



**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name: Grandin Road Commercial Historic District
Other names/site number: 128-5785

2. Location

Street & number (block): Grandin Road, S.W. (1300-1500 block) and Memorial Avenue (1700-1900 block)

City or town Roanoke vicinity _____ State Virginia
Code VA County Virginia (city) Code 770 Zip 24015

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 ___ nationally ___ statewide X locally. (___ See continuation sheet for additional comments.)

[Signature] _____
Signature of certifying official Date 10/16/02

Virginia Department of Historic Resources

State or Federal agency and bureau

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

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

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I, hereby certify that this property is:

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

Edson H. Beall 11/27/02

[Signature]

Signature of Keeper

Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing	
<u>18</u>	<u>4</u>	Buildings
<u>0</u>	<u>0</u>	Sites
<u>0</u>	<u>1</u>	Structures
<u>0</u>	<u>0</u>	Objects
<u>18</u>	<u>5</u>	Total

Number of contributing resources previously listed in the National Register N/A

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

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6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: Business, Financial Institution, Department Store
Social Meeting Hall
Education School
Religion Religious Facility
Government Fire Station, Library
Recreation Movie Theatre

Current Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: Business, Financial Institution, Department Store
Education School
Religion Religious Facility
Government Fire Station
Recreation Movie Theatre

7. Description

Architectural Classification (Enter categories from instructions)

Classical Revival; Colonial Revival; Spanish Colonial Revival; Commercial Style; Art Deco; Moderne;

Materials (Enter categories from instructions)

Foundation Brick, Concrete, Stone
Roof Metal, Shingle,
Walls Brick, Concrete, Metal, Stone
Other _____

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

X See continuation sheet

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.

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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 a grave.
- D a cemetery.
- E a reconstructed building, object or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

Architecture
Commerce
Community Planning and Development
Entertainment/Recreation

Period of Significance

1906-1952

Significant Dates

1906
1907
1919
1922
1926
1932

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Eubank and Caldwell
John A. Page

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

See continuation sheet

9. Major Bibliographical References

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7. DESCRIPTION:

SUMMARY DESCRIPTION

The Grandin Road Commercial Historic District, located in the Virginia Heights/Raleigh Court neighborhood, consists of approximately eight blocks at the intersection of Grandin Road and Memorial Avenue in the southwest quadrant of Roanoke, Virginia. The commercial district includes a number of significant buildings dating from the 1920s to the 1950s with good examples of the Classical Revival, Colonial Revival, Spanish Colonial Revival, Commercial, Art Deco and Moderne styles. These buildings, which include a fire station, library, school, church, movie theatre, social hall, retail stores and offices, are important for their architectural quality and diversity as well as their functions as they provide an institutional, commercial, religious and educational nucleus to the surrounding residential neighborhood. The 7-acre district consists of 22 primary resources with only 5 non-contributing resources (including one non-contributing secondary structure) due to post-1952 construction. The earliest existing structure dates to 1919 with the majority (12 of 22) constructed prior to World War II. The remaining ten buildings in the district date from 1945 to 1964. The historic buildings retain a high sense of integrity, with only minor alterations to the storefronts.

HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS

Reconstruction and Growth (1965-1917)

The development of the Virginia Heights neighborhood began in 1906 with the formation of the Virginia Heights Land Corporation. Virginia Avenue (now Memorial Avenue) and Grandin Road were quickly established as the primary routes in the area as Virginia Avenue provided the connection over Woodrum Bridge (now Memorial Bridge) to the center of the City. Grandin Road served to connect Virginia Avenue with Brandon Avenue, as main thoroughfare to Salem. The construction of the first Virginia Heights Elementary School in 1907, a one-room school, on the hill overlooking the intersection of these two primary roads solidified the prominence of this "T" intersection in the neighborhood. By 1915, the streetcar line was extended out Virginia Avenue and Grandin Road to Brandon and the intersection was prime for commercial development.

World War I and World War II (1917-1945)

The period between World War I and II marks the heyday of the Grandin Road Commercial District with nearly 70% of the buildings surviving today dating to this period. After the suburb of Virginia Heights was annexed to the City in 1919, a number of civic services were provided to the area including the **Roanoke City Fire Station No. 7 (1742 Memorial Avenue)** and a new **Virginia Heights Elementary School** – both of which were constructed in 1922. The **Roanoke City Fire Station No.7** illustrated the influence of the Spanish Colonial Revival style combined with early 20th

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century styles with a tiled roof and overhanging eaves with exposed rafter tails. A large arched opening accented with keystones identifies its function as a fire station. Contrasting square and diamond blocks accent the brick façade. This is typical of post World War I design and is found throughout the neighborhood. The current **Virginia Heights Elementary School** was constructed in 1922 on the site of the original one-room school and stands as an imposing three-story brick structure on a hill overlooking the commercial area. The 1922 school was designed by local architect John A. Page in the stripped NeoClassical style so popular among 1920s school design, the school (Wells, 1998:338). In 1931, the City also built the **Raleigh Court Branch of the Roanoke City Library**. The Raleigh Court Library Branch at 1916 Memorial Avenue was designed by Eubank & Caldwell in the “Old English” Tudor Revival style. It is a small, one-story brick structure with stone accents around the two large bay windows and the recessed entrance. A steeply pitched roof of slate shingles further characterizes the building.

A number of other institutional buildings were constructed during this period, giving testimony to the growth and development of the area as a neighborhood. **Virginia Heights Baptist Church (2014 Memorial Avenue)**, constructed in 1919 with a large educational wing added in 1939, stands at the corner of Grandin Road and Memorial Avenue. This Classical-Revival style church with its temple-front portico and towering spire provide another visual landmark at this important intersection. The **Virginia Heights Masonic Lodge No. 73 (1326-1328 Grandin Road)** is another prominent building in the district, both for its function as well as its architecture. Constructed in 1926 at a cost of \$40,000, this building is the best example of the Classical-Revival style in the area with its classical cornice, intricate detailing around the windows, and its protruding bay window with pediment (Barnes, 1968:640). Adding to the variety of the commercial district in both function and style is the **Grandin Theater at 1312 Grandin Road**. Originally known as the Community Theater, the building was designed by Eubank & Caldwell in classic theater style, consisting of an eclectic mix of Spanish Colonial, Colonial Revival, Italian Renaissance, and Classical Revival styles that reflect the fantasy of the movies in the early 20th century. Constructed at a cost of \$150,000, the Mediterranean-style tile roof, classical cornice and corner quoins, and large arched windows give the theatre a distinctive exotic flair (Wells: 135).

A number of small, one- and two-story brick commercial buildings dating from the 1920s to the 1950s complete the commercial area of Grandin Road. Several grocery stores occupy prominent locations in the area, including the ca. 1915 **Thompson’s Meat Market (1734 Memorial Avenue)**, the ca. 1925 **Great A&P Tea Company at 1328-133030 Grandin Road**, and the **1950 Kroger Store (now Roanoke Natural Food Co-op) at 1319 Grandin Road**. The two-story, three-bay form of the **Thompson’s Meat Market** at the eastern terminus of the commercial district reflects the earlier 20th-century style of commercial buildings found throughout the city with its two-story form with a stepped parapet and recessed, three-bay storefront. The 1925 **Piggly Wiggly Supermarket**

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(1402 Grandin Road) at the opposite end of the district is similar in form. The later **Great A&P Tea Company** at the corner of Grandin and Westover with its clipped corner entrance illustrates the evolution of the building type with its more modern, streamlined, one-story form and large picture windows. The one-story building at the corner of Grandin and Memorial, **1300-1306 Grandin Road**, constructed in 1929, housed Catogni's Grocery on the corner as well as a variety of other businesses, including the Grandin Road Barber Shop and the Community Inn, both of which are still in business today. This simple, one-story brick building features stylized Art-Deco pilasters of cast concrete at the different store bays. The 1925 **Jamison's Grocery/Mick or Mack Grocery Building at 1320 Grandin Road** is an example of a larger commercial building with retail space on the ground floor and office and/or residential space on the upper floors. This two-story, four-bay brick structure features a tiled roof overhang supported by elbow brackets. Bays of three and four casement windows provide a more residential feel to this large commercial building. Diamond and square blocks of contrasting cast concrete accent the bays. The two storefronts, which originally housed small grocery stores, are typical in design with a three-bay configuration and recessed central entrance.

The New Dominion (1945 to Present)

The seven remaining buildings in the district date to the period after World War II and reflect the change in styles, as they are simpler and more utilitarian in form and detailing with new materials such as metal windows. Their uses also illustrate changes in lifestyles, as dry cleaners, larger supermarkets, and service stations become components of the commercial district. Some of the buildings, such as the 1951 **The Right Place Salon (1820 Memorial Avenue)** and the ca. 1945 **Spike's Place (1914 Memorial Avenue)**, continue with the traditional one-story, three-bay form of the small-scale commercial businesses in the area. These buildings are typically constructed of brick or brick veneer with minimal detailing, flat roofs and aluminum storefronts.

With the removal of the streetcar lines in 1947, the dominance of the automobile began to have an impact on new construction in the Grandin Road Commercial district. While several filling stations were located in the area prior to World War II, the 1948 **Virginia Heights Esso Station (1802 Memorial Avenue)** and the 1958 **Anderson & Weeks Service Station (1828 Memorial Avenue)** survive today and continue to serve traffic along this main thoroughfare. The 1950 **Kroger Supermarket (1315 Grandin Road)** introduces a new form of commercial building that is oriented more to the adjacent parking lot with its side entrance and projecting corner entrance bay. Streamlined in its one-story form, the building still addresses the street with large picture windows. **Harvey's Cleaners (1902 Memorial Avenue)**, constructed in 1964 at the corner of Memorial and Winborne Avenues, also reflects the prominence of the automobile with its side porte-cochere for drive-through service.

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INVENTORY

The inventory is arranged alphabetically by street name and numerically by address along each side of the street. Information provided includes (in order) address, historic name (when this can be determined), date of construction, tax parcel number, current name, and status as a contributing building (CB), non-contributing building (NB) or non-contributing structure (NS). A brief description of the structure follows the identification information.

Amherst Avenue, S.W.

1210 Amherst Avenue, S.W. 1330301	Virginia Heights Elementary School “ “ “ “	1922 CB
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Three-story, seven-bay brick school building with central protruding bay and stepped parapet and stone date tablet. Molded cornice extends across attic level. Paired and triple sash windows (replaced). Two- and three-story brick and glass curtain wall side additions ca. 1990.

Grandin Road, S.W. (east side)

1300-1306 Grandin Road, S.W. 1330501	Catogni's/Bob's Place/Grandin Rd. Barber/ Community Inn Grandin Theater Foundation/Serenity/ Community Inn/Grandin Rd. Barber	1929 CB
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One-story brick commercial building with flat roof and Art-Deco pilasters of contrasting cast concrete separating the four storefronts. Recessed storefronts with wood windows, single-leaf doors and tiled entries.

1308-1312 Grandin Road, S.W. 1330502	Grandin Theater “ “ “	1932 CB
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Two-story brick movie theater designed by Eubank & Caldwell in an eclectic mixture of the Classical Revival, Spanish Colonial Revival and Italian Renaissance styles. Shallow mansard roof of tile flanked by end walls with quoin detailing in stone. Heavy molded cornice with modillions. Paired and triple arched sash windows on 2nd floor with 9/9 lights. Cast-stone cornice above 1st floor. Art-Deco marquee extends across front of building with projecting central section, encasing

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original marquee with cresting. Slightly recessed central entrance with Art-Deco style tile ticket window and two sets of double-leaf, aluminum-and-plate glass doors. Flanking storefronts feature flush show windows.

1314-1316 Grandin Road, S.W. 1330505	Brice's Drug Ward's Appliances	1925 CB
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Two-story, four-bay, brick commercial building with flat roof with parapet and minimal detailing. Corbelled brickwork accents the parapet and delineates the window bays of paired, double-hung sash windows with 9/9 lights. Simple storefront cornice extends across two storefronts with recessed single-leaf entries and aluminum-and-plate glass windows with faux stone base. The southeast corner is clipped at the alley and supported by a metal pole.

1318 Grandin Road, S.W. 1330506	Virginia Home Furnishings	1959 NB
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One-story, brick veneer building with flat roof with parapet and no detailing. Recessed aluminum-and-plate-glass storefront features central, double-leaf door with transom flanked by show windows.

1320 Grandin Road, S.W. 1330507	Jamison's Grocery/Mick or Mack Grocery McVey's Hardware/vacant	1925 CB
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Two-story, four-bay brick commercial building influenced in style by the Spanish-Colonial Revival with flat roof with parapet and tiled shed-roof overhang supported by elbow brackets at the attic level. Bays of three and four casement windows over cast concrete apron at 2nd floor. Contrasting diamond and square blocks of cast concrete accent the bays. Central entrance features a single-leaf, half-light/half-panel door with transom and architrave surround.

1324-1326 Grandin Road, S.W. 1330508	Virginia Heights Masonic Lodge No. 73 Reid's Fine Furnishings/Rife+Wood Architects	1926 CB
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Three-story, seven-bay brick social hall and commercial building designed in the Classical-Revival style by Eubank & Caldwell. Parapet roof features a heavy molded cornice with a central pediment. Projecting central bay features a contrasting sign tablet of cast stone over triple 4/4 sash windows on

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the 3rd floor; double-leaf, 8-light doors with wrought-iron balcony and molded cornice shelf with console brackets on the 2nd floor; and, the central entrance with composite pilasters supporting a molded cornice and a double-leaf wood door with a single-light over a single panel. Double-hung sash windows with 8/8 lights accented by corner blocks of contrasting stone light the flanking bays of the 3rd floor. Round-arched, double-hung sash windows with contrasting keystones and spring course accent the 2nd floor. Two storefronts with recessed, single-leaf wood doors, wood store windows and original, multi-light transoms flank the central entrance

1328-1330 Grandin Road, S.W. 1330509	Clore's Drug/The Great A&P Tea Company Reid's Fine Furnishings/Too Many Books	1925 CB
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One-story, brick commercial building with flat roof and raised parapet at corners. Concrete coping and corner blocks combined with patterned brickwork accent the building. Clipped corner entrance with single-leaf, single-light door. Flush store windows. Secondary storefront is angled with a recessed, single-leaf door.

1402 Grandin Road, S.W. 1330801	Piggly Wiggly Supermarket Daily Grind/Sunset Video	1925 CB\
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Two-story, four-bay brick commercial building with flat roof with parapet and minimal detailing. Corbelled brick sign tablet at cornice level. Paired, double-hung sash windows with 6/6 lights flanked by shutters at 2nd floor. Central entrance with broken pediment surround and single-leaf door. Two multi-light, fixed show windows with molded cornice. Door surround and store windows are not original.

Grandin Road, S.W. (west side)

1315 Grandin Road, S.W. 1431822	Kroger Supermarket Roanoke Natural Foods Co-op	1950 CB
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One-story, brick commercial building with stucco finish influenced by the Moderne style in its simple form and detailing. Three-bay aluminum-and-plate glass storefront recessed stucco façade that projects to wraps around the corner and create a covered entry.

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1323-1327-1329 Grandin Road, S.W. 1431823	First National Exchange Bank/Garland Drug C.V.S./Wertz Optical	1953 NB
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One-story brick commercial building with 2nd story at south end (1329) with paired, 3-light metal casement windows.. Three separate storefronts: 1323 features a flush storefront with two multi-light fixed wood windows and a double-leaf, 15-light wood door with transom and recessed within a paneled reveal; 1327 has a tile and Carrera glass façade with a flush, aluminum-and-plate-glass storefront with central, double-leaf doors and an angled marquee that projects across the building; 1329 consists a tile façade with a three-bay, aluminum-and-plate-glass storefront with two single-leaf entrance.

Memorial Avenue, S.W. (south side)

1734 Memorial Avenue, S.W. 1330402	Thompson's Meat Market/Jamison's Grocery	1920s CB
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Two-story, two-bay brick commercial building with stepped parapet, corbelled brick tablets, and heavy molded cornice at attic and storefront. Paired,1/1 sash windows. Recessed frame storefront. Transom infilled. Two single-leaf doors with single light.

1742 Memorial Avenue, S.W. 1330401	Roanoke City Fire Station No. 7 “ “ “ “ “	1922 CB
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Two-story, three-bay brick fire station features a hipped roof of tile with two interior chimneys and exposed rafter tails. Corbelled brick and diagonal and square stone blocks and keystones accent the bays and floor levels. Double-hung sash windows with 4/4 lights include a central triple configuration. Fifteen-light fixed windows flank central arched opening with recessed roll-up garage door. Two-story brick addition with roll-up, metal garage door and two 6/6 windows.

1802 Memorial AvenueS.W. 1330605	Virginia Heights Esso Station Treasures & More	1948 CB
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One-story, brick filling station with flat roof. Bays have been infilled with fixed, 15-light wood windows and a double-leaf aluminum-and-plate glass door..

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1820 Memorial Avenue, S.W. 133603	The Right Place Salon	1951 CB
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One-story brick commercial building with flush storefront and single-leaf wood door. T-111 siding applied over storefront.

1828 Memorial Avenue, S.W. 10330601	Anderson & Weeks Service Station Exxon Service Station	1958 NB, NS
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One-story, stuccoed masonry filling station with overhang and aluminum-and-plate-glass storefront with double-leaf doors. One-story, concrete-block garage with flat roof stands at rear. Modern canopy for gas pumps in front.

1902 Memorial Avenue, S.W. 1330504	Harvey's Dry Cleaners " " "	1964 NB
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One-story brick commercial building with flat roof and side porte-cochere. Metal marquee extends above flush aluminum storefront with louvered windows and single-leaf, single-light door.

1908 Memorial Avenue, S.W. 1330503	Earl's Restaurant Norberto's	1945c CB
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One-story, brick veneer commercial building with flat roof. Flush storefront consists of a fixed 12-light window and single-leaf, single-light aluminum door with transom.

1910-1912 Memorial Avenue, S.W. 1330503	Grandin Rd. Self Service Laundry/O.B. Caldwell Gro. Kneadful Things/Garden of Eden	1945c CB
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Two-story, three-bay brick commercial building with offices on the 2nd floor. Flat roof and minimal detailing. Three metal hopper windows with 9 lights on 2nd floor. Recessed storefront with 2 central, single-leaf wood doors with single light and transom. Storefront windows curved at center. Single-leaf aluminum side door to 2nd floor.

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1914 Memorial Avenue, S.W.
1330516

Spike's Place

1945c
CB

One-story, three-bay brick commercial building with flat roof and minimal detailing. Metal awning extends over recessed storefront with central, single-leaf flush wood door flanked by single-light storewindows with base of T-111.

1916 Memorial Avenue, S.W.
1330514

Roanoke City Library, Raleigh Court Branch
Raleigh Court Civic League Building

1931
CB

One-story, three-bay building designed by Eubank & Caldwell in English Tudor style with steeply-pitched, side-gable roof of slate shingles. Recessed, single-leaf door of vertical boards with a stone surround flanked by bowed windows of four casement windows with 8 lights topped by 4-light transoms.

2014 Memorial Avenue, S.W.
1431821

Virginia Heights Baptist Church
“ “ “

1919/ 1939
CB

Colonial-Revival style brick church with temple front and central belfry with spire. Three bays wide with central double-leaf door with arched fanlight flanked by square-headed double-leaf doors. Double-leaf, 6/6 sash windows on 2nd floor. six side bays. Corner quoins. Large 1939 addition with intersecting hip and gable roof and central pediment.

STATEMENT OF INTEGRITY

The Grandin Road Commercial Historic District retains a high level of integrity. The majority of the buildings (88%) are historic and contribute to the district. These buildings survive in good condition with minor alterations to the storefront level. The remaining four non-contributing buildings (and one secondary building) were constructed within 12 years of the period of significance, ending in 1952 and are similar to the contributing buildings in their function and commercial design. The district continues to function as a commercial and institutional nucleus to the surrounding residential neighborhood.

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8. SIGNIFICANCE

STATEMENT OF SIGNIFICANCE

The Grandin Road Commercial Historic District serves as the nucleus to the surrounding Virginia Heights/Raleigh Court neighborhood, which was one of Roanoke's first streetcar suburbs to develop in the early 20th century. The district reflects the expansion of civic infrastructure as the City of Roanoke grew with the development of these streetcar suburbs by private land companies in the early 20th century. Resources include a public elementary school, a church, a fire station, and a library, in addition to the retail stores, offices, movie theater, and social hall. Designed in a variety of early to mid-20th century styles - including Classical Revival, Colonial Revival, Spanish Colonial Revival, Art Deco and Moderne - this intact collection of buildings is significant for its architectural quality and diversity as well as its function as it provides a viable institutional and commercial core for the surrounding neighborhood. Strategically located at the intersection of two major roads that served as the route of the streetcar line from downtown, the commercial district became the first location of many businesses as they expanded or moved from the traditional downtown commercial area. The **Grandin Theater**, built in 1931, was the first and only historic movie theater to be constructed outside of downtown and survives today as the only historic theater in Roanoke. The Virginia Heights/Raleigh Court area continues today as a distinct neighborhood and the district along Grandin Road and Memorial Avenue survives as the largest and most vibrant of the commercial centers that developed as a part of the early 20th century suburbs. The proposed district is eligible for listing on the Virginia Landmarks and National Registers under criteria A and C with significance on the local level in the areas of architecture, community planning and development, commerce, and entertainment/recreation for the period 1906 to 1952.

HISTORIC BACKGROUND

Reconstruction and Growth (1865-1917)

During the first decade of the 20th century, Roanoke experienced a population boom and developers were busy forming land companies to buy up farmland in what was then Roanoke County. In 1906, the Roanoke-Ghent Real Estate Company purchased 100 acres southwest of the Roanoke River beginning at the Woodrum (now Memorial) Bridge and formed the Virginia Heights Corporation with M.A. Riffe, president; C. Markley, vice-president; and G.T. Ellis as secretary-treasurer (Barnes, 1968:424). Development of the area started quickly, with the construction of the first Virginia Heights School, a one-room structure, in 1907. A drive to sell lots in 1908 offered "concrete sidewalks, lights, gas, telephone and Crystal Spring water" (Barnes, 453). By 1913 construction in the area was booming and even greater development occurred after the extension of the streetcar lines from downtown along Memorial Avenue and Grandin Road to Brandon Avenue in 1915. This

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form of public transportation, in an era where privately-owned automobiles were still rare, provided the necessary link between the residential suburb and the heart of downtown Roanoke. The streetcar line enabled the population of Roanoke to spread to the Virginia Heights/Raleigh Court area and other surrounding suburbs while maintaining jobs elsewhere.

World War I and World War II (1917-1945)

The City of Roanoke annexed Raleigh Court and Virginia Heights in 1919 and this period marks the establishment of the district as the commercial and institutional nucleus of the neighborhood. The residential suburb continued to grow, requiring an extension of the Virginia Heights Land Corporation in 1923 (Barnes, 622). By 1925, few vacant lots were left in the neighborhood. The growth and annexation of the Virginia Heights and Raleigh Court area and the arrival of the streetcar led directly to the development of a commercial area along Grandin Road in the 1920s with nearly 70% of the buildings in the district constructed in the period between the two World Wars. For the first time, many retail stores and offices began to locate outside the downtown area making commerce immediately available to the suburban residents. The design of these commercial and institutional buildings was also on par with the architecture of the larger downtown area. Although smaller in scale than the larger office buildings constructed in the 1920s in downtown, the one-, two- and three-story buildings along Grandin and Memorial are well-designed by local architects in a variety of styles that reflect the eclectic architectural tastes and trends of the period.

With the annexation and growth of the suburbs, the city saw a 36% rise in population in the following decade. This population boom solidified the need for the expansion of civic infrastructure to the suburbs. By 1922, a new **Virginia Heights Elementary School** was constructed at a cost of \$55,000 on the site of the original school on the hill overlooking the intersection of Memorial Avenue and Grandin Road (Dalton and Wells, 1998:228). Designed by local architect John A. Page in the stripped classical style so popular in 1920s school design, the school takes an imposing stand on the hill at the terminus of Grandin Road. The City also constructed the **Roanoke City Firehouse No. 7** in 1922 along Memorial Avenue near Grandin Road, thereby establishing this area as the nucleus of the neighborhood. Other civic improvements included the construction of Memorial Bridge in 1925 to replace the 1891 Woodrum Bridge and strengthen the connection between the Virginia Heights/Raleigh Court suburbs with the center of the City. Inspired by the City Beautiful Movement, this classically-detailed bridge served to honor the war veterans as well as improve the presence of the city's infrastructure.

In addition to the investments made by the City, other institutional buildings constructed during this period that testify to the growth in population and the establishment of the neighborhood. The Virginia Heights Lutheran Church built a sanctuary in 1918 on Grandin Road (1318) and remained at that site until the 1950s when they relocated further south on Grandin at the intersection of Brandon as Christ Lutheran Church. **Virginia Heights Baptist Church** formed in 1919 with 29 members

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Grandin Road Commercial Historic District
Roanoke, Virginia

Continuation Sheet
Section 8 Page 19

and constructed a sanctuary at the corner of Memorial Avenue and Grandin Road (Barnes, 792). By 1939, **Virginia Heights Baptist Church** had grown to the point of needing a large educational and fellowship wing addition. This Classical-Revival style church with its temple-front portico and towering spire provide another visual landmark at the intersection of Grandin and Memorial.

In 1921 residents of the thriving suburb petitioned the Lakeland Masonic Lodge, for permission to charter their own lodge. By 1924, the local unit of Masons decided to build their own temple and the **Virginia Heights Masonic Lodge No. 73** at 1326-1328 Grandin Road was completed in 1926 to the design of Eubank & Caldwell at a cost of \$40,000 (Barnes, 640). This prominent three-story building designed in the Classical-Revival style with its large meeting room on the upper level also housed retail stores on the lower level, including Cook's Apparel, which was one of the first downtown stores to open a suburban branch (Robert Gaylord interview 1994). Promoting the basic tenets of morality and brotherhood, the Masons remained at this location as a neighborhood social institution until 1964, when they built a new lodge further south on Grandin Road. The **Raleigh Court Branch of the Roanoke City Library** was first located in the **Masonic Lodge** before the City commissioned the architectural firm of Eubank & Caldwell to design a library building at 1916 Memorial Avenue in 1931. One of the best examples of the Tudor-Revival style in a non-residential building, the library's design and scale serve to relate it to the surrounding residential neighborhood

Another important addition to the neighborhood was the construction of **The Grandin Theater** at 1308-1312 Grandin Road in 1931 as the first movie theater located outside of the downtown area. Originally known as the Community Theater, the movie theater opened on March 26, 1931 with the showing of "Arrow Smith" as a charity fundraiser by the Junior League to benefit crippled children (Barnes, 728). The building was designed by Eubank & Caldwell in classic theater style, consisting of an eclectic mix of Spanish Colonial, Colonial Revival, Italian Renaissance, and Classical Revival styles that reflect the fantasy of the movies in the early 20th century. Constructed at a cost of \$150,000, the Mediterranean-style tile roof, classical cornice and corner quoins, and large arched windows give the theatre a distinctive exotic flair (Wells: 135). As the only suburban movie house in Roanoke, **The Grandin Theater** served as an anchor for the neighborhood commercial district. It was an integral part of life in the Virginia Heights/Raleigh Court neighborhood as many of the residents and merchants of the area today once worked and/or courted at the theater. Robert Garland, whose family operated Garland's Drug on Grandin Road for several decades, recalled the impact of the theater on local business as customer traffic was closely related to the movie showings (Robert Garland letter, 2/22/02). The theater has operated over the years as both a movie house and home to Mill Mountain Theater, and continues to provide a social and recreational focal point for the neighborhood while also supports the surrounding businesses. Today it survives as the only historic movie theater in Roanoke.

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Roanoke, Virginia

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Along with the construction of these civic, institutional and religious buildings came the growth of private businesses. **Thompson's Meat Market at 1734 Memorial Avenue** first appears in the street index of City Directories in 1928, however, it may predate that as the business section lists a Thompson's Grocery in Virginia Heights as early as 1915. In any case, its early construction relates to the dwellings constructed close to Woodrum (now Memorial) Bridge and may predate much of the development along Grandin Road. Prior to the mid-1920s, residential dwellings and apartments occupied the 1300-1400 blocks of Grandin Road. As the population grew and the demand for commercial services in the neighborhood increased, these dwellings were replaced with commercial buildings. Many of the larger institutional and office buildings included retail stores on the ground level, such as the **Virginia Heights Masonic Lodge** with Cook's Clothing for Women, one of the first retailers located outside of the downtown area, and the Grandin Road Beauty Parlor at the **Grandin Theater**. The smaller drugstores and grocery stores were common throughout the district, including **Brice's Drug at 1314-1316 Grandin Road (1925)**, **Jamison's Grocery at 1320 Grandin Road (1925)**, **the Mick or Mack at 1322 Grandin Road (1925)** and **the Piggly Wiggly Supermarket at 1402 Grandin Road (1925)**. The first building constructed primarily as a grocery store was **The Great A&P Tea Company**, constructed in 1925 at the corner of Grandin Road and Westover Avenue. **Clore's Drug** was located for several decades in the secondary storefront of this corner building. As early as 1922, the consolidation of the various independently owned grocery stores began when Jamison's Grocery formed and bought out many of the smaller stores (Barnes, 604). In 1929, the Kroger Grocery and Baking Company purchased the Jamison and Piggly Wiggly stores in Roanoke, leaving Mick or Mack as the primary competitor (Barnes, 696).

The New Dominion (1945 to Present)

The first two decades of this period began as a prosperous time for Roanoke with post-war populations increasing by 32% during an era of general prosperity and growth. A total of seven more buildings (30%) were constructed in the district during this period. These buildings were located primarily where dwellings and apartments previously stood along Memorial Avenue and the west side of Grandin Road. These buildings continue the small-scale construction and commercial use of earlier buildings in the district, such as the one-story **Right Place Salon at 1820 Memorial Avenue (1951)** and the ca.1945 **Spike's Place (1914 Memorial Avenue)** and the 1959 **Virginia Home Furnishings Building (1318 Grandin Road)**. Other buildings from this period reflect the changes in post-World War lifestyles, such as the 1950 **Kroger Supermarket (1315 Grandin Road)** and 1964 **Harvey's Dry Cleaners (1902 Memorial Avenue)**. With the removal of the streetcar lines in 1947 (Raleigh Court being one of the last lines in the City), the automobile continued to dominate transportation and another new building type emerged as a critical component of the commercial area -- the automobile service station. While several filling stations were located

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Continuation Sheet
Section 8 Page 21

in the district prior to World War II, the 1948 **Virginia Heights Esso Station (1802 Memorial Avenue)** and the 1958 **Anderson & Weeks Service Station (1828 Memorial Avenue)** continue to serve the area today

The Grandin Road Commercial Historic District still serves as the nucleus of commercial activity today. Local organizations such as the Grandin Road Merchants Association and the Greater Raleigh Court Civic League keep the area alive and animated through events such as the annual Christmas Parade, sidewalk sales, and the Community Safety Appreciation Day. As the only surviving historic movie theater in Roanoke, **The Grandin Theater** continues as a major anchor to the district as it provides recreation to the surrounding neighborhood as well as the larger Roanoke Valley. The theater is currently closed for renovation under ownership by The Grandin Theater Foundation as residents and merchants eagerly await its reopening. These businesses and organizations enable the district to not merely survive through the years but to thrive and retain an identity for the Virginia Heights/Raleigh Court neighborhood.

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**Grandin Road Commercial Historic District
Roanoke, Virginia**

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

See continuation sheet

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 # _____

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: Roanoke City Public Library: Virginia Room, Roanoke, VA

10. Geographical Data

Acreage of Property 7 acres

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

Zone Easting Northing	Zone Easting Northing
1 <u>17 591400 4124760</u>	2 <u>17 591400 4124760</u>
3 <u>17 590740 4124580</u>	4 <u>17 590740 4124400</u>
5 <u>17 590530 4124400</u>	6 <u>17 590530 4124760</u>

See continuation sheet.

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

See continuation sheet **B**

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

See continuation sheet

United States Department of the Interior
National Park Service

Grandin Road Commercial Historic District
Roanoke, Virginia

Continuation Sheet
Section 10 Page 22

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Grandin Road Commercial Historic District
Roanoke, Virginia

Continuation Sheet
Section 10 Page 23

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Grandin Road Commercial Historic District
Roanoke, Virginia

Continuation Sheet
Section 10 Page 24

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Continuation Sheet
Section 10 Page 25

10. Geographical Data

Verbal Boundary Description

The solid black line on the accompanying City of Roanoke base map indicates the boundaries of the Grandin Road Commercial Historic District.

Boundary Justification

The boundaries of the Grandin Road Commercial Historic District encompass all those contiguous areas of the early commercial, educational, governmental and religious development in the Virginia Heights/Raleigh Court neighborhood. It reflects the historic character of the commercial center of the neighborhood as established during the period of significance, from to 1952. While a number of residential properties adjacent to the proposed historic district have been converted to commercial use in recent years, the district is limited to those buildings that were originally constructed for commercial purposes in the early to mid-20th century.

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Grandin Road Commercial Historic District
Roanoke, Virginia

11. Form Prepared By

Name/title Alison Stone Blanton, Architectural Historian

Organization Hill Studio, P.C. date May 2002

Street & number 120 West Campbell Avenue telephone 540-342-5263

City or town Roanoke state VA zip code 24011

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

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

Property Owner

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

Name See attached sheets

Street & number _____ telephone _____

City or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503

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Section Photographs Page 26

PHOTOGRAPHS

All photographs are of:

Property Name: Grandin Road Commercial Historic District
Location: Roanoke, Virginia
VDHR File: #128-5785
Negative: # 19239
Photographer: Alison Stone Blanton
Date: January 2002
Negatives Filed: VDHR Collection
Virginia State Library and Archives

PHOTO: 1 of 11
View: Looking east on Memorial Avenue, S.W.
Thompson's Meat Market (1734 Memorial Avenue) and
Roanoke City Fire Station No. 7 (1742 Memorial Avenue)
Negative: 19239-21

PHOTO: 2 of 11
View: 1900 block of Memorial Avenue, looking west
Negative: 19239-22

PHOTO: 3 of 11
View: 1900 block of Memorial Avenue, looking southwest
Raleigh Court Branch, Roanoke City Library (1916 Memorial Avenue)
Negative: 19239-27

PHOTO: 4 of 11
View: Virginia Heights Elementary School, looking north
Negative: 19239-26

PHOTO: 5 of 11
View: Virginia Heights Baptist Church (2014 Memorial Avenue), looking SW
Negative: 19239-29

PHOTO: 5 of 11
View: 1300 block of Grandin Road (east side)
Virginia Heights Elementary School and Grandin Theatre

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Section Photographs Page 27

Negative: 19239-31

PHOTO: 7 of 11

View: 1300 block of Grandin Road (east side), looking SE

Negative: 19239-30

PHOTO: 8 of 11

View: 1300 block of Grandin Road (east side), looking SE
Virginia Heights Masonic Lodge No. 73 (1324-1326 Grandin Road)

Negative: 19239-24

PHOTO: 9 of 11

View: 1300 block Grandin Road (east side), looking NE
The Great A&P Tea Company (1328-1330 Grandin Road) and
Virginia Heights Masonic Lodge No. 73 (1324-1326 Grandin Road)

Negative: 19239-32

PHOTO: 10 of 11

View: 1300 block of Grandin Road (west side), looking SW
Kroger Supermarket (1315 Grandin Road)

Negative: 19239-25

PHOTO: 11 of 11

View: 1300-1400 block of Grandin Road (east side), looking NE
Piggly Wiggly Supermarket (1402 Grandin Road)

Negative: 19239-33

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Roanoke Downtown Historic District
Roanoke, Virginia

Section Property Owners Page 27

PROPERTY OWNERS

Smooth Feed Sheets™

Owners

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ROANOKE CITY SCHOOL BOARD
VA HTS SCHOOL
215 CHURCH AV SW RM 250
ROANOKE, VA 24011

CITY OF ROANOKE
FIRE STATION # 7
215 CHURCH AV SW RM 250
ROANOKE, VA 24011

MOELLER, DAVID S
% L & M PROPERTIES
541 CAMPBELL AV SW
ROANOKE, VA 24016

GOLDEN, SAM ETALS
%MOORE & COMPANY
813 FRANKLIN RD SW-SUITE 103
ROANOKE, VA 24016

SILVER SCREEN INC
1310 GRANDIN RD SW
ROANOKE, VA 24015

M T HOLDING COMPANY
719 BROOKSHIRE DR
VINTON, VA 24179

NASSIF, FARID E
NASSIF, SAMIRA M
1621 WESTOVER AV SW
ROANOKE, VA 24015

WARD, R L
WARD, CAROLYN O
RT 3, BOX 199-A
VINTON, VA 24179

SHEPHERD, JOEL RPH K JR
2320 MAIDEN LN SW
ROANOKE, VA 24015

L & M PROPERTIES
3330 HOLLINS RD NE #A
ROANOKE, VA 240127511

WAIDE, WILLIAM H
1312 EAST DR SW
ROANOKE, VA 24015

WAIDE, WILLIAM H
1312 EAST DR SW
ROANOKE, VA 24015

GREATER RALEIGH COURT
CIVIC LEAGUE, INC
P O BOX 3092
ROANOKE, VA 24015

KESTNER, GARNETT T
6282 WAYBURN DR
SALEM, VA 24153

VIRGINIA HGTS BAPT CHURCH
2014 MEMORIAL AVE SW
ROANOKE, VA 24015

GARLAND, KAT L
GARLAND, JANE M
2645 OLD CIFAX RD
GOODE, VA 24556

WHITING OIL CO INC
P O BOX 13026
ROANOKE, VA 24030

TRUSTEES OF VIRGINIA HEIGHTS
DAVIDSON, COLETTE FIELDS
% HINSON
140 LOCKPORT CT
MONETA, VA 24121

WALKER, EDWARD B
915 WELTON AV SW
ROANOKE, VA 24015

KARIM, NAJI A
KARIM, MICHELLE G
5386 CANTER DR
ROANOKE, VA 24018

BELL, MICHAEL L
BELL, KATRINA K
415 PENNSYLVANIA AV
SALEM, VA 24153

TRUSTEES OF VIRGINIA HEIGHTS
BAPTIST CHURCH
2014 MEMORIAL AVE SW
ROANOKE, VA 24015

United States Department of the Interior
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Roanoke, Virginia

Section Property Owners Page 28

ADJACENT PROPERTY OWNERS

FOX, DORIS J
2004 DENNISTON AV SW
ROANOKE, VA 24015

FREESE, BARRY S
FREESE, KENNON GROVE
2017 MEMORIAL AV SW
ROANOKE, VA 24015

EVOLUTION 3 LLC
115 BOULVARD, #B
SALEM, VA 24153

SHEDWELL, SANDRA R AND
SHEDWELL, CARRIE E
2009 MEMORIAL AV SW
ROANOKE, VA 24015

THROWER, SUSAN K
2005 MEMORIAL AV SW
ROANOKE, VA 24015

MERRITT, GUY B
MERRITT, NELLGEAN
2622 SOUTHWOODS DR SW
ROANOKE, VA 24018

HARMON, VERNON M
HARMON, CINDY S
1215 AMHERST ST SW
ROANOKE, VA 24015

TRS VA HTS BAPTIST CHURCH
2014 MEMORIAL AV SW
ROANOKE, VA 24015

GARLAND, RAY L
2645 OLD CIFAX RD
GOODE, VA 24556

MCSHERRY, TIMOTHY J
LEISA, A F
2028 WESTOVER AV SW
ROANOKE, VA 24015

HARRIS, RYAN G
2024 WESTOVER AV SW
ROANOKE, VA 24015

TREVILLIAN, TIMOTHY C
TREVILLIAN, JANET S
2018 WESTOVER AV SW
ROANOKE, VA 24015

SMITH, HERBERT H II
701 HIGHLAND AV SW
ROANOKE, VA 24016

SCARCE, THOMAS E
P O BOX 4362
ROANOKE, VA 24015

THOMAS E SCARCE LIVING TRUST
P.O. BOX 4362
ROANOKE, VA 24015

POLFELT, JOHN
2215 MEMORIAL AV SE
ROANOKE, VA 24015

HARRISON, R E JR
2311 WESTOVER AV SW
ROANOKE, VA 24015

COOK, HAYAKO O
P O BOX 21096
ROANOKE, VA 24015

MOULSE, HUGH A JR
4929 HUNTING HILLS DR
ROANOKE, VA 24014

MEDICAL FACILITIES OF
AMERICA LI LIMITED PARTNERSHIP
2917 PENN FOREST BLVD SW
ROANOKE, VA 24018

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Roanoke, Virginia

Section Property Owners Page 29

ADJACENT PROPERTY OWNERS (cont.)

SIMPSON, CHARLES R SIMPSON, NAOMI G 3420 ELECTRIC RD ROANOKE, VA 24018	MILLS, CASABIANCA MILLS, MARY P 1920 WESTOVER AV SW ROANOKE, VA 24015	BOYETTE, M GAYLE HOLBROOK, CAROLYN J HC89 BOX 96 MARLINGTON, WV 24954
HOWELL, ISAK J HOWELL, CHRISTINE B 1953 DENNISTON AV SW ROANOKE, VA 24015	RAGONE, MICHAEL A RAGONE, NANCY G 1949 DENNISTON AV SW ROANOKE, VA 24015	ALBERT, LINDA G NEWMAN, BARBARA A 1945 DENNISTON AV SW ROANOKE, VA 24015
VINCENT, HARRIET V NEWMAN, BARBARA A 5260 CROSSBOW CR APT 3E ROANOKE, VA 24014	MORGAN, ROSANNA N 1937 DENNISTON AV SW ROANOKE, VA 24015	WINGO, BOBBY E 3374 KENWICK TR ROANOKE, VA 24018
MACRAE, ELEANOR H 604 SURFSIDE AV VIRGINIA BEACH, VA 23451	FOWLER, FRANCIS L JR NOLIN, MARY H 1925 DENNISTON AV SW ROANOKE, VA 24015	REEDY, DAVID L REEDY, ELLEN P 1839 OXFORD AV SW ROANOKE, VA 24015
SHIVELY, JAMES ROBERT P O BOX 8691 ROANOKE, VA 24014	FERGUSON, SAMUEL R FERGUSON, MILDRED L 1911 DENNISTON AV SW ROANOKE, VA 24015	COLEMAN, EDWIN L COLEMAN, KAZUKO I 1907 DENNISTON AV SW ROANOKE, VA 24015
MARCUM, TODD RUSSELL PEARLMAN, ANTHONY L 1901 DENNISTON AV SW ROANOKE, VA 24015	CAMBRIDGE PARTNERSHIP (THE) 1525 ASHLEY DR SALEM, VA 24153	LEEDY, CALVIN M LEEDY, MAXIE H 1717 MEMORIAL AV SW ROANOKE, VA 24015
COLEMAN, GRETCHEN A 1911 MEMORIAL AV SW ROANOKE, VA 24015	MOORE, JOHN G JR 1901 MEMORIAL AV SW ROANOKE, VA 24015	RENICK, RONALD F 1306 OUR ST SW ROANOKE, VA 24015
FARISS, PAUL W AND FARISS, MARK D 3242 HASTINGS RD SW ROANOKE, VA 24018	FARISS, MARK D AND FARISS, PAUL W 3242 HASTINGS RD SW ROANOKE, VA 24018	TOLER, CARROLL F JR 1809 DENNISTON AV SW ROANOKE, VA 24015
PARKER, CHARLIE R JR 4956 MERRIMAN RD SW ROANOKE, VA 24018	SOUTHLAND CORPORATION, THE % TAX DEPT RE 11976 P O BOX 711 DALLAS, TX 75221	WINSTEAD, RICHARD S 1322 WATAUGA ST SW ROANOKE, VA 24015
CROWDER, THURMAN CROWDER, SHIRLEY T 1312 WINBORNE ST SW ROANOKE, VA 24015	WINSTEAD, RICHARD S 1322 WATAUGA ST SW ROANOKE, VA 24015	EASTBURN, FRANCIS J EASTBURN, PRIMROSE 1810 DENNISTON AV SW ROANOKE, VA 24015



Grandin Road Commercial
Historic District
Photo 1 of 11

128-5785



Grandin Road Commercial
Historic District
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Grandin Road Commercial
Historic District
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Grandin Road Commercial
Historic District
Photo 4 of 11

128-5785



Grandin Road
Commercial
Historic District
Photo 5 of 11

128-5785



Grandin Road Commercial
Historic District
Photo 6 of 11

128-5785



Grandin Road Commercial
Historic District
Photo 7 of 11

128-5785



Grandin Road Commercial
Historic District
Photo 8 of 11

128-5785



Grandin Road Commercial
Historic District
Photo 9 of 11.

128-5785



ROANOKE NATURAL
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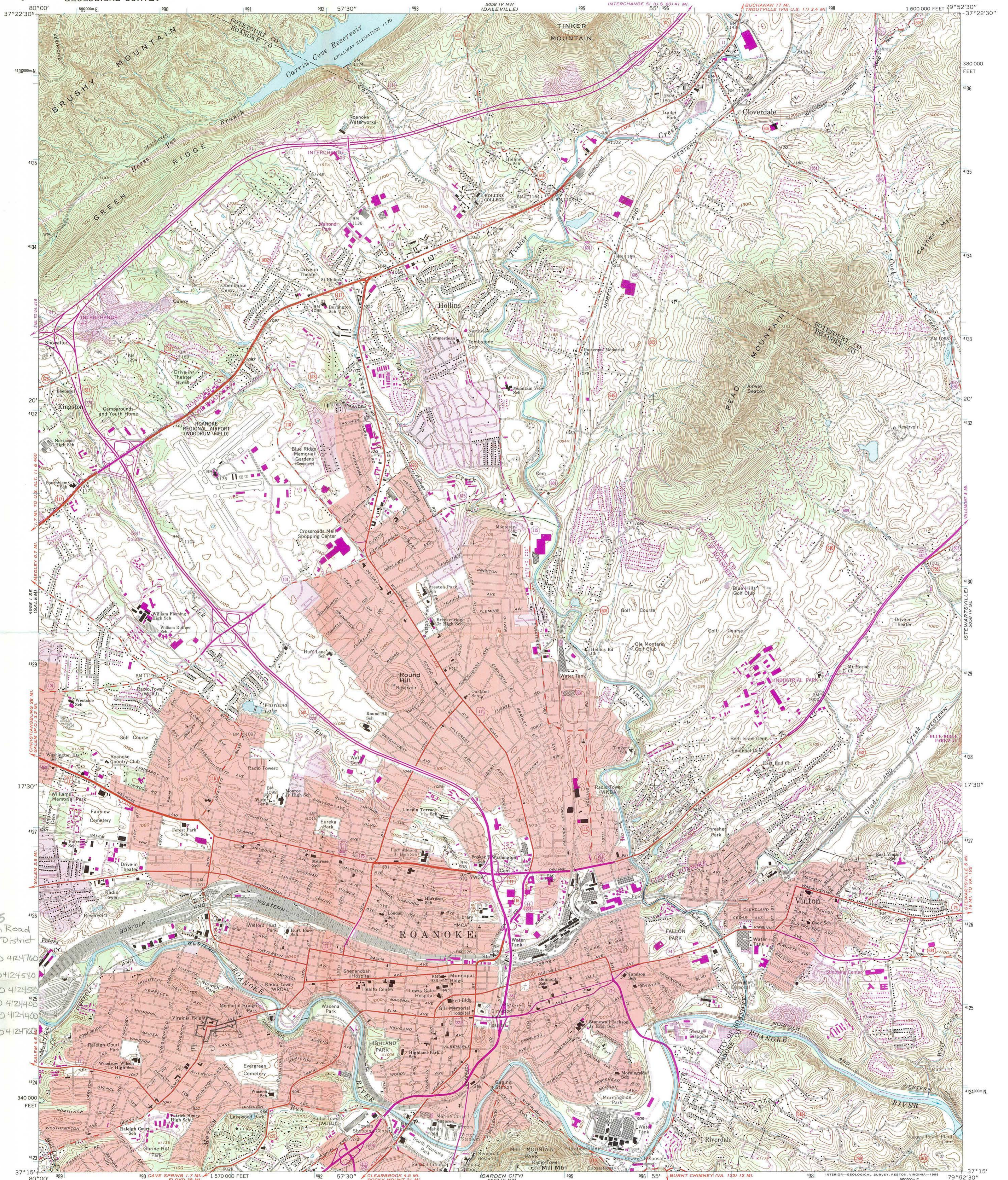
Grandin Road Commercial
Historic District
Photo 10 of 11

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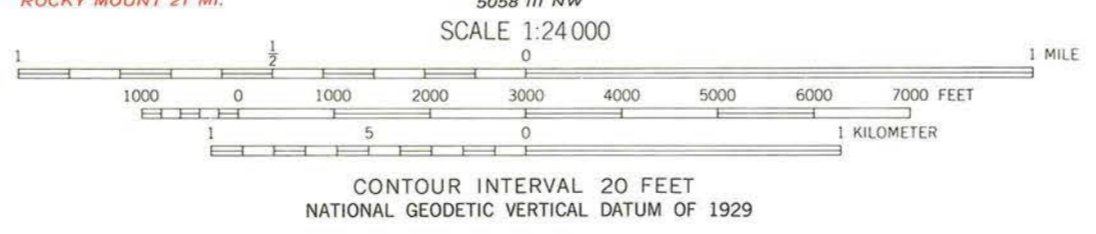
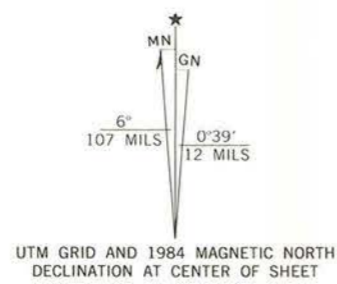
Grandin Road Commercial
Historic District
Photo 11 of 11

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Grandin Road
Historic District
A 17591400 4124740
B 17591400 4124530
C 17590740 4124500
D 17590740 4124400
E 17590330 4124400
F 17590530 4124700

Mapped, edited, and published by the Geological Survey
Control by USGS and NOS/NOAA
Topography by photogrammetric methods from aerial photographs
taken 1960. Field checked 1963
Polyconic projection. 10,000-foot grid ticks based on Virginia
coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 17, shown in blue
1927 North American Datum
To place on the predicted North American Datum 1983
move the projection lines 10 meters south and
15 meters west as shown by dashed corner ticks
Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked
Red tint indicates areas in which only landmark buildings are shown
There may be private inholdings within the boundaries
of the National or State reservations shown on this map



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY
DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND VIRGINIA DIVISION OF MINERAL RESOURCES, CHARLOTTESVILLE, VIRGINIA 22903
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION
Heavy-duty ——— Light-duty ———
Medium-duty ——— Unimproved dirt ———
Interstate Route U.S. Route State Route

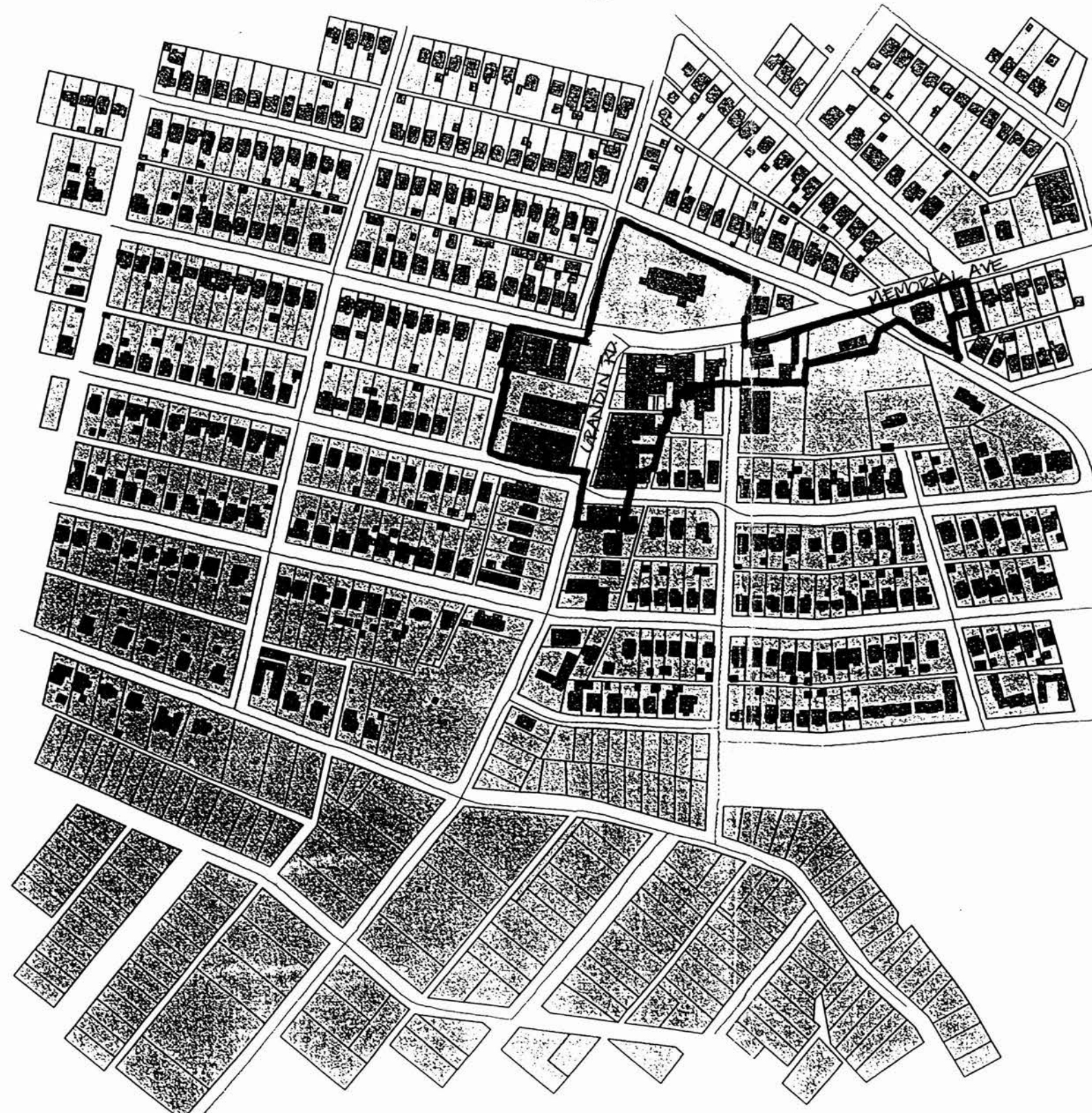
ROANOKE, VA.
37079-CB-TF-024
1963
PHOTOREVISED 1984
DMA 5058 IV SW - SERIES V834

Revisions shown in purple and woodland compiled in cooperation with
Commonwealth of Virginia agencies from aerial photographs
taken 1982 and other sources. This information not field
checked. Map edited 1984
Purple tint indicates extension of urban areas

ISBN 0-607-56465-2
9 17806071564655

GRANDIN ROAD HISTORIC DISTRICT

ROANOKE, VIRGINIA
128-5785



-  Grandin village roads
-  Grandin village buildings
-  Grandin village property lines



National Register of Historic Places

Note to the record

Additional Documentation: 2014

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY NAME: Grandin Road Commercial Historic District

MULTIPLE NAME:

STATE & COUNTY: VIRGINIA, Roanoke

DATE RECEIVED: 5/28/14 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 7/14/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02001450

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT _____ DATE

ABSTRACT/SUMMARY COMMENTS:

Additional Documentation Approved

RECOM./CRITERIA Accept

REVIEWER Edson Beall

DISCIPLINE History

TELEPHONE _____

DATE 7.14.14

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Grandin Road Commercial Historic District
 (2014 Update)

Name of Property

Roanoke, Virginia

County and State

N/A

Name of multiple listing (if applicable)

Section number Addendum Page **1**

Prepared by: Alison Blanton and Katherine Coffield, Hill Studio

Additional Documentation: January 2014

The adjoining buildings at 1323, 1327, and 1329 Grandin Road SW were originally listed in the Grandin Road Commercial Historic District (128-5785) as a single building, constructed in 1953. New evidence was found that indicates the resource is actually three separate buildings, constructed simultaneously on one parcel, and substantially completed by 1952.

This additional information increases the total resource count in the district from 23 to 25, with 21 contributing resources and 4 non-contributing resources. The 1952 substantial completion date for the buildings at 1323, 1327, and 1329 Grandin Road SW places them within the period of significance for the Grandin Road Commercial Historic District (1906-1952). Therefore, they are contributing resources to the district. This additional information is submitted as a request that the nomination be updated to reflect the revised resource count and inventory. The buildings at 1323, 1327, and 1329 should be listed as separate resources constructed in 1952 that are contributing to the district.

Justification for Revision

The construction date was revised from 1953 to 1952 based on a historic photograph, dated 1952, which shows 1323, 1327 and 1329 Grandin Road as substantially completed in that year. The photo caption reports that Garland's Pharmacy at 1327 Grandin Road opened for business on February 14, 1953. The former owner, Bob Garland, verified that construction of the buildings began in the spring of 1952.

Although the three adjoining buildings were surveyed originally as one building, as they were constructed simultaneously by one owner and occupy the same tax parcel, upon closer physical inspection (interior and exterior), it has been determined that they were constructed as separate buildings and historically functioned as separate buildings, occupied by different tenants until 2004. The physical separation is evidenced by the separate roof structures for each building, the difference in the height of the concrete slab/finished floor between the buildings, and the fact that there were historically no interior connections. Historically, 1323 Grandin Road served as a bank branch, 1327 served as a drug store, and 1329 served as several retail stores on the ground floor with offices on the second floor. These independent spaces and tenants continued until 2004.

Beginning in 2004, when the CVS building (formerly Garland's Drug Store) at 1327 Grandin Road closed, the building was renovated for adaptive reuse with several tenants. At this time, two interior connections were made between 1327 and 1329 Grandin Road towards the rear of the ground floor space at 1329 Grandin Road in order to provide a kitchen and storage space to one of the tenants at 1327 Grandin Road. Currently, 1323 Grandin Road continues to serve its original function as a one-story bank branch and is a stand-alone building with no interior connections to the adjacent building. The one-story, former drug store at 1327 Grandin Road serves as a multi-tenant space that incorporates two small areas at the rear of the ground floor of 1329 Grandin Road. The building at 1329 Grandin Road is a two-story building with a restaurant in the front portion of the ground floor and two office spaces on the second floor with entrances at grade on the side elevation.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Grandin Road Commercial Historic District (128-5785)
----- Name of Property
Roanoke, Virginia
----- County and State
N/A
----- Name of multiple listing (if applicable)

Section number Addendum Page **2**

Section 5

Revised Resource Count:

Contributing	Non-Contributing	
21	3	Buildings
0	0	Sites
0	1	Structures
0	0	Objects
21	4	Total

Section 7

Revised Inventory Entry:

1323 Grandin Road, S.W.	First National Exchange Bank/Valley Bank	1952
		CB

This one-story brick commercial building features a flush storefront with two multi-light fixed wood windows and a double-leaf, 15-light wood door with transom and recessed within a paneled reveal.

1327 Grandin Road, S.W. 1431823	Garland's Drug/CVS	1952
		CB

This one-story brick commercial building features a tile and Carrera glass façade with a flush, aluminum-and-plate-glass storefront with central, double-leaf doors and an angled marquee that projects across the building. A parking deck is situated on top of the building's west end.

1329 Grandin Road, S.W. 1431823	Nopales Restaurant/Edward Jones Investments	1952
		CB

This two-story brick commercial building features a brick façade with a three-bay, aluminum-and-plate-glass storefront with two single-leaf entrances. The second story façade windows are 3-light metal casement windows. The south elevation features two single-leaf doors and double-hung, 1-over-1 windows on the second story and a fixed plate glass window on the first story.

Relationship to Overall District:

These buildings relate to the other small-scale commercial buildings that were constructed in the district after World War II. They reflect the architectural trends of the era, towards simpler, more utilitarian forms and detailing. The use of "modern" materials, such as metal windows, aluminum storefronts, and Carrera glass, is consistent with the other buildings constructed in the district during the post-war period.

Section 8 - Historic Use

The Grandin Road Commercial Historic District is listed on the Virginia Landmarks Register and the National Register under Criteria A and C, with significance on the local level in the areas of Architecture, Community Planning & Development, Commerce, and Entertainment & Recreation for the period 1906 to 1952.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Grandin Road Commercial Historic District
(128-5785)

Name of Property

Roanoke, Virginia

County and State

N/A

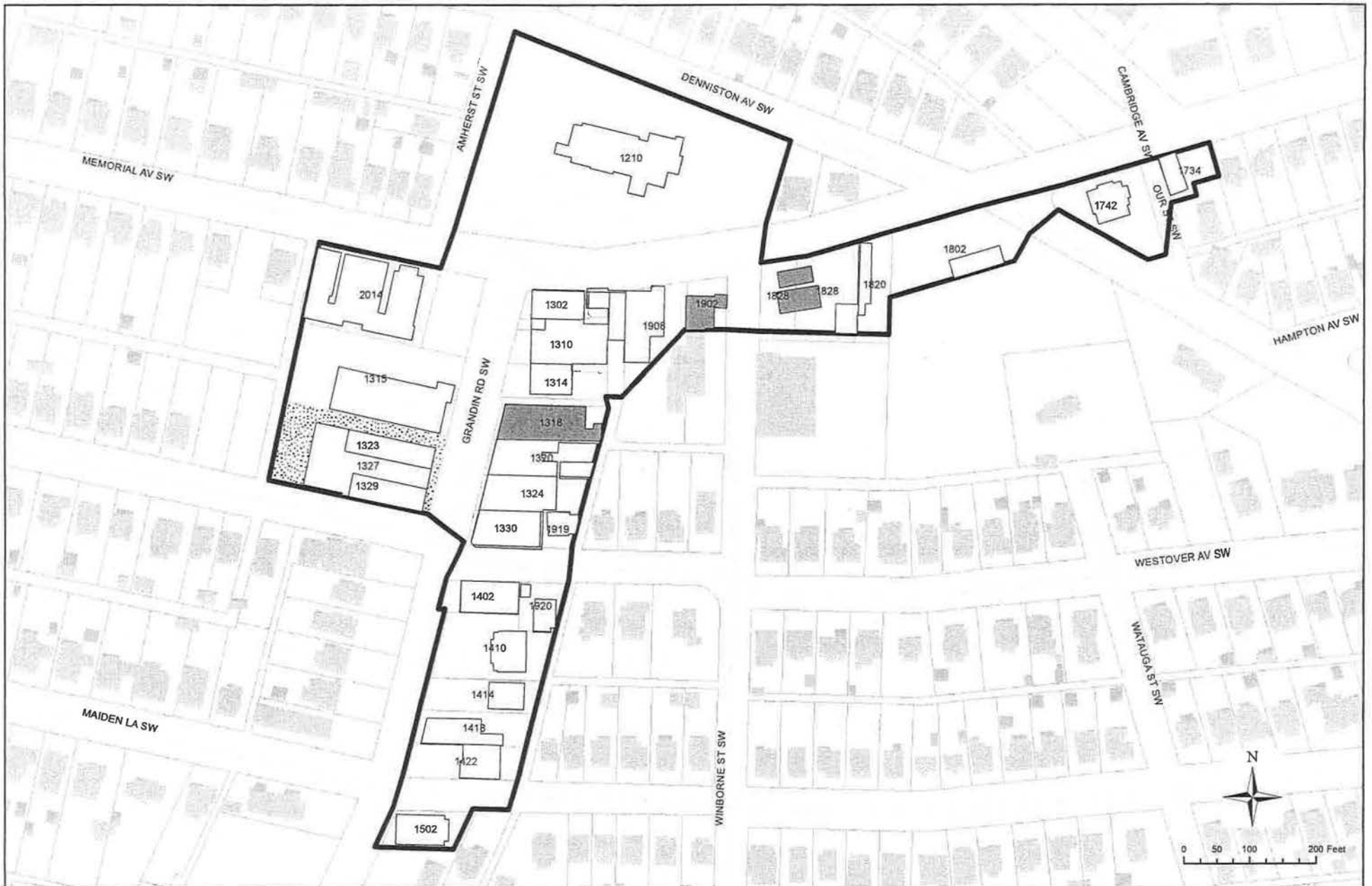
Name of multiple listing (if applicable)

Section number Addendum Page 3




The district serves as the nucleus to the surrounding Virginia Heights/Raleigh Court neighborhood, which was one of Roanoke's first streetcar suburbs to develop in the early twentieth century. The district continued to develop in the post-World War II era, to serve the growing population. The buildings constructed during this period accommodated a range of commercial uses, from supermarkets to hair salons. Consistent with the other neighborhood-commercial uses in the district, 1323, 1327, and 1329 Grandin Road housed the First National Exchange Bank, Garland's Drug Store, and a beauty shop.

Section 9 - Bibliography

Harris, Nelson, and Harold McLeod. *Roanoke Valley*. Charleston, S.C.: Arcadia Pub., 2010. pg. 18.



Legend

-  Grandin Road Historic District
-  Contributing Resource
-  Non-Contributing Resource
-  Construction Date Correction

GRANDIN ROAD COMMERCIAL HISTORIC DISTRICT UPDATE I 2014
Roanoke, Virginia



National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Grandin Road Commercial Historic District
NAME:

MULTIPLE
NAME:

STATE & COUNTY: VIRGINIA, ~~Norton~~ Roanoke Ind. City

DATE RECEIVED: 10/18/02 DATE OF PENDING LIST: 11/08/02
DATE OF 16TH DAY: 11/24/02 DATE OF 45TH DAY: 12/02/02
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02001450

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11/27/02 DATE

ABSTRACT/SUMMARY COMMENTS:

¹ Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



COMMONWEALTH of VIRGINIA

Department of Historic Resources

2801 Kensington Avenue, Richmond, Virginia 23221

W. Tayloe Murphy, Jr.
Secretary of Natural Resources

Kathleen S. Kilpatrick
Director

August 10, 2002

Tel: (804) 367-2323
Fax: (804) 367-2391
TDD: (804) 367-2386
www.dhr.state.va.us

John S. Sorenson, FPO
United States Postal Service
4301 Wilson Boulevard
Suite 300
Arlington, VA 22203-1861

RE: Court House Hill/Downtown Historic District Boundary Increase, City of Lynchburg; Downtown Portsmouth Historic District, City of Portsmouth; Grandin Road Commercial Historic District, City of Roanoke

Dear Mr. Sorenson:

We are pleased to inform you that the following historic districts will be considered for nomination to the National Register of Historic Places on September 11th, 2002:

- **Court House Hill/Downtown Historic District Boundary Increase, City of Lynchburg**
- **Downtown Portsmouth Historic District, City of Portsmouth Roanoke Downtown Historic District**
- **Grandin Road Commercial Historic District, City of Roanoke**

We are aware of postal facilities (or former ones) in the **Downtown Portsmouth Historic District, City of Portsmouth: 601 Court Street**. We are unaware of any facilities in the Court House Hill/Downtown Historic District Boundary Increase, City of Lynchburg, and the Grandin Road Commercial Historic District, City of Roanoke.

It is also possible that you may have subcontractors who own properties in these areas. We want let you know about the nominations for your future planning purposes. We have notified all property owners by letter, and by a newspaper legal notice. The processing of all districts has followed the state regulations, which invites all owners and adjacent owners to a public information session. We provide comments from these meetings to the State Historic Preservation Officer.

The National Register is the Federal Government's official list of historic properties worthy of preservation. Listing in the National Register provides recognition and assists in preserving our Nation's heritage.

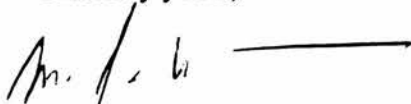
Enclosed is a copy of the criteria under which properties are evaluated, and maps that delineate the boundaries of the districts. Listing in the National Register provides the following benefits to federally owned historic properties:

-Consideration in the planning for federally assisted projects. Section 106 of the National Historic Preservation Act of 1966 provides that the Advisory Council on Historic Preservation be given an opportunity to comment on projects affecting such properties.

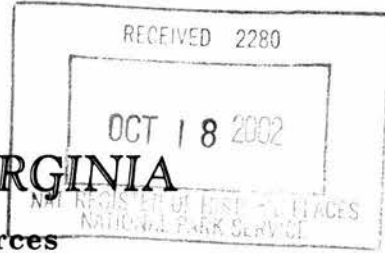
-Consideration of historic values in the decision to issue a surface coal mining permit where coal is located, in accordance with the Surface Mining and Control Act of 1977.

If you wish to comment on whether the property should be nominated to the National Register, please send your comments to Kathleen S. Kilpatrick, Director, State Historic Preservation Office. Please feel free to contact me if you have further questions. I can be reached at 804-367-2323/x-115.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "M. C. Wagner", followed by a horizontal line indicating the end of the signature.

Marc Christian Wagner
Architectural Historian/National Register Manager
State Historic Preservation Office
Enclosure



COMMONWEALTH of VIRGINIA

Department of Historic Resources

2801 Kensington Avenue, Richmond, Virginia 23221

W. Tayloe Murphy, Jr.
Secretary of Natural Resources

Kathleen S. Kilpatrick
Director

Tel: (804) 367-2323
Fax: (804) 367-2391
TDD: (804) 367-2386
www.dhr.state.va.us

October 16, 2002

Ms. Carol Shull
National Park Service 2280
National Register of Historic Places
1201 "I" (Eye) Street, N.W.
Washington D.C. 20005

RE: Grandin Road Commercial Historic District, City of Roanoke; Locust Hill, Pittsylvania County; Spring Hill, New Kent County; Mount Pleasant, Westmoreland County; Virginia Hill Historic District, City of Bristol.

Dear Ms. Shull:

The enclosed nominations, referenced above, are submitted for inclusion on the National Register of Historic Places. The nominations have been considered, and approved, by the State Review Board. There were no owner objections received for any of these nominations. Should you have any questions, please do not hesitate to contact me. My direct phone line is 804-367-2323/Ext. 115.

Should you have any questions, please do not hesitate to contact me. My direct phone line is 804-367-2323/Ext. 115.

Sincerely,

Marc Christian Wagner
Architectural Historian/National Register Manager

Enclosures

Administrative Svcs.
10 Courthouse Avenue
Petersburg, VA 23803
Tel: (804) 863-1685
Fax: (804) 862-6196

Petersburg Office
19-B Bollingbrook Street
Petersburg, VA 23803
Tel: (804) 863-1620
Fax: (804) 863-1627

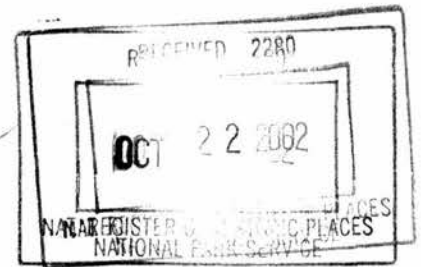
Portsmouth Office
612 Court Street, 3rd Floor
Portsmouth, VA 23704
Tel: (757) 396-6709
Fax: (757) 396-6712

Roanoke Office
1030 Penmar Avenue, SE
Roanoke, VA 24013
Tel: (540) 857-7585
Fax: (540) 857-7588

Winchester Office
107 N. Kent Street, Suite 203
Winchester, VA 22601
Tel: (540) 722-3427
Fax: (540) 722-7535

02001450

L1 11-27-02



Memorandum

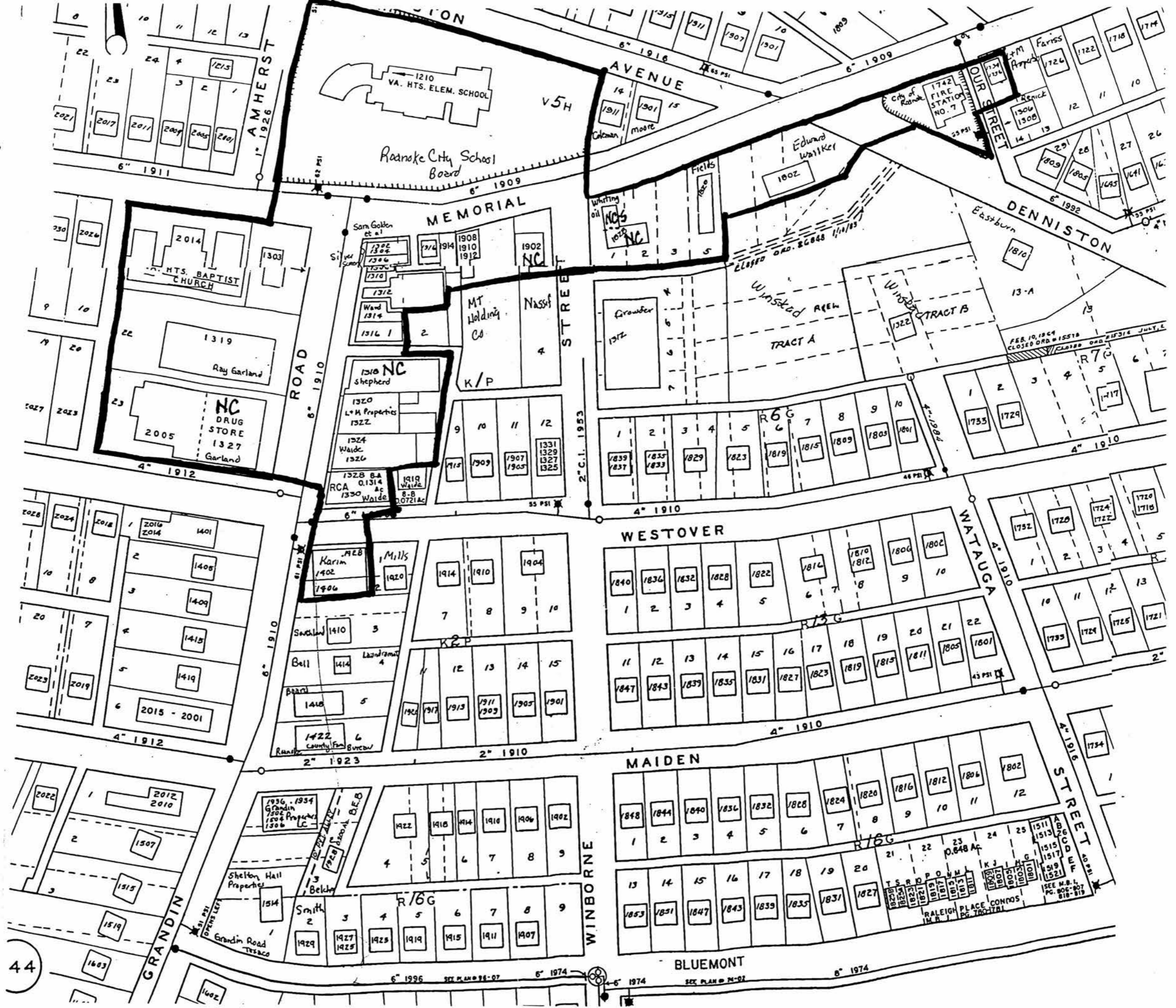
To: Carol Shull, Keeper, National Register of Historic Places
From: Marc C. Wagner, Manager, Register Program *MW*
Date: 10/18/02
Re: Addition to Grandin Road Commercial Historic District, Roanoke, Va (VDHR#128-5785)

We would appreciate it very much if you would substitute this district map for the one submitted with the Grandin Road Commercial Historic District (Roanoke, Va, VDHR# 128-5785). The day after we submitted the nomination to you (16 October 2002), we received in the mail an improved map from the consultant.

We appreciate you assistance.

GRANDIN ROAD COMMERCIAL HISTORIC DISTRICT

Roanoke, VA
128-5785



44



COMMONWEALTH of VIRGINIA

Department of Historic Resources

2801 Kensington Avenue, Richmond, Virginia 23221

Molly Joseph Ward
Secretary of Natural Resources

Julie V. Langan
Director

Tel: (804) 367-2323
Fax: (804) 367-2391
www.dhr.virginia.gov

May 27, 2014

Mr. Paul Loether
Chief, National Register of Historic Places and National Historic Landmarks Programs
National Park Service 2280
National Register of Historic Places
1201 "I" (Eye) Street, N.W.
Washington D.C. 20005

02001450

RE: Grandin Road Commercial Historic District (2014 Update), City of Roanoke, Virginia

Dear Mr. Loether:

The enclosed nomination update, referenced above, is being submitted for inclusion in the National Register of Historic Places. This additional documentation is being submitted to provide additional information regarding the adjoining buildings at 1323, 1327, and 1329 Grandin Road. The three buildings were originally listed in the Grandin Road Commercial Historic District as a single building, constructed in 1953. Recent field and archival investigations have yielded new evidence that indicates the resource is actually three separate buildings, constructed simultaneously on one parcel, and substantially completed by 1952, placing them within the period of significance for the historic district (1906-1952). Please note that the district's historic boundaries *have not been changed*.

Should you have any questions, please do not hesitate to contact me. My direct phone line is 804-482-6439.

Sincerely,

Lena Sweeten McDonald
National/State Register Historian

Enclosures

Administrative Services
10 Courthouse Ave.
Petersburg, VA 23803
Tel: (804) 862-6408
Fax: (804) 862-6196

Capital Region Office
2801 Kensington Avenue
Richmond, VA 23221
Tel: (804) 367-2323
Fax: (804) 367-2391

Tidewater Region Office
14415 Old Courthouse Way
2nd Floor
Newport News, VA 23608
Tel: (757) 886-2818
Fax: (757) 886-2808

Western Region Office
962 Kime Lane
Salem, VA 24153
Tel: (540) 387-5443
Fax: (540) 387-5446

Northern Region Office
5357 Main Street
P.O. Box 519
Stephens City, VA 22655
Tel: (540) 868-7029
Fax: (540) 868-7033