

VLR - 9/14/98
NRHP - 1/27/99

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 **NORFOLK & WESTERN RAILWAY COMPANY HISTORIC DISTRICT**
other names/site number VDHR File No. 128 - 602

2. Location

street & number **88 Jefferson St.N.W. ; 108 Jefferson St.N.W. ; 209 Shenandoah Ave.**
city or town **City of Roanoke** vicinity **N/A**
state **Virginia** code **VA** county **N/A** code **770** zip code **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 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 meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

McCall Hesson 12/18/98
Signature of certifying official/Title 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
- other (explain): _____

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> 3 </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> 3 </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** Sub: **BUSINESS OFFICE**
COMMERCE Sub: **BUSINESS OFFICE**
COMMERCE Sub: **PASSENGER TRAIN STATION**

Current Functions (Enter categories from instructions)

Cat: **COMMERCE** Sub: **WORK IN PROGRESS**

7. Description

Architectural Classification (Enter categories from instructions)

88 Jefferson St. N.W.: Neoclassical Revival
108 Jefferson St. N.W.: Art Deco
209 Shenandoah Ave.: Neoclassical Revival/Moderne

Materials (Enter categories from instructions)

foundation **granite; concrete**
walls **granite; brick; precast stone; steel; cast iron; heavy timbe**
roof **slate; terra cotta; EDPM**
other

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, objection structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

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

ARCHITECTURE

COMMERCE

TRANSPORTATION

Period of Significance

1896-1949

Significant Dates

1896; 1903; 1931; 1905; 1949

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation N/A

Architect/Builder
88 Jefferson St. N.W.:
Roanoke Land & Improvement Co., builder

108 Jefferson St. N.W.:
E. Paul Hayes, architect
J.P. Pettyjohn, builder

209 Shenandoah Ave.:
Raymond Loewy, architect
R.P. Pettyjohn, builder

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

9. Major Bibliographical References

(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: Virginia Tech College of Architecture and Urban Studies; The Virginia State Library; Roanoke Valley Historical Society; Norfolk & Southern Archives, Norfolk, VA

10. Geographical Data

Acreage of Property approximately 4.9 acres

TM References

(Place additional UTM references on a continuation sheet)

	Zone Easting	Northing	Zone Easting	Northing
1	17	593800	4125500	2
	3			4

___ See continuation sheet.

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	Douglas J. Harnsberger, A.I.A., architectural historian, and Nancy Kraus		
organization	Harnsberger & Associates, Architects	date	July 10, 1998
street & number	108 N. First Street	telephone	(804) 648-5040
city or town	Richmond	state	VA
		zip code	23219

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/title	Roanoke Foundation for Downtown, Inc.		(Contact: Matt Kennell)	
street & number	310 First St., Mezzanine	telephone	(540) 342-2028	
city or town	Roanoke	state	VA	zip code
				24011

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
CONTINUATION SHEET

Section 7 Page 1

Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia

Narrative Description

Summary Description and Integrity Statement

The buildings in the nominated district, unified by their historical connection to the Norfolk & Western Railroad, are representatives of three distinct architectural styles. The General Office Building-South is a sophisticated example of Neoclassical Revival architecture and features complex patterns of ornate brickwork and ornamentation. Representing the Art Deco period, the General Office Building-North is comparable in certain details to the Chrysler Building in New York City with its vertical emphasis, geometrically patterned brickwork and precast stone, and decorative cast aluminum details. The Passenger Station is a hybrid, an *exemple par excellence* of Moderne architecture, constructed upon an underlying symmetrical, Neoclassical Revival structure. Perhaps the finest architectural work of Raymond Loewy, an internationally respected industrial designer, the Passenger Station once displayed a highly refined level of design both inside and out. Interior modifications made after Loewy's departure have obscured, but not destroyed, his highly original work.

Both General Office Buildings are solidly built of high quality masonry long-enduring materials and are much the same on the exterior now as they were at the time of their construction in 1896 and 1931. The Passenger Station is likewise solidly built and has not been appreciably altered on the exterior, except by Loewy's entrance portico addition (1949) and the removal of part of the addition on the rear facade of the building in 1997. All three buildings have suffered interior modifications, consisting principally of the addition of partitions, acoustical tile dropped ceilings, and commercial carpeting. Nonetheless, all three buildings retain a remarkable degree of their original historic interior fabric.

(a) Norfolk & Western Railway Company General Office Building South (GOB-S)

Materials

Foundation granite
walls brick; granite; cast iron structural girders
roof Buckingham slate and green Vermont slate

Exterior Description

Norfolk & Western Railway Company General Office Building South (GOB-S), which occupies a sloping lot on the southwest corner of Jefferson Street and Shenandoah Avenue in the commercial area of Roanoke north of the downtown business district and north of the main railroad tracks formerly owned by the Norfolk & Western Railroad, is the older of two multi-story office buildings on North Jefferson Street that were formerly owned and operated by the Norfolk & Western Railway Company. In form, the GOB-S consists of two rectangular wings connected by a hyphen. The original East Wing of the six-story Neoclassical Revival style building was built in 1896. Designed by the Norfolk & Western architecture department in Philadelphia,¹ the design of GOB-S was inspired by architecture

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 2

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

of the Renaissance, an age of humanism that rejected the style of the earlier Gothic period in favor of a more down-to-earth horizontality with rich decorative motifs derived from Greek and Roman structures.

The West Wing was constructed in 1903 and improved in 1907. On February 10, 1909, the top two floors of the west wing were heavily damaged by fire.² The floors were presumably restored. Although numerous internal changes and remodelings took place over succeeding decades, the exterior remains essentially as it was in 1907. Each wing of the building is constructed of cast iron structural girders, heavy timbers, granite, and variegated golden yellow and rich brown brick shipped by rail from Ohio. Each wing encompasses 106,200 square feet. The construction cost of the East Wing was \$95,852, and surprisingly, the West Wing constructed seven years later cost only slightly more.³

Consistent with Neoclassical Revival prototypes of early twentieth century American commercial design, the GOB-S features a four-part horizontal composition with slate hip roof and five dormer windows with copper finials on the East and West Elevations. Most of the roof of the East Wing is constructed of dark gray Buckingham slate, while one area of the roof has distinctive green Vermont slate. The entire roof of the West Wing is of green Vermont slate. Both buildings have green terra cotta tile caps and ridges, except for one copper replacement ridge cap on the East Wing. The building is capped with a heavily bracketed cornice, partially missing on the east facade of the building. In typical Neoclassical Revival style, the GOB-S features a mixture of round-arched, flat-arched, and segmental arched window types.

The base section, delineated by a wide granite belt course, has a sturdy granite foundation contrasted with multi-tone brown brick walls laid in American bond. The first story has the appearance of an arcade, distinguished by ranks of gracefully arched windows with stone sills. The windows have opaque glass brick in-fill, a later alteration made in 1929-31 at the time the General Office Building-North was constructed.⁴

The rusticated second story section of the GOB-S features five courses of honey-yellow brick contrasted with horizontal lines of brown brick, accented at the top with a cornice-style belt course, also of yellow brick. Fenestration on second story of the Primary East Elevation is composed of five pairs of windows with single windows at the corners, all with flat arches of contrasting gold and brown brick and opaque glass brick in-fill.

Above a brown, molded brick belt course is the main body of the building, a three-story segment faced with a continuous wall of plain honey-yellow brick in running bond. The visual theme of rustication is continued with earth-colored brick quoins at the corner of each story. Fenestration from the third through the fifth stories of the Primary East Elevation is composed of five pairs of original metal, double-hung one-over-one windows with single windows at the corners. The windows on the main body of the building also have flat arches with brown keystones.

The compressed sixth story at the top is the most festive, defined by ornate yellow and brown brickwork laid in crisscrossed lines to form a diagonal checkerboard or diapered pattern. Like the stories below, the sixth story windows have segmental arches. This top section is also distinguished by the wide bracketed cornice at the roof line and a cornice-style belt course below.

Although the GOB-S is divided horizontally into a "layer cake" of four sections, a secondary vertical organization is created, perhaps unintentionally, by prominent downspouts. These downspouts are visible in early photographs

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 3

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

and are apparently original. They divide the facade into seven sections with narrow sections on each end and the widest section in the center. The downspouts give the fenestration a vertical rhythm of 1-2-2-3-2-2-1 if the paired windows of the second floor and three floors above it are read as a unit. By contrast, the first and sixth floors have only one window.

The primary East Elevation along Jefferson Street is twenty-four structural bays long, with a centrally located entrance, marked by a stone base, coupled Tuscan columns, wide cornice, and a classical broken-arch pediment. The portico soars a full two-and-one-half stories in height. Although the doorway behind the portico has been altered, it retains its circular arch with keystone. Each wing of the secondary South Elevation along Shenandoah Avenue is five structural bays wide with a centrally placed secondary entrance with limestone steps, frame, and cornice. This elevation has parallel rows of five single windows on each story. Windows on the first and second stories have opaque glass brick in-fill, and the third through sixth stories retain their original metal, double-hung one-over-one fenestration.

Interior Description

The building contains six floors and a basement. Inside the principal entrance on Jefferson Street, the ground floor elevator lobby is finished with painted plaster walls and terrazzo floors. The Norfolk & Western Railroad logo is imbedded in the terrazzo in the center of the lobby. On the left of the lobby are two small, narrow elevators. The lobby leads to a wide, gracious staircase that opens into equally wide circulation corridors to the left, the right, and directly ahead at the top of five steps. Standing at the bottom of the stairs looking up, there is an open view to the sixth floor up the six flights of the turning stairs. The staircase retains its original ornate cast iron rails which are painted with a deep red enamel. Although the ceilings in the lobby and the left and right circulation corridors have been lowered with a dropped ceiling of acoustical tile, the original fourteen foot high plaster ceilings are visible where the tile have been displaced. The lobby and corridors retain their original wide baseboards, window and door casings, and tall recessed panel wood and glass doors.

Inside a secondary west entrance at the corner of Shenandoah Avenue is an elegant foyer with tall, paneled grommeted doors with their original wrought iron detailing, half-round clerestory windows, and a coffered plaster ceiling with a diamond pattern design.

Throughout the building, floors are constructed of poured concrete and finished with linoleum tile in a faux marble pattern. The original interior walls and partitions on all floors are painted plaster. The original baseboards, door and window casings, and some of the original wood and wood and glass doors are found throughout the building. From the second through the sixth floors, all the windows are double-hung with metal frames. At the basement level and the first floor; opaque glass blocks and wood half-round partitions have replaced the original windows. Visible along the long corridors are heavy, riveted cast iron columns, part of the building's exposed structural system which contrasts noticeably with the wide adjacent colonial baseboards.

The building has steam radiators along the walls, under the windows. Large fireproof storage vaults, are located on each floor. The third floor of the GOB-S is connected to the second floor of the GOB-N by a skywalk across Center Avenue.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 4

Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia

(b) Norfolk & Western Railroad Company General Office Building North (GOB-N)

Materials

Foundation concrete
walls structural steel; brick; precast stone
roof EDPM

Exterior Description

Norfolk & Western Railway Company General Office Building North (GOB-N), constructed in 1931, was the second major office building added to the railway facilities.⁵ Situated at the northwest corner of Jefferson Street and Center Avenue in the commercial area of Roanoke north of the downtown business district and north of the main railroad tracks formerly owned by the Norfolk & Western Railway, the GOB-N was located on the site of the former Stratford Hotel which had provided room and board for numerous Norfolk & Western employees through the years.⁶ In an article that appeared in the Norfolk and Western Magazine in May, 1931, the GOB-N was described: "The modern eight-story structure..is the last word in architectural excellence...It is absolutely fireproof, strongly built and stands on a foundation of solid rock. Some of the steel foundation columns sink to a depth of 10 feet below the surface of the basement."⁷ The fabric of the building includes one million brick, two million pounds of structural steel, and 5,000 cubic yards of concrete. The variegated yellow and brown brick provide an attractive contrast to the precast stone trim around the entrances, the lower windows, and the main cornice.

The GOB-N is a fine example of commercial Art Deco construction. The Modern Art Deco movement, widely popular in urban areas in the 1920's and 1930's, is typically angular architecture that relies on stark verticality and strong geometric forms and motifs. Like the colossal Empire State and Chrysler Buildings, the GOB-N has wide vertical strips marking the major divisions of the facade and narrower strips that divide the tall columns of windows. Further vertical expression is created by the penthouse tower that steps back and upward to the apex.

The GOB-N, designed by Paul Hayes, was the architect's first and, in his estimation, also his best work. An older brother taught Hayes how to use a T-square, a triangle and some scales. Determined to become a registered architect, Hayes left home at age eighteen after several years in high school. He landed a three-year apprenticeship as office boy and draftsman in the Winston-Salem, North Carolina firm where his older brother was employed. An architect on leave from the faculty of Carnegie Tech helped Hayes enroll in a correspondence course at Beaux Arts Institute in New York. Hayes subsequently came to Roanoke to work in the office of Louis Phillippe Smithey, architect/engineer. Hayes helped Smithey prepare drawings for numerous projects, including the American Theater, the Salem and Lyric Theaters, First Presbyterian Church, and the South Roanoke Fire Station. In June of 1929, business was slow for Smithey, so Hayes was subcontracted out as a draftsman for Norfolk & Western Railway. When the N&W management rejected the architectural plans for GOB-N submitted by an outside architectural firm, Hayes asked for the opportunity to submit his own design. His plans for the GOB-N was unanimously accepted. Seven years after completing the construction of GOB-N, Hayes passed the exam to become a registered architect.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 5

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

Constructed in 1931 by J.P. Pettyjohn, Contractor, the GOB-N cost \$831,927, more than eight times the cost of its southern neighbor.⁸ The building measures 141 linear feet along Jefferson Street and 153 feet along Center Avenue.⁹ In form, the building is "U"-shaped, with a paved concrete courtyard, 30 feet wide and 77 long, between the rear wings. The 100,000 square-foot building displays several characteristics of the Modern Art Deco Movement: walls of smooth-faced concrete, polychrome ornamentation in the form of zigzags, chevrons, and other geometric motifs; and the vertical emphasis of its tower projecting above the roof line.

The high rise commercial building is eight stories high and built of precast stone and variegated earth-tones of golden-yellow and brown brick laid in American bond. At the top of the eighth story, a square tower stands 138 feet above street level.¹⁰ The building has a classical three-part composition. The base section features a smooth-faced stone foundation, multi-tone yellow brick pilasters separated by original double-hung one-over-one metal windows, and spandrels under the windows of yellow brick accented with vertical lines of dark brown brick. The first and second stories are separated by a segmented stone belt course. The contrasting seven-story shaft emphasizes the vertical rise with continuous multi-tone yellow brick pilasters separated by original double-hung one-over-one metal windows and darker orange and brown brick interstices. Decorative, colorful spandrels under the windows display yellow brick alternately accented with a geometric pattern reminiscent of the Greek key motif and vertical lines of dark brown brick.

The top of the main shaft of the building is composed of alternating vertical pediments of yellow brick and precast stone. A continuous band of stone precast with reeding, sloped weatherings, and long-stemmed volutes stylized to imitate fern fronds encircle the shaft of the building at the roof line. A recessed tower section, also capped with a band of stone, projects above the primary flat roof and repeats the pattern of alternating vertical pilasters of yellow brick and fluted stone. The pilasters project and are capped with precast stone weatherings.

The Primary East Elevation along Jefferson Street is sixteen structural bays long, with a centrally located entrance flanked by heavily fluted pilasters and a lintel bearing the inscription "Norfolk & Western RY" cast in angular low-relief letters. Three precast raised stone obelisks rise upward from the top of the lintel to the third story where they terminate in reeded blocks. The reeded blocks extend to the right and left across the dominant central section of the primary facade. The entrance has a triple metal door with multi-pane transom and sidelights. The windows have aluminum frames and are divided by ornate aluminum grills with lattice motifs, wavy lines, and the Norfolk & Western logo. Cast concrete panels with layered chevrons and geometric motifs are found above the sidelights and second story windows.

The South Elevation along Center Avenue is sixteen bays wide with a secondary entrance in the center. The facade is composed of symmetrical rows and columns of original single double-hung, one-over-one windows separated by yellow brick pilasters. The first and second stories are separated by a segmented stone belt course, and the facade is capped with precast stone. The secondary entrance has its original double doors with precast stone facing, flanked by sconce lights.

The North Elevation is clad in yellow brick and is eight bays wide. The fenestration on the North Elevation consists of symmetrical rows and columns of original single double-hung, one-over-one metal windows separated by yellow brick pilasters. The first and second stories are separated by a segmented stone belt course. The rear West

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 6

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

Elevation, clad yellow brick, is U-shaped with five bays on each wing. The windows on the West Elevation are original single double-hung, one-over-one windows separated by yellow brick pilasters.

The GOB-N is visually and structurally connected to the GOB-S by a painted steel skywalk that spans Center Street between the second story of the GOB-N and the third story of the GOB-S. The skywalk features 1-3-1 fenestration and a shallow arched vault with stucco finish. The window bays corbel out from wall plane, and each window is set in a polygonal shaped coffered panel.

The exterior of the Norfolk & Western Railway Company North (GOB-N) has not been significantly altered since its construction. It served between 1931 and 1992 as office space for the railroad company.

Interior Description

The building contains eight floors and a basement. Just inside the principal entrance on Jefferson Street is a small foyer with elegant marble walls, marble floor, and unusual frosted glass Art Deco light fixture in the center of the ceiling. Immediately beyond the foyer, a wide archway of painted plaster leads into the main elevator lobby. This spacious ground floor lobby is finished with black and tan colored marble floors with a geometric block pattern, and the walls are faced with a high wainscoting of black, emerald green, and tan colored marble. Above the wainscoting are painted plaster walls, geometrically patterned plaster cornice, and a twelve-foot coffered, sculptured plaster ceiling. Heat vents in the lobby have ornate Art Deco style cast aluminum registers.

At the rear of the elevator lobby are four elevators with sleek, shiny Bakelite doors molded with vertical, raised silver and black panels. In between the elevators are sconce light fixtures of molded plaster with a brushed aluminum finish. The elevators are five feet wide and seven feet long inside and were designed to accommodate twelve people.

Throughout the building, floors are constructed of poured concrete and finished with deep maroon and black colored squares of battleship linoleum laid in a pattern to imitate marble. Inside walls and partitions are constructed of hollow terra cotta tile, and the interior walls enclosing the stairways and elevator lobbies on the second through eighth floors are faced with a five feet wide wainscoting of 8" by 16" glazed terra cotta tile. Some of the interior doors are metal and wire glass, and some are wood and glass. All the windows are double-hung with metal frames. The windows on the north side of the building and those facing the stairways have wire glass. Many of the interior spaces have been partitioned into smaller spaces with laminate paneling, and the original eleven foot ceilings have been dropped down with acoustical tile. Visible above displaced acoustical tiles is the original wood picture molding approximately 3' down from the higher ceiling.

A suite of executive offices, executive dining room and kitchen are located on the seventh floor. The offices are modern, but of special note is the office of the former chief executive of the railroad. This office features rich raised panel cherry paneling, built-in cabinetry, and a private bathroom with shower.

The building has steam radiators along the walls, under the windows. Also original is the special wide wood baseboard called a "Conduo" that was installed for wiring and provided extra space for future conduit installations.¹¹ Two large fireproof storage vaults, with walls of hollow tile, twelve inches thick, are located on each floor. The

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 7

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

basement floor is connected to the ground floor of the original GOB-S by a tunnel under Center Avenue, and the second floor was connected to the third floor of the GOB-S by a covered passageway or skywalk.

At the time of completion, the two-thirds of the basement floor was occupied by a steam regenerator, refrigerating machines for cooling drinking water, work rooms for the superintendent of buildings, and an electrician. The basement also included space for a photostat room, storage for the railroad's engineering department instruments and field supplies, a shipping room, and bins for the reception of U.S. and railroad service mail.¹²

In the south wing along Center Avenue, an auditorium, 50 feet wide and 80 feet long seating 526 people, was installed on the first floor. The remainder of the first floor space was occupied by Rates and Divisions (south wing) and Quotation and Tariff (north wing) departmental offices. The second floor housed the Freight Traffic Department, and the Engineering Department was located on third floor. The fourth through seventh floors were occupied by the Accounting Department. The Magazine and Advertising Departments were situated on the eighth floor.

(c) Norfolk & Western Railway Company Passenger Station

Materials

Foundation concrete
walls brick; concrete
roof terra cotta tile

Exterior Description

The Norfolk & Western Railroad Company Passenger Station, located adjacent to the railroad tracks, is sited at the junction of Shenandoah Avenue and Williamson Road (Second Street) in the commercial district north of the business district of Roanoke. Originally built in 1905, the older classically styled station was redesigned in 1949 by industrial designer by Raymond Loewy¹³ (1893-1986) who is well known for his eclectic product designs including the 1947 Studebaker Starlight Coupe, the 1953 Starliner Coupe, the 1961 Avanti, the 1929 Gestetner duplicating machine, the Pennsylvania Railroad S-1 Steam locomotive, Lucky Strike cigarette packs, the Coca-Cola bottle, and the Apollo and Skylab spacecrafts.¹⁴ All of these products by Loewy were landmark designs that were commercially successful and influential in establishing higher design standards in their respective industries. Prolific and charismatic, Loewy established a world-wide reputation reinforced by offices in New York, Chicago, Los Angeles, London, Paris, and San Juan. Officials of the Norfolk & Western who admired Loewy's locomotive designs invited Loewy to create a showpiece after a local architect's drawings for a re-designed station failed to express the company's financial success and aspirations for the future.¹⁵ The passenger station is one of the outstanding surviving examples of Loewy's architecture.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 8

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

Photographs of the 1905 passenger station show a Neoclassical Revival structure constructed of brick with a main central block, symmetrical wings, white trim, and a terra cotta hipped roof. The 1905 station had a central Ionic columned portico that was removed and replaced during the 1949 renovation.

The redesigned passenger station retains the footprint of its predecessor and the structural walls, the roof, the window casement openings, and all of the rooms and windows on the lower level. "The monumental classical and dynamic Corbusian form in structural stone and corrugated aluminum features an almost production line-like pedestrian flow diagram, all squeezed between a large historical hotel and the track way of a streamlined passenger train."¹⁶

The transformation by Loewy produced a distinctively two-faced building, well-suited to its function and site. At the street front, the passenger station has a decidedly classical appearance, although stripped down. The rear facade is overtly modern and technological in form. Among the design changes incorporated by Raymond Loewy are the projecting eight-pillared entrance portico of smooth-faced, scored concrete with reentrant style recessed corners, the 17-foot tall expanse of fixed plate glass-and-metal windows on the Primary North Elevation, the wall-of-windows on the track-side Loewy addition (South Elevation), the first escalators in Roanoke, and a curved walnut ticket counter instead of ticket booths.¹⁷

The glass doors and windows have natural aluminum trim, and the windows on the wings and the secondary elevations are four-light with molded horizontal frosted glass and hopper style bottom hinges. Remarkably, the windows on the South Elevation have the same design and proportions as train windows. The terrace under the entrance portico is finished with two colors of terrazzo and has a distinctive geometric motif in front of the two sets of four entrance doors. Unfortunately, the original doors have been sealed off, and a double-wide metal and glass commercial door has been installed at the right side of the entrance portico.

In plan view, Loewy's wedge-shaped addition on the South (rear) Elevation unified the front and the back of the station. The 1949 addition was "T"-shaped, with two wings, twelve-feet wide by forty-five feet long supported on concrete piers, and a center extension, supported by large central brick piers, that extended sixty feet to span three sets of railroad tracks. The exterior was clad with vertically fluted corrugated aluminum intended to give a transportation-like appearance.

Each of the wings has a long horizontal stretch of windows to imitate the fenestration of a passenger train car. The concourse in the east wing sheltered a café, and the west wing held the baggage claim. Terrazzo covered concrete floors embedded with copper tubing provided radiant heat. On the interior, the roof was supported by "H"-shaped columns. On two sides, the columns were clad with frosted glass, and the other two sides were covered with travertine marble. Five-inch diameter fluorescent tube lights were affixed to the columns providing sufficient ambient light for the entire interior space of the Loewy addition. Only two of the support columns survived following the demolition of the sixty-foot extension in 1995; both surviving columns have been stripped of their cladding and lights. However, photographs and fragments of the materials are in the possession of Professor Bill Green of Virginia Tech who would like to see the "light columns" restored. Also lost in the '95 demolition were the long brick enclosures that sheltered the escalators that led from the concourse down to the landing platform at track level.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 9

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

Interior Description

When the Passenger Station opened in 1949, it included an expansive ticket counter with an open semi-circular design of brown and Tuscan red Formica. Floors in the waiting room were multi-colored terrazzo with a light colored square motif highlighting the entries. A large sundial, embedded in the terrazzo floor toward the rear of the station, is still visible underneath the commercial carpeting. The walls, tan-colored ceramic tile and marble, ascended to 20-foot high ceilings of acoustical plaster painted canary yellow. A large dome provided soft light over the ticket counter below. Also featured were brushed stainless steel columns, thick solid glass railings, all recessed fluorescent lighting set into marble-clad structural I-beams supporting 20-foot high ceilings, the newest type of public address system, illuminated signs, body-contoured benches, and luggage lockers. A restaurant and a newsstand provided additional services for passengers. The station displayed a 28-foot system map, visible even from the street, of colorfully painted Formica mounted behind the ticket counter. The map graphically represented the Norfolk & Western lines and connections.¹⁸

Four stairways and two escalators, the first in Roanoke, were installed to lead from the 70-foot concourse to the train platforms. Flooding the concourse with natural light is a track-side wall of aluminum frame windows extending from floor to ceiling. Long clear windows along each side of the wall allowed passengers to watch train operations.¹⁹ Unfortunately, Norfolk Southern abridged the track-side concourse of the Passenger Station to make room for the passage of larger train cars. The stairways, escalators, and concourse are now gone. However, preservationists succeeded in their campaign to have the railroad reassemble the aluminum wall-of-windows in its original form on the abridged wall. The wall retains some of its original futuristic stainless-steel grills.

Although the interior is visibly altered from its 1949 appearance, the building retains most of the flashy materials and the interesting details of Loewy's streamlined modern design. All the original windows are intact with their original mullions, although obscured by unsightly modern screens. Underneath the paneled walls, acoustical tile ceilings, and carpeted floors, the historic fabric is still visible, including the 1" by 2" vertically set tan-colored tile, the marble, the canary plaster ceiling, the terrazzo floor including the sundial, the ceiling dome, and the stainless steel columns. Bill Green, a professor of architecture at Virginia Tech who has researched, lectured, and written extensively about the Passenger Station, is convinced that most Loewy's interior design could be easily restored with a crew of men and a dumpster! Further, he has catalogued the location of many pieces of interior furnishings that could be reassembled should the station be restored. Although the Norfolk & Western Railroad Company Passenger Station is currently vacant, Professors Bill Green and Scott Gartner are working with the Virginia Museum of Transportation to transform the station into a museum of industrial design and a visitor center for Roanoke. "The Roanoke Passenger Station represents the highpoint of Loewy's interior design, and is one of the few buildings in Roanoke by an internationally famous designer."²⁰

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 10

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

STATEMENT OF SIGNIFICANCE

Summary Statement of Significance and Justification of Criteria

The Norfolk & Western Railway Company General Office Buildings and Passenger Station, located in a commercial district north of the principal business district of the City of Roanoke, are symbolic of the indissoluble link between the history of the City of Roanoke and the history of the railroad in southwestern Virginia. The three buildings, prominently situated adjacent the Hotel Roanoke and the railroad tracks formerly owned by the Norfolk & Western Railway Co., stand as visual, commercial, and architectural landmarks with a period of significance ranging from 1896-1949.

The nominated district qualifies for the National Register of Historic Places at the statewide level of significance according to Criterion A in the areas of Transportation and Commerce/Trade. The nominated district also meets National Register Criterion C in the area of Architecture because the buildings are among the city's best examples of Neoclassical Revival, Art Deco and Moderne architectural design.

All three buildings in the nominated district represent excellent design, superior craftsmanship, and exemplary period detailing. The buildings are among the most significant in the commercial history of the City of Roanoke.

Historical Background

In the mid 1800's, the town of Big Lick had a blacksmith shop, a small office building, a tobacco factory, a depot for the Virginia-Tennessee railroad on its run from Lynchburg to Salem, and a few homes.²¹ In the spring of 1881, influential citizens met to plan a strategy for persuading the Shenandoah Valley Railroad to locate the junction of the railroad lines at Big Lick. An offer of \$10,000, rights of way, and options on farm lands were extended to railroad representatives who were meeting in Lexington. The railroad representatives "...were strongly impressed by the progressive spirit shown by the citizens of the little village, and Col. U.L. Boyce who was one of the committee, as well as a prime mover in the project to build the railroad, remarked with emphasis, 'Gentlemen, this brings the road to Big Lick!'"²²

In February 1881 Clarence H. Clark of the E.W. Clark banking firm of Philadelphia had purchased the Atlantic, Mississippi and Ohio Railroad (AM&O) and renamed the line the Norfolk & Western. The AM&O included the antebellum Virginia and Tennessee Railroad that ran through Big Lick on its east-west route from Lynchburg to Bristol. The E.W. Clark firm had already purchased the Shenandoah Valley Railroad in 1879, and charged Frederick J. Kimball as president of the Shenandoah Valley Construction Company with building that line south to a connection with the AM&O. Clarence H. Clark and Frederick J. Kimball both attended the first Norfolk & Western Board of directors meeting in May 1881. C.H. Clark and F.J. Kimball also served as charter members of the Roanoke Land & Improvement Company, an organization incorporated in September 1881 for the purpose of "acquisition of land at Roanoke, which is to be point of connection between Norfolk & Western and the Shenandoah Valley railroads, to improve the same by laying out into streets, the erection of houses, and also to build and equip a hotel—capacity about 20."²³

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 11

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

The birth of the City of Roanoke is synonymous with the birth of the Norfolk & Western Railroad. Between 1881 and 1883, the establishment of the Shenandoah Railroad terminal of the newly formed Norfolk & Western (N&W) Railroad at Big Lick, Virginia, fostered a population growth from 700 to 5,000.²⁴ Seeking a more dignified name, the town council re-chartered the city as Roanoke in 1884, and the new municipality subsequently earned the name "The Magic City". "The growth and progress of the Roanoke area are so indissolubly linked with the great railway system now known as the Norfolk & Western that no story of the city and county would be adequate the failed to give this railroad full credit as one of the most important elements in the narrative."²⁵

The predecessor of the contemporaneous Norfolk & Western Railway Company General Office Building South was a multi-gabled, rambling Queen Anne style office building built in 1883 by the Roanoke Land & Improvement Co., a private development company formed by the officials of the Norfolk & Western. Between 1883 and 1887, the attractive Queen Anne structure housed businesses at ground level and railroad offices on the second floor.²⁶ A period photograph suggests the presence of retail shops on the ground floor and a bay window that may have been a telegraph office on the sidewalk facing the tracks.²⁷ The railroad bought the office building in 1887. Local offices vacated the building, and the Norfolk & Western used the office space for more than a dozen years.

This first Norfolk & Western general office building formed with the Norfolk & Western Union Station and Hotel Roanoke a stylistically unified ensemble. All three buildings were built in the then-fashionable Queen Anne style, composed of richly colored materials and patterns, with multiple window bays, gables, dormers, and chimney piles. On January 4, 1896, this original cohesive unity was destroyed when the first Norfolk & Western general office building burned to the ground.²⁸ A Roanoke Daily Times reporter wrote in the January 5, 1896 edition, "The lonely chimneys, broken walls and smouldering ruins of the once handsome building presented a sad picture of desolation and destruction..."

During this same time, the Norfolk & Western was undergoing a major reorganization, and when the Queen Anne office burned, it was rumored that the railroad would move its general offices from Roanoke. The rumors seemed well-founded. The nation was experiencing a wide-spread depression brought about by the financial panic of 1883. Yet without delay, the railroad company began construction on the Norfolk & Western Railway Company General Office Building South which was completed with astonishing speed. In fact, some employees were at work in their new offices within six months.²⁹ In July 1, 1897, edition of the Roanoke Times, a writer with the byline "Tramp" wrote, "The new building is a substantial and lasting monument to the feeling of confidence in us and our section that the management of Norfolk & Western have had...This should forever end rumor with regard to the company's removing its general offices from Roanoke." The GOB-S formed the cornerstone of the historic Norfolk & Western complex on Jefferson and Shenandoah.

In 1929, after years of talk about a merger between the Norfolk & Western and the Pennsylvania Railroad, there was again speculation that the railroad would move from Roanoke. Although the rumors generated fear that the merger would lead to an exodus of jobs and workers from Roanoke, confidence was restored on October 1, 1929, when N&W announced plans to build a second high-rise office building on the lot adjoining the "old GOB." Thus during the darkest years of the Great Depression, the magnificent Art Deco General Office Building-North was constructed. The railroad business was booming, and the new building was needed to accommodate the increasing number of N&W employees. Completed in 1931, the GOB-N became the second major office building added to the railway facilities.³⁰ It was located on the site of the former Stratford Hotel that had provided room and board for

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 12

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

numerous Norfolk & Western employees through the years.³¹ The GOB-N at the corner of Jefferson Street and Center Avenue in downtown Roanoke, was designed by E. Paul Hayes, Architect, in the Art Deco style popular in the 1920's and 1930's.

Norfolk & Western Railroad Company Passenger Station, located adjacent to the railroad tracks, is sited at the junction of Shenandoah Avenue and Williamson Road (Second Street) north of downtown Roanoke. Originally built in 1905 in the Neoclassical Revival style, the station was redesigned in 1949 by industrial designer by Raymond Loewy³² who is well known for eclectic product designs including but not limited to the 1947 Studebaker Starlight Coupe, the 1953 Starliner Coupe, the 1961 Avanti, the Pennsylvania Railroad S-1 Steam locomotive, the Lucky Strike cigarette pack, the Coca-Cola bottle, and the Apollo and Skylab spacecrafts.³³ All of these products by Loewy were landmark designs that were commercially successful and influential in establishing higher design standards in their respective industries. Prolific and charismatic, Loewy established a world-wide reputation reinforced by offices in New York, Chicago, Los Angeles, London, Paris, and San Juan. Loewy summarized his design philosophy with the acronym "MAYA", "most advanced, yet acceptable." The passenger station is one of the outstanding surviving examples of Loewy's architecture.

The underlying profile of the symmetrical, proportional 1905 passenger station is evident in Loewy's Moderne re-design. However, the two-story commercial building, constructed of concrete and brick, shows an emphasis on the horizontal plane and features elements of twentieth century commercial design including stainless steel interior columns, thick solid glass railing, and terrazzo floors. Among the design changes incorporated by Raymond Loewy are the projecting eight-pillared entrance portico of smooth-faced, scored concrete, the 17-foot tall expanse of fixed plate glass-and-metal windows on the Primary North Elevation, the wall-of-windows on the track-side South Elevation, the first escalators in Roanoke, and an expansive ticket counter in the place of ticket booths.³⁴ On April 1, 1949, the Norfolk and Western Railway Company completed the rebuilding and modernization of its passenger station in downtown Roanoke.

Trains met from six different areas of the country: east from Norfolk; north from Hagerstown, Maryland and the northern states; northeast from Washington and the northern states; south from Winston-Salem, North Carolina; southwest from Bristol, Virginia and the southern States; and west from Cincinnati and Columbus, Ohio, and the Midwest.³⁵ The railroad was a dominant force in the fabric of American life, providing a broad spectrum of transportation services to the public. At the Roanoke passenger station, complete transportation service include "the carrying, in luxurious comfort, of people of all ages and conditions- from babies to invalids; the handling and caring for personal baggage; the movement of tons upon tons of mail and express; and the feeding and housing of people en route."³⁶

The passenger station is one of the outstanding surviving examples of Loewy's architecture. "The Roanoke Passenger Station represents the highpoint of Loewy's interior design, and is one of the few buildings in Roanoke by an internationally famous designer."³⁷

The Norfolk & Western Railway Company General Office Buildings provided corporate office space for the railroad company between 1896 and 1992. After the merger of the Norfolk & Western with Southern Railway to form the Norfolk Southern Corporation, the corporate headquarters were moved to downtown Norfolk, Virginia, in 1992. The current Norfolk & Western Railway Company Passenger Station and its predecessors served the railroad

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 13

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

company during this same period. All three buildings were donated by Norfolk & Western to the Roanoke Foundation for Downtown, Inc. in 1997.³⁸

Both of the office buildings are in an excellent state of preservation having survived without significant alteration. Although the passenger station has undergone considerable interior alterations, much of the historic fabric remains intact beneath the more recent interiors.³⁹ All three buildings are currently unoccupied. Plans call for the GOB-S to be converted into apartments. With a feasibility appropriation for the Virginia General Assembly, plans are being developed for the GOB-N to be used as an education center for higher education.

Endnotes for Sections 7 and 8:

1. Gravely, Anne Carter Lee, research note collection.
2. Andrews, M. Carl, "NW office complex had modest beginnings", Roanoke, Virginia: The World News, April 7, 1975.
3. Norfolk and Southern News Release, Norfolk, Virginia: Norfolk Southern Corporation, October 15, 1997, 2.
4. Gravely, Anne Carter Lee, research note collection.
5. Norfolk and Southern News Release, 2.
6. Norfolk and Western Magazine, "Our New Office Building", (Roanoke, Virginia, May, 1931), 256.
7. Norfolk and Western Magazine, "Our New Office Building", 256.
8. Norfolk and Southern News Release, 2.
9. Norfolk and Western Magazine, "Our New Office Building", 256.
10. Undated pamphlet from the Norfolk and Western Railroad Corporate Office, Norfolk, Virginia, 5.
11. Norfolk and Western Magazine, "Our New Office Building", 258.
12. Norfolk and Western Magazine, "Moving Days", (Roanoke, Virginia, April, 1931), 200.
13. Norfolk and Southern News Release, 2.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 14

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

14. Morgan, Anne Lee, editor, "Contemporary Designers", London and Chicago: St. James Press, 1985.
15. Green, Bill, IDSA, "raymond loewy's 1949 train station: a classic rediscovered", Innovation, Spring, 1998, 51.
16. Green, Bill, IDSA, "raymond loewy's 1949 train station: a classic rediscovered", Innovation, Spring, 1998, 50.
17. Norfolk and Southern News Release, 2.
18. Norfolk and Western Magazine, "Modern Passenger Station at Roanoke Opens for Business", 202.
19. Norfolk and Western Magazine, "Modern Passenger Station at Roanoke Opens for Business", 204.
20. Brochure from a lecture given by Professor Bill Green, Virginia Tech College of Architecture and Urban Studies, at the Roanoke Public Library, May 11. (Year not published).
21. Barnes, Raymond P., History of the City of Roanoke, Radford, Virginia: Commonwealth Publishing Press, Inc., 1968, 86.
22. Jacobs, E.B. and George S. Jack, History of Roanoke County and History of Roanoke City, Roanoke, Virginia: Stone Printing Company, 1912, 94.
23. Kern, John R., Ph.D., and Leslie A. Giles, National Register of Historic Places Nomination Form for Hotel Roanoke. On file at the Department of Historic Resources, Richmond, Virginia. September 1, 1995, quoting from Striplin, E.F. Pat. The Norfolk & Western: A History. Forest, Virginia: Norfolk & Western Historical Society. 1997, chapters 3&4.
24. The Writers' Program of the Work Projects Administration in the State of Virginia, Roanoke: Story of County and City, Roanoke, Virginia: Stone Printing and Manufacturing Company, 1942, 135.
25. The Writers' Program of the Work Projects Administration in the State of Virginia, Roanoke: Story of County and City, 188.
26. Andrews, M. Carl, "NW office complex had modest beginning", Roanoke, Virginia: The World-News, April 7, 1975.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 15

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

27. Undated pamphlet, Norfolk and Western Railroad Corporate Office, Norfolk, Virginia, 1.
28. Undated pamphlet, Norfolk and Western Railroad Corporate Office, Norfolk, Virginia, 2.
29. Undated pamphlet, Norfolk and Western Railroad Corporate Office, Norfolk, Virginia, 2.
30. Norfolk and Southern News Release, "Norfolk Southern to Donate Former Roanoke Offices and Passenger Station", Norfolk, Virginia: Norfolk Southern Corporation, October 15, 1997, 2.
31. Norfolk and Western Magazine, "Our New Office Building", (Roanoke, Virginia, May, 1931), 256.
32. Norfolk and Southern News Release, "Norfolk Southern to Donate Former Roanoke Offices and Passenger Station", Norfolk, Virginia: Norfolk Southern Corporation, October 15, 1997, 2.
33. Morgan, Anne Lee, editor, "Contemporary Designers", London and Chicago: St. James Press, 1985.
34. Norfolk and Southern News Release, 2.
35. Norfolk and Western Magazine, "A Day at the Roanoke Passenger Station", (Roanoke, Virginia, December, 1950), 668.
36. Norfolk and Western Magazine, "A Day at the Roanoke Passenger Station", 726.
37. 15. Brochure from a lecture entitled "Raymond Lowey's 1949 Masterwork for the Norfolk & Western" given by Bill Green, Virginia Tech College of Architecture and Urban Studies, at the Roanoke Public Library, 11 May. Year not published.
38. Norfolk and Southern News Release, "Norfolk Southern to Donate Former Roanoke Offices and Passenger Station", Norfolk, Virginia: Norfolk Southern Corporation, October 15, 1997, 1.
39. Brochure from a lecture entitled "Raymond Lowey's 1949 Masterwork for the Norfolk & Western" given by Bill Green, Virginia Tech College of Architecture and Urban Studies, at the Roanoke Public Library, 11 May. Year not published.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 16

**Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia**

BIBLIOGRAPHY

Andrews, M. Carl, "NW office complex had modest beginning", Roanoke, Virginia: The World-News, April 7, 1975.

Barnes, Raymond P. History of the City of Roanoke. Radford, Virginia: Commonwealth Publishing Press, Inc. 1968.

Brochure from a lecture entitled "Raymond Lowey's 1949 Masterwork for the Norfolk & Western" given by Bill Green, Virginia Tech College of Architecture and Urban Studies, at the Roanoke Public Library, 11 May. Year not published.

Bruce, Carolyn Hale. Roanoke, A Pictorial History. Roanoke, Virginia: Stone Printing Company. 1976.

Green, Bill, IDSA. "raymond loewy's 1949 train station: a classic rediscovered". Innovation. Spring, 1998. 50-53.

Jacobs, E.B. and George S. Jack, History of Roanoke County and History of Roanoke City, Roanoke, Virginia: Stone Printing Company, 1912, 94.

Kagey, Deedie. When Past is Prologue: A History of Roanoke County. Roanoke, Virginia: Walsworth Press, Inc. 1988.

Kern, John R., Ph.D., and Leslie A. Giles. National Register of Historic Places Nomination Form for Hotel Roanoke. On file at the Department of Historic Resources, Richmond, Virginia. September 1, 1995.

Morgan, Anne Lee, editor. Contemporary Designers. London and Chicago: St. James Press. 1985.

Norfolk and Southern News Release. "Norfolk Southern to Donate Former Roanoke Offices and Passenger Station". Norfolk, Virginia: Norfolk Southern Corporation. October 15, 1997.

Norfolk and Western Magazine. "A Day at the Roanoke Passenger Station". Roanoke, Virginia. December, 1950.

Norfolk and Western Magazine. "Modern Passenger Station at Roanoke Opens for Business". Roanoke, Virginia. April, 1949.

Norfolk and Western Magazine. "Moving Days". Roanoke, Virginia. April, 1931.

Norfolk and Western Magazine. "Our New Office Building". Roanoke, Virginia. May, 1931.

Pamphlet. Norfolk and Western Railroad Corporate Office. Norfolk, Virginia. Undated.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 9 Page 17

Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia

Piedmont, Donlan. Peanut Soup and Spoonbread: An Informal History of Hotel Roanoke. Roanoke, Virginia: Virginia Tech Real Estate Foundation, Inc. 1994.

Striplin, E.F. Pat. The Norfolk & Western: A History. Forest, Virginia: Norfolk & Western Historical Society. 1997.

The Writers' Program of the Work Projects Administration in the State of Virginia. Roanoke: Story of County and City. Roanoke, Virginia: Stone Printing and Manufacturing Company. 1942.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 10 Page 18

Norfolk & Western Railway Co. Historic District
City of Roanoke, Virginia

10. GEOGRAPHICAL DATA

Verbal Boundary Description

The boundaries of the nominated properties are indicated on the enclosed map, depicted at a scale of 1"=200' and derived from the Roanoke City tax maps currently on file at the city engineer's office.

The boundaries of the nominated district wrap around the Hotel Roanoke from the south and east of the hotel and form a loosely contiguous relationship with each other along Shenandoah Avenue. Two of the three buildings, the General Office Building North and the General Office Building South, occupy adjacent lots facing Jefferson Street and fronting Center Avenue along the South (GOB-N) and North Elevations (GOB-S), respectively, in downtown Roanoke. The general office buildings are visually and physically adjoined across Center Avenue by a one story walkway on the second floor level.

The adjacent lots occupy the area bounded by an alley between the GOB-N and the 1908 Stone Printing Company building on the north; Jefferson Street on the east; by alleys to the west at the rear of the General Office Buildings; and by Shenandoah Avenue to the south.

The boundaries of the district extend along Shenandoah Avenue to include the acreage associated with the Passenger Station which is bounded by Shenandoah Avenue on the north; Williamson Road on the east; and railroad tracks to the south and west.

Boundary Justification

The boundaries include 5 acreage originally and historically associated with the development and operation of three public buildings, the General Office Building-North (GOB-N), the Norfolk & Western Railway Company General Office Building South (GOB-S), and the Norfolk & Western Railway Company Passenger Station, owned by the Norfolk & Western Railway Company between 1887 and 1972.

The buildings in the nominated district share the particular distinction of having been constructed by the railroad company especially for public use. Unlike other buildings constructed and operated by the Norfolk & Western to serve private functions, the three commercial buildings in the nominated district are functionally related by their original and historical usage in railroad operations. Although currently Norfolk & Western retains ownership of other private, utilitarian structures in Roanoke, the buildings in the nominated district were donated as a three-part whole to the Roanoke Foundation for Downtown, Inc. The nominated district is geographically contiguous with the Hotel Roanoke, previously nominated to the National Register of Historic Places and also formerly owned and operated as a public building by the Norfolk & Western. The nominated district is geographically separated from other land and building holdings of the Norfolk & Western across the four-lane expanse of Williamson Road.



CITY OF ROANOKE,
VIRGINIA

Norfolk & Western
Railway Co. 41010
District

UTM REFERENCE
POINT: 17/593800/
4125500

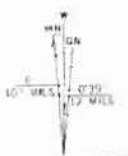
1 570 000 FEET 192 67°30' CLEARBROOK 4.5 MI. ROCKY MOUNT 21 MI. (GARDEN CITY) 5058 11' NW 195 196 55' BURNT CHIMNEY VA 1201 12 MI. 198 INTERIOR GEOLOGICAL SURVEY RESTON, VIRGINIA 22092 1989 79°52'30"



CONTOUR INTERVAL 20 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929

ROAD CLASSIFICATION

Heavy duty	Light duty
Medium duty	Unimproved dirt
Interstate Route	U. S. Route
	State Route



UTM GRID AND 1984 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET

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



QUADRANGLE LOCATION

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

ROANOKE, VA.
37079-C8-TF-024

1983
PHOTOREVISED 1984