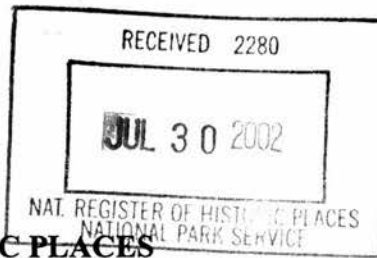


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**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**

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: Roanoke Downtown Historic District

Other names/site number: 128-5761

**2. Location**

Street & number West Campbell Avenue (0-500 block); West Church Avenue (0-200 block); Franklin Avenue (0-100 block); South Jefferson Street (0-600 block); West Kirk Avenue (0-100 block); West Luck Avenue (0-100 block); 9 West Salem Avenue; South First Street (0-600 block); West Second Street (0-500 block);

City or town Roanoke vicinity \_\_\_\_\_ State \_\_\_\_\_  
Virginia Code VA County Virginia (city) Code 720 Zip 24011

**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] Date 7/24/02

**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*

*9/14/02*

*[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>100</u>	<u>38</u>	Buildings
<u>0</u>	<u>0</u>	Sites
<u>0</u>	<u>6</u>	Structures
<u>0</u>	<u>1</u>	Objects
<u>100</u>	<u>45</u>	Total

Number of contributing resources previously listed in the National Register 9

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

**6. Function or Use**

**Historic Functions** (Enter categories from instructions)

Cat: Domestic Sub: Hotel  
Commerce/Trade Business, Financial Institution, Department Store

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<u>Social</u>	<u>Meeting Hall, Clubhouse, Civic</u>
<u>Government</u>	<u>City Hall, Courthouse, Post Office</u>
<u>Religion</u>	<u>Religious Facility</u>

**Current Functions** (Enter categories from instructions)

Cat: <u>Domestic</u>	Sub: <u>Hotel</u>
<u>Commerce/Trade</u>	<u>Business, Financial Institution</u>
<u>Social</u>	<u>Meeting Hall, Clubhouse, Civic</u>
<u>Government</u>	<u>City Hall, Post Office</u>
<u>Religion</u>	<u>Religious Facility</u>

**7. Description**

**Architectural Classification** (Enter categories from instructions)

High Victorian Revival; Renaissance Beaux Arts; Classical Revival; Commercial Style; Moderne; Art Deco

**Materials** (Enter categories from instructions)

Foundation Brick, Concrete, Stone  
 Roof Metal, Shingle  
 Walls Brick, Wood, 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)

- 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.

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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.

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Areas of Significance (Enter categories from instructions)

Architecture  
Commerce  
Politics/Government

Period of Significance

1882-1952

Significant Dates

1882  
1884  
see continuation sheet

Significant Person (Complete if Criterion B is marked above)

\_\_\_\_\_

Cultural Affiliation

\_\_\_\_\_  
\_\_\_\_\_

Architect/Builder

Edward G. Frye  
Eubank and Caldwell  
Aubrey Chesterman  
Huggins and Barbour  
Louis P. Smithey  
Marcellus Wright  
John K. Peebles  
Wyatt and Nolting  
William L. Stoddard

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

See continuation sheet



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## 7. DESCRIPTION:

### *SUMMARY DESCRIPTION*

The **Roanoke Downtown Historic District** is located in the southwest quadrant of the greater downtown area of the City of Roanoke, which was the major transportation, industrial, and commercial city for Southwest Virginia from the late 19<sup>th</sup> century through the mid-20<sup>th</sup> century. The 28-block district consists of **Campbell Avenue S.W., Church Avenue S.W., Franklin Road, Kirk Avenue S.W. and Luck Avenue S.W.** between the cross streets of **South Jefferson Street and South First to Third streets**. The district continues to serve as the business and governmental center of the city with **South Jefferson Street** serving as the central thoroughfare of downtown, dividing east and west. The **46.5 acre district** is composed of 28 relatively intact city blocks of commercial, social, and governmental buildings and structures ranging in date from the late 19<sup>th</sup> century to the mid-20<sup>th</sup> century. Buildings in the district represent a variety of styles from the different periods, including the Italianate, High Victorian, Neoclassical, Craftsman, Moderne and Art Deco styles. The district, which is surrounded by National Register Historic Districts, consists of **144 primary resources and 1 secondary resource** for a total of **145 resources**. The majority of these resources (138) are buildings. Of the 145 total resources, **70%** are contributing, with 45 (38 buildings, six parking structures and one memorial object) resources in the district are non-contributing either due to their date of construction or loss of historic integrity through alterations

### *HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS*

#### *Setting*

The Roanoke Downtown Historic District is situated immediately south of the Norfolk Southern Railway) tracks, the Norfolk & Western Railway Historic District and the Roanoke Warehouse Historic District. The City Market Historic District, consisting of late 19<sup>th</sup> to early 20<sup>th</sup> century commercial buildings surrounding the 1922 City Market Building, stands directly east of Jefferson Street. The turn-of-the-century residential district of the Southwest Historic District bounds the downtown district to the south and west. With a variety of different building types, dates, and styles, the Roanoke Downtown Historic District continues to serve as the business and governmental center of the city. Efforts are currently underway, including a Master plan update, that serve to recognize and revitalize its historic role in the development activity of the city.

#### *Antebellum Period (1830-1860)*

The first settlement in the area of Roanoke formed in 1834 around Pate's Store northeast of

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downtown (near the present intersection of Interstate 581 and Orange Avenue) and was first known as "Big Lick" in reference to the salt licks in the area. The town was laid off into lots that were auctioned and the town was chartered in 1835 and renamed Gainesborough. With the completion of the Virginia and Tennessee Railroad line from Lynchburg to Roanoke in 1852, the town began to shift further south to the tracks and the Big Lick Depot towards the present-day site of downtown. Stores, warehouses and residences began to appear around the intersection of Commerce (Second) Street and the tracks. By the time of the Civil War, the settlement of Big Lick consisted of approximately five commercial buildings, including a tobacco factory, and five dwellings (Jack and Jacobs 1912:27).

#### *The Civil War (1861-1865)*

During the Civil War, the little community of Big Lick suffered as the Union forces attacked the railroad to destroy this important transportation and supply line. The Big Lick Depot and tracks were destroyed in 1864 as well as nearby factories.

#### *Reconstruction and Growth (1865-1917)*

Big Lick recovered fairly quickly after the war and was chartered as a town in 1874 with boundaries extending one square mile from the depot. The first structure built in the new town was a jail. By 1876, Big Lick consisted of three churches, seven dry goods stores, a drug store, a bank, five tobacco factories, three tobacco warehouses, a flour mill, a foundry, a tinware manufacturer, a harness maker, a wagon and plow factory, two blacksmith shops, two photograph galleries, and three saloons. Land at this time was valued at \$30 per acre (Jack and Jacobs, 1912: 93). Rorer Hall, a two-story frame storehouse on the northeast corner of Campbell Avenue and Third Street, served as the first town hall, thus establishing the seat of government in the area between Second and Third streets on Campbell Avenue, where the present **City Hall/Municipal Building** stands. The new **City Hall/Municipal Building** was designed in 1915 by noted Virginia architects Edward G. Frye and Aubrey Chesterman in the Neo-classical style. Its spacious setting on an entire city block and its imposing presence with three projecting bays sitting on a raised base with colossal Ionic columns and a full entablature illustrate the influence of the City Beautiful Movement that was popular in civic architecture in the early 20<sup>th</sup> century.

In 1881, the Shenandoah Valley Railroad from Hagerstown, Maryland announced that Big Lick would become the southern terminus of its line. This announcement precipitated the development of the City of Roanoke. As the railroad officials selected a location for the tracks, the depot, an office building, and a hotel near the intersection of Jefferson Street and the railroad, the town began to expand eastward from Commerce Street. In 1882 the town of Big Lick was

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renamed Roanoke in celebration of the anticipated growth of the town as an important railroad center. By 1884, the population had reached 5,000 and Roanoke became a city. The infrastructure of the city developed quickly as citizens passed a \$90,000 bond in 1886 for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school (White 1982:72). The Southern Bell Telephone and Telegraph Company began operations in 1884 and the *Roanoke Daily Times* published its first paper in 1886. Other services established in the city by 1890 included the Y.M.C.A., the Vigilante Fire Company, the Roanoke Street Railway Company, the Roanoke Electric Light & Power Company, the Allegheny Institute, and the National Business College.

With the growth in population and prosperity brought on by the railroad, the commercial district of Roanoke expanded from the village of Big Lick to provide goods and services to the new city. Campbell Avenue and Jefferson Street became the primary commercial streets, linking the business of City Hall on Second Street S.W. to the railroad nucleus around Jefferson Street and the City Market Building at the east end. The earliest commercial buildings were typically three-story, three-bay brick structures such as the **Asberry Building** and the **E.H. Stewart Furniture Company**, both built ca. 1890 in the first block of West Campbell Avenue. Their brick construction was a sign of the growing prosperity of the times as well as the more permanent development of the area. Designed in the Italianate and Victorian styles of the times, these buildings featured wood storefronts with transoms, window surrounds on the upper floors, and elaborate cornices and parapets. Small retail establishments occupied the first floor with offices on the upper floors. The 1892 **Roanoke Times Building (122 West Campbell Avenue)** and the **John M. Oakey Inc. Building (124 West Campbell Avenue)** are slightly simpler examples from this period without the elaborate parapets. Both Campbell Avenue and South Jefferson Street were lined with these smaller commercial buildings by the early 20<sup>th</sup> century. Many of these buildings still survive, particularly along the 300 and 400 blocks of South Jefferson Street

A number of financial institutions erected their banking facilities on Campbell Avenue and/or Jefferson Street. The First National Bank, chartered in 1882, moved from Commerce Street to the Terry Building at Jefferson Street and Campbell Avenue before constructing its own, **First National Bank, at 101 South Jefferson** in 1910. Designed by Norfolk architect John K. Peebles, this seven-story brick building, which combines banking facilities with office space, featured a granite base and elaborate classical detailing in its entrance, cornices, and rooftop balustrade. At a cost of \$175,000, **First National Bank** stood as the tallest building in Roanoke and was referred to as the "Temple of Finance" (National Register Nomination, First National Bank, 1982:2). The **National Exchange Bank (201 South Jefferson Street)** was constructed at

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the intersection of Jefferson and Campbell in 1912. This two-story Neo-classical building, designed by the Baltimore firm of Wyatt and Nolting is monumental in scale using Roman temple forms and colossal Ionic columns, stood as a testament to the strength and stability of the financial institution

A number of larger office buildings were also constructed in the early 20<sup>th</sup> century, typically occupying the prominent corners of the downtown streets. The **Strickland Building/Mountain Trust Bank (302 South Jefferson)** was constructed in 1915 to the design of B.T. Weaver before becoming the Mountain Trust Bank Building in 1919. This six-story brick building designed in the Classical-Revival style features a stone base with cornice, brick quoining at each bay, exaggerated

keystones, and a heavy cornice with modillions. The **Thurman and Boone/S.H. Heironimus Building (401 South Jefferson)** was constructed ca.1915 as one of the first large department stores. This four-story, stone-faced building, which has recently undergone renovations that included the removal of a ca. 1960s metal façade, features large windows and a simple cornice.

The area of First Street began to develop further during this period as well. The three-story brick **Horton Building (304 First Street)**, constructed in 1909 on the former site of a livery stable to house the newly chartered **Grand Piano Company**, features cast-stone belt courses and window heads as well as a heavily bracketed cornice and recessed panels along the attic level. The **Anchor Building/Shenandoah Building at 301 First Street** was designed by Homer Miller initially as a three-story building in 1910 at a cost of \$75,000 (Wells, 298). The large brackets above the windows of the third story are reminiscent of this original construction. In 1923, the Shenandoah Life Insurance Company purchased the building and four additional stories were added by T.W. Fugate and W.P. Henritze (Barnes, 1968:603, Whitwell and Winborne, 1982:166-167). The expanded design of the building reflects the Chicago style of skyscrapers with the skeletal brick walls of the upper stories topped by a heavy cornice. The 1911 **Masonic Lodge/Reams, Jones & Blankenship Furniture Company (211 First Street)** is another example of a larger office building constructed on a corner of First Street in the early 20<sup>th</sup> century. This four-story brick building features decorative metal panels in the cornice. The large metal medallion at the center of the cornice and the large arched windows on the fourth floor indicate its use as a Masonic Hall. The storefront was redesigned in the 1940s and is an excellent example of the Art Deco style. One block to the west, the 1916 **Phelps and Armstrong Furniture/Grand Piano Company Building** stands across from City Hall on Second Street. This five-story building is designed in the typical early skyscraper style with a base of ground-level storefront space, an intermediate shaft, and a top floor with heavy cornice supported by



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brackets. A belt course separates the three components.

A number of congregations worshiped in the area along Church Avenue west of Second Street. Although as many as five churches were located in the area in the early 1900s, the only church that survives in the district today is the 1890 **Greene Memorial Church (402 Second Street)**. This stone-faced, Gothic-Revival style church with its tall corner bell tower was originally constructed by the congregation of St. Mark's Lutheran Church. In 1902, the congregations of Greene Memorial Methodist Church and St. Mark's Lutheran Church traded buildings and the structure became known as **Greene Memorial Methodist Church**. In 1914, a Sunday School wing designed by Clarence Hinnant was added to the church (Wells, 1998 :198).

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

Roanoke continued to grow and to prosper during the period between the two world wars. The City Beautiful Movement, which influenced the construction of the new **City Hall/Municipal Building** in 1915, continued to direct civic architecture by further establishing this as the governmental center with the construction of the **United States Post Office and Courthouse(220 Church Avenue)** in 1930. Located directly across Church Avenue from the Municipal Building, this Beaux-Arts style building designed by James A. Wetmore features a rusticated stone base with arched openings and two upper floors of brick united by Ionic pilasters capped by an entablature and modillioned cornice confirmed this area as the governmental center of the city and a western anchor to downtown.

The general prosperity of the times prompted a number of building projects as a number of new office buildings, hotels, banks, and department stores were constructed during this period in the commercial district centered on Jefferson Street and Campbell Avenue. The **Boxley Building (416 Jefferson Street)** was constructed in 1921 by W.W. Boxley, a prominent local businessman, developer and mayor of Roanoke. Designed by Edward G. Frye and Edward Stone, the eight-story building was the newest skyscraper in town and features the typical form of an early 20<sup>th</sup> century tall building with a granite base, shaft of light beige brick with decorative terra cotta inserts, and a capital formed by the ornate eighth floor separated by a belt course and topped by a finely detailed copper cornice. W.W. Boxley was also involved with the development of the **Patrick Henry Hotel (617 Jefferson Street)**. Designed in 1925 by New York hotel architect William Lee Stoddard, the ten-story brick structure stands as an extravagant example of the Colonial-Revival style with a stone base, shaft of dark red brick, and ornate cornices of cast concrete at the storefront and roof levels. The top floor features arched windows with ornately carved surrounds. An enclosed, cast-iron balcony extends across the front entrance

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of the building

Banks continued to expand and merge during this period and their buildings reflect their prominence downtown during this period. The **Colonial National Bank (202 Jefferson Street)** constructed a landmark building on the corner of Jefferson and Campbell in 1927 that stood as the tallest building in Roanoke for half a century. This twelve-story building designed by Frye and Stone in a modified Classical-Revival style features a granite base of three stories with a shaft of ornamental gray enamel brick that culminates in the capital of the building formed by the top two floors with decorative terra cotta panels, a frieze of terra cotta rosettes, and a cornice with modillions. Large, two-story window openings on the Campbell Avenue façade add a modern touch to this building. Directly across Jefferson Street, the **National Exchange Bank (201 Jefferson Street)** also expanded, constructing an addition in 1935 that extended the original 1911 Neoclassical design by Wyatt and Nolting.

Two social institutions constructed new buildings during this period. The **Knights of Pythias Building (5 Franklin Road/511 South Jefferson Street)** was constructed in 1919 by Frye and Pettit at a cost of \$65,000. This three-story brick building features elaborate terra cotta detailing in its cornices. The **Y.W.C.A. Building (605 First Street)** was designed in 1926 by Eubank and Caldwell in the Beaux-Arts style to take advantage of its corner siting. The three-story brick building with contrasting cast-concrete detailing features paired, arched windows with keystones and surrounds on the ground floor as well as quoins on the prominent corner with its arched entrance.

The period after World War I introduced the more streamlined vocabulary of the Moderne and Art Deco styles. The **United Cigar Company (1-5 Campbell Avenue)**, constructed in 1929 at the city's most prominent intersection, stood as a deviation from the Neoclassical bank buildings across the street. The nine-story **Medical Arts Building (26 Franklin Road)**, constructed in 1929, and the 1940 **Appalachian Electric Power Building** next door stand as an impressive collection of the new styles, with their vertical emphasis and intricate brickwork in geometric patterns. The prominence of the downtown department store continued as **N.W. Pugh Department Store (35 Campbell Avenue)**, which had been located at the corner of Campbell and First Street since the early 1900s, built a new store in 1931 on that location after a fire destroyed the original building. Designed in the Art-Deco style, the grayish-brick building features intricate geometric patterning in the recessed window bay. Although the building has been covered with a brick veneer, stylized iron downspouts are still visible at the rear of the building. The **Crystal Tower Building (131**

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**Campbell Avenue**) stands as another example of the style with its emphasis on verticality with pilasters that extend to the stylized parapet wall. One of the most modern buildings in design and function was the **WDBJ Building (124 Kirk Avenue)**, constructed in 1937 in the Moderne style as the second licensed broadcasting station in the state (Barnes, 1968:770). The tall narrow windows with panels of geometric brickwork above and below give this two-story an unusually strong vertical effect.

The immediate post-World War II era was also a prosperous time for Roanoke with industries reaching peak productions and the population increasing. One of the civic improvements noted in its citation as an All American City in 1952 was the construction that year of a new **Roanoke City Public Library (706 South Jefferson Street)** on the site of the original library in Elmwood Park. This mid-20<sup>th</sup> century building was designed by Frantz and Addkinson in the International Style using simple forms and detailing. After more than a decade of decline after the closing of the American Viscose Plant and the downsizing of Norfolk & Western with the conversion to diesel engines, civic improvements were planned again in the 1970s, including the Roanoke Civic Center and the large addition to the 1915 **City Hall/Municipal Building** in 1970. Designed by Hayes, Seay, Mattern and Mattern, the **Municipal Building Annex** borrows its massing and forms from the 1915 Neoclassical design but substitutes a variety of textures for the decorative detailing of the earlier design (Whitwell and Winborne, 1982:129).

### ***STATEMENT OF INTEGRITY***

Many of the commercial buildings in the district have had their first-floor storefronts altered, but most of the upper facades are still intact. Several buildings have been completely remodeled. Non-contributing buildings in the district are those with irrevocably altered storefronts, those that maintain little of their historic integrity, or those built post-1952. There are a few historic buildings that have had modern applications on their upper facades; where these are determined to be removable without damaging the character-defining features of the façade, the buildings were considered contributing elements in the historic district. Several of these buildings, however, have been covered with brick veneer and the condition of the historic fabric cannot be determined. In these cases, the historic building is determined at this point to be a non-contributing element in the district. If these modern facades are successfully removed in the future and the historic fabric remains intact, their contribution to the district should be reconsidered.

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## *INVENTORY*

The sites listed below are organized alphabetically and numerically by street address. The VDHR site number is listed directly below the address. All sites are keyed to the city base map by address and tertiary VDHR site number. Historic names are listed when they could be substantiated. Tax parcel numbers are listed after the VDHR site number. Please note the following abbreviations:

CB = Contributing Building  
NB = Non-contributing Building  
NS = Non-contributing Structure  
NO = Non-contributing Object

### **CAMPBELL AVENUE, S.W. (north side)**

1-5 Campbell Avenue, S.W.                      United Cigar Co.                      1929  
128-5761-0001                                      1011127                                      CB

Art Deco. Two-story, stone veneer commercial building with stylized cornice and raised corner parapet. Clipped corner entrance. Large window bays. Ground floor altered with stucco application.

7-9 Campbell Avenue, S.W.                      1910  
128-5761-0002                                      1011137/1011128                                      NB

Commercial. Two-story, four-bay brick veneer building with flat roof and concrete coping. Four 1/1 vinyl sash windows on upper story with round attic window. A slate-shingled shed roof extends across the storefront, which features two single-leaf, 6-panel wood doors with transoms and sidelights and fixed single-light windows. The façade is not original.

13 Campbell Avenue, S.W.                      1980c  
15 Campbell Avenue, S.W.                      1890c  
17 - 19 Campbell Avenue, S.W.                      Asberry Building                      1890c  
21 - 23 Campbell Avenue, S.W.                      Oak Hall/Rosenbaum & Son                      1890c  
25 Campbell Avenue, S.W.                      1980c



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27 Campbell Avenue, S.W.                      Campbell Court                      1920c  
128-5761-0003                      1011117-1011120                      NB

A collection of 6 commercial building facades that serve as false fronts to a large parking garage/bus terminal building. The facades, ranging in style from the High Victorian to the Renaissance- and Classical-Revivals, represent some of the earliest buildings in the city. The facades feature decorative parapets and cornices; arched and rectangular windows with keystones, decorative lintels and colonnetes; and intricate stone and brick detailing. The windows and storefronts have been altered. Two of the buildings were too deteriorated to salvage and new infill buildings were constructed.

29 Campbell Avenue, S.W.                      Kress & Company                      1925  
128-5761-0004                      101116                      NB

Commercial. Three-story, four bay brick commercial building with stepped parapet and classical cornice with modillions. Corbelled bricks and contrasting stone accentuate the bays and stories with tablets and end blocks. Windows replaced and storefront altered with arched infill and recessed plate-glass-and aluminum entrance.

31-35 Campbell Avenue, S.W.                      N.W. Pugh & Co./ Grand Piano                      1930  
128-5761-0005                      1011101                      NB

Commercial. Three-story brick commercial building originally designed in the Art Deco style with geometric brick patterns and incised detailing. The building was remodeled in 1965 by Grand Piano with brick veneer, molded cornice and large Palladian style faux window flanked by single arched faux windows. Investigation from the original window openings on the interior indicates that the brick veneer has been applied with an anchor system set out from the original façade and could be removed to expose the historic Art Deco façade. Original iron drain spouts designed in the Art Deco style are exposed on the rear of the building.

101 Campbell Avenue, S.W.                      McGee's Pharmacy                      1910  
128-5761-0006                      1011029                      NB

Commercial. Three-story, three bay brick commercial building. Remodeled with brick veneer, molded cornice, 6/6 sash windows with shutters and a central round window Modern storefront with molded cornice.

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105 Campbell Avenue, S.W.                      Garland & Caldwell                      1910  
128-5761-0007                                      1011028                                      CB  
Renaissance Revival. Three-story, five-bay brick commercial building with flat roof, molded cornice with modillions

109 Campbell Avenue, S.W.                      Vest Furniture Co.                      1910c  
128-5761-0008                                      1011027                                      CB  
Commercial. Three-story, four-bay brick commercial building with heavy brackets supporting a molded cornice with modillions. Corbelled brick pendentives support the entablature with swag detailing. Jack arches over segmental-arched, 1/1 sash windows. Terra cotta spandrel and belt course separates 2<sup>nd</sup> and 3<sup>rd</sup> story. Art Deco storefront with carrera glass base, aluminum-and-plate glass windows and recessed entry with tile entry. Vertically-attached neon sign.

111 West Campbell Avenue                      Phillip Levy Furniture Co.                      1924  
128-5761-0009                                      1011026                                      NB  
Commercial. Three-story, two-bay brick commercial building remodeled with brick veneer and heavy molded cornice. Original window openings covered and new fixed windows with 32 lights and shutters added. New storefront with copper overhand, granite base and aluminum-and-plate glass double-leaf door. \

117 Campbell Avenue, S.W.                      H. Kessler Furs                      1924  
128-5761-0010                                      1011025                                      CB  
Commercial. Two-and-half story, four-bay brick commercial building with gabled parapet roof and heavy cornice supported by large corner brackets. Attic windows are louvered and 2<sup>nd</sup> story windows are shuttered. Storefront cornice over new angled storefront of multi-light show windows and double-leaf paneled wood doors. Interior retains much of original finishes, including decorative metal ceilings and wainscoting.

121 Campbell Avenue, S.W.                      Liberty Clothing Co.                      1920c  
128-5761-0011                                      1011023                                      CB  
Commercial. Three-story, two-bay brick commercial building covered with stucco. Heavy

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cornice supported by brackets, brick quoins, storefront cornice with brackets. Triple 1/1 sash windows on 3<sup>rd</sup> story, paired windows on 2<sup>nd</sup>. One bay of windows removed to create a recessed balcony. Storefront altered.

123-129 Campbell Avenue, S.W.      Parking Structure      1960s  
128-5761-0012      NS  
Parking lot with a one-story, one-bay brick structure with flat roof for attendant.

131 Campbell Avenue, S.W.      Ponce de Leon /Crystal Towers      1931  
128-5761-0013      1011021      CB  
Art Deco. Eight-story, eleven-bay brick hotel and office building built on the foundation of the earlier 1888 Ponce de Leon Hotel that burned in 1931 and located on the site of the early 19<sup>th</sup> century Trout House and spring that served as an early tavern in original settlement of Big Lick. .... Chevron patterns in the window spandrels. Five-story addition on Campbell Avenue and two-story addition along 2<sup>nd</sup> street with entrance marquee. Storefronts altered with drivet infill above windows. Recessed entry with terrazzo tile with star pattern and two single-leaf aluminum doors.

201 Campbell Avenue, S.W.      The Roanoke Times      1910/1980s  
128-5761-0014      NB  
Commercial. Three-story brick building with concrete façade, ribbon windows, and columns on the ground floor.

301 Campbell Avenue, S.W.      Kennett Building      1926  
128-5761-0015      1010838      CB  
Commercial. Three-story, six-bay brick commercial building with a copper cornice with dentils and floral terra cotta detailing in the entablature. Storefront cornice with a recessed corner entrance and transoms. Storefront altered with fixed multi-light windows. Entrance on 3<sup>rd</sup> street to upper floors.

305 Campbell Avenue, S.W.      1969





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plate glass doors.

30 Campbell Avenue, S.W.  
128-5761-0034

1011703

1930c  
CB

Commercial. Three-story, four-bay brick commercial building with flat roof and minimal brick detailing at the cornice. Brick pilasters at corners and panels of diagonal bricks over the windows. Three-light transoms top the 3/3 vertical lights sash windows. First and second stories covered with Carrera glass and tile. Aluminum-and-plate-glass storefront with recessed single-leaf door.

34 Campbell Avenue, S.W.  
128-5761-0033

First Campbell Street  
1011701

1956  
NB

Commercial. Five-story, five-bay brick-veneer office building. Flat roof with simple molded cornice and frieze band. Fixed aluminum-and-plate glass windows with spandrel between the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> stories. Pediment tops central window bay at 4<sup>th</sup> story. Concrete columns flank entrance with double-leaf aluminum doors and sidelights..

102-104 Campbell Avenue, S.W.  
128-5761-0032

Ferguson/State & City Building  
1011519

1910/1925  
CB

Commercial. Eight-story, three-bay brick bank building with rusticated ashlar base (1<sup>st</sup> and 2<sup>nd</sup> story), two intermediate cornices (2<sup>nd</sup> and 3<sup>rd</sup> story), attic level with metope detailing and metal cornice topped with elaborate cresting. Building originally consisted of 3-1/2 stories before shaft of five stories added. Paired 1/1 wood windows. Ground level has been altered with that application of stucco, new smaller show windows, and new single-leaf aluminum door with green marble surround.

106 Campbell Avenue, S.W.  
128-5761-0031

Glenn-Minnick Clothing  
1011518

1905  
CB

Commercial. Two-story, two-bay brick commercial building that has been covered with drivet. The building retains its primary historic features, including the stepped parapet with pedimented cornice supported by brackets, large arched window openings, and molded storefront cornice. In addition to the addition of drivet on the façade, new windows and entrance door have been



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installed.

108 Campbell Avenue, S.W.                      Giles Bros. Furniture Co.                      1900c  
128-5761-0030                                      1011517    CB

Commercial. Four-story, three-bay brick office building with a heavy metal cornice supported by large brackets dividing the four bays and intermediate modillions with egg-and-dart molding below. Fourth story features recessed corner panels and rusticated stone jack arch over the windows. Third story includes a corner quoins, a smaller, molded cornice and arched surrounds of molded bricks over the windows. The second story consists of rusticated stone. A molded cornice marks the storefront level, which has been altered to consists of an arcaded front with recessed entrance.

110 Campbell Avenue, S.W.                      Montgomery Ward                                      1930  
128-5761-0029                                      1011516    CB

Art Deco. Three-story, eight-bay brick commercial building with patterned brick and cast-stone detailing in geometric patterns in the cornice, vertical piers, and recessed window spandrels that reflect the Art Deco style. Metal 1/1 sash windows. Storefront level has been altered with the creation of a central recessed entrance to a courtyard space.

116 Campbell Avenue, S.W.                      American Savings Bank                                      1901  
128-5761-0028                                      1011513    NB

Commercial. Two-story, three-bay commercial building that has been altered with a new façade.

118 Campbell Avenue, S.W.                      Voight Building                                      1906  
128-5761-0027                                      1011512    CB  
128-0206    Campbell Avenue Complex                                      NRHD

Beaux Arts. Three-story, three-bay, gray brick commercial building features a decorative parapet of cast stone with a central arch with a neoclassical swag and corner finials. A cast stone cornice with modillions, egg-and-dart molding, and corner brackets supports the parapet. Four Ionic pilasters with bellflowers under the capitals divide the façade. The middle bay features a large round arch of rusticated stone with an entablature extending across the flanking windows to create a Venetian window. The tympanum of the arch features stained glass. Circular

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medallions of raised brick flank the arch. Raised spandrels between the windows also feature egg-and-dart molding. The storefront has been rehabilitated and retains its central, recessed entrance with single-leaf door flanked by wood apron walls and show windows of plate glass. The tile entrance remains as well as a central tile runner on the interior of the building and the pressed metal ceiling.

120 Campbell Avenue, S.W.	Roanoke Times/Davis Photo	1909
128-5761-0026	1011511	CB
128-0206	Campbell Avenue Complex	NRHD

Commercial. Three-story, two-bay painted brick commercial building with a simple parapet and molded cornice with dentils. Recessed bays feature paired 1/1 windows topped by a segmental arch and keystone of rusticated stone on the 3<sup>rd</sup> floor. The storefront has been rehabilitated and features a smaller cornice with dentils, a recessed entrance with single-leaf door and wood apron walls with plate glass windows. The buildings at 120 and 122 West Campbell have been connected on the interior.

122 Campbell Avenue, S.W.	The Roanoke Times	1892
128-5761-0025	1011510	CB
128-0206	Campbell Avenue Complex	NRHD

Commercial. Three-story, three-bay painted brick commercial building with stepped parapet with corner large corner and smaller intermediate brackets, finials, and a date tablet in the center. Corner piers frame the building. Cast-stone surrounds with keystones and drip molds top the segmental-arched windows on the upper floors. Spandrels of diapered brick work separate the window bays at each level. Three bands of molded brick top the 3<sup>rd</sup> story. The storefront has been rehabilitated and consists of a smaller molded cornice over Queen-Anne style transom windows with stained glass around the perimeter and a fixed, two-light wood show window on a wood apron wall. One single-leaf wood door open into the 1<sup>st</sup> floor and a second door opens into a staircase leading to the upper floors. The buildings at 120 and 122 have been connected on the interior.

124 Campbell Avenue, S.W.	John M. Oakey, Inc.	1895
128-5761-0024	1011509	CB
128-0206	Campbell Avenue Complex	NRHD



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Commercial. Three-story, four-bay brick funeral parlor constructed of dark red natural brick features a heavy bracketed cornice and a stepped parapet with the inscription "Funeral Directors." A belt course of molded bricks separates the slightly recessed 2<sup>nd</sup> and 3<sup>rd</sup> stories. Cast-stone keystones and corner blocks accent the segmental arched windows on the upper floors. The storefront has been renovated with a wood system of recessed central entrance and angled show windows with transoms. A secondary door leads to the upper floors. The original tile entry with "J.M. Oakey" is intact.

126-128 Campbell Avenue, S.W.    Angell Building/Central Hotel    1904  
128-5761-0023    1011508    CB  
128-0206    Campbell Avenue Complex    NRHD

Commercial. Three-story, eight-bay commercial building constructed of red-brown natural brick. Decorative parapet features molded cornice with heavy brackets that form a central elliptical arch over the name R. H. Angell. Corbelled brick extends below the entablature and decorative round vents accent the attic level. The 3<sup>rd</sup> story windows are grouped into two bays of 4 windows each with a rusticated stones forming a segmental arch over the two central windows and flat jack arch over the flanking windows. Round arches of rusticated stone top the windows on the 2<sup>nd</sup> story. The storefront has been altered.

132 Campbell Avenue, S.W.    Roanoke Gas&Water/People's Perpetual Bank 1895c  
128-5761-0022    1011506    NB

Commercial. Three-story, two-bay brick commercial building that has been altered with the application of an oversized, shingled mansard overhang with a "chalet" style intersecting metal gable with two fixed 20-light windows with railings. The storefront consists of two single-leaf wood doors with a single light and three fixed multi-light windows. The building may be considered contributing if the modern façade can be removed and the historic façade is intact underneath.

**CHURCH AVENUE, S.W. (            north side)**

Church Avenue, S.W. Parking Structure    1960c  
128-5761-0052    NS  
One-story, one-bay concrete block structure with flat roof.

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17 Church Avenue, S.W.      Horne Millinery/Ewald-Clark      1922  
128-5761-0053      1011813      CB  
Commercial. Three-story brick commercial building with parapet roof. Façade has been infilled with brick. Storefront altered.

19 Church Avenue, S.W.           1971  
128-5761-0054      1011812      NB  
Commercial. Two-story, three-bay brick veneer building with drivet accents. Two central Doric columns flank entrance and support 2<sup>nd</sup> story overhang.

23 Church Avenue, S.W.      Meeker & Evans Hat Co./Fallon Florist      1920c  
128-5761-0055      1011810      CB  
Commercial. Two-story, two-bay brick commercial building with parapet and bracketed cornice. Two louvered vent windows in attic. Paired 1/1 wood sash windows with transoms. Carrera glass above storefront. Aluminum storefront with fixed window and single-leaf door altered with stone veneer.

23 Church Avenue, S.W.      / Tudor's Biscuit World      1920c  
128-5761-0056      1011811      CB  
Commercial. Two-story, two-bay brick commercial building with simple cornice and minimal brick detailing over the 2<sup>nd</sup> story windows. Altered storefront.

25 Church Avenue, S.W.           1958  
128-5761-0057      1011819      NB  
Commercial. Two-story, four-bay masonry building covered with drivet. Stepped parapet. Engaged Doric columns flank center windows on 2<sup>nd</sup> floor with triangular and diamond windows above. Clerestory windows at 1<sup>st</sup> floor. Two single-leaf wood doors flanked by fixed, multi-light windows.

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27 Church Avenue, S.W. 1952  
128-5761-0058 1011809 CB  
Commercial. One-story, one-bay masonry building covered with Dryvit. Aluminum storefront and entrance.

37 Church Avenue, S.W. BB&T 1973  
128-5761-0059 1011817 NB  
Commercial. Thirteen-story, steel-frame skyscraper with glass curtain wall and marble veneer.

121 Church Avenue, S.W. Municipal Parking Garage 1978  
128-5761-0060 NB  
Nine-story, reinforced concrete structure with open decks, elevator tower and rounded exit ramp at west end. Storefronts along ground floor.

Church Avenue, S.W. Parking Structure 1960s  
128-5761-0061 NS  
One-story, one-bay concrete block structure with flat roof.

215 Church Avenue, S.W. Municipal Building 1915/1971  
(210 Campbell Avenue, S.W.)  
128-5761-0062 1011401 CB  
128-0042  
Neoclassical. Four-story, five-bay stone and brick municipal building on raised base with three projecting bays of colossal Ionic columns. Central bay features monumental staircase and columns in antis. Flat roof with parapet wall and large entablature with molded cornice and dentils and a terra-cotta frieze. Designed by Frye and Chesterman. Steel-frame and concrete addition designed in 1971 by Hayes, Seay, Mattern & Mattern to emulate the forms and rhythms of the Neoclassical style in a pared-down, modern interpretation.

**CHURCH AVENUE, S.W. (south side)**

16 Church Avenue, S.W. S&W Cafeteria 1951  
128-5761-0076 1012318 NB

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Commercial. Two-story brick building with flat roof, minimal detailing and a large central bay with glass curtain wall. Marble veneer frames the recessed curtain wall. Revolving door.

22 Church Avenue, S.W.      Brown Reams Furniture Co.      1927  
128-5761-0075      1012317      NB

Commercial. Three-story brick commercial building that has been covered with a new brick façade covering the windows on the upper levels. Recessed wooden storefront not original.

24 Church Avenue, S.W.      Huffman Tire Co.      1930c  
128-5761-0074      1012307      CB

Commercial. Two-story brick commercial building with flat roof and no detailing. Windows on 2<sup>nd</sup> story have been replaced with fixed, single-light windows with applied muntins and arched surrounds. Recessed wooden storefront features fixed windows with transoms and a 15-light, single-leaf door.

26 Church Avenue, S.W.      1957  
128-5761-0073      1012306      NB

Commercial. One-story brick commercial building with flat roof and no detailing. Flush wooden storefront with fixed 9-light windows with transoms and a recessed, single-leaf entrance.

28 Church Avenue, S.W.      1955  
128-5761-0072      1012305      NB

Commercial. Two-story, one-bay, marble-faced building with flat roof and minimal detailing. Marble façade steps back to expose large, single-light window on upper floor. Flat aluminum awning over storefront. Flush aluminum-and-plate-glass storefront with single-leaf entrance.

30 Church Avenue, S.W.      1972  
128-5761-0071      1012303      NB

Commercial. Three-story steel-frame and glass curtain-wall building with marble-faced storefront, aluminum-and-plate-glass window and single-leaf entrance system.

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38 Church Avenue, S.W.      First Federal S&L/Valley Bank      1958/1981  
128-5761-0070      1012301      NB  
Commercial. Eight-story, steel-frame and glass curtain wall building with flat roof, spandrel glass and minimal detailing.

106 Church Avenue, S.W.      First Citizen's Bank      1980  
128-5761-0069      1012211      NB  
Commercial. Five-story, steel-frame and brick bank building with inset curtain wall that wraps around the primary corner. Brick frames the end corners and roofline with a row of ribbon windows along the top floor.

114 Church Avenue, S.W.      Texas Tavern      1930c  
128-5761-0068      1012208      CB  
Commercial. One-story, two-bay brick restaurant with a stepped parapet with central arch. Single-leaf aluminum-and-plate-glass door and a wood casement window for sidewalk service.

116 Church Avenue S.W.      Roanoke Stamp & Seal Co./Cuba Pete's      1930c  
128-5761-0067      1012207      CB  
Spanish Revival. Two-story, three-bay brick commercial building covered with drivet. Arched parapet with corner brackets and a round window in the attic. The 2<sup>nd</sup> level features three arched windows with keystones and shutters and a cast-iron balcony. Aluminum storefront with flush single-leaf entrance. Altered.

120 Church Avenue, S.W.      Macado's      1970s  
128-5761-0066      1012206      NB  
Commercial. Two-story, four-bay brick commercial building with Flemish bond, flat roof and minimal detailing. Tripartite windows. Standing-seam metal overhang across storefront. Storefront recessed with exposed brick columns. Double-leaf entrance.

122 Church Avenue, S.W.      Richardson-Wayland Electric Corp.      1940c

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128-5761-0065                      1012204                      CB  
Art Deco. Two-story, three-bay, pre-cast concrete office building with stepped façade and parapet. Art Deco designs in the window lintels and above the openings accent the three bays of paired casement windows. Aluminum storefront with recessed, single-leaf entrance. Neon sign vertically attached on upper floor and signboard across storefront.

130 Church Avenue, S.W.      Roanoke Sanitary Supply Co.                      1940c  
128-5761-0064                      1012203                      NB  
Commercial. Two-story, nine-bay brick commercial building covered with a concrete veneer. Flat roof with parapet and simple concrete cornice. Fixed, metal 4-light windows. Recessed aluminum storefront with double-leaf entrance.

220 Church Avenue, S.W.      U.S.P.O. and Courthouse                      1932  
128-5761-0063                      1012103                      CB  
Roanoke Valley War Memorial                      NO  
Beaux-Arts. Three-story, 15-bay brick and stone building with flat roof with parapet wall, molded cornice and wide entablature. Corners are set back from projecting section of Ionic stone pilasters. Stone base with arched window and door openings. Robert E. Lee Plaza stands on the N.E. corner of the property and contains the Roanoke Valley War Memorial, which was constructed in the 1980s to commemorate those who lost their lives in war during the last century.

**FIRST STREET, S.W. (east side)**

302 First Street, S.W.                      Horton Building/                      1910  
128-5761-0131                      1011801                      CB  
Commercial. Two-and-a-half-story, four-bay brick commercial building with stone detailing. Parapet with recessed panels and roundels. Heavy molded cornice with large, scrolled brackets. Attic level with Roman lattice windows. Belt course. Stone lintels and sills on fixed, triple-light wood windows. Storefront has been altered with carrera glass (covering transoms) and aluminum-and-plate-glass windows and entrances.









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**FRANKLIN ROAD, S.W. (north side)**

9 Franklin Road, S.W. /Century Payroll 1920c  
128-5761-0081 1012720 CB  
Commercial with Colonial Revival influence. Two-story, seven-bay, Flemish-bond brick building with parapet. Molded cornice with modillions extends across the attic level and forms pediment with entablature over western entrance bay with paired windows and large arched entrance with multi-light arched transom and double-leaf, 15-light doors. Fixed, multi-light store windows with transoms. Single-leaf entrance at east end.

15 Franklin Road, S.W. Price-Glenn Ins./Paul's Restaurant 1922  
128-5761-0082 1012715 CB  
Commercial. Two-story, eight-bay brick commercial building with parapet and corbelled brick cornice. Cast-concrete sill and corner blocks frame two bays of four windows each on 2<sup>nd</sup> story. Two storefront bays with wood cornice with dentils, fixed windows and paneled wood. Three single-leaf doors within recessed entry. Storefront not original.

17 Franklin Road, S.W. /H.C. Baker Sales 1930c  
128-5761-0083 1012714 CB  
Commercial. Two-story, three-bay brick commercial building with parapet and corbelled brick cornice. Paired 6/6 aluminum windows. Corbelled brick storefront cornice. Two aluminum-and-plate-glass storefronts with single-leaf entrances not original.

21 Franklin Road, S.W. Jefferson Electric Co./Valley Investors 1926  
128-5761-0084 1012713 CB  
Commercial. Two-story, one-bay, stone-faced, vault-style building with parapet with a molded cornice and scalloped detailing. Large central arch features bands of lattice detailing in cast concrete. Cast-iron storefront infill arch with multi-light transom, iron spandrel with name, and two single-leaf, 6-light doors. Cast-iron sculpture of a ship projects above the spandrel. Pendant light fixtures hang from cast-concrete roundels at the upper corners. Designed by architect Robert McClanahan (Wells, 1997:4). Intact.

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23 Franklin Road S.W.      /Woltz & Associates      1956  
128-5761-0085      1012712      NB  
Commercial. Two-story, three-bay, marble-faced brick building with central bay accented by molded cornice with dentils and large, Palladian style window and entrance with Doric columns. Fixed aluminum windows and storefront with double-leaf entrance.

25 Franklin Road, S.W.      /Commercial Insurance Services      1966  
128-5761-0086      1012711      NB  
Commercial. One-story, one-bay brick commercial building with minimal detailing. Wood siding extends above the storefront and stone veneer covers the brick at either end. Aluminum-and-plate-glass storefront with recessed single-leaf entrance.

29 Franklin Road, S.W.      /Frith, Anderson & Peake      1922  
128-5761-0087      1012710      CB  
Commercial. Two-story, six-bay brick commercial building with parapet. Molded cornice above and below 2<sup>nd</sup> story windows. Two bands of corbelled brick above storefront. 6/6 wood sash windows with awnings. Large segmental-arch opening with recessed single-leaf entrance.

101 Franklin Road, S.W.           1961  
128-5761-0088      1012616      NB  
Commercial. Two-story modern steel-frame commercial building with metal panel system and marble veneer on ground level.

117 Franklin Road, S.W.      Economy Printing Co./Junior Lunch      1935c  
128-5761-0089      1012613      CB  
Commercial. One-story, three-bay brick commercial building with stepped parapet with concrete coping, accent corner blocks, and altered aluminum storefront with single-leaf entrance.



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**JEFFERSON STREET SOUTH (east side)**

202-208 Jefferson Street S.E. Colonial National Bank/Colonial Arms 1927/1949  
128-5761-0106 4010802/4010801 CB  
128-0044 NR

Commercial. Twelve-story, six-bay office building with a three-story side addition. Designed in the typical early skyscraper form with a granite ashlar base of three floors, a unornamented, gray-enameled brick, and a two-story capital at the top of brick with terra cotta decorations and a heavy molded cornice with modillions. A molded cornice and entablature separates each section.

Main entrance features double-leaf aluminum doors with a three-light transom and scroll and molding surround. Moorish-style lanterns flank the entrance and a copper clock projects from the corner of the building. Five large windows on Campbell Ave. side reflect the influence of the modern movement. Designed by Frye and Stone (Wells: 161).

210 Jefferson Street, S.E. 1947  
128-5761-0105 4010803 NB

Commercial. Altered with all upper-level windows infilled and covered with a modern concrete slab veneer.

302 Jefferson Street S.E. Strickland Bldg/Mountain Trust Bank 1915c  
128-5761-0104 4011301 CB

Commercial. Six-story, three-bay brick office building with parapet and heavy cornice with modillions. Designed in typical early skyscraper form with rusticated base, shaft, and decorative capital separated by belt course and storefront cornice. Quoining delineates the three bays. Paired windows. Storefront and entrance altered. Designed by B.F. Weaver (Wells: 465)..

306 Jefferson Street, S.E. 1910c  
128-5761-0103 4011302 CB

Commercial. Three-story, three-bay brick commercial building with parapet and molded cornice supported by brackets. End pilasters. One bay of windows infilled. Lintel extends across all three bays on 3<sup>rd</sup> story. Jack arches with keystones and end blocks over 15/15 windows on 2<sup>nd</sup>. Altered storefront.

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- 308 Jefferson Street, S.E. Spigel, Inc./ 1910c  
128-5761-0102 4011303 CB  
Commercial. Three-story, three-bay brick commercial building with parapet and heavy cornice with modillions and entablature. Doric pilasters. Jack arches over 15/15 windows with keystones and end blocks. Storefront altered.
- 310 Jefferson Street, S.E. Patterson Drug Co./Fink's 1910c  
128-5761-0101 4011304 CB  
Commercial. Three-story, three-bay painted brick commercial building with parapet and heavy molded cornice with modillions and entablature. Doric pilasters. 15/15 sash windows. Molded storefront cornice with sign tablet and recessed entrance.
- 312 Jefferson Street, S.E. Martha Washington Candies/ 1910c  
128-5761-0100 4011305 CB  
Commercial. Three-story, three-bay painted brick commercial building with parapet and heavy modillioned cornice with entablature. Ionic pilasters. Paired, triple-sash windows. Altered storefront with carrera glass and recessed entrance.
- 316 Jefferson Street, S.E. 1907  
128-5761-0099 4011306 CB  
Commercial. Three-story, five-bay brick commercial building with stepped parapet, corbelled brick cornice, paired triple-sash windows and altered storefront.
- 402 Jefferson Street, S.E. /Hallmark 1950s  
128-5761-0098 4011701 NB  
Commercial. One-story, four-bay brick commercial building covered with Dryvit with flat roof, minimal detailing and aluminum storefront.
- 410 Jefferson Street, S.E. 1970c  
128-5761-0097 4011702 NB



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recessed entrance featuring a central showcase flanked by single-leaf doors.

15 Jefferson Street, S.W.      J.C. Sheets & Son      1956  
128-5761-109      1010513      NB  
Commercial. Two-story brick building with flat roof, minimal detailing and curved façade.  
Aluminum storefront and entrances.

101 Jefferson Street, S.W.      First National Bank/Liberty Trust Bldg.      1910  
128-5761-0110      1011123      CB  
128-0040      NR  
Classical Revival. Seven-story, four-bay bank and office building with balustraded parapet, and heavy terra-cotta cornice supported by paired brackets that end in frets, and pendants molded into a patterns of grapes. Designed in the typical form of early skyscrapers with rusticated granite base, buff-colored brick shaft with rusticated banding and inset brick panels below the paired windows, and an elaborately decorated capital with rosettes, rectangular panels, and guilloches. Carved stone cornice above 1<sup>st</sup> and 2<sup>nd</sup> stories. Elaborate main entrance with Roman Ionic columns. Doors are not original.

105 Jefferson Street, S.W.      Caldwell-Sites Co./Alexander's      1902  
128-5761-0111      1011124      CB  
Commercial. Three-story, two-bay brick commercial building with simple molded cornice. Jack arches with keystones extend across the paired windows. Corbelled brick surrounds pointed-arch window bays on 2<sup>nd</sup> floor. Bracketed storefront cornice. Wood storefront with recessed, single-leaf door and transoms. Tiled entry. Storefront and arched windows are not original.

107 Jefferson Street, S.W.      Brotherhood Mercantile Co./Corned Beef      1900c  
128-5761-0112      1011125      CB  
Commercial. Three-story, four-bay brick commercial building with parapet and molded cornice supported by brackets. 3<sup>rd</sup> story windows infilled. Transoms and jack arches with keystones over 2<sup>nd</sup> story windows. Molded storefront cornice. Art Deco storefront with single-leaf recessed entrance, tile base, butt-glazing, and terrazzo entry with "Brotherhood" and a chevron pattern.







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cornice with modillions and entablature. Recessed window bays with keystones above and inset brick panels below. Molded storefront cornice. Altered storefront.

307 Jefferson Street, S.W. Harrison Jewelry/S.F.C.S. 1915c  
128-5761-0118 1011808 CB

Commercial. Three-story, three-bay brick commercial building with stepped parapet and heavy molded cornice with entablature supported by Ionic pilasters. Jack arches with keystone over windows. Molded storefront cornice. Altered storefront.

309 Jefferson Street, S.W. Grand Piano Co./Jefferson Recreation Parlor 1910c  
128-5761-0119 1011809 CB

Commercial. Three-story, two-bay brick commercial building with parapet, molded cornice with modillions and entablature. Recessed sign tablet. Jack arch with keystone over tripartite windows with transoms (infilled on 3<sup>rd</sup> story). Storefront cornice. Altered storefront with clerestory windows.

401 Jefferson Street, S.W. S.H. Heironimus Co./The Emporium 1914  
128-5761-0120 1012313 CB

Commercial. Four-story, six-bay brick department store with parapet and molded cornice with modillions. Patterned brickwork. Large, tripartite windows. Modern façade recently removed. Altered storefront with marble veneer and arched openings.

405 Jefferson Street, S.W. F.W. Woolworth Co./The Emporium 1920c  
128-5761-0121 1012314 CB

Commercial. One-story brick commercial building with stepped parapet and end pilasters. Modern façade has been removed. Altered storefront with marble veneer and arched openings.

415 Jefferson Street, S.W. ABC Store 1970c  
128-5761-0122 1012315 NB

Commercial. One-story, two-bay brick veneer commercial building with standing-seam metal overhang and aluminum-and-plate-glass windows and entrance.

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501-503 Jefferson St., S.W. I.J.L. Wachovia 1910c  
128-5761-0123 1012716/1012717 NB  
Commercial. Two-story, four-bay brick commercial building with modern façade alteration of brick veneer with molded cornice at roof and storefront. Triple 2/1 windows with segmental arch and keystone. Recessed arched entry.

505 Jefferson Street, S.W. 1920c  
128-5761-0124 1012718 CB  
Commercial. Two-story, two-bay brick commercial building with parapet, molded cornice, and corner pilaster with simple capital. Paired windows. Storefront cornice, arched opening springing from corner pilasters. Aluminum storefront altered.

511 Jefferson Street, S.W. Knights of Pythias/ 1919  
128-5761-0125 1012721 CB  
Commercial. Three-story, four-bay brick commercial building and social hall with molded cornice and elaborate terra cotta frieze. Paired metal hopper windows with 6 horizontal lights. Terra cotta frieze at storefront.

601 Jefferson Street, S.W. Coulter Building 1926  
128-5761-0126 1013308 CB  
Commercial. Four-story, seven-bay brick office building with clipped corner and heavy molded cornice with modillions. Windows, storefront and entrance replaced with aluminum system.

617 Jefferson Street, S.W. Patrick Henry Hotel 1925  
128-5761-0127 1013313 CB  
128-0235 NR  
Colonial Revival. Ten-story, eight-bay brick and concrete hotel designed by noted New York hotel designer, William Lee Stoddard. Ashlar foundation; dark-red brick walls in Flemish bond with glazed headers; contrasting cast-concrete detailing in the elaborate cornice and friezes at the roof and 3<sup>rd</sup> story. Paired windows (replacement) with elaborately detailed arched surround on

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the 10<sup>th</sup> floor. Enclosed cast-iron balcony with brackets and cresting extends over the entrance and sidewalk on front. Storefronts and entrances have been altered. Interior lobby and mezzanine intact.

**KIRK AVENUE, S.W. (north side)**

15 Kirk Avenue, S.W.	Parking Structure	1960c
128-5761-0038	1011713	NS

No style. One-story, one-bay concrete block structure.

113-115 Kirk Avenue, S.W.	Perkinson Law Office	1938
128-5761-0039	1011524	CB

Commercial. Two-story, four-bay brick office building with flat roof and stepped parapet with minimal brick detailing. Wood sash windows with 6/1 lights flanked by shutters. Altered storefront with aluminum fixed show windows, infilled transom and two single-leaf wood paneled doors.

123 Kirk Avenue, S.W.	J.M. Oakey, Inc.	1910c
128-5761-0040	1011521	CB

Commercial. Three-story, four-bay brick commercial building with flat roof and corbelled brick cornice. Segmental-arched windows covered with boards. Corbelled storefront cornice. Flush storefront with fixed windows and two single-leaf doors.

127-129 Kirk Avenue, S.W.	Kennard Pace Co.	1920c
128-5761-0041	1011520	CB

Commercial. Two-story, five-bay brick commercial building with flat roof with parapet and molded cornice with dentils. Raised brick sign tablet. Paired windows at either end. Molded storefront cornice with dentils. Storefront altered.

131-133 Kirk Avenue, S.W.		1910c
128-5761-0042	1011505	NB

Commercial, remodeled. Two-story, two-bay stucco/ brick commercial building with stepped

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parapet. Molded wood window heads and storefront cornice. Windows replaced. Storefront altered with tile base, fixed, multi-light windows and multi-paneled wood doors.

**KIRK AVENUE, S.W. (south side)**

14 Kirk Avenue, S.W.                      SFCS    1970s  
128-5761-0051                              1011804    NB

Commercial. Two-story, three-bay brick veneer office building with minimal detailing. Large banks of fixed aluminum-and-plate glass windows. Recessed entrance with concrete lintel and double-leaf door..

16 Kirk Avenue, S.W.    1925c  
128-57661-0050    CB

Commercial. Two-story, four-bay brick commercial building with stepped parapet and minimal detailing. Wood sash 6/6 windows. Flush storefront with infilled transoms, fixed windows and single-leaf doors. Minimal alterations.

18-20 Kirk Avenue, S.W.    1930c  
128-5761-0049    CB

Commercial. One-story, three-bay brick commercial building with a stepped parapet with simple cornice. Three aluminum-and-plate-glass storefronts with infilled transoms and single-leaf doors. Central storefront features recessed entrance, with flanking storefronts flush. Minimal alterations.

22-28 Kirk Avenue, S.W.    1940c  
128-5761-0048    1011803    CB

Commercial. Two-story, six-bay brick commercial building with simple parapet and minimal detailing. Shutters flank the 12/12 wood sash windows. Shallow metal awning over storefront. Four aluminum storefronts with fixed store windows, transoms, and recessed single-leaf doors.

112 Kirk Avenue, S.W.                      Davis-Stephenson Building    1912



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Commercial. Three-story, five-bay brick commercial building with stepped parapet and molded metal cornice with dentils. Wood sash windows with 9/1 lights, paired in central bay. Aluminum storefront windows and recessed, single-leaf entrance. Transoms infilled.

**LUCK AVENUE, S.W. (north side)**

109 Luck Avenue, S.W.      Scott Motor Co.      1925c  
128-5761-0077      1012218      CB

Commercial. One-story commercial building with flat roof and no detailing. Flat metal awning extends over flush aluminum storefront with single-leaf door.

**LUCK AVENUE, S.W. (south side)**

22 Luck Avenue, S.W.      Weldners Garage      1920c  
128-5761-0080      1012706      CB

Commercial. Two-story, three-bay brick commercial building with stepped parapet and corbelled brick cornice. Arched window openings with square-headed 9/9 wood sash windows. Arched entrance with single-leaf door, broken transom and sidelights..

Luck Avenue, S.W.      Parking Structure      1960c  
128-5761-0079           NS

No style. One-story, one-bay concrete block structure with gable roof, single-leaf door and sliding aluminum window.

120 Luck Avenue, S.W.      Turner Motor Co.      1920c  
128-5761-0078      1012606      CB

Commercial. Two-story, seven-bay brick commercial building with parapet and corbelled brick cornice. Paired windows are 1/1 sash with a 3-light transom. Some windows boarded. West storefront boarded. East storefront features fixed, wood multi-light windows and single-leaf entrance.

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**SECOND STREET, S.W. (east side)**

302 Second Street, S.W.      Southern Virginia Savings Bank      1974  
128-5761-00143      1011502      NB  
Commercial. Five-story, steel-frame bank building with curtain wall, elevator tower, and recessed corner entry.

308 Second Street, S.W.      / Jaro House      1907  
128-5761-0142      1011503      CB  
Commercial. Two-story, two-bay brick commercial building with molded cornice and modillions. Paired, 6/9 sash windows. Altered storefront with fixed, multi-light window and recessed entrance.

310 Second Street, S.W.      / Angler's Café      1907  
128-5761-0141      1011504      CB  
Commercial. Two-story, two-bay brick commercial building with minimal detailing. Corbelled brick course above windows. Paired 1/1 sash windows. Storefront cornice, Aluminum storefront with tile base and recessed, single-leaf entrance. Transoms infilled.

312 Second Street, S.W.      Phelps-Armistead Furn/Grand Piano/Kirk's      1920c  
128-5761-0140      1011601      CB  
Commercial. Five-story, three-bay brick commercial building with wide, overhanging cornice and modillions. Storefront cornice and belt course above 4<sup>th</sup> story divide building into base, shaft and capital. Buff colored brick with corner quoins. Large, triple windows with 1/1 lights. Fixed, aluminum and glass storefront windows. Recessed entrance.

402 Second Street, S.W.      St. Mark's / Greene Memorial M.E. Church      1890  
128-5761-0139      1012201      CB  
Gothic Revival. Rusticated stone church with gable roof, corner bell tower with spire, and large pointed-arch, stained glass window. Smaller corner tower at south corner with crenellated parapet. Pointed-arch stained glass windows. Slate roof. Three arched, double-leaf entrances.



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Two-story education wing with crenellated parapet and rusticated stone façade.

502 Second Street, S.W.

1936

128-5761-0138

1012601

CB

Commercial. Two-story brick theater with metal cornice at attic level. Aluminum marquee with vertical attached signboard. Corbelled brick quoins on end pilasters. T-111 siding on upper level. Glass block windows on side.

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## 8. SIGNIFICANCE

### *SIGNIFICANT DATES (continued):*

1890  
1910  
1911  
1915  
1922  
1925  
1926  
1927

### *STATEMENT OF SIGNIFICANCE*

The Roanoke Downtown Historic District is located in the historic center of Roanoke, a commercial and transportation center that developed in the late 1800s with the location of the Norfolk & Western Railway headquarters. Originally known as Big Lick for the area's salt licks, the development of Roanoke has always been closely associated with transportation - from the early animal and Indian trails, to the major routes of the Great Road and the Carolina Road in the late 1700s and early 1800s, and culminating with the construction of the Norfolk & Western Railway headquarters in 1882. With the direct link to ports in the Chesapeake Bay, Big Lick was renamed Roanoke in 1882 and became a major shipping hub and center for local commerce and government. The district is situated at the financial, commercial and governmental center of the city. Bounded by Campbell Avenue S.W., South Jefferson Street, Franklin Road, and Third Street, the district consists of 49 acres and includes relatively intact blocks of government and commercial buildings dating from the late 19<sup>th</sup> to the mid-20<sup>th</sup> century. These buildings, with their wide range of 19<sup>th</sup> and 20<sup>th</sup> century styles, including notable examples by well-known architects, reflect the prosperity of the city throughout this period. The district qualifies for listing on the National Register under Criteria A and C with local significance in the areas of architecture, commerce, and politics/government from 1881 to the mid-20<sup>th</sup> century.

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## ***HISTORIC BACKGROUND***

### ***Colony to Nation (1750-1789)***

Permanent settlement of the Roanoke Valley began in the 1740s, nearly 70 years after the first expedition west of the Blue Ridge by Thomas Batts and Robert Fallam. The area, which was then part of Orange County and first referred to as "Big Lick" in court records in 1746, was settled primarily by the Germans and Scotch-Irish who came south from Pennsylvania and Maryland through the Great Valley and engaged in subsistence farming (Kegley 1938:36, Barnes 1968:6). Research by Barnes and mapmaker J.R. Hildebrand indicates that the earliest patents for land in today's downtown area were held by Archibald Campbell, Thomas Tosh, and John Smith. Although the French and Indian War interrupted settlement of the Roanoke Valley from 1754 to 1764, the population of the area continued to grow following the war, prompting the formation of Botetourt County from Augusta in 1770.

### ***Early National Period (1789-1830)***

The Roanoke Valley continued to be settled during the late 18th and early 19th century by Germans and Scotch-Irish emigrating south through the Great Valley and by Tidewater Virginians of English descent moving westward with their slaves along the Warwick Road through the Blue Ridge Mountains (along present-day Route 460). This settlement consisted of large tracts of land and self-sustaining farms with no settled communities in the area. Ordinaries along the main transportation routes, mills and churches served as the primary gathering places during this period. One of the earliest structures in the area was the Stover House, constructed by William Stover ca. 1794 at the site of a "bold spring" on the original Archibald Campbell lands at the corner of present-day Campbell Avenue and Second Street. The site of this house, later known as the Trout House, which served as an inn on the Carolina Roan, is presently occupied by the Crystal Tower building (White, 1982: 18).

As the region became more populated, several attempts were made to establish towns in the early 1800s. In 1801, Samuel Adams laid out the town of New Antwerp at the intersection of two primary transportation routes (present-day Williamson Road and Orange Avenue) just north of the Big Lick with 108 lots selling for thirty dollars each. Unfortunately, the marshy conditions of the salt lick as well as the lack of a good water source made this venture unsuccessful (White, 1982:30-31). Another attempt to establish a town was associated with plans by the Roanoke

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Navigation Company to build a canal system linking the Roanoke River to railroads and ports of the east coast. Charles Johnson purchased land along Tinker Creek to establish the town of Prestonville, however, neither the canal system nor the town ever materialized (White, 1982: 33-34). The town of Salem, which was also laid out in the early 1800s at the juncture of major transportation routes, was the only one of these early towns to survive.

#### ***Antebellum Period (1830-1860)***

The years prior to the Civil War marked a period of great prosperity and growth in Virginia. Settlement in the Roanoke Valley reflected this as the farms in the area became more established and the early log houses began to be replaced with more substantial and permanent brick dwellings. At the southeast end of downtown, Thomas Tosh constructed the brick dwelling Elmwood in 1830 on 230 acres (White: 51). This dwelling would later serve as the city's first public library.

In 1834 the community of "Big Lick" developed around John and Cornelius Pate's store, tavern and mill on the Warwick Road to the northeast of what would become downtown Roanoke (at the intersection of present-day Interstate 581 and Orange Avenue). After William Rowland purchased the property in 1834, a town was laid out and lots were auctioned. In 1835, the town was chartered as Gainesborough, named after Rowland's partner, Major Kemp Gaines (Barber 1991:27). The area and the surrounding region continued to grow in population, warranting the creation of Roanoke County in 1838. At this point, tax records indicated four buildings in Gainesborough and an additional 6 in Big Lick (White: 39).

The most significant event that would influence the immediate and future growth of Big Lick was the formation of the Virginia and Tennessee Railroad in 1848 to run from Lynchburg to Bristol. With the tracks completed from Lynchburg to Big Lick in 1852, the Roanoke Valley became connected to the ports of Norfolk and the Chesapeake Bay through the various railroad lines (Jack and Jacobs 1912:27). The few stores and businesses of Gainesborough began to move south to the Big Lick Depot on Commerce (Second) Street and the railroad tracks, the site of present-day downtown Roanoke. By the time of the Civil War, the settlement of Big Lick consisted of approximately five commercial buildings, including a tobacco factory, and five dwellings (Jack and Jacobs 1912:27).

#### ***The Civil War (1861-1865)***

During the Civil War, the presence of the railroad attracted the Union Army to the area to destroy

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this important supply line. The first attack occurred in December 1863 when Union General Averill attacked Salem, burning the depot and destroying the railroad tracks and bridges in the area. In June 1864, Union troops under General Hunter burned the Big Lick Depot and tracks as well as nearby factories in their retreat from Lynchburg to West Virginia (White: 57). The area was attacked again in 1865 during Stoneman's Raid through Southwest Virginia.

#### ***Reconstruction and Growth (1865-1917)***

After the Civil War, Big Lick recovered quickly with the reconstruction of the railroad. In 1874, the town of Big Lick was chartered with a population of approximately 600 and boundaries that encompassed one square mile with the depot at the center. By 1876, Big Lick consisted of three churches, seven dry goods stores, a drug store, a bank, five tobacco factories, three tobacco warehouses, a flour mill, a foundry, a tinware manufacturer, a harness maker, a wagon and plow factory, two blacksmith shops, two photograph galleries, and three saloons. Land at this time was valued at \$30 per acre (Jack and Jacobs, 1912: 93).

The reconstruction of the railroads after the war prompted the consolidation of many of the smaller lines. In 1881, the Shenandoah Valley Railroad from Hagerstown, Maryland merged with the east-west Atlantic, Mississippi & Ohio Railroad (formerly the Vinian and Tennessee Railway) to form the Norfolk & Western Railway Company. With the announcement that Big Lick would become the intersecting point and headquarters for the new line, the town became a primary shipping point for the region (Jack and Jacobs 1912:27-28). In exchange for local subscriptions totaling \$10,000 to pay for right of ways for the tracks, the railroad company planned to construct the tracks, shops, a hotel, and other buildings along the tracks. The boundaries of the town were expanded in 1882 to 3.5 square miles and the population of Big Lick had soared from 669 in 1880 to over 5,000 by 1884 (Jacks and Jacobs, 1912:95). In honor of this and in anticipation of the future growth and importance of the new town as an important railroad center, the citizens elected in 1882 to rename the town. After declining offers to name the town in his honor, Frederick J. Kimball, president of the Shenandoah Valley Railroad, suggested the town be named "Roanoke."

Between 1880 and 1890, the incredible population boom continued, increasing 2,415% from 669 to 16,154 as the railroad brought thousands of workers to the area. The town of Roanoke became a city in 1884 and expanded its boundaries again in 1890 to accommodate this rapid growth. The construction by the railroad of the Hotel Roanoke and the new depot near the intersection of Jefferson Street and the railroad in 1882 prompted expansion of the commercial district to the east from Commerce (Second) Street. This shift was further emphasized by 1900 with the



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renaming of the north-south streets to First, Second, Third, etc. with Jefferson as the center point. Campbell Avenue and Jefferson Street became the nucleus of the new downtown that emerged to provide goods and services for the quickly growing town. The City Market Building (1886/1922) served as an anchor to the east of Jefferson (now the City Market Historic District) and the Courthouse (1887, later City Hall, 1915) at Campbell and Second Street served as the anchor to the west. The First National Bank of Roanoke was chartered in 1882, originally located on Commerce (Second) Street before moving to the Terry Building at Jefferson Street and Campbell Avenue by 1900. In 1910, the bank constructed its own 7-story brick building, **First National Bank, at 101 South Jefferson**. By 1890, six more banking institutions were operating in Roanoke, including the **National Exchange Bank (201 South Jefferson Street)**, founded in 1889, which constructed a Neoclassical building in 1911. Other early commercial buildings constructed further east towards Jefferson Street included the **Asberry Building** and the **E.H. Stewart Furniture Company**, both built ca. 1890 in the first block of West Campbell Avenue.

The infrastructure of the city improved as well during this period. The Southern Bell Telephone and Telegraph Company began operations in 1884 and the *Roanoke Daily Times* published its first paper in 1886 before moving into the building at **122 West Campbell Avenue** in 1892. Other services established in the city by 1890 included the Y.M.C.A., the Vigilante Fire Company, the Roanoke Street Railway Company, the Roanoke Electric Light & Power Company, the Allegheny Institute, and the National Business College. In 1886, citizens passed a \$90,000 bond for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school (White 1982:72). The city adopted a new charter in 1892 that expanded the boundaries once again and provided for a board of public works, a police force, and a city auditor. The Board of Trade, predecessor to today's Chamber of Commerce, was also established in 1892 with 164 members. The growth of Roanoke as a business center prompted John M. Oakey to move his funeral service business from Salem and construct a new building in Roanoke in 1895 at **124 West Campbell Avenue**.

As is typical of a "real estate boom", Roanoke also suffered some "bust" years. Many of the real estate development companies had a short life span. A devastating snowfall in 1890 that caused tremendous property damage followed by a nation-wide financial panic in 1893 slowed down the speculative growth. As influential and successful as many of the early financiers were, they could come and go quickly. The Roanoke City Directory listed two development companies and thirteen investment companies in 1890, but only three such companies a decade later. By 1896 P.L. Terry -- builder of Roanoke's first skyscraper, the Terry Building (1892) -- and his son-in-

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law S.W. Jamison went broke when their bank The Roanoke Trust, Loan and Safe Deposit Company failed due to bad real estate investments (White 1982:84).

By the early 20th century, the city experienced another surge in real estate development with a 62% increase in population in the first decade. In 1900, the population of Roanoke reached 21,500, making it the largest city in Southwest Virginia (Kern:14). This growth would increase an additional 80% to 38,874 in 1910. Despite a national financial depression in 1907, the businesses of Roanoke continued to prosper and build new quarters in downtown. City directories confirm this rebound, documenting an increase from 70 to 190 incorporated companies and from four land companies to 22 between 1900 and 1910. The *Roanoke Times* reported an increase in building permits with an impressive total of 415 new houses and eighteen commercial buildings under construction in 1905 as well as a new Norfolk & Western passenger station (Barnes 1968:405). The progressive development of the city as it entered into the 20<sup>th</sup> century can be credited to the prominent and civic-minded businessmen who promoted the city in its early days and helped to establish the necessary business institutions. As a founding member with Edward L Stone and William C. Stephenson of the Young Men's Investment Company, Junius B. Fishburn helped to establish the National Exchange Bank in 1889 as well as the Times World Corporation, which published both of Roanoke's daily newspapers. Fishburn was involved in a number of manufacturing concerns and businesses in Roanoke, including the Shenandoah Life Insurance Company, from which he purchased the first policy in 1916 (Bruce, 1982:168). Testiment to his business acumen is the fact that all three of these enterprises continue to operate today in some fashion.

City directories and Sanborn Fire Insurance maps show that the downtown area had fully developed as a commercial district by the 1920s. The banks helped establish Jefferson Street and Campbell Avenue as the primary thoroughfares of downtown. The **First National Bank** moved into its new seven-story skyscraper at 101 South Jefferson in 1910 and the **National Exchange Bank** constructed a building on the next corner at **201 South Jefferson** in 1911. The **Colonial Bank and Trust Company** opened in 1910 at 116 West Campbell Avenue. In 1914, the American National Bank formed from the Bank of Commerce and located in the **Ferguson Building at 102 West Campbell Avenue** in 1919 (Barnes, 1968:513,562). A number of larger office buildings were also constructed in the early 20<sup>th</sup> century, including the **Horton Building (304 First Street)** in 1909 on the former site of a livery stable to house the newly chartered **Grand Piano Company**. Other large buildings on First Street dating to this period include the 1911 **Lakeland Masonic Lodge/Reams, Jones & Blankenship Furniture Company (211 First Street)** and the **Anchor Building/Shenandoah Building at 301 First Street**, which was



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constructed initially as a three-story building in 1910 before five additional stories were added in 1921 (Barnes, 1968:603). Jefferson Street continued as a major thoroughfare, developing further south from Campbell Avenue during this period. A number of three-story, three-bay brick commercial buildings lined Jefferson Street by 1910. Larger buildings, such as the six-story **Strickland Building/Mountain Trust Bank (302 South Jefferson)** and the **Thurman and Boone/S.H. Heironimus Building (401 South Jefferson)**, both constructed in 1915, began to occupy the prominent corners of Jefferson. Further west on Second Street, the **Phelps and Armistead Furniture/Grand Piano Company Building** was erected ca. 1916. Land development companies as well as service professionals, such as attorneys, doctors, and insurance agents occupied many of the upper floors of the commercial buildings in Roanoke while retail stores operated out of the ground floors.

Civic improvements continued as well in the early 20<sup>th</sup> century. The Women's Civic Betterment Club formed in 1906 as part of a national movement of women becoming more involved in the welfare of their cities. One of their initial projects was to bring the Boston landscape designer John Nolen to Roanoke to develop a comprehensive plan for the city. Although this progressive plan was never adopted, the club did champion a wide range of projects that included city parks, better schools, better sanitation, street paving, a library, a juvenile court, a nursery school for working mothers and a local chapter of the American Cancer Society (White, 1982:87). The new **City Hall/Municipal Building**, designed in 1915 by noted Virginia architects Edward G. Frye and Aubrey Chesterman, illustrates the influence of the City Beautiful movement with its spacious setting on an entire city block between Second and Third streets on Campbell Avenue and its imposing Neoclassical style.

Church Avenue became the address of a number of churches in the early 20<sup>th</sup> century as the city's population grew. The 1900 City Directory lists First Christian (344 Church Avenue), **Greene Memorial Church (402 Second Street)**, First Presbyterian Church (Third and Church Avenue), St. Mark's Lutheran Church (Second and Church Avenue); and Trinity Methodist Church (401 Church Avenue). As congregations grew and needed more space, many of these churches moved to the nearby suburbs in the 1920s.

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

The 1920 population of 50,842 increased to 69,287 in 1940 with annexations to the city in 1919, 1926, and 1943. While most of the new development was residential and occurred in the suburbs, the businesses and government of Roanoke continued to be located in the downtown area. The new **City Hall/Municipal Building**, constructed in 1915, and the 1932 **United States**

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**Post Office and Courthouse** on Campbell Avenue and Church Avenue between Second and Third streets confirmed this area as the governmental center of the city and a western anchor to downtown. The general prosperity of the times provided for a number of public buildings and services in the 1920s, including: the establishment of a city library in the old Terry House in Elmwood Park; the construction of Jefferson High School in 1928; and the new City Market Building in 1922. In 1928, city officials invited John Nolan to return to update the comprehensive plan for the city. This plan recognized the growth of Roanoke and provided for improved street systems as well as parks and other public amenities.

The commercial district continued to be centered on Jefferson Street and Campbell Avenue, where a number of new office buildings, hotels, banks, and department stores were constructed during this prosperous period. In 1921 W.W. Boxley, a prominent local businessman, developer and mayor of Roanoke, contracted Edward G. Frye and Frank Stone to construct the eight-story **Boxley Building (416 Jefferson Street)**. Boxley came to Roanoke in 1906 as a surveyor and construction worker and quickly allied himself with the railroad construction business. In association with the railroad construction business, he opened quarries that continue to operate today. Active in both politics and business, Boxley served on City Council and was mayor from 1919 to 1922, a period of progress and prosperity for Roanoke. He helped to found the Shenandoah Life Insurance Company, the Colonial American Bank, the Liberty Trust Company and served as the president of the Chamber of Commerce. The Boxley Building stands as a reminder of this progressive era and a tribute to its owner (Kuthy and Whitwell, 1983). As president of the Business Extension Corporation, which formed in the 1920s to help with development ventures in the city, Boxley was also directly involved in the construction of the **Patrick Henry Hotel (617 Jefferson Street)** in 1925. Roanoke's position as the banking hub of southwest Virginia was strengthened in 1927 with the construction of the **Colonial National Bank (202 Jefferson Street)**. Located at the corner of Jefferson and Campbell Avenue, this twelve-story building designed by Frye and Stone, reiterated the prominence of this intersection as the center of downtown and stood as the tallest building in Roanoke for half a century. The bank merged with American National Bank in 1929 to become Colonial American National Bank. Directly across the street, the **National Exchange Bank (201 Jefferson Street)** expanded its 1911 building with a large addition in 1935.

While the designs of the 1920s were typically classical in style, the 1930s introduced the more streamlined vocabulary of the Moderne and Art Deco styles. The **United Cigar Company (1-5 Campbell Avenue)**, constructed in 1929 at the city's most prominent intersection, stood as a deviation from the Neoclassical bank buildings across the street. The **Medical Arts Building**

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**(26 Franklin Road)**, constructed in 1929 to house doctor's and dentist's offices, is another example of this new style with its intricate brickwork in geometric patterns. The **N.W. Pugh Department Store (35 Campbell Avenue)**, which had been located at the corner of Campbell and First Street since the early 1900s, updated their image after a fire with the construction of a new Art-Deco building in 1931. The **Crystal Tower Building (131 Campbell Avenue)** replaced the Ponce de Leon Hotel after it was destroyed by fire in the 1930s. One of the most modern buildings in design and function was the **WDBJ Building (124 Kirk Avenue)**, constructed in 1937 in the Moderne style as the second licensed broadcasting station in the state (Barnes, 1968:770). The **Appalachian Electric Power Building (Franklin Road and First Street)** was constructed in 1940 in the Moderne style and illustrates the prominence of this utility at the time.

#### *The New Dominion (1945 to Present)*

The 1950s began as a prosperous time for Roanoke with post-war populations increasing by 32% during this time of general prosperity. In 1952, Roanoke was named one of eleven All-American Cities based on a host of civic improvements it had accomplished, including: four million dollars in new school construction; the establishment of Mill Mountain Zoo; a new health center; and a new sewage disposal system (White, 1982:112). A new **Roanoke City Public Library** was constructed in 1952 on the site of the original library in Elmwood Park. The construction of the Hunter Viaduct in 1956 caused the demolition of a number of early downtown buildings, particularly in the first block of South Jefferson Street. In 1957, the city celebrated its Jubilee Anniversary of 75 years. However, this marked the end of the boom as the American Viscose Plant closed in 1958 resulting in the loss of 1,750 jobs. During that same year, the Norfolk & Western Railway converted from steam to diesel engines and another 2,000 jobs were lost. The closing of these two operations had a devastating effect on the city's economy. Statistics show that the population began to decrease for the first time ever during this period and virtually no new buildings were constructed downtown until the urban revitalization efforts of the 1970s. Towers Shopping Center and Crossroads Mall, both constructed in the early 1960s as the first suburban shopping malls, became a direct competition for the downtown retail stores. The construction of the new main Post Office in 1966 on redevelopment land in northeast also had a negative impact on downtown as this major government institution moved out of downtown. In spite of this slow decline in the second half of the 20<sup>th</sup> century, downtown Roanoke has survived. Early redevelopment efforts also helped the area. The Downtown East project brought several new office buildings to the eastern edge of downtown, the main library was expanded with a large addition, and the Center in the Square project planned to revitalize an existing building in the City Market area as a cultural arts center. In 1966, plans were approved for the Roanoke

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Continuation Sheet  
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Civic Center (completed 1971), to be located in an area slated for urban renewal directly northeast of downtown. In the 1970s, downtown began to revive with the construction of several new bank buildings, particularly at the intersection of Church Avenue and First Street. Government commitment to downtown returned with a large addition to the 1915 **City Hall/Municipal Building** in 1970 and the Poff Federal Building was constructed in 1974 at the southwest edge of downtown.

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**9. Major Bibliographical References**

**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

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**10. Geographical Data**

**Acreage of Property** 46.56 acres

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

Zone Easting Northing      Zone Easting Northing

1 17 593280 4125400      2 17 593995 4125430

3 17 593995 4124960      4 17 593500 4124940

See continuation sheet.

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**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

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Continuation Sheet  
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## 9. BIBLIOGRAPHY

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## 10. GEOGRAPHICAL DATA

### *Verbal Boundary Description*

The solid black line on the accompanying City of Roanoke tax parcel map indicates the boundaries of the Roanoke Downtown Historic District.

### *Boundary Justification*

The boundaries of the Roanoke Downtown Historic District encompass all those contiguous areas of the early commercial and governmental development in downtown Roanoke west of the City Market Historic District. It reflects the historic character of the city as established during the period of significance, from 1882 to 1952.

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**11. Form Prepared By**

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Name/title Alison Stone Blanton, Architectural Historian

Organization Hill Studio, P.C. date March 2002

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

City or town Roanoke state VA zip code 24011

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**Additional Documentation**

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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)

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**Property Owner**

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

Name See attached sheets

Street & number \_\_\_\_\_ telephone \_\_\_\_\_

City or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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**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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## PHOTOGRAPHS

All photographs are of:

Property Name: Roanoke Downtown Historic District  
Location: Roanoke, Virginia  
VDHR File: #128-5761  
Negative: #19239  
Photographer: Alison Stone Blanton, Hill Studio, P.C.  
Negatives Filed: VDHR Collection  
Virginia State Library and Archives

Photo 1 of 14      201 South Jefferson Street and 202 South Jefferson Street  
National Exchange Bank and Colonial National Bank  
looking SE  
19239-5

Photo 2 of 14      1-29 Campbell Avenue, SW  
Looking NW  
19239-3

Photo 3 of 14      118-128 Campbell Avenue, SW  
Campbell Avenue Complex Historic District  
looking SW  
19239-6

Photo 4 of 14      210 Campbell Avenue, SW/215 Church Avenue, SW  
Roanoke City Municipal Building  
looking SE  
19239-11

Photo 5 of 14      300 block, Campbell Avenue, SW, north side  
Looking NW  
19239-12

Photo 6 of 14      220 Church Avenue, SW and 402 Second Street, SW  
U.S. Post Office and Courthouse and Greene Memorial Methodist Church  
looking SE  
19239-13

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**PHOTOGRAPHS (continued)**

- Photo 7 of 14      301-305 First Street SW and 211-213 First Street, SW  
Anchor/Shenandoah Building and Lakeland Masonic Lodge  
looking NW  
19239-9
- Photo 8 of 14      124 Kirk Avenue, SW, 128 Kirk Avenue, SW and 312 Second Street SW  
WDBJ, J.M. Oakey Inc., and Phelps-Armistead Furniture  
looking SW  
19239-10
- Photo 9 of 14      116-130 Church Avenue, SW and 402 Second Street SW  
Texas Tavern, Roanoke Stamp & Seal Co., Macado's, Richardson-  
Wayland Electric Co., and Greene Memorial Methodist Church  
looking SW  
19239-20
- Photo 10 of 14     9-21 Franklin Road, SW and 511 South Jefferson Street  
Jefferson Electric Co. and Knights of Pythias Building  
Looking NE  
19239-14
- Photo 11 of 14     617 and 601 South Jefferson Street  
Patrick Henry Hotel and Coulter Building  
Looking NW  
19239-16
- Photo 12 of 14     410-416 South Jefferson Street  
Meals & Burke Building and Boxley Building  
Looking SE  
19239-18
- Photo 13 of 14     300 block South Jefferson Street, east side  
Looking NE  
19239-19

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**PHOTOGRAPHS (continued)**

Photo 14 of 14      302-316 South Jefferson Street  
Strickland Building (302 South Jefferson Street)  
Looking SE  
19239-4

# LIST OF OWNERS

P.10F3

downtown nr ownersmar02

TAXID	PROPADI	PROPRNAME	PROPPROF	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZIF
1012220	413 FIRST	ST SW	ALBACO PROPERTIES LLC			P O BOX 12785	ROANOKE, VA	24028
1011816	0 JEFFERSON	ST SW	ALLRIGHT REALTY CO			P O BOX 53390	HOUSTON, TX	77052
1011508	128 CAMPBELL	AV SW	ANGELL ASSOCIATES, LLC			1920 CHAPMAN A	ROANOKE, VA	24016
1013301	38 FRANKLIN	RD SW	APPALACHIAN ELECTRIC POWER CO			215 CHURCH AVE	ROANOKE, VA	24011
1012203	124 CHURCH	AV SW	AVENTINE ASSOCIATES			P O BOX 2140	ROANOKE, VA	24009
1012209	0 CHURCH	AV SW	BANK OF VA-ROANOKE VALLEY	ATT:H R HARNESBURG		P O BOX 57000	ROANOKE, VA	24003
4011305	312 JEFFERSON	ST SE	BLUE EAGLE PARTNERSHIP			P O BOX 12068	ROANOKE, VA	24022
1012314	409 JEFFERSON	ST SW	BLUE EAGLE PARTNERSHIP	% CALVIN POWERS		P O BOX 12068	ROANOKE, VA	24022
1011812	19 CHURCH	AV SW	BODOLIN INC	% DLC TRIAL LAWER,		P O BOX 2030	ROANOKE, VA	24009
4011704	416 JEFFERSON	ST SE	BOXLEY BUILDING LLC			P O BOX 13527	ROANOKE, VA	24035
4011702	408 JEFFERSON	ST SE	BRANCH FAMILY LLC (THE)			410 S JEFFERSON	ROANOKE, VA	24011
1011027	109 CAMPBELL	AV SW	BUSH-FLORA SHOE CO INC	%TOWERS SHOPPING		2125 COLONIAL A	ROANOKE, VA	24015
1012711	25 FRANKLIN	RD SW	C I S ASSOCIATES			2322 AVENHAM A	ROANOKE, VA	24014
1011714	213 JEFFERSON	ST SW	CARILION SERVICES INC ETAL			213 JEFFERSON S	ROANOKE, VA	24011
1011705	24 CAMPBELL	AV SW	CHO, MUN KWANG	CHO, HAN JA		3962 LARK CR	ROANOKE, VA	24014
1012104	0 CHURCH	AV SW	CITY OF ROANOKE			215 CHURCH AV	ROANOKE, VA	24011
1011518	106 CAMPBELL	AV SW	COLE, DAVE E	PAPE, ARTHUR F JR		106 CAMPBELL AV	ROANOKE, VA	24011
1011802	0 KIRK	AV SW	COLEMAN, WARREN P			1630 BELLEVIEW	ROANOKE, VA	24013
4010801	202 JEFFERSON	ST SE	COLONIAL ARMS BUILDING, LC			4433 S MILITARY	CHESAPEAKE, VA	23321
1011526	209 FIRST	ST SW	COMMONWEALTH BUILDINGS			P O BOX 20809	ROANOKE, VA	24018
1011021	131 CAMPBELL	AV SW	CRYSTAL TOWER BLDG CORP			145 W CAMPBELL	ROANOKE, VA	24011
1011716	0 KIRK	AV SW	CSS PARTNERSHIP	% T D STEELE		210 FIRST ST SW	ROANOKE, VA	24011
4011703	410 JEFFERSON	ST SE	DAVIDSON, HARRIET C AND	DAVIDSON, SIGMUND		2517 MT VERNON	ROANOKE, VA	24015
1011023	121 CAMPBELL	AV SW	DIAMOND POINT INC			121 CAMPBELL AV	ROANOKE, VA	24011
1011509	124 CAMPBELL	AV SW	DOWNTOWN ASSOCIATES			124 CAMPBELL AV	ROANOKE, VA	24011
1012312	0 LUCK	AV SW	ELLIOTT, CONSTANCE LYNN ETALS			P O BOX 20803	ROANOKE, VA	24018
1011813	17 CHURCH	AV SW	EWALD, FRANK E	EWALD, GORDON A-TR		243 SADDLEBACK	HARDY, VA	24101
1011811	23 CHURCH	AV SW	FALLON FLORIST INC			23 W CHURCH AV	ROANOKE, VA	24011
4011304	310 JEFFERSON	ST SE	FINK'S JEWELERS INC			P O BOX 12906	ROANOKE, VA	24029
1011701	34 CAMPBELL	AV SW	FIRST CAMPBELL SQUARE LLC			210 FIRST ST SW	ROANOKE, VA	24011
1012211	106 CHURCH	AV SW	FIRST CITIZENS BANK & TRUST			P O BOX 27131 FA	RALEIGH, NC	27611
1012303	30 CHURCH	AV SW	FIRST FEDERAL BUILDING L.C.			30 CHURCH AVE	ROANOKE, VA	24011
1012301	38 CHURCH	AV SW	FIRST FEDERAL BUILDING L.C.	% F & W MANAGEMEN		P O BOX 20809	ROANOKE, VA	24018
1011710	201 JEFFERSON	ST SW	FIRST UNION NATIONAL BANK OF VA	% MR W J GARST		P O BOX 13327	ROANOKE, VA	24040
1010834	319 CAMPBELL	AV SW	FOSTER, NATALIE R	ROBERTS, ANDREW L		P.O. BOX 2544	ROANOKE, VA	24010
1012217	0 LUCK	AV SW	FOSTER, NATALIE R	ROBERTS, ANDREW L		P.O. BOX 2543	ROANOKE, VA	24010
1013304	26 FRANKLIN	RD SW	FRANKLIN ASSOCIATES			30 FRANKLIN RD	ROANOKE, VA	24011
1010835	317 CAMPBELL	AV SW	GAR DAM INC			P O BOX 1578	ROANOKE, VA	24007
1011022	0 CAMPBELL	AV SW	GRAND PIANO & FURNITURE CO			4235 ELECTRIC R	ROANOKE, VA	24014
1011106	0 SALEM	AV SW	GREATER ROANOKE TRANSIT CO	% CITY OF ROANOKE		215 CHURCH AV	ROANOKE, VA	24011
1012201	402 SECOND	ST SW	GREEN MEMORIAL M E CHURCH			402 SECOND ST S	ROANOKE, VA	24011
1010837	305 CAMPBELL	AV SW	GREENBERG, RICHARD L			P O BOX 240	ROANOKE, VA	24002
1012714	17 FRANKLIN	RD SW	H C BAKER SALES COMPANY INC			19 FRANKLIN RD	ROANOKE, VA	24018

## PROPERTY OWNERS

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OMB No. 1024-0018



OWNERS - CONTINUED P. 2 OF 3

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PROPERTY OWNERS

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(Rev. 10-90)  
NPS Form 10-900

OMB No. 1024-0018

TAXID	PROPADI	PROPRDNAME	PROPPROF	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZIF
1012813	117	FRANKLIN	RD SW	HALE, LANCE M ESQ PC		P O BOX 1721	ROANOKE, VA	24008
1012713	21	FRANKLIN	RD SW	HANNABASS, KEITH A		ROUTE 1 BOX 573	CATAWBA, VA	24070
1011503	308	SECOND	ST SW	HART, JAMES P JR		308 SECOND ST S	ROANOKE, VA	24016
1011806	303	JEFFERSON	ST SW	HASAN, NIDAL M	HASAN, MAHA H	303 JEFFERSON S	ROANOKE, VA	24011
1011601	312	SECOND	ST SW	HICKORY, S B INC		401 WALNUT AVE	ROANOKE, VA	24016
1012702	0	FIRST	ST SW	HILDEBRAND, JOHN ROBERT	HILDEBRAND, DAVID C	630 DOGWOOD L	SALEM, VA	24153
1011817	37	CHURCH	AV SW	HOLLY POINT PARTNERS II LLC		5205 WEST SHOR	RICHMOND, VA	23212
1012306	26	CHURCH	AV SW	HOWARD, JERRY J	HOWARD, EDDY D	26 CHURCH AV S	ROANOKE, VA	24011
1012307	24	CHURCH	AV SW	HOWARD, JERRY JAMES	HOWARD, EDDY D	1402 MAPLE AVE	ROANOKE, VA	24016
1012318	16	CHURCH	AV SW	HUFFMAN, DEAN S	BLACKBURN, SUZANN	P O BOX 44	FINCASTLE, VA	24090
1011517	108	CAMPBELL	AV SW	INDUSTRIAL DEVELOPMENT AUTHOR	%COMMONWEALTH B	P O BOX 20809	ROANOKE, VA	24018
1011131	7	CAMPBELL	AV SW	JEFFERSON STREET ENTERPRISES		107 S JEFFERSON	ROANOKE, VA	24011
1011025	117	CAMPBELL	AV SW	KAMINESTER, RUTH E		117 W CAMPBELL	ROANOKE, VA	24011
1010832	327	CAMPBELL	AV SW	KAZIM TEMPLE CORPORATION		628 W CAMPBELL	ROANOKE, VA	24016
1011505	131	KIRK	AV SW	KIRK AVE BUILDING ASSOC	%JOHN H KENNETT	133 W KIRK AVEN	ROANOKE, VA	24011
1011805	301	JEFFERSON	ST SW	KIRK-JEFF INC		P O BOX 8278	ROANOKE, VA	24014
1010838	301	CAMPBELL	AV SW	KRASNOW, JEFFREY H	KRASNOW, RITA M	301 CAMPBELL AV	ROANOKE, VA	24016
1011511	120	CAMPBELL	AV SW	LAGNIAPPE, LLC		P O BOX 1204	ROANOKE, VA	24006
1011510	122	CAMPBELL	AV SW	LAGNIAPPE, LLC		P O BOX 5306	CHARLOTTESVILLE,	22905
1012317	22	CHURCH	AV SW	LANN-S-MANUS GROUP (THE)		P O BOX 2795	ROANOKE, VA	24001
1012716	501	JEFFERSON	ST SW	LAWYERS OFFICES, LLC	% JOHN R PATTERSON	213 S JEFFERSON	ROANOKE, VA	24011
1012308	410	FIRST	ST SW	M & C PROPERTIES INC		410 FIRST ST SW	ROANOKE, VA	24011
1011123	101	JEFFERSON	ST SW	M F W ASSOCIATES	%FRALIN & WALDRON	30 FRANKLIN RD	ROANOKE, VA	24011
1012207	116	CHURCH	AV SW	MACHER, RICHARD H		P O BOX 1911	ROANOKE, VA	24008
1012205	120	CHURCH	AV SW	MACHER, RICHARD H		120 W CHURCH A	ROANOKE, VA	24011
1011703	30	CAMPBELL	AV SW	MAGHERA, HARINDER S	MAGHERA, JASWINDE	30 CAMPBELL AV	ROANOKE, VA	24011
1011527	211	FIRST	ST SW	MASONIC LAKELAND LODGE		P O BOX 13183	ROANOKE, VA	24031
1011028	105	CAMPBELL	AV SW	MCCLUNG, DAVID S II ETALS		1480 HOLLY BRO	SALEM, VA	24153
1010509	11	JEFFERSON	ST SW	MCMANUS, HOWARD R	MCMANUS, FRANCES	P O BOX 11661	ROANOKE, VA	24022
1011124	105	JEFFERSON	ST SW	MEAGHER, HUGH A	MEAGHER, BRIDGET B	105 S JEFFERSON	ROANOKE, VA	24011
1013307	6	FRANKLIN	RD SW	MECHANICAL DEVELOPMENT	COMPANY INCORPOR	P O BOX 190	SALEM, VA	24153
1012309	414	FIRST	ST SW	MERRICKS, STEPHEN ELDRIGE	MERRICKS, ETHEL LEC	414 FIRST ST SW	ROANOKE, VA	24016
1011127	1	CAMPBELL	AV SW	MIN, HONG K		2727 ELECTRIC R	ROANOKE, VA	24018
4011301	302	JEFFERSON	ST SE	MOUNTAIN TRUST BANK	% D & T PROPERTY TA	P O BOX 723427	ATLANTA, GA	31139
1012310	418	FIRST	ST SW	N & W PROPERTIES	% N & W PROPERTIES-	30 FRANKLIN RD	ROANOKE, VA	24011
1011512	118	CAMPBELL	AV SW	ONE HUNDRED EIGHTEEN CAMPBELL		118 CAMPBELL AV	ROANOKE, VA	24011
1011519	102	CAMPBELL	AV SW	ONE O FOUR CAMPBELL AVENUE LLC	ATTN: ELAINE MCDANI	P O BOX 5306	CHARLOTTESVILLE,	22905
1012607	110	LUCK	AV SW	ONE-O-FIVE FRANKLIN ASSOC		101 FRANKLIN RD	ROANOKE, VA	24011
1012721	511	JEFFERSON 51	ST SW	OSEOLA LODGE NO 47 K OF P TRS	K OF P TRS	P O BOX 14044	ROANOKE, VA	24038
1012712	23	FRANKLIN	RD SW	PANTHER BROTHERS UNLIMITED		23 FRANKLIN RD	ROANOKE, VA	24011
1011604	128	KIRK	AV SW	PARAGON INVESTMENTS		P O BOX 1232	ROANOKE, VA	24006
1011807	305	JEFFERSON	ST SW	PARKSIDE PROPERTIES	% SFCS - C M HOLLAN	305 S JEFFERSON	ROANOKE, VA	24011
1011607	118	KIRK	AV SW	PARSELL & ZEIGLER	CONSTRUCTION COM	112 KIRK AV SW	ROANOKE, VA	24011

OWNERS - CONTINUED P. 3013

downtown nr ownersmar02

TAXID	PROPADI	PROPRDNAME	PROPPROF	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZIP
011609	112 KIRK	AV SW	PARSELL, TERRY E	ZEIGLER, DIANNE M	112 KIRK AVE SW	ROANOKE, VA	24011	
013313	611 JEFFERSON	ST SW	PATRICK HENRY HOTEL	ASSOCIATES L.P.	120 WOOSTER ST	NEW YORK, NY	10012	
011524	113 KIRK	AV SW	PERKINSON, FRANK N JR	PERKINSON, DIANA M	115 KIRK AV SW	ROANOKE, VA	24011	
010836	309 CAMPBELL	AV SW	POWER, LLC		309 CAMPBELL AV	ROANOKE, VA	24016	
1012315	415 JEFFERSON	ST SW	POWERS, CALVIN W	POWERS, MARY C	P O BOX 12068	ROANOKE, VA	24022	
1011513	116 CAMPBELL	AV SW	REED, JOHN E		116 CAMPBELL AV	ROANOKE, VA	24011	
1012219	411 FIRST	ST SW	ROANOKE PRINTING CO INC		409 FIRST ST SW	ROANOKE, VA	24011	
4010803	210 JEFFERSON	ST SE	ROANOKE REGIONAL	CHAMBER OF COMME	212 S JEFFERSON	ROANOKE, VA	24011	
1011801	304 FIRST	ST SW	ROBERTS, ANDREW L III		306 FIRST ST SW	ROANOKE, VA	24011	
1012213	0 LUCK	AV SW	ROBERTS, ANDREW LEE III		P O BOX 2544	ROANOKE, VA	24010	
1011026	111 CAMPBELL	AV SW	ROSENBERG, MALCOLM M		5322 HUNTING HI	ROANOKE, VA	24014	
1012204	122 CHURCH	AV SW	ROWE, CHARLES A JR	ROWE, SUE C	4631 HEATHER D	ROANOKE, VA	24018	
1011520	127 KIRK	AV SW	SARVER, WAYNE L	SARVER, RAY C	P O BOX 2412	ROANOKE, VA	24010	
1010513	13 JEFFERSON	ST SW	SHEETS, STEPHEN G		15 S JEFFERSON	ROANOKE, VA	24011	
1011610	301 FIRST	ST SW	SHENANDOAH BUILDING ASSOCIATE	%C W FRANCIS & SON	305 FIRST ST SW,	ROANOKE, VA	24011	
1013305	24 FRANKLIN	RD SW	SHENANDOAH CLUB		24 FRANKLIN RD	ROANOKE, VA	24016	
1011502	302 SECOND	ST SW	SOUTHWEST VIRGINIA	SAVINGS & LOAN ASSN	302 SECOND ST S	ROANOKE, VA	24011	
1011707	16 CAMPBELL	AV SW	SUTTON CONSTRUCTION CO	OF ROANOKE INC	P O BOX 13327	ROANOKE, VA	24033	
1010508	7 JEFFERSON	ST SW	T - W PROPERTIES		P O BOX 12748	ROANOKE, VA	24028	
1012208	114 CHURCH	AV SW	TEXAS TAVERN INC		143 CARRIAGE LN	TROUTVILLE, VA	24175	
1012606	120 LUCK	AV SW	THACKER, H DONALD	THACKER, BETTY F	P O BOX 971	ROANOKE, VA	24005	
1012710	29 FRANKLIN	RD SW	THE PIGEON PALACE LLC		29 FRANKLIN RD	ROANOKE, VA	24011	
1010908	0 CAMPBELL	AV SW	TIMES-WORLD CORPORATION		P O BOX 2491	ROANOKE, VA	24010	
1011803	22 KIRK	AV SW	TOMORROW INCORPORATED		1630 BELLEVIEW	ROANOKE, VA	24014	
1011506	132 CAMPBELL	AV SW	TOTAL ACTION AGAINST POVERTY	IN ROANOKE VALLEY E	145 W CAMPBELL	ROANOKE, VA	24011	
1011605	124 KIRK	AV SW	TRINKLE, WILLIAM F	% C W FRANCIS & SON	305 FIRST ST SW,	ROANOKE, VA	240111912	
1012601	502 SECOND	ST SW	TRS GREENE MEMORIAL UNITED	METHODIST CHURCH	P O BOX 1305	ROANOKE, VA	24007	
1012720	9 FRANKLIN	RD SW	TSIAKOS LLC		2601 DURHAM ST	ROANOKE, VA	24012	
1012715	13 FRANKLIN	RD SW	TSIAKOS, DEMOS	TSIAKOS, VASILIKI D	2601 DURHAM ST	ROANOKE, VA	24012	
1011815	309 JEFFERSON	ST SW	TUCKER, F LEE	TUCKER, MARY L	RR 1, BOX 533	WIRTZ, VA	24184	
1011810	23 CHURCH	AV SW	TUDOR, LOUIS S	TUDOR, JESSICA S	4224 TWIN MOUN	VINTON, VA	24179	
1010507	1 JEFFERSON	ST SW	T-W PROPERTIES		P O BOX 12748	ROANOKE, VA	24022	
1012305	28 CHURCH	AV SW	TWENTY EIGHT WEST CHURCH LLC		1704 GREENWOO	ROANOKE, VA	24015	
1012706	22 LUCK	AV SW	TWENTY-TWO LUCK AVE INC		P O BOX 1791	ROANOKE, VA	240081791	
1010833	325 CAMPBELL	AV SW	UNITED WAY OF ROANOKE VALLEY		325 CAMPBELL AV	ROANOKE, VA	24016	
1011709	14 CAMPBELL	AV SW	WALLACE, JOHN CLARKE ETALS		P O BOX 13327	ROANOKE, VA	24040	
1011713	15 KIRK	AV SW	WALLACE, JOHN CLARKE TRS		P O BOX 8584	ROANOKE, VA	24014	
4011701	402 JEFFERSON	ST SE	WELSCH CORPORATION	%LUNSFORD REALTY	P O BOX 1205	ROANOKE, VA	24006	
1011101	35 CAMPBELL	AV SW	WESTERN VIRGINIA FOUNDATION	FOR THE ARTS AND S	1 MARKET SQ	ROANOKE, VA	24011	
1012719	0 JEFFERSON	ST SW	WILZER, L L C	% BUD AMMEN & CO	1125 CRESTAR B	ROANOKE, VA	24011	
1011706	22 CAMPBELL	AV SW	YIM, EK YUEL		5009 WILLIAMSBU	ROANOKE, VA	24018	
1013207	605 FIRST	ST SW	YOUNG WOMENS	CHRISTIAN ASSOCIATI	102 FRANKLIN R	ROANOKE, VA	24016	
1013225	106 FRANKLIN 108	RD SW	YOUNG WOMENS CHRISTIAN	ASSOCIATION OF THE	605 FIRST ST SW	ROANOKE, VA	24011	

PROPERTY OWNERS

# LIST OF ADJOINERS

P. 1 OF 1  
downtown nr adjoin mar02

AD	PROPRDNAME	PROPIPROF	OWNER1	OWNER2	OWNERADDR1	OWNERADDR2	OWNERZI
0 SALEM	AV	SW	ALLRIGHT REALTY COMPANY		P O BOX 53390	HOUSTON, TX	77052
0 SECOND	ST	SW	APPALACHIAN POWER COMPANY		215 CHURCH AVE SW,	ROANOKE, VA	24011
24 LUCK	AV	SW	AT & T COMMUNICATIONS		215 CHURCH AVE SW,	ROANOKE, VA	24011
102 JEFFERSON	ST	SE	BLUE MARLIN LLC		3411 VALENTINE RD S	ROANOKE, VA	24018
106 JEFFERSON	ST	SE	BLUE MARLIN, LLC		107 S JEFFERSON ST S	ROANOKE, VA	24011
0 SALEM	AV	SW	BUSH-FLORA SHOE CO INC	%TOWERS SHOPPING CENTER	2125 COLONIAL AVE S	ROANOKE, VA	24015
11 CAMPBELL	AV	SE	CITY OF ROANOKE		215 CHURCH AV SW R	ROANOKE, VA	24011
510 JEFFERSON	ST	SE	CRESTAR BANK	%REAL EST DIV-L LOU SMITH	P O BOX 26665	RICHMOND, VA	23261
0 SECOND	ST	SW	CRYSTAL TOWER BUILDING CORP		145 W CAMPBELL AVE	ROANOKE, VA	24011
10 JEFFERSON	ST	SE	FAISON ROANOKE OFFICE	LIMITED PARTNERSHIP ETALS	10 S JEFFERSON ST-SU	ROANOKE, VA	24011
513 THIRD	ST	SW	FIRST BAPTIST CHURCH		515 THIRD ST SW	ROANOKE, VA	24011
328 SALEM	AV	SW	FOSTER, NATALIE R	ROBERTS, ANDREW LEE III	P.O. BOX 2543	ROANOKE, VA	24010
9 SALEM	AV	SW	HARMAN, JAMES K		5220 ROSELAWN RD	ROANOKE, VA	24018
9 CHURCH	AV	SE	HARRIS TRUST & SAVINGS BANK TRS		265 LAKEWOOD CT	ROCKY MOUNT, VA	24151
324 SALEM	AV	SW	JENKS, TIMOTHY L	JENKS, KEVIN AND ROSEMARIE	324 SALEM AV SW	ROANOKE, VA	24016
0 JEFFERSON	ST	SE	JS-1 INVESTMENTS LLC		107 JEFFERSON ST SE	ROANOKE, VA	24011
10 CAMPBELL	AV	SE	KATZ, IRA E	KATZ, HELEN H ETALS	10 E CAMPBELL AVE SE	ROANOKE, VA	24011
12 CAMPBELL	AV	SE	KATZ, SOL S & CAROL L ETALS		10 E CAMPBELL AVE	ROANOKE, VA	24011
0 SALEM	AV	SW	LAMPROS, JOHN N		1902 CANTLE LN SW	ROANOKE, VA	24018
0 SALEM	AV	SW	MCCOY, SCOTT S	MCCOY, SUE L	3724 LAKE DR	ROANOKE, VA	24018
318 SALEM	AV	SW	MCCOY, SCOTT SHELOR	MCCOY, JANICE S LONGWORTH	318-320 W SALEM AVE	ROANOKE, VA	24016
635 JEFFERSON	ST	SW	MERCHANTS PARKING CO INC	%C W FRANCIS & SON INC, SUIT	305 FIRST ST SW, SHE	ROANOKE, VA	24011
401 THIRD	ST	SW	PARK, ROY H BROADCASTING	OF ROANOKE INC	P O BOX 10	ROANOKE, VA	24022
0 SALEM	AV	SW	SALEM AVENUE PARKING, LLC		305 FIRST ST SW SUIT	ROANOKE, VA	24011
8 JEFFERSON	ST	NW	SHENANDOAH CROSSINGS LP		P O BOX 6359	ROANOKE, VA	24017
10 CHURCH	AV	SE	TEN EAST CHURCH AVE LLC		325 MOUNTAIN AV SW	ROANOKE, VA	24016
0 SALEM	AV	SW	TIMES-WORLD CORPORATION		P O BOX 2491	ROANOKE, VA	24010
0 SECOND	ST	SW	TRS GREENE MEMORIAL UNITED	METHODIST CHURCH	P O BOX 1305	ROANOKE, VA	24007
612 JEFFERSON	ST	SE	TRS OF ROANOKE COLLEGE	%NATIONAL BUSINESS COLLEG	P O BOX 6400	ROANOKE, VA	24017
209 SHENANDOAH	AV	NE	WESTERN VIRGINIA FOUNDATION FO	THE ARTS AND SCIENCES (THE)	1 MARKET SQ SE	ROANOKE, VA	24011

## ADJACENT PROPERTY OWNERS

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United States Department of the Interior  
National Park Service

Roanoke Downtown Historic District  
Roanoke, Virginia

(Rev. 10-90)  
NPS Form 10-900

OMB No. 1024-0018



Photo 1 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761

9239-5

170225





Photo 2 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761  
19239-3  
1/2002





Photo 3 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761  
19239-6  
1/2002



128-5761  
1/2002  
19239-11

Photo # of 14  
Roanoke Downtown MD  
Roanoke VA



Photo 5 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761  
19239-12  
1/2002





Photo 6 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761  
19339-13  
1/2002



Bengal Indian Cuisine

Kathryn & Pipp

←

Photo 7 of 14

Roanoke Downtown HD

Roanoke VA

128-5761

19239-9

1/2002



Photo 8 of 14  
Roanoke downtown HD  
Roanoke VA

128-5761

19239-10

1/2002





*Texas Tavern*  
EST. 1911

EAT

TEXAS TAVERN

10 HAMBURGERS  
HOTDOGS 10

OPEN  
ALL NITE

10  
10

GUBA  
PETE'S

MAGADOU



Photo 9 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5161

19239-20

1/2002



Photo 10 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761  
19239-14  
1/2002



Photo 11 of 14  
Roanoke Downtown HD  
Roanoke VA

28-5761

19039-16

1/2002





Photo 12 of 14  
Roanoke Downtown HD  
Roanoke VA

128-5761  
19239-18  
1/2002



Bank of America

WALKER  
Commercial Building, 10  
10th St. N.W.

WALKER

Photo 13 of 14  
Roanoke Daurstown HD  
Roanoke VA

128-5161  
19239-1A  
1/2002



Photo 14 of 14  
Roanoke Downtown  
HD  
Roanoke VA

28-5761  
1239-4  
2002



# Roanoke Downtown Historic District 128-5761

**Historic District Boundary**

**Existing National Register Bldgs.**

**Non-Contributing Resources**

- Buildings
- Structures



Prepared by:  
Hill Studio, P.C.  
Roanoke, Virginia  
Rev. June 13, 2002





# Roanoke Downtown Historic District

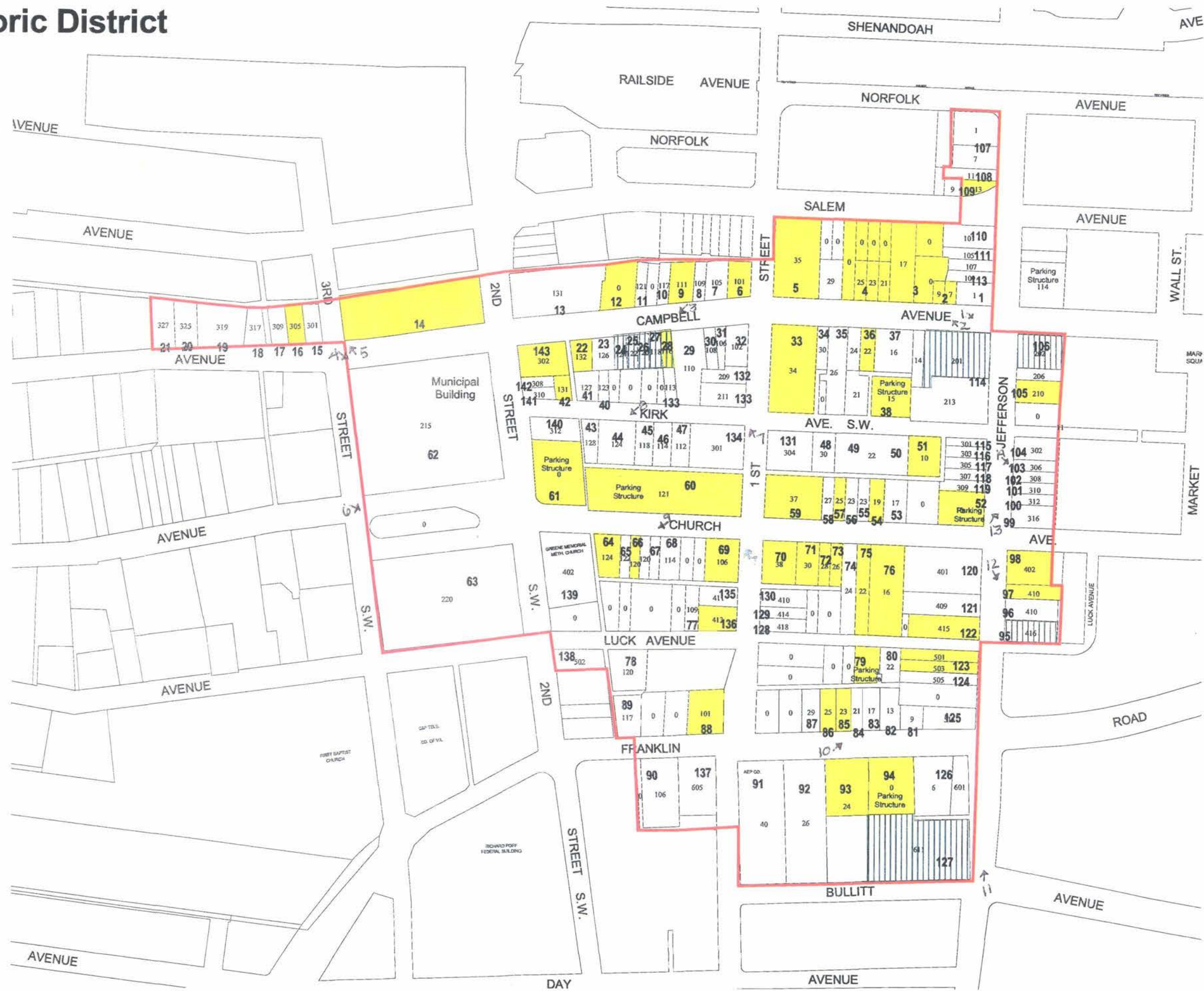
## 128-5761

**Historic District Boundary**

**Existing National Register Bldgs.**

**Non-Contributing Resources**

KEY



Prepared by:  
Hill Studio, P.C.  
Roanoke, Virginia  
March 15, 2002



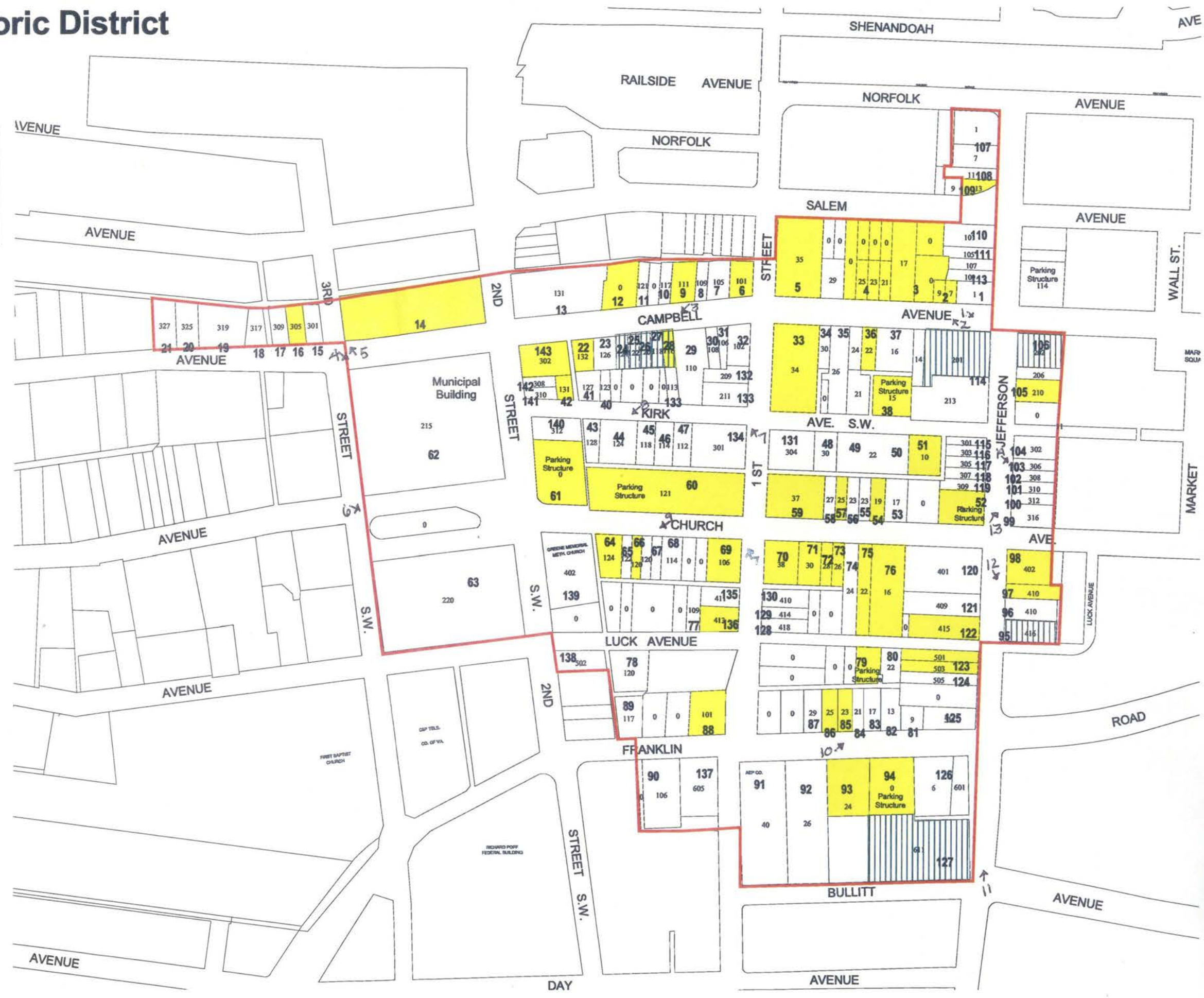


# Roanoke Downtown Historic District

## 128-5761

-  Historic District Boundary
-  Existing National Register Bldgs.
-  Non-Contributing Resources

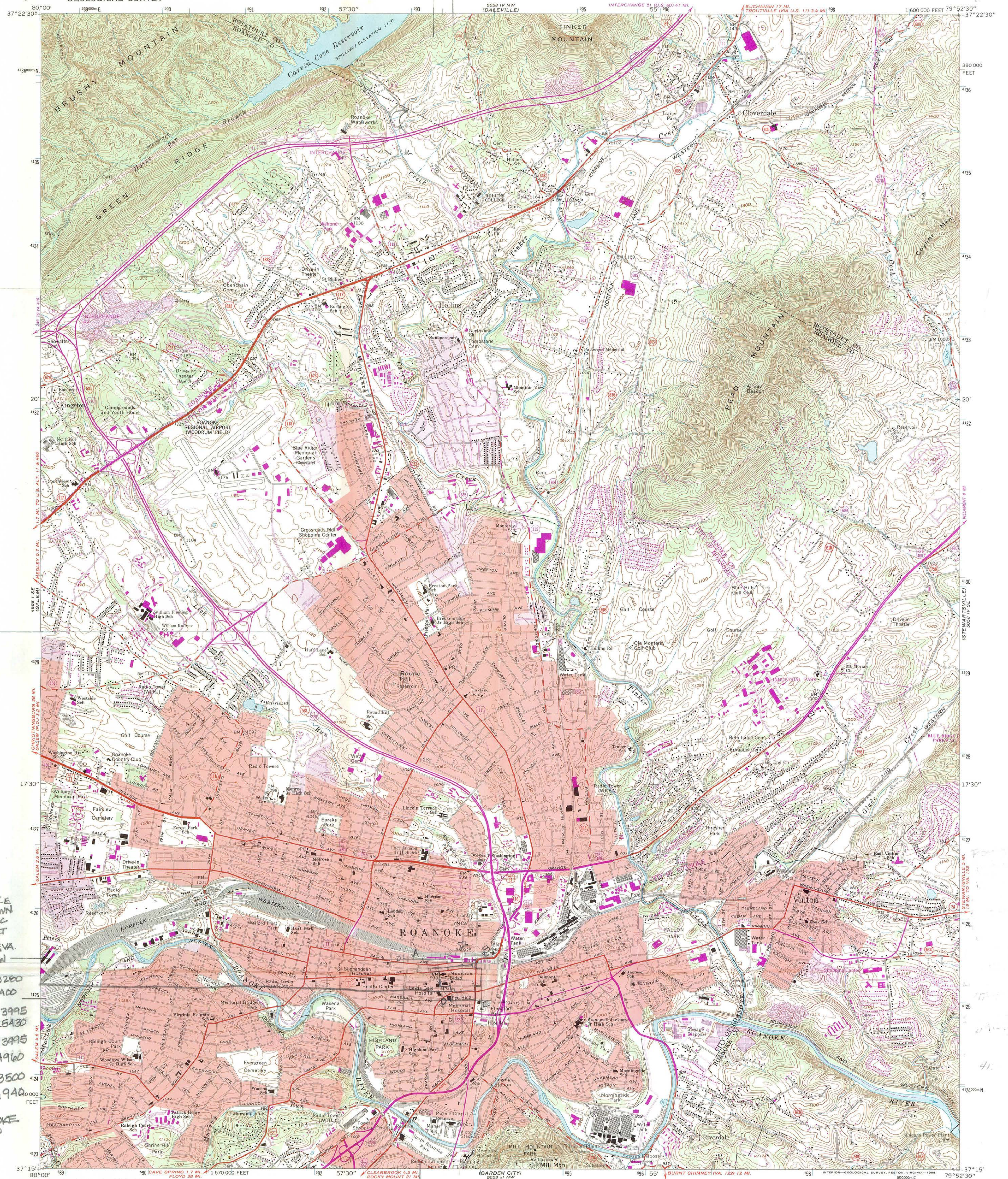
PHOTO KEY



Prepared by:  
Hill Studio, P.C.  
Roanoke, Virginia  
March 15, 2002







ROANOKE DOWNTOWN HISTORIC DISTRICT  
 ROANOKE, VA.  
 128-5761  
 A-17593280 4125400  
 B 17 593995 4125430  
 C 17593995 4129160  
 D 17593500 4129140  
 ROANOKE QUAD

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 un-checked  
 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

SCALE 1:24,000  
 NATIONAL GEODETIC VERTICAL DATUM OF 1929  
 CONTOUR INTERVAL 20 FEET

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

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

ROANOKE, VA.  
 37079-C8-TF-024  
 1963  
 PHOTOREVISED 1984  
 DMA 5058 IV SW - SERIES V834



# National Register of Historic Places

## Note to the record

Additional Documentation: 2005

02000978

(Rev. 10-90)  
NPS Form 10-900

OMB No. 1024-0018

SEP - 2 2005

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: Roanoke Downtown Historic District (Amendment to extend period of significance and therefore change the contributing status of one building)

other names/site number: VDHR #128-5761-0036

#### 2. Location

street & number: 22 Campbell Avenue, S.W. not for publication: NA

city or town: Roanoke

vicinity: NA

state: Virginia code: VA county: Independent City code: 720 Zip: 24011

#### 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

8/31/05  
Date

**Virginia Department of Historic Resources**  
State or Federal agency and bureau

In my opinion, the property    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

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

    
Additional Documentation Accepted  
(explain):

[Signature]  
Signature of Keeper

Date of Action 10/11/05

U. S. Department of the Interior

Roanoke Downtown Historic District  
(22 Campbell Avenue, S.W. Amendment)  
Roanoke, Virginia

National Park Service

**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>  1  </u>	<u>  0  </u>	buildings
<u>  0  </u>	<u>  0  </u>	sites
<u>  0  </u>	<u>  0  </u>	structures
<u>  0  </u>	<u>  0  </u>	objects
<u>  1  </u>	<u>  0  </u>	Total

Number of contributing resources previously listed in the National Register   0  

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

  N/A  

**6. Function or Use**

**Historic Functions** (Enter categories from instructions)

Cat:   Commerce/Trade   Sub:   Retail Store  

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Current Functions** (Enter categories from instructions)

Cat:   Commerce/Trade   Sub:   Retail Store  

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

U. S. Department of the Interior

Roanoke Downtown Historic District  
(22 Campbell Avenue, S.W. Amendment)  
Roanoke, Virginia

National Park Service

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## 7. Description

---

**Architectural Classification** (Enter categories from instructions)

Commercial

---

---

**Materials** (Enter categories from instructions)

foundation brick

roof flat asphalt with concrete coping

walls brick

---

other aluminum storefront

---

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

---

## 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)

- 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 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.



Section 7 Page 1

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## 7. Summary Description:

<b>22 Campbell Avenue, S.W. 128-5761-0036</b>	<b>Federal Bake Shop 101706</b>	<b>1953 Contributing Building</b>
---	-------------------------------------	---------------------------------------

### Inventory listing:

Commercial. Two-story, one-bay brick commercial building with a flat roof and concrete coping. Casement windows with spandrels of Carrera glass. Aluminum storefront with small ceramic tile base and single-leaf door.

The building at 22 Campbell Avenue, S.W. was constructed in 1953 and served as the Federal Bake Shop and then the Carol Ann Bake Shop until 1967. The two-story brick building is commercial in design with a mid-20<sup>th</sup> century aesthetic in its simple, modern detailing of the black Carrera glass on the storefront and upper façade, the aluminum and plate glass storefront, and the aluminum windows on the second story with horizontal divided lights. The storefront was altered when it became a shoe shop ca. 1970 with tile replacing the Carrera glass and the entrance further recessed. The upper story remains intact and in good condition. The interior featured a retail space in the front with ovens at the rear. Additional baking equipment and supplies were kept on the upper floor. Plans are underway to rehabilitate the building and reconstruct the original storefront based on a ca. 1953 photo.

The building has a similar street appearance to adjacent buildings in the neighborhood, and overall maintains its historic character in scale, design and materials, as a contributing resource within the commercial area of the district. This building was originally listed as non-contributing (based upon 1952 period of significance cut-off date) on Page 13 of Section 7 of the original Roanoke Downtown Historic District listed in September 2002.

**Areas of Significance** (Enter categories from instructions)

Architecture  
Commerce/Trade

**Period of Significance** 1882-1952 (when entire district was registered in 2002)  
1882-1954 (amended for the entire district)

**Significant Dates** 1953 (the only building within the two year period of significance change)

**Significant Person** (Complete if Criterion B is marked above)  
NA

**Cultural Affiliation** NA

**Architect/Builder** NA

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

**9. Major Bibliographical References**

**Bibliography**

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

**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: \_\_\_\_\_

**10. Geographical Data**

**Acreage of Property** Less than one acre

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

Zone	Easting	Northing	Zone	Easting	Northing
1	<u>17</u>	<u>593818</u>	<u>4125539</u>	2	_____
<input type="checkbox"/> See continuation sheet.					

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

**National Register of Historic Places**

**Roanoke Downtown Historic District  
(22 Campbell Avenue, S.W. Amendment)  
Roanoke, Virginia**

Continuation Sheet

Section   8   Page   2  

---

### **8. Statement of Significance**

The Roanoke Downtown Historic District was originally listed in June 2002 on the Virginia Landmarks Register and in September 2002 on the National Register of Historic Places. The district is significant under Criterion A for its commerce and politics/government as well as under Criterion C for its architecture. When this district was listed, the building at 22 Campbell Avenue, S.W. was outside of the period of significance and therefore was considered non-contributing.

The Federal Bake Shop at 22 Campbell Avenue, S.W., constructed in 1953, contributes to the significance of the Roanoke Downtown Historic District as it serves as a commercial building on one of the major thoroughfares in downtown Roanoke. Originally constructed for the Federal Bake Shop, the building served to produce and sell baked goods, as was typical of smaller industries in the early 20<sup>th</sup> century. The building's streamlined, modern design with Carrera glass panels, aluminum, and plate glass, fits in with the wide range of commercial styles dating from the late 19<sup>th</sup> to the mid-20<sup>th</sup> century represented in the historic district. Although the storefront has been altered, the upper story and façade is intact and the interior retains some evidence of its earlier use as a bakeshop.

---

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

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

---

**11. Form Prepared By**

name/title: Jean McRae, Register Program Specialist

Organization: Virginia Department of Historic Resources date: August 2005

street & number: 2801 Kensington Avenue telephone: 804-367-2323

city or town: Richmond state: VA zip code: 23221

---

**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: CA-2 Investments LLC

street & number: 107 South Jefferson Street, P.O. Box 1371 telephone: N/A

city or town: Roanoke state: VA zip code: 24007

---

**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.

United States Department of the Interior  
National Park Service

National Register of Historic Places

Roanoke Downtown Historic District  
(22 Campbell Avenue, S.W. Amendment)  
Roanoke, Virginia

Continuation Sheet

Sections 10 and Photographic Data Page 3

---

**10. Geographical Data:**

**Verbal Boundary Description:**

The building addressed as 22 Campbell Avenue, S.W. as shown on the attached map (Attachment One) which was used with the previous historic district nomination.

**Boundary Justification:**

The boundary is as it applies only to the building whose contributing status is changing within the district. This building is listed as 22 Campbell Avenue, S.W. in the City of Roanoke, Virginia.

**Photographic Data:**

Originals not provided as this amendment is solely for the status change of one building from non-contributing to contributing within the currently registered historic district.

Attachment One: Copy of section of detailed district map included with original nomination for entire registered historic district.

Attachment Two: Copy of recent photograph of building.

Attachment Three: Copy of historic photograph of building.

Attachment Four: Copy of section of Roanoke Quadrangle showing building within registered historic district.

# ATTACHMENT ONE



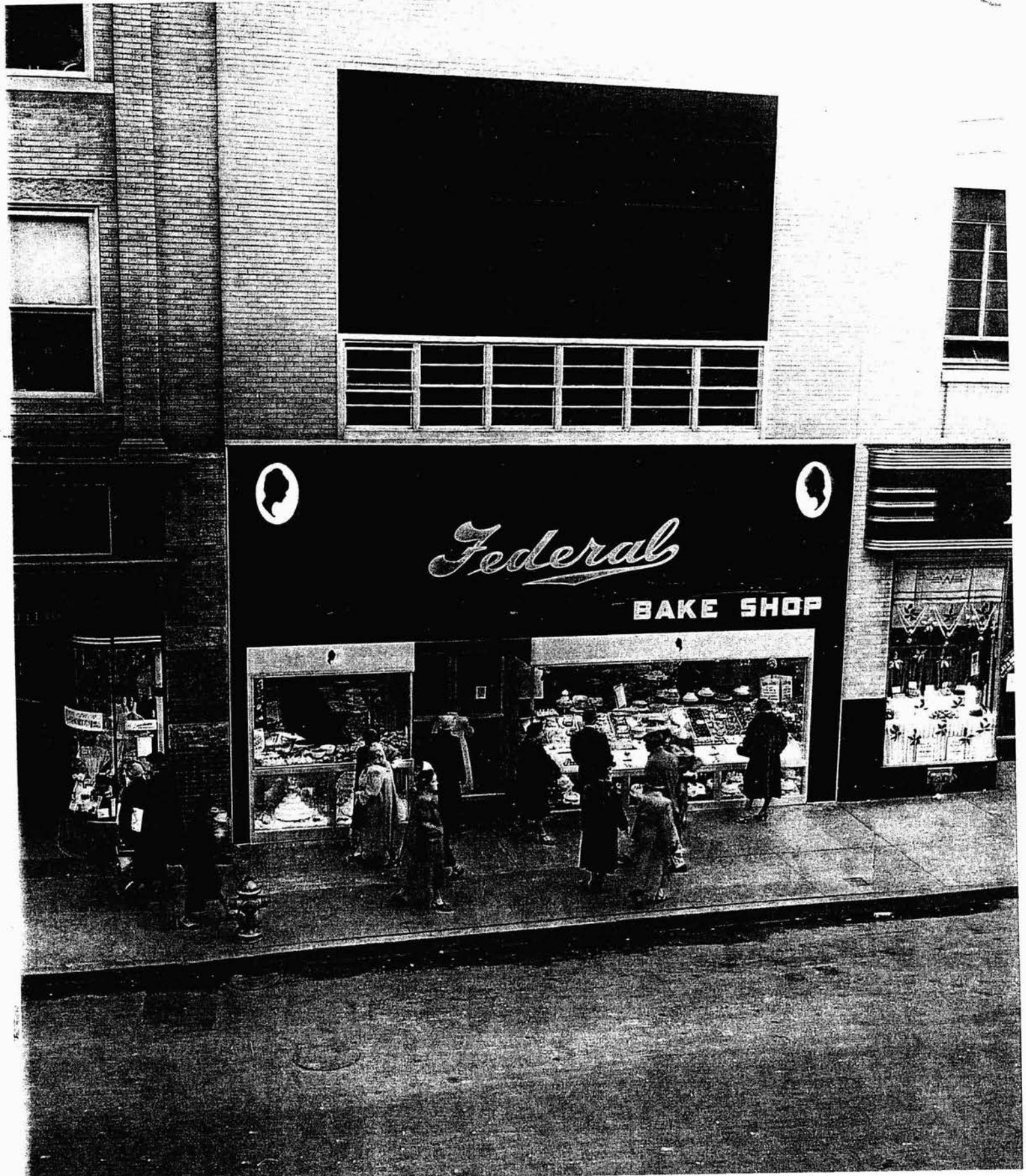
0.15 Miles



ATTACHMENT TWO







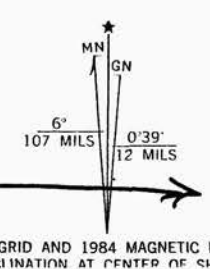
128-5099  
 128-5064/65  
 128-5063  
 128-5061  
 128-5062  
 128-5057  
 128-5014  
 128-61  
 128-5013  
 128-5043  
 128-5056  
 128-5012  
 128-5269/83  
 128-5284/88  
 128-5263/68  
 128-5253/62  
 128-5015  
 128-11  
 Campbell Ave. 128-206  
 128-5003  
 128-5007  
 128-252  
 128-5028  
 St. John's Epis. C.H. 128-234  
 128-5291/5500  
 128-5294/95  
 128-5296  
 128-5099  
 128-516  
 128-5165  
 128-5135  
 128-5728  
 128-5729  
 128-5701  
 128-5765/5852  
 (SUNBELT AREA)



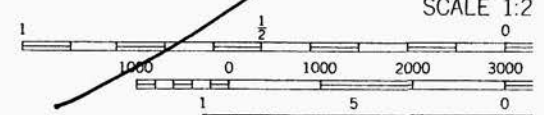
37° 15'  
 80° 00' 589  
 590 CAVE SPRING 1.7 MI.  
 FLOYD 38 MI.  
 1 570 000 FEET  
 592 57'30"  
 CLEARBROOK 4.5 MI.  
 ROCKY MOUNT 21 MI.  
 GARDEN 5058 III

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

UTM 17  
 593818 E  
 4125539 N



22 CAMPBELL AVE.  
 S.W.



CONTOUR INTERVAL  
 NATIONAL GEODETIC VERTI

ATTACHMENT FOUR

# 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: Roanoke Downtown 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: 02000978

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**

Roanoke Downtown Historic District  
 (2014 Update)

Name of Property  
 City of Roanoke, Virginia

County and State  
 N/A

Name of multiple listing (if applicable)

Section number          Additional Documentation Page 1

**Prepared by:**

name/title: Alison S. Blanton & Katherine V. Coffield

organization: Hill Studio, PC

street & number: 120 Campbell Avenue SW

city or town: Roanoke state: Virginia zip code: 24011

e-mail: ablanton@hillstudio.com

telephone: 540-342-5263

date: February 2014

**Additional Documentation, February 2014**

The Roanoke Downtown Historic District was listed in the National Register of Historic Places in 2002. The district is located in the southwest quadrant of the greater downtown area, which continues to serve as the business and governmental center of the City of Roanoke. South Jefferson Street serves as the central thoroughfare of downtown, dividing east and west. The historic district boasts an intact collection of commercial, social, and governmental resources that range in date from the late nineteenth century to the mid-twentieth century. The period of significance and boundaries of the district were revised in 2013, at which time the original period of significance (1882 to 1952) was extended to 1961. The boundaries were expanded several blocks south along South Jefferson Street, and several blocks west along Church and Luck Avenues. The expansion areas include the 1950s International-style Roanoke Public Library on South Jefferson Street and the YMCA on Church Avenue.

Subsequent to the 2013 nomination update, it was discovered that the historic district's last major post-World War II general-purpose office building, the Seven-O-Seven Building, was constructed in 1964. No further major construction took place within the historic district until redevelopment efforts of the 1970s, and this later development was of a different character than earlier design trends. Archival and field investigations have demonstrated the Seven-O-Seven Building supports the context of the downtown historic district, and it is warranted to extend the district's period of significance to 1964 to capture this most recent example of International Style architecture in the district.

This additional documentation includes an analysis of the architectural design of the Seven-O-Seven Building in Section 7; an explanation of the building's significant historical associations with the areas of commerce and architecture in Section 8; additional bibliographic references in Section 9; a location map and photo key for the Seven-O-Seven Building; and labeled photographic prints of the building.

**Section 7**

The Seven-O-Seven Building is located at 707 South Jefferson Street, within the existing boundaries of the Roanoke Downtown Historic District. The International-style five-story office building was constructed in 1964. It is rectilinear in form and is six bays wide and twelve bays deep with terraces over the first floor on either side. The steel-frame structural system is clad with a curtain wall of cream-colored brick. Precast-concrete spandrels fill the spaces between the vertical pivot windows. The lobby entrance is recessed to reveal the outermost row of granite-clad steel columns. The ground floor is faced with granite and is entered via an aluminum-and-plate-glass storefront. Simple stylized lettering that

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

**National Register of Historic Places  
Continuation Sheet**

Roanoke Downtown Historic District  
(2014 Update)

Name of Property  
City of Roanoke, Virginia

County and State  
N/A

Name of multiple listing (if applicable)

Section number          Additional Documentation          Page 2

reads "707" is located at the top of each elevation. The ground floor features an attractive lobby, with terrazzo floors, marble paneled walls, and two passenger elevators. The building was constructed with a dual-duct space conditioning system, which allowed each office to control its own temperature. It was the first use of this more technologically advanced heating and air conditioning system in an office building in the Roanoke area. Furthermore, the building's foundation, structural system, massing, and aesthetics were designed so that additional stories could eventually be added, although to date no additions have been made to the building.<sup>1</sup>

Inventory

The following inventory lists the newly contributing resource within the district. The entry provides the address, date of construction, architectural style, current building use, VDHR File number, and the contributing status within the district. The contributing status of the building was determined based on the integrity of the building as it supports Criteria A (Commerce) and C (Architecture) during the period of significance (1881-1964).

**Jefferson Street**

**707 Jefferson Street 128-5236**

*Other DHR Id #:* 128-5761-0171

*Primary Resource Information:* **Office/Office Building, Stories 5.00, Style: International Style, 1964**

*Individual Resource Status:* **Office/Office Building**

**Contributing**

*Total:* 1

**Section 8**

The Roanoke Downtown Historic District is listed in the National Register of Historic Places under Criterion A in the areas of Commerce, Politics/Government, Religion, and Entertainment/Recreation and Criterion C in the area of Architecture, with a period of significance of 1882-1961. This 2014 nomination update establishes the district's period of significance as 1882 to 1964, ending with the construction of the Seven-O-Seven Building, the last major general-purpose office building to be built downtown, prior to the revitalization efforts of the 1970s. The Seven-O-Seven Building contributes to the historic functions and architectural character of the Roanoke Downtown Historic District. As a whole, the district encompasses resources that represent the commercial, institutional, social, religious, and governmental development of downtown. A wide range of styles from different periods is represented, including the Italianate, High Victorian Gothic, Neoclassical, Craftsman, Moderne, Art Deco, and International. The Seven-O-Seven Building's individual design and history are reflective of the larger patterns identified for the district as a whole.

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

**National Register of Historic Places  
Continuation Sheet**

Roanoke Downtown Historic District  
(2014 Update)

Name of Property  
City of Roanoke, Virginia

County and State  
N/A

Name of multiple listing (if applicable)

Section number          Additional Documentation          Page 3

**Historical Background**

Virginia's urban downtowns served as centers for commercial, government, financial, and institutional activity throughout the first half of the twentieth century. Rapid post-World War II population growth (colloquially known as the Baby Boom), accompanied by housing shortages and new mortgage lending practices, stimulated a residential building boom that lasted into the 1960s. The advent of the automobile and construction of efficient road networks allowed new homes to be built outside of traditional city limits. Retail stores, bank branches, and offices soon followed the population to the suburbs. From the 1940s through the early 1960s, most downtowns maintained their role as economic and political loci due to the unprecedented of growth and economic prosperity that occurred in the United States during this period. By the early 1960s, however, many central business districts across the country entered a period of extended decline that persisted through the late twentieth century.

*Suburbanization in Roanoke*

In Roanoke, the 1950s was a prosperous decade, although the growth patterns demonstrated the increasing influence of suburbanization. The population increased by 32 percent during this time, although much of it was attributable to the substantial annexation of Roanoke County that occurred in 1949. Subsequent growth took place in the suburban areas in the former Roanoke County. Williamson Road, which experienced a commercial and residential building boom after the war, was included in the annexation. The First National Exchange Bank established the first permanent branch bank in the valley on Williamson Road in 1949. Colonial American National Bank and Mountain Trust National Bank announced plans to build branches in the same area that year.<sup>2</sup>

Commercial offices and retail stores also established locations outside of downtown Roanoke to take advantage of the suburban population. In 1948, the Shenandoah Life Insurance Company moved its headquarters from downtown and built its new home office on Brambleton Avenue, two miles southwest of the central business district. Crossroads Mall opened in July 1961, as the first regional shopping center in the valley and the first enclosed shopping center in Virginia. The mall was climate controlled and boasted 39 stores. A few months later, Towers Shopping Center opened in October 1961, with 33 stores. The Roanoke-Salem Plaza opened in 1962, at the intersection of Melrose Avenue and Peters Creek Road. It featured department stores, variety stores, a supermarket, and a drug store. These suburban shopping centers became direct competition for the downtown retail stores.

*Postwar Development in Downtown Roanoke*

Even with the trend toward decentralization, business and government operations continued to be concentrated in downtown Roanoke through the late 1950s and early 1960s. Miller & Rhoads, a Richmond-based department store, opened its first Roanoke branch downtown in 1957, just before the advent of regional shopping centers. Although downtown Roanoke would eventually decline as a retail destination, most department stores, including Heironimus, Miller & Rhoads, Woolworth's, and Leggett's, retained their downtown locations into the late twentieth century.



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

**National Register of Historic Places**  
**Continuation Sheet**

Roanoke Downtown Historic District  
 (2014 Update)

Name of Property  
 City of Roanoke, Virginia

County and State  
 N/A

Name of multiple listing (if applicable)

Section number            Additional Documentation            Page 4

In 1958, the seven-story First Federal Savings Building (now the Valley Bank Building) was constructed at the corner of First Street and Church Avenue. It was the first major general-purpose office building to be built downtown since 1928.<sup>3</sup> Several other office and institutional buildings followed the First Federal Savings Building. Next was the Thomas B. Mason Building at 105 Franklin Road. Built in 1961, it housed the Federal District Attorney's Office for the Western District. A year later, the American Red Cross Building was built on a large lot at 352 Church Avenue. Although the building represents a major institutional use constructed in the district within the period of significance, it does not contribute to the district due to extensive alterations and additions. Its sprawling development on a large lot is also more typical of suburban development patterns.

The Seven-O-Seven Building at 707 South Jefferson Street, constructed in 1964, was the last major downtown office building of the postwar era. At five stories tall, it was touted as a "handsome, most modern office building" in a multi-page spread by the Roanoke Times. The building was constructed for Professional Properties, Incorporated in response to the need for additional medical office space in the area. Roanoke architects Guerrant and Mounfield were commissioned to design the building and J.H. Fralin and Son served as the general contractor. The \$1 million project supplied more than 200 persons with work. The building was designed with many modern amenities, as well as copious parking at the rear.<sup>4</sup> Downtown Roanoke Incorporated called the Seven-O-Seven Building the "most imaginative and outstanding improvement in the downtown area."<sup>5</sup> The Seven-O-Seven Building thus reflects the architectural trends of the post-World War II era, towards simpler forms and the emphasis on structural systems as the principal aesthetic rather than applied ornamentation. Its form and use of modern materials is consistent with the other buildings constructed in the district during the postwar period.

According to the Roanoke Times, the office building was a forerunner of the medical complex that was coalescing in downtown Roanoke.<sup>6</sup> The Seven-O-Seven Building offered custom facilities for both businesses and medical practices. Established next to the 1926 Gill Memorial Eye, Ear, Nose, and Throat Hospital, it was connected by a door cut between the walls of the two buildings. In 1967, Community Hospital was constructed nearby on Elm Avenue, on the fringe of the central business district.

The earliest occupants of the Seven-O-Seven Building were dentists and insurance agencies. Travelers Insurance Company was one of the first and largest tenants, occupying the entire first floor, and at times portions of the second floor, until the early 1970s. The United Insurance Company of America and the Life Insurance Company of Virginia also occupied office suites in the building. Over the years, the building would accommodate a variety of tenants, although most were associated with the fields of medicine and dentistry. The fifth floor was almost exclusively occupied by dentists, including a couple of dental laboratories. By 1980, clinic overflow and the credit department of Gill Memorial Hospital had expanded into the first floor of the building.

The Seven-O-Seven Building was the last major general-purpose office building to be constructed downtown until the 1970s, when urban revitalization efforts transpired. By the time of its construction, there was a clear trend toward the location of office parks in areas outside of downtown, where large sites could be devoted entirely to office buildings and their parking and landscaped areas.<sup>7</sup> Downtown Roanoke suffered a major blow in 1966, when the main U.S. Post Office was moved to a new location



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

**National Register of Historic Places**  
**Continuation Sheet**

Roanoke Downtown Historic District  
(2014 Update)

Name of Property

City of Roanoke, Virginia

County and State

N/A

Name of multiple listing (if applicable)

Section number          Additional Documentation          Page 5

on redevelopment land in northeast Roanoke. The loss of a major government institution further signaled the trend of divestment in downtown.

A new era of downtown growth and development began in the 1970s. The City government affirmed its commitment to downtown with a large addition to City Hall in 1970 and the federal government built the fourteen-story Poff Federal Building in 1974. The Downtown East urban renewal project cleared 17.5 acres east of Jefferson Street for new development in 1972. The project later resulted in several high-rise buildings on the eastern edge of downtown. In 1973, the thirteen-story Crestar Bank Building (now BB&T) and sixteen-story First National Exchange Bank Building (now Carilion Administrative Services Building) were built. These generally high-rise buildings of concrete construction have minimal exterior ornamentation. Some of the buildings associated with the Downtown East project are set back from the street and are markedly different in appearance from the downtown buildings that preceded them. Almost all of these buildings are located on sites that required the demolition of late nineteenth and early twentieth century buildings, further changing the resource composition of the downtown district.

**Section 9**

*A Development Plan for Roanoke.* Roanoke, Virginia: City of Roanoke, 1964.

Blanton, Alison S. *Roanoke Downtown Historic District Update and Boundary Adjustment 2013 126-5761.* Virginia Department of Historic Resources, Richmond, Virginia, 2013.

*Hill Directory Company's Roanoke, Virginia City Directory.* Richmond, Virginia: Hill Directory Company, Inc., 1964, 1965, 1966, 1970, 1975, 1980.

White, Clare. *Roanoke: 1740-1982.* Roanoke, Virginia: Roanoke Valley Historical Society, 1982.

"You Are Invited to Attend the Opening of Roanoke's Magnificent New 707 South Jefferson Street Building." *The Roanoke Times*, 21 March 1965.

**Photo Log**

Name of Property: Roanoke Downtown Historic District Period of Significance Expansion

City or Vicinity: Roanoke (City)

County:

State: Virginia

Photographer: Katie Coffield

Date Photographed: January 2014

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

**National Register of Historic Places  
Continuation Sheet**

Roanoke Downtown Historic District  
(2014 Update)

Name of Property

City of Roanoke, Virginia

County and State

N/A

Name of multiple listing (if applicable)

Section number Additional Documentation Page 6

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

Photo 1 of 4: 707 South Jefferson Street, east (front) elevation

Photo 2 of 4: 707 South Jefferson Street, north (side) elevation

Photo 3 of 4: 707 South Jefferson Street, west (rear) elevation

Photo 4 of 4: 707 South Jefferson Street, south (side) elevation detail

**ENDNOTES**

<sup>1</sup> The Roanoke Times

<sup>2</sup> White, 109

<sup>3</sup> White, 118

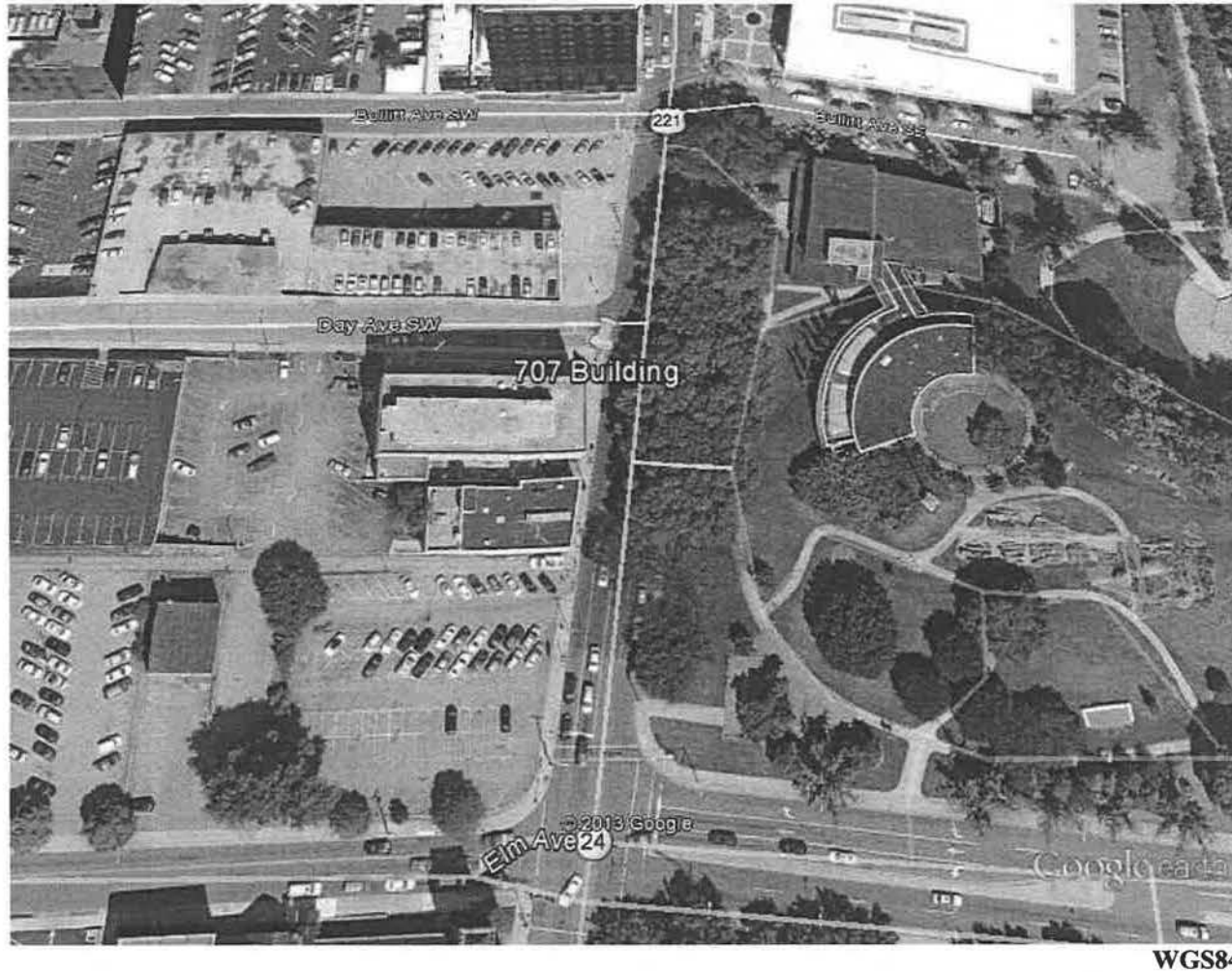
<sup>4</sup> The Roanoke Times

<sup>5</sup> The Roanoke Times

<sup>6</sup> The Roanoke Times

<sup>7</sup> A Development Plan for Roanoke

**Roanoke Downtown Historic District (2014 Update)**  
**Roanoke, Virginia** **DHR #128-5761**  
**Location Map for the Seven-O-Seven Building**








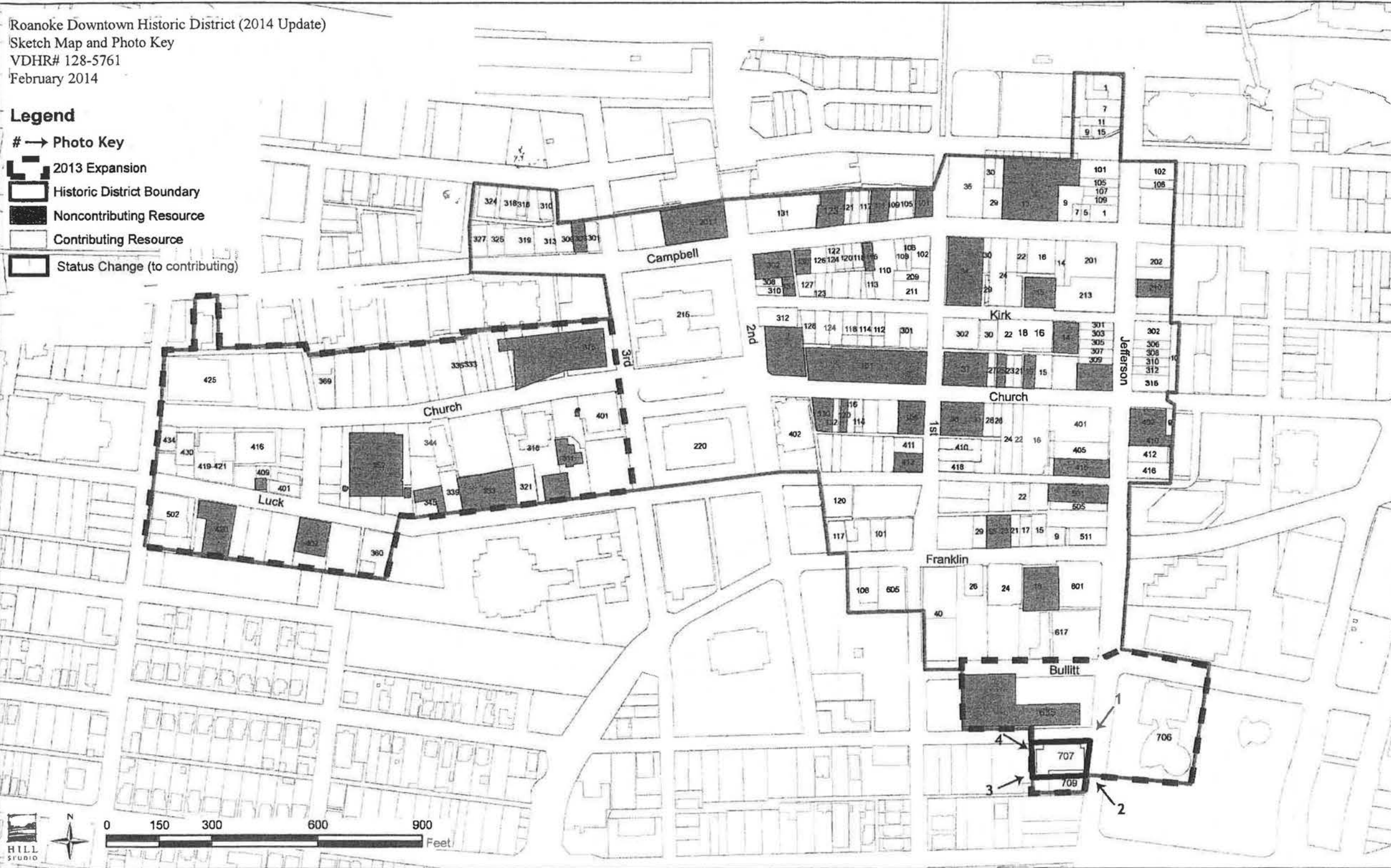
Latitude: 37.267687

Longitude: - 79.941087

Roanoke Downtown Historic District (2014 Update)  
 Sketch Map and Photo Key  
 VDHR# 128-5761  
 February 2014

**Legend**

- # → Photo Key
-  2013 Expansion
-  Historic District Boundary
-  Noncontributing Resource
-  Contributing Resource
-  Status Change (to contributing)









707

VISTAR  
PATIENT  
PARKING  
ONLY  
ALL OTHERS LOGGED  
AT VISITING OFFICE







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 NAME: Roanoke Downtown Historic District

MULTIPLE NAME:

STATE & COUNTY: VIRGINIA, Roanoke

DATE RECEIVED: 7/30/02      DATE OF PENDING LIST: 8/29/02  
DATE OF 16TH DAY: 9/14/02      DATE OF 45TH DAY: 9/13/02  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02000978

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    9/14/02 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in the  
National Register**

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

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



Copy  
Mcw  
5/10/02

# COMMONWEALTH of VIRGINIA

## Department of Historic Resources

W. Tayloe Murphy, Jr.  
Secretary of Natural Resources

2801 Kensington Avenue, Richmond, Virginia 23221

Kathleen S. Kilpatrick  
Director

May 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: Bristol Commercial Historic District, City of Bristol; Downtown Hopewell Historic District, City of Hopewell; Roanoke Downtown Historic District, City of Roanoke; Suffolk Historic District (boundary increase); Virginia Hill Historic District, City of Bristol**

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 June 12th, 2002:

- Bristol Commercial Historic District
- Downtown Hopewell Historic District
- **Roanoke Downtown Historic District**
- Suffolk Historic District (boundary increase)
- Virginia Hill Historic District, City of Bristol

We are aware of postal facilities (or former ones) in the **Downtown Hopewell Historic District, City of Hopewell: 117 Poythress Street; Roanoke Downtown Historic District, City of Roanoke: 220 Church Street, S.W.** We are unaware of any facilities in Bristol Commercial Historic District, City of Bristol; Suffolk Historic District (boundary increase), and Virginia Hill Historic District, City of Bristol.

It is also possible that you may have subcontractors who own properties in these areas. We thought we would 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.

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, 3<sup>rd</sup> 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

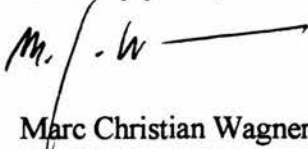
Enclosed is a copy of the criteria under which properties are evaluated, and maps that delineate the boundaries of the districts. Listing in the National Register provides the following benefits to federally owned historic properties:

-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 black ink that reads "M. C. Wagner" with a horizontal line extending to the right from the end of the name.

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



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY NAME: Roanoke Downtown Historic District

MULTIPLE NAME:

STATE & COUNTY: VIRGINIA, Roanoke

DATE RECEIVED: 9/02/05 DATE OF PENDING LIST:  
DATE OF 16TH DAY: DATE OF 45TH DAY: 10/16/05  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02000978

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 10-11-05 DATE

ABSTRACT/SUMMARY COMMENTS:

~~Additional Documentation Accepted~~

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

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.



# COMMONWEALTH of VIRGINIA

W. Tayloe Murphy, Jr.  
Secretary of Natural Resources

**Department of Historic Resources**  
2801 Kensington Avenue, Richmond, Virginia 23221

Kathleen S. Kilpatrick  
Director

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August 31, 2005

SEP - 2 2005

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

**RE: Farmville Historic District Amendment, Prince Edward County; and Roanoke Downtown Historic District Amendment, City of Roanoke**

Dear Ms. Matthews:

The enclosed nominations, referenced above, are being submitted for inclusion in the National Register of Historic Places. The amended nominations have been considered, and approved, by the Register Evaluation Team and the SHPO has recommended them for listing.

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

Sincerely,

Marc Christian Wagner  
National and State Register Manager

Enclosures

Administrative Services  
10 Courthouse Avenue  
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Tidewater Region Office  
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Roanoke Region Office  
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# COMMONWEALTH of VIRGINIA

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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

**RE: Roanoke Downtown Historic District (2014 Update), City of Roanoke, Virginia**

02000978

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 justification for extending the historic district's period of significance to end in 1964. This will allow one additional building, at 707 S. Jefferson Street, to become contributing to the district. Enclosed herein are the continuation sheets with narrative description and statement of significance, maps, photographs, and photo CD that were prepared for the update. 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

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