 Sanborn. As with the rest of the building, most
windows have been removed. There are other features, however, including a likely original metal fire-escape with two large landings to the north as well as a brick chimney, forming a pilaster which protrudes more than typical and caps the end of the stepped parapet. There are also two original windows to the south of the second floor, adjacent to a bay lacking fenestration. An original window also exists in the center of the second floor. There is a freight opening to the north of the first floor which has been covered in plywood and features metal brackets. This elevation in particular shows considerable ivy growth, indicative of moisture infiltration which has affected the whole building. While the roof was recently replaced with new rubber and is no longer allowing water to enter, the brick walls show signs of mortar damage. However, the building shows no signs for structural concern and remains in fair condition overall.

**Interior**

The interior is generally characterized by open spaces with brick walls and heavy timber post and beam framing. In the basement, the only non-historic addition is a Homasote® constructed room to the southwest. There is a central historic wooden staircase leading from the first floor, concrete flooring, metal and wooden support posts, exposed ceiling joists and brick walls. The stairwell and mechanical room to the west also exhibit sections of structural clay tile.

The first floor is currently largely full of items in storage, and some of the space has been subdivided for contemporary businesses. There is a dropped non-historic acoustic ceiling tile, carpeted flooring and gypsum wall board dividing walls in the southern half of the floor. In this area is a historic fireplace in good condition and stamped-metal ceilings in poor condition. Homasote® exists in the center of the floorplan and hardwood to the north. A historic brick wall exists to the north, painted white, with an arched doorway featuring a sliding metal door. The bay to the north of this wall was historically used for the incoming and outcoming delivery of tobacco. The two loading bays have been infilled, with structural clay tile to the east and presumably the west as well, although only plywood coverings are visible. It seems likely that no flooring existed originally, allowing for wagons to pass through on dirt, but non-historic wood flooring has been added. In this area, there is a non-original northern stairwell running from the first to the third floor. Historic wood flooring, exposed-joist ceilings, shiplap walls, a fireplace and heavy wood beams exist – all in fair condition.
Goff, Way and Brand Leaf Tobacco Warehouse  Chemung NY
Name of Property  County and State

Two staircases lead to the second floor. There are similar heavy timber posts and beams as the first floor, historic wood flooring, exposed brick perimeter walls, exposed ceiling joists – all painted white and in fair condition, except for the flooring, which is unpainted and buckling in various locations due to water damage. The historic open floor plan is evident. Almost all window openings are infilled with plywood, apart from the remaining wood windows. This floor features stepped brick at the top of the masonry walls.

The third floor also features similar heavy timber posts and beams, exposed brick walls, open floor plan, infilled window openings and wood flooring. The two staircases continue to this floor; one of them features an original four-panel wood door. A shiplap wall adjacent to the elevator shaft bisects the floor plan to the north. Here, a metal ladder leads to the roof. The mechanical equipment for the freight elevator, which was historically used to move tobacco within the building for storage purposes, remains on the third floor.
8. Statement of Significance

Applicable National Register Criteria

- 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

Areas of Significance
(Enter categories from instructions.)

- Architecture

- Industry

Period of Significance
1908-1928

Significant Dates
1908

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

Cultural Affiliation

Architect/Builder
Joseph Considine (Architect)
Compton Reality and Building Company (Builder)
Goff, Way and Brand Leaf Tobacco Warehouse  Chemung  NY
Name of Property  County and State

Period of Significance (justification)

The period of significance begins with the building’s construction and ends in 1928 when it was purchased by the Frostila Company and used for product storage unrelated to the tobacco industry.

Criteria Considerations (explanation, if necessary)

Statement of Significance Summary Paragraph
(Provide a summary paragraph that includes level of significance and applicable criteria.)

The Goff, Way and Brand Leaf Tobacco Warehouse is significant under criterion A in the area of industry for its association with the tobacco industry, which made an important contribution to Elmira’s late nineteenth and early twentieth century economy, and under criterion C as an example of a specific type of industrial resource, an upstate New York tobacco warehouse. Tobacco, introduced by settlers from the Connecticut Valley, was first planted in the Chemung Valley in the 1850s. The industry became profitable until, by the end of the century, 100,000 pounds were grown annually. Most of the early local crops were air-cured in barns; however, as tobacco farming increased, warehouses were needed for additional processing and shipping products to national markets. In 1873, German immigrant John Brand apparently built the first packing and processing warehouse in the county and, by 1900, there were ten such businesses in the Chemung Valley. The nominated building was constructed in 1908 by three prominent local tobacco growers and manufacturers: Charles Brand, son of John Brand, Gustave Goff, an experienced Elmira grower and packer, and Herbert Way, a former grower and employee of a packing firm. The business, Goff, Way and Brand – packers of leaf tobacco, was involved in the growing process, owning or supervising seventy-five acres nearby, as well as the purchase and packing of tobacco for sale to cigar manufacturers. Its facility at Academy Place employed from seventy-five to one hundred workers. Built in 1908, the three-story warehouse was constructed of load-bearing brick walls with heavy-timber framing and exemplified mill construction, in which the heavy-timber posts allowed for a slower rate of burning in a fire and often prevented full destruction of a building. The building also features typical warehouse design elements of
the era, including a freight elevator. Features specific to leaf tobacco manufacturing are present, including either windows or shutters for air circulation, brick for climate control, and freight openings for tobacco case deliveries. The warehouse was designed by local architect Joseph Considine, who trained in the office of well-known regional architects Pierce and Bickford. The warehouse played an important role in a prominent regional industry, is a rare surviving resource associated with that industry, and retains a high level of integrity.

**Narrative Statement of Significance**

**Cigar Industry**

Tobacco was introduced to Europeans upon their arrival in the Americas, and the plant would go on to become an integral part of the U.S. culture and economy. In the words of one historian, “no other agricultural crop has been more thoroughly entwined with the history of the United States than the growing, processing, and manufacturing of tobacco.”

1 Tobacco was first grown as a cash crop in the Jamestown colony and drastically grew in popularity in the coming decades. The labor-intensive production was done by enslaved people on large landholdings throughout the South. However, in the second half of the nineteenth century, leaf cultivation for cigars and chewing increased in the better-suited northeastern climate, as pipes went out of fashion and new crop varieties were developed. By 1860, the country was producing over 400 million pounds of tobacco for consumption around the globe. The Civil War introduced many Americans to the convenience of cigarettes. Aggressive marketing, anti-spitting ordinances, and the 1881 rolling machine started the cigarette boom in the late 1800s, and by the 1920s most users had converted.

2 The decline of the cigar industry in New York is evident in the timeline of 310 Academy Place, where production ceased in 1931 and the building began to be used by other businesses.

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**Tobacco in the Chemung Valley**

Tobacco was first planted in the Chemung Valley in the 1850s and became prominent in the late nineteenth century, when 100,000 pounds were grown annually. Connecticut farmer Sanford Ellmore introduced the farming practice to the area when he moved to Big Flats, bringing tobacco seeds. The Connecticut River Valley was the most prominent region in the country to produce leaf tobacco and the Chemung River Valley closely matched the area’s climate.\(^3\) The fertile lands near the Chemung River eventually grew a product that reached the national market, first cured in barns on local farms. John Brand is said to have built the first packing and processing warehouse in the county in 1873. Others claim that the Grand Company built the first such warehouse in the area, also in 1873.\(^4\) By 1900, there were ten such businesses in the Chemung Valley.\(^5\)

John Brand’s tobacco business was passed down to his son John Brand Jr.; his son Charles served as superintendent until 1908. Herbert Way, a former grower and employee of a packing firm, built the warehouse at 310 Academy Place to house his own venture. Shortly after the building’s construction, Charles Brand decided to venture outside his family business and partner with Way. The firm was involved in the growing process, owning or supervising seventy-five acres nearby, as well as the purchase and packing of tobacco for sale to cigar manufacturers. Its facility at Academy Place employed seventy-five to one hundred workers.\(^6\) In 1913 Gustave Goff, an experienced Elmira grower and packer, was appointed as the firm’s president, Way became treasurer and Brand became vice president and secretary. The business became known as Goff, Way and Brand – packers of leaf tobacco.\(^7\)

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\(^3\) George Vetter, “The Tobacco Years in Chemung County,” *The Chemung Historical Journal* 48, no. 4 (June 2003), 5345


\(^5\) George Vetter, “The Tobacco Years in Chemung County,” 5349.


\(^7\) Ann B Streeter, “Historic Survey, Stylistic Analysis & Title Search of the Old Brand Tobacco Warehouse” (Elmira, NY: Chemung County Historical Society, 1980).
The firm was involved in many stages of the leaf tobacco production process, according to the Way family’s personal papers. Way purchased seeds from the U.S. Agricultural Experimentation Station in Connecticut. The seeds were then distributed to local farmers and used on company-owned land. When mature, the leaves were stripped from the plant and brought to the warehouse in 45-lb. bundles. Processing the tobacco in a warehouse differed from curing it in local barns, as had been done in the early days of the industry. The first step in the warehouse was to sort the tobacco by color from light to dark, and then into five sizes. Then the leaves were bundled and packed into wood cases. The next step was compression, using mechanical presses to fit as much product as possible into the cases, which totaled 320 lb. on average. Throughout the sorting and packing stages, the interior climate was kept humid through steam jets. This step took the place of the air-curing that had occurred in barns throughout the region in late summer. The next step, sweating, to release ammonia, mirrored the smaller-scale stripping rooms of farms throughout the valley. On the farms, a large stove boiled water to provide a conducive climate. It is unclear exactly how this was achieved in the warehouse, with Way simply noting the sweating area was kept at “summer heat.” Some tobacco was kept outside of the cases to advertise to potential buyers. The leaf tobacco was then sold to cigar manufacturers around the country and in Europe. Way noted the product could be stored for great lengths of time and large quantities were sold at once, with sales of $80,000 being common.

John Brand II writes a similar account of his own family’s tobacco leaf production, providing additional insight into how 310 Academy Place likely operated. Bundles of tobacco leaves were harvested, pressed, and sold by local farmers to John Brand & Company for seven to ten cents a pound. In the warehouse, an all-female team sorted the leaves by size and tied roughly fifteen pieces together to form “hands.” The hands were compressed into pine boxes and left in storage areas warmed by summer heat. In spring, the curing was accelerated by placing the boxes in a

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top-floor room filled with radiators. Hands of the finished product were then brought to the sample room where interested clients could inspect the tobacco.\textsuperscript{12}

A well-documented building in Connecticut provides more insight into how 310 Academy Place may have operated and shows similarities to other Elmira tobacco warehouses. The ca. 1900 J.S. Halpine Tobacco Warehouse in New Milford, Connecticut, is the largest of its kind remaining in that region and produced cigar leaf tobacco from the same seeds as Goff, Way & Brand. It is a brick, rectangular building, five and one-half stories tall with similar heavy-timber construction and freight elevator. Leaves were sorted, cured in steam-heat, and packed on the first floor, followed by sweating on the upper floors. Tobacco was brought in from wagons through a wide doorway and exited onto rail freight cars through a similar doorway on the opposite side of the building. Its brick construction not only allowed for a larger structure than a typical timber warehouse but better maintained the humidity and temperature. The large quantity of windows allowed for necessary air circulation. Interior shutters provided the dark environment needed for curing.\textsuperscript{13} It is also located about two blocks from where the train used to run through the city, allowing for convenient transport of product.

It appears that all packing and processing businesses around Elmira were housed in similar brick warehouses to 310 Academy Place. A historical photograph shows a smaller version of such a warehouse – a second Goff, Way & Brand building (not extant – Figure 9), with blinds covering some windows. A historical photograph also exists of the Joseph Bimberg Warehouse (Figure 8), which no longer stands. This was a three-story brick building with a large freight opening, from which a wagon can be seen either dropping off or loading crates of tobacco with a train nearby. Large shutters also appear adjacent to the windows, similar to the J.S. Halpine building. There is one other tobacco warehouse existing in the Chemung River Valley – the Brand Building of the F.M. Howell & Co. complex on Pennsylvania Avenue in Elmira. The building, a three-story, brick, rectangular building with an ornamented cornice, is similar to the nominated building and

\textsuperscript{13} Alison Gilchrist, “J.S. Halpine Tobacco Warehouse National Register of Historic Places Registration Form,” 1982.
was designed by the same architect. It differs in its U-Shape, with central loading bays. Wood-frame infill was added in the central space in 1930, along with storefronts ca. 1970, and no significant historic fabric remains on the interior. In the mid-twentieth century the factory was converted for cigar box manufacturing.\(^{14}\) Early Sanborn maps show first-floor sorting and packing along with upper-floor storage. Two other Elmira tobacco warehouses are seen on the 1908 Sanborn map as rectangular, multi-story brick buildings with freight elevators (see appendix).

The Goff, Way, and Brand Leaf Tobacco Warehouse exhibits most of the architectural elements common to leaf tobacco warehouses. First is the slow-burn mill construction that was employed. It is evident by the heavy-timber posts, beams, and flooring - a design which originated in late nineteenth century New England factories. The large structural supports deteriorated slowly in case of fire, preventing collapse and allowing owners to avoid high fire insurance costs. In particular, the beams of this building are fire-cut, angled to prevent flooring collapse in case of structural failure. The building also features typical warehouse design elements of the era: it is rectangular, multi-story, has an open floorplan on the second and third floors, a freight elevator, and sections of painted brick to help locate various parts of the building for deliveries and pickups. Large freight elevators and open upper floors are typical features of tobacco warehouses. Additionally, several features specific to leaf tobacco manufacturing remain evident, including the brick for climate control and freight openings for tobacco case deliveries.

Interestingly, the 1931 Sanborn map shows that there were no window openings on the west elevation of the building prior to this date, although openings are indicated on subsequent Sanborn maps. Although some photos of tobacco warehouses from the region do show bricked-in openings instead of windows, more research is needed to understand the exact configuration of building openings on this example and their purpose. We also know that steam jets, no longer extant, were used from Way’s accounts, and we can presume blinds or shutters, which were used to darken the spaces for the curing process, have been removed as the windows have

deteriorated. It is also likely that the sample room was located to the south of the first floor, in the area altered with non-historic walls. The stamped-metal ceiling differentiates the space, and it is possible there were interior dividing walls in this area, although they do not appear on Sanborn maps. Nevertheless, despite several questions, the nominated warehouse is understandable as a space where tobacco was processed, stored, and sold.

Beginning with the closure of the tobacco business in 1928 and moving into the economic turmoil of the Great Depression, 310 Academy Place went through a period of brief ownerships by multiple firms, but it continued to be used for a variety of manufacturing and storage purposes. In 1929 the building was purchased by the Frostilla Company, producers of skin lotion, and used initially for storage, transitioning to some manufacturing when Frostilla purchased the Pompepeian beauty cream company in 1931, forming Frostilla Pompepeian.15

From 1932 to 1933, 310 Academy Place served as storage and office space for Central Storage and was sold again in 1934 to the Artistic Card Company, which continued to use the building until 1937. The building was next purchased by the J. P. & M. Sullivan Company, a furniture, appliance, and household goods company, which used the building from the 1940s to the 1970s for storage purposes in tandem with its East Water Street storefront. This is apparently when the northern staircase was added and the freight openings sealed. The Morris Furniture Company then took over the operation until 1977. The building stood vacant for the following ten years and then housed various businesses: Educational Images LTD, National Career Consultants, and Science Software System into the 1990s – presumably the period in which the non-historic first-floor office-space was built.16

Timeline of Occupancy
1908-1928 – Goff, Way & Brand Tobacco, packers
1929 - Frostilla Company, storage


Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

Name of Property

1930-1931 - Frostilla Pomepeian, plant
1932-1933 - Central Storage, warehouse and office
1934 - 1937 - Artistic Card Company
1938 - 1941 - Vacant
1942-1973 - J.P. & M Sullivan, storage
1974-1977 - Morris Furniture
1978-1988 – Vacant

There are several interesting connections between the business at Academy Place and locally significant buildings and people. The architect of the warehouse, Joseph Considine, was trained by the regionally renowned firm Pierce & Dockstader (later Pierce & Bickford) and was responsible for a number of other prominent buildings in Elmira, including two buildings in the Howell Factory, the Mark Twain Hotel, and renovations to Elmira City Hall. He also designed the Charles Brand House at 351 Maple Ave.; the John Brand Sr. home at 405 Maple Avenue, and the Gustave Goff home at 452 Maple Avenue. All three Maple Avenue homes are NR listed in the Maple Avenue Historic District. John Brand Sr. was also a partner in the NR listed F.M. Howell & Co. cigar box manufacturing on Elmira’s southside, which incorporated an earlier Brand tobacco warehouse. Lastly, Brand Park was formed in 1901 on the land that previously served as the Brand family tobacco fields.

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9. **Major Bibliographical References**

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


Goff, Way and Brand Leaf Tobacco Warehouse  
Chemung NY


United States Department of the Interior  
National Park Service / National Register of Historic Places Registration Form  
NPS Form 10-900  
OMB No. 1024-0018  
(Expires 5/31/2012)

Goff, Way and Brand Leaf Tobacco Warehouse  
Chemung NY  
Name of Property  
County and State  

Previous documentation on file (NPS):  
X 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  

Historic Resources Survey Number (if assigned):  

10. Geographical Data  

Acreage of Property .15  
(Do not include previously listed resource acreage.)  

UTM References  
(Place additional UTM references on a continuation sheet.)  

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Verbal Boundary Description (Describe the boundaries of the property.)  
The boundary is indicated by a heavy line on the enclosed map with scale.  

Boundary Justification (Explain why the boundaries were selected.)  
The boundary has been drawn to coincide with the current tax parcel, which is coincident with the historic boundary of the original parcel.  

11. Form Prepared By  

name/title: Matthew Goldberg / Preservationist  
edited by Kathleen LaFrank and Daniel Boggs, NYSHPO  
organization: Johnson-Schmidt & Associates  
street & number: 15 E. Market St., Suite 202  
city or town: Corning  
state: NY  
zip code: 14830  
e-mail: matthew@preservationarchitects.com  
telephone: 203-628-6263  
date: May 13, 2021
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY
Name of Property
County and State

Additional Documentation
Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)
Goff, Way and Brand Leaf Tobacco Warehouse
City of Elmira, Chemung County, New York

310 Academy Place
Chemung, NY 14901
Goff, Way and Brand Tobacco Warehouse
City of Elmira, Chemung County, New York

Area: 0.15 ac

310 Academy Place
Chemung, NY 14901

Coordinate System:
NAD 1983 UTM Zone 18N
Coordinate Units: Meter
Orthoimagery Year: 2018
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

Goff, Way and Brand Tobacco Warehouse
City of Elmira, Chemung County, New York

310 Academy Place
Chemung, NY 14901

Area: 0.15 ac

Coordinate System:
NAD 1983 UTM Zone 18N
Coordinate Units: Meter
Parcel Year: 2021

Nomination Boundary
Tax Parcels

Additional Documentation page 4
Sanborn Maps

Figure 1: 1903: Academy Place
Figure 2: 1931 Sanborn – labeled Pompeian Co - note lack of openings on west elevation
Goff, Way and Brand Leaf Tobacco Warehouse  
Chemung NY  
Name of Property  
County and State

Figure 3: 1931 (revised up to 1957): 310 Academy Place

Figure 4: 1966: 310 Academy Place
OTHER TOBACCO WAREHOUSES

Figure 5: 1903: John Brand Whole Leaf Tobacco (The Brand Building of the F.M. Howell & Co. complex) -

Figure 6: 1908: Hooven Mercantile Tobacco Warehouse on Baldwin Street, Elmira, NY – note that one wall lacks window openings
Goff, Way and Brand Leaf Tobacco Warehouse

County and State

Figure 7: 1908: Armstrong, Mather, and Wood Tobacco Warehouse on Railroad Ave, Elmira, NY
Goff, Way and Brand Leaf Tobacco Warehouse  
Name of Property  
Chemung NY  
County and State

**Historical Photographs**

![Figure 8: Joseph Bimberg Warehouse on Hathaway Street, Elmira, NY - Undated](image)

Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

Figure 9: Goff, Way, and Brand Warehouse No.2 on Madison Avenue, Elmira, NY – Undated.
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property

Figure 10: Curing Barn, Frank Welles Farm, Chemung County, NY - Undated

Figure 11: Curing Barn, Route 427, Wellsburg, NY - 2002
Figure 12: Goff, Way, and Brand Label
A few regional tobacco warehouses without window openings (upper, unidentified location – lower, Steuben County)
Photographs:
Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Photo Log
Name of Property: Goff, Way, and Brand Leaf Tobacco Warehouse

City or Vicinity: Elmira

County: Chemung  State: New York

Photographer: Matthew Goldberg

Date Photographed: 2/17/2021 & 5/7/2021

001 of 032: Looking northwest at the south elevation
002 of 032: Looking north at the west elevation
003 of 032: Looking east at the west elevation
004 of 032: Looking east at the north elevation
005 of 032: Looking south at the east elevation
006 of 032: Looking west at the east elevation
007 of 032: Looking southeast through the basement
008 of 032: Looking southwest at the interior of a window
009 of 032: Looking south at gypsum wall board and perimeter exposed brick
010 of 032: Looking southeast at a stamped metal ceiling
011 of 032: Looking south at the freight elevator
012 of 032: Looking southwest at the interior door of the central loading bay
013 of 032: Looking northeast through the center of the first floor
014 of 032: Looking northeast towards the interior of the east elevation
015 of 032: Looking north at the brick wall dividing the first floor
016 of 032: Looking south at the heavy timber framing
017 of 032: Looking southwest through the northern bay
018 of 032: Looking southeast at an arched brick opening
019 of 032: Looking east at the timber framing and gypsum wall board junction
020 of 032: Looking southeast at the main stairwell leading to the third floor
021 of 032: Looking south at the interior of the southern elevation
022 of 032: Looking southwest down the main stairwell to the first floor
023 of 032: Looking east across the second floor
024 of 032: Looking west at the freight elevator
025 of 032: Looking east through the open floor plan of the second floor
026 of 032: Looking northeast down the northern stairwell
027 of 032: Looking southwest up the northern stairwell
028 of 032: Looking southeast through the open floor plan of the third floor
029 of 032: Looking northwest through the third floor
030 of 032: Looking southeast at the freight elevator
031 of 032: Looking east at the interior wall on the third floor
032 of 032: Looking south through the northern third-floor space
001 of 032: Looking northwest at the south elevation
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

Name of Property
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002 of 032: Looking north at the west elevation
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property

Chemung  NY
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003 of 032: Looking east at the west elevation
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY
Name of Property
County and State

004 of 032: Looking east at the north elevation
Goff, Way and Brand Leaf Tobacco Warehouse   Chemung NY
Name of Property   County and State

005 of 032: Looking south at the east elevation
Goff, Way and Brand Leaf Tobacco Warehouse  
Chemung  
NY  
Name of Property  
County and State  

006 of 032: Looking west at the east elevation
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

Name of Property
County and State

007 of 032: Looking southeast through the basement
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY
Name of Property
County and State

008 of 032: Looking southwest at the interior of a window
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property
Chemung NY
County and State

009 of 032: Looking south at gypsum wall board and perimeter exposed brick
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property
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010 of 032: Looking southeast at a stamped metal ceiling
Goff, Way and Brand Leaf Tobacco Warehouse
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011 of 032: Looking south at the freight elevator
012 of 032: Looking southwest at the interior door of the central loading bay
Goff, Way and Brand Leaf Tobacco Warehouse

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013 of 032: Looking northeast through the center of the first floor
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property
Chemung NY
County and State

014 of 032: Looking northeast towards the interior of the east elevation
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property
Chemung NY
County and State

015 of 032: Looking north at the brick wall dividing the first floor
Goff, Way and Brand Leaf Tobacco Warehouse  
Chemung  NY

Name of Property  
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016 of 032: Looking south at the heavy timber framing
017 of 032: Looking southwest through the northern bay
Goff, Way and Brand Leaf Tobacco Warehouse
Name of Property
Chemung NY
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018 of 032: Looking southeast at an arched brick opening
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY

Name of Property
County and State

019 of 032: Looking east at the timber framing and gypsum wall board junction
020 of 032: Looking southeast at the main stairwell leading to the third floor
021 of 032: Looking south at the interior of the southern elevation
022 of 032: Looking southwest down the main stairwell to the first floor
Goff, Way and Brand Leaf Tobacco Warehouse

Chemung NY

023 of 032: Looking east across the open floor plan of the second floor
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung NY
Name of Property
County and State

024 of 032: Looking west at the freight elevator
Goff, Way and Brand Leaf Tobacco Warehouse
Chemung  NY
Name of Property
County and State

025 of 032: Looking east through the open floor plan of the second floor
026 of 032: Looking northeast down the northern stairwell
Looking southwest up the northern stairwell
028 of 032: Looking southeast through the open floor plan of the third floor
029 of 032: Looking northwest through the third floor
Goff, Way and Brand Leaf Tobacco Warehouse  
Chemung NY  

Name of Property  
County and State

030 of 032: Looking southeast at the freight elevator
031 of 032: Looking east at the interior wall on the third floor
032 of 032: Looking south through the northern third-floor space