HISTORIC ARCHITECTURAL SURVEY OF
AND NATIONAL REGISTER NOMINATIONS FOR
ROANOKE DOWNTOWN HISTORIC DISTRICT,

ROANOKE, VIRGINIA

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ABSTRACT

In July 2000, the City of Roanoke successfully applied for a matching grant from the Virginia Department of Historic Resources (VDHR) to conduct an Historic Architectural Survey of approximately 200 structures in downtown Roanoke to nominate as a National Register historic District. In October 2000, Hill Studio, P.C. was contracted by VDHR to conduct this survey. The survey project was carried out under the general direction of Alison Blanton, architectural historian and project manager. Mary Zirkle assisted in the documentation of the structures and the preparation of the final survey report and nominations.

Half of the funding and all project oversight were provided by the Department of Historic Resources through their Cost-Share Program. The City's portion of the grant was provided by a special City Council appropriation.

The contractual agreement specified that 200 structures were to be surveyed at the reconnaissance level for the 49-acre historic district. All information from the field survey and analysis was entered into the Data Sharing System (DSS) database managed by VDHR. The site file for each of these surveys includes a DSS-generated report with an architectural description and a significance statement as well as archival black-and-white photographs, a site plan, and a base map showing the location of each resource. The nomination for the potential historic district was presented to the Virginia State Review Board for listing on the National Register in June 2002

The final products of this project include: a survey report; site files; base maps; National Register Nomination Forms for the l historic district, and, a scripted slide presentation suitable for use by local civic and school groups.   The survey report, which will be available to the public at the Virginia Room of the Main Branch of the Roanoke City Library, includes copies of the National Register nomination. The statement of significance in the Roanoke Downtown nomination provides an overview of the history of Roanoke and the downtown area as represented by the historic resources in the survey area   The description section of the nomination includes a building-by-building inventory that identifies all contributing and non-contributing resources in the district. The survey report will serve as a planning document for making land-use decisions and planning for future survey, evaluation, and treatment of the historic and architectural resources within the historic district area of downtown Roanoke .

ACKNOWLEDGEMENTS

This project could not have been completed without the generous support and cooperation of the City of Roanoke, local residents and business owners, and the Virginia Department of Historic Resources.

Neil Holthouser and Chris Chittum of the City of Roanoke Department of Community Planning and Development, under the direction of Evie Lander, contributed invaluable support to the project through their initial involvement and by providing information and assistance that expanded our knowledge of the city and its architectural and planning history. In particular, the City provided Hill Studio with copies of maps, planning documents, and other data related to the properties within the survey area as well as hosted kick-off and district hearing meetings. The staff of the Virginia Room at the Roanoke City Library was also helpful in providing access to their valuable collections. The local residents, building owners and business owners provided information on the history and significance of the people and places in the downtown area as well as the needs and concerns of the property owners in the area today.

In addition to co-sponsoring the project, the Virginia Department of Historic Resources (VDHR) also provided valuable guidance and support in completing the survey. Margaret Peters, Survey Manager and director of the Cost-Share Program in the Richmond office, as well as Dr. John Kern and Mike Pulice in the Roanoke Regional Preservation Office of VDHR supervised the administrative aspects of the project and reviewed the survey report. Dr. Kern also attended the public meetings associated with beginning and concluding the project.

The generosity of time and ideas offered by these people made a substantial contribution to our understanding of the historic resources of downtown Roanoke as reflected in the contents of this report. Hill Studio is indebted to them for their interest, enthusiasm, and support.

CHAPTER 1: PROJECT BACKGROUND

Introduction

In July 2000, the Virginia Department of Historic Resources (VDHR) awarded a matching grant to the City of Roanoke through its Cost-Share Program to conduct an historic architectural survey of 200 structures in the downtown area of Roanoke, Virginia. In October 2000, Hill Studio, P.C. was contracted by the VDHR to conduct this survey. The survey project was carried out under the general direction of Alison Blanton, architectural historian and project manager. Mary Zirkle of Hill Studio assisted in the documentation of the structures and the preparation of the survey report. Margaret Peters, director of the Cost-Share Program at VDHR in Richmond administered the project with the assistance of Dr. John Kern and Mike Pulice of the Roanoke Regional Preservation Office of VDHR. Funding for the City's portion of the matching grant was provided through a Community Development Block Grant from the U.S. Department of Housing and Urban Development. At the conclusion of the project, the survey findings and recommendations were presented to interested Roanoke City officials and the local residents at a public meeting hosted by the City of Roanoke Department of Planning and Community Development and the Roanoke Regional Preservation Office on May 7m 2002.

Project Description

Purpose
The purpose of this project was twofold. It was intended to provide the City of Roanoke, property owners and the VDHR with a more thorough understanding and assessment of the historic resources in the downtown area by completing a survey and National Register nomination form, which documented its significance to the history and development of Roanoke. The knowledge gained from this survey and nomination will help to achieve this purpose by providing information that is necessary to make informed comprehensive planning decisions that are sensitive to the significance of these resources and that will protect them. Second, the project was undertaken to make it easier for property owners to pursue State and Federal Tax Credits for rehabilitating and preserving their buildings that are included as contributing structures in the National Register historic district.

Objectives
The primary objective of this project was to conduct a reconnaissance-level survey of 200 historic architectural structures in the downtown area of Roanoke. Working from this survey and a Preliminary Information Form, the Downtown Roanoke Historic District was to be nominated for listing on the National Register

Study Area
The study area for the Roanoke Downtown survey encompassed a 49-acre area in downtown Roanoke bounded by Salem Avenue to the north; South Jefferson Street to the east; Franklin Street, Bullit Street and Luck Avenue to the south; and Fifth Street, S.W. to the west (Figure 1). The study area was determined by surrounding historic districts.

The boundaries of the historic district within the survey area were determined by identifying the historic time period and uses of buildings associated with the historic context of the district as well as the integrity of the existing fabric.

Figure: Roanoke Downtown Historic District Survey Area

Products

The final products of this survey project include: a survey report; a DSS database for the survey area; site files; base maps; a National Register nomination for the historic district; and a scripted slide presentation suitable for use by local civic and school groups. The survey report, which will be available to the public in the Virginia Room at the Main Branch of the Roanoke City Public Library, includes an overview of the history of downtown Roanoke as represented by the historic resources in the survey areas as well as a description section that includes a building-by-building inventory of the resources in the district as part of the National Register nomination. The survey report is intended to serve as a planning document for making sensitive land-use decisions and planning for future survey, evaluation, and treatment of the historic architectural resources within the downtown area. The site files, photographs, and base maps prepared from the survey will become part of the archival collection at VDHR in Richmond. Copies of these materials as well as the DSS database for the survey will be given to the City of Roanoke Department of the Planning and Community Development to supplement the survey report.

CHAPTER 2: METHODOLOGY

Survey Design

In conducting the survey of the downtown area of Roanoke, an established project methodology proved to be a critical step in the efficient and effective survey. The survey methodology was based on the following criteria: careful review of the study area boundaries; a building-by-building survey of all buildings within the survey area; historic and/or architectural significance; integrity and threat to the resource. In order to apply these criteria, Hill Studio conducted a review of existing materials, preliminary fieldwork, and a public meeting to consult with local residents and property owners. In following this design, a historic context for the study area was developed that served to guide the survey as well as aid in determining the relative significance of those resources surveyed.

Literature and Records Review

Background data was reviewed prior to, during, and after completion of the fieldwork. This review of existing information included the compilation of all relevant materials on file at VDHR and the City of Roanoke, as well as a general search for published materials at local and state libraries. Resources consulted included: city and county court records; Sanborn Fire Insurance Maps; Roanoke City Directories; United States Census records; local newspapers; the archive files of the Virginia Room at the Roanoke City Library ; as well as relevant published works.

Previous Architectural Investigations

Various other surveys have been conducted of the downtown area. These surveys were available in the VDHR IPS database and were reviewed for content and significance statements. These previous surveys contributed some vital information to placing several resources in their proper historic context. These resources were reviewed in a windshield survey that ascertained their existing condition. A total of four individual buildings and one historic district had previously been listed on the Virginia Landmarks and National Register.

A Preliminary Information Form (PIF) was prepared by Hill Studio in order to determine initial eligibility of the proposed district and the boundaries. The PIF was submitted to the State Review Board at its December 2001 meeting.

Public Meetings

A public information meeting was sponsored by the RRPO and City of Roanoke on January 16, 2001. The meeting was advertised in the local newspaper and notices mailed to all property owners. The purpose of the meeting was to introduce Hill Studio to the local citizens and property owners and to explain the background, purpose, and process of the survey and nomination project. The meeting began with a slide presentation by Hill Studio detailing the survey mission of VDHR, the Cost-Share Program, VDHR's

approach to analyzing historic resources through time periods and themes, the nomination process, as well as the benefits and products of the project. The meeting continued with a participatory discussion on issues and concerns of the public and the location of the historic resources that are significant to the history of downtown Roanoke.

A final public meeting was held at the conclusion of the project to report on the survey findings, evaluations, and process of listing the Roanoke Downtown Historic District on the National Register. This meeting was hosted again by the RRPO and the City of Roanoke on May 7, 2002. Part of the process for National Register listing is to notify all property owners within the District and immediately adjacent to properties in the District.

On-Site Survey Methodology

Resources located within the draft Historic District boundaries as identified in the PIF were the primary targets for survey. Resources in the larger study area were also surveyed and evaluated in order to assess their possible contribution to the historic context and time period of the proposed district.

VDHR Data Sharing System (DSS) Data Entry

The VDHR Data Sharing System (DSS) is a computer database system developed by the National Park Service and customized to meet VDHR's computer needs for storage and analytical retrieval of survey information. All of the survey information from the survey of approximately 200 properties was entered into the VDHR-DSS system. Fields of information entered into DSS for each surveyed site include:

- VDHR site file identification number
- Property name
- Address/Location of resource (including city or county)
- USGS quadrangle name
- Site description
- Resource classification by type, including all associated secondary resources
- Date of construction
- VDHR historic context
- Physical conditions
- Threats to the property
- Primary exterior components and materials
- Architectural style
- Architectural description
- Additions or alterations description
- Secondary resources description
- Architectural and historical significance statement
- Bibliographic data
- Graphic documentation, including photographic negative numbers

This computer system allows for information to be entered into the computer and stored. The database can also be sorted and enumerated for accurate and consistent counts of survey findings. Computer reports can be generated to produce frequency counts on a variety of fields, including: architectural style; chronological date or period of construction; address; associated individuals; and building materials, to name a few. The DSS database is an important component of the survey and will be a useful planning tool for Roanoke. Diskettes containing the survey information compiled were provided to VDHR and the City. The information in the database can be updated on a continual basis and used to generate useful reports.

Expected Results

As dictated in the VDHR Request for Proposal (RFP) and the contractual agreement with Hill Studio, the project was expected to accomplish approximately 200 reconnaissance-level surveys. Given the downtown context of the project area, it was expected that the vast majority of the properties surveyed would be buildings dating from the late 19th to the mid 20th In addition to the survey and documentation of the individual resources, it was expected that a National Register Nomination would be prepared for the Roanoke Downtown Historic District.

CHAPTER 3: NATIONAL REGISTER NOMINATION: ROANOKE DOWNTOWN HISTORIC DISTRICT

HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS

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 19th century through the mid-20th century. The 28-block district consists of **Campbell Avenue S.W., Church Avenue S.W., Franklin Road, Kirk AvenueS.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 19th century to the mid-20th 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 19th to early 20th 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 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 20th 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 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 20th 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 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 20th 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 20th 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 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 Way r 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 20th 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 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 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-20th 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.

INVENTORY OF SITES

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 = Contibuting 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
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.

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 2nd and 3rd 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 2nd 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 cornice supported by brackets, brick quoins, storefront cornice with brackets.
Triple 1/1 sash windows on 3rd story, paired windows on 2nd. 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 19th 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 2nd 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 3rd street to upper floors.

305 Campbell Avenue, S.W.   1969
128-5761-0016   1010837   NB
Commercial. One-story, three-bay brick commercial building with flat roof and minimal detailing limited to vertical corbelling in the bays. Flush storefront of aluminum-and-plate glass with a single-leaf entrance.

309 Campbell Avenue, S.W.   Vest Furniture Co.   1922
128-5761-0017   1010836   CB
Commercial. Four-story, four-bay brick office building with flat roof and heavy molded cornice with modillions. Belt course at attic and 3rd story. Paired 1/1 sash windows. Aluminum storefront with fixed windows and transoms. Two single-leaf wood doors with broken transoms and sidelights with fluted pilaster surround. Interior remains intact on 1st floor with mezzanine and decorative tin ceiling.

313-317 Campbell Avenue, S.W.   1922
128-5761-0018   1010835   CB
Commercial. Two-story, eight-bay brick commercial building with flat roof with parapet and molded cornice. Windows replaced with 1/1 vinyl sash windows. Minimal storefront cornice. Storefronts altered with stone veneer infill, new wood paneled single-leaf doors, and fixed multi-light windows.

319 Campbell Avenue, S.W.   Alsop & Chambers, Inc. Autos   1930c
128-5761-0019   1010834   CB
Commercial. Two-story, five-bay brick automobile dealership with flat roof with parapet and corbelled brick cornice. Five bays of fixed, multi-light, metal windows with central casements. Metal storefront cornice. Storefronts include two multi-light wood garage doors and three single-leaf doors with transoms and fixed show windows.

325 Campbell Avenue, S.W.   Johnson Chevrolet Co.   1930
128-5761-0020   1010833   CB
Commercial. Two-story, eight-bay brick automobile dealership similar to 327 Campbell Avenue, S.W. with flat roof with stepped parapet with coping and simple brick corbelling below. Diamond stone insets accent the building. Storefront has been altered with one

bay infilled with brick veneer and four paired casement windows. West bay is recessed with aluminum system of two single-leaf doors and fixed show windows.

327 Campbell Avenue, S.W.   Auto Investment & Loan Co.   1930
128-5761-0021   1010832   CB
Commercial. Two-story, eight-bay brick automobile dealership similar to 325 West Campbell with the exception of a slightly higher roofline. Stepped parapet roof with coping and simple brick corbelling below. Diamond stone insets accent the building. Storefront has been infilled and covered with stucco. One multi-light wood garage door and one single-leaf, flush metal door.

CAMPBELL AVENUE, S.W. (south side)

16 Campbell Avenue, S.W.   Schultz United 5 & 10   1928
128-5761-0037   1011707   CB
Commercial. Three-story, four-bay, stuccoed brick commercial building. Flat roof with concrete coping and molded cornice above windows. Slightly projecting pilasters divide the bays. Stone lintels. Windows replaced with three-light fixed aluminum windows. Simple molded storefront cornice. Aluminum storefront with a double-leaf entrance. Three single-leaf, flush metal doors.

22 Campbell Avenue, S.W.   1953
128-5761-0036   1011706   NB
Commercial. Two-story, one-bay brick commercial building with flat roof and concrete coping. Casement windows with spandrels of carrera glass. Aluminum storefront with small ceramic tile base and single-leaf door.

24-26 Campbell Avenue, S.W.   Woolworth's   1920s
128-5761-0035   1011705   CB
Art Deco. Two-story, three-bay brick commercial building with flat roof accented by pilasters extending above the roofline. Concrete chevrons top the metal casement windows in their recessed bays. Carrera glass signboard with metal bands at rounded ends extends across the front. Aluminum storefront with base of small ceramic tiles. Two double-leaf aluminum-and-plate glass doors.

30 Campbell Avenue, S.W.   1930c
128-5761-0034   1011703   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.	First Campbell Street	1956
128-5761-0033	1011701	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 2nd, 3rd and 4th stories. Pediment tops central window bay at 4th story. Concrete columns flank entrance with double-leaf aluminum doors and sidelights..

102-104 Campbell Avenue, S.W.	Ferguson/State & City Building	1910/1925
128-5761-0032	1011519	CB

Commercial. Eight-story, three-bay brick bank building with rusticated ashlar base (1st and 2nd story), two intermediate cornices (2nd and 3rd 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.	Glenn-Minnick Clothing	1905
128-5761-0031	1011518	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 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 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 3rd 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 3rd 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 1st 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

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 2nd and 3rd 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 3rd 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 2nd 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.

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 2nd 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 2nd 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 2nd floor with triangular and
diamond windows above. Clerestory windows at 1st floor. Two single-leaf wood doors
flanked by fixed, multi-light windows.

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

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 2nd story have been replaced with fixed, single-light windows with applied muntins and arched surrounds. Recessed wooden storefront features fixed windows with

transams 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.

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 2nd 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
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.

410 First Street, S.W.   /McCleod & Co.   1950
128-5761-0130   1012308   CB
Commercial. Thee-story, two-bay brick veneer commercial building with parapet and molded cornice with entablature at attic level. Two bays with three windows each, flanked by louvered shutters. Fixed 24-light storefront window with metal mansard overhang. Recessed entry with broken pediment surround and fluted pilasters.

414 First Street, S.W.   /Merrick's Optical   1905
128-5761-01219   1012309   CB
Commercial. One-story, three-bay brick commercial building with parapet and minimal detailing. Recessed single-leaf door flanked by fixed wooden storefront windows on brick base. Awning across front.

418 First Street, S.W.   /American General Financial   1904
128-5761-0128   1012310   CB
Commercial. Two-story, four-bay brick commercial building with pilastered walls that extend above the parapet. Jack arches over replacement vinyl windows. Soldier bricks around aluminum signboard. Aluminum storefront with glazed yellow brick base. Recessed single-leaf entrance.

FIRST STREET, S.W. (west side)

209 First Street, S.W.   Rankin Jewelers/Carillon Health Plans   1920c
128-5761-0132   1011526   CB
Commercial. Four-story, four-bay brick commercial building with bracketed cornice. Inset cross designs over windows. Round arch detail over 4th floor windows. New storefront cornice of exaggerated brackets that extends across alleyway. Arched window and door openings on ground floor with recessed single-leaf door.

211-213 First Street, S.W.   Lakeland Lodge/A+E   1911
128-5761-0133   1011527   CB
Commercial. Four-story, five-bay brick commercial building and social hall. Decorative parapet with inset metal panels and Masonic seal at center. Fourth floor features large arched windows with tile insets in the spandrels. Paired 6/6 sash windows on 2nd and 3rd. Smaller windows at end bays. Molded storefront cornice with dentils. Art Deco storefront with recessed entrance, two single-light doors and terrazzo entry. Side entrance to lodge with pediment.

301 First Street   Anchor Building/Shenandoah Building   1911

128-5761-0134   1011610   CB
128-0031
Commercial. Seven-story, five-bay brick office building with copper cornice with modillions, decorative frieze and large scrolled brackets. Elaborate terra cotta cornice and frieze at 2nd and 3rd stories as well. Five bays of three 1/1 sash windows each with transom. Top four floors added in 1921. Frieze over storefronts. Storefronts vary. Marble surround at main office entrance.

411 First Street, S.W.   Bolling Building, Roanoke Printing Co.   1925c
128-5761-0135   1012219   CB
Commercial. Four-story, three-bay brick commercial building with decorative parapet with central arch and heavy molded cornice with modillions. Fixed metal windows with central hopper. Storefront cornice. Ashlar on ground floor.

413 First Street, S.W.   1970s
128-5761-0136   1012220   NB
Commercial. One-story brick veneer building with flat roof, minimal detailing, aluminum-and-plate-glass windows and entrance.

605 First Street, S.W.   Y.W.C.A.   1926
128-5761-0137   1013207   CB
128-0056   PIF
Beaux Arts. Three-story brick building with clipped corner and contrasting stone detailing in the corner quoins, cornice, belt course, entrance and window surrounds. Main entrance at corner with double-leaf doors, arched fanlight, and stone surround. Arched secondary entrance at three-bay stone veneer bay on Franklin Road. Interior features extensive tile work and includes a restaurant(original cafeteria), swimming pool, auditorium and a gym. Designed by Eubank & Caldwell.

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 2nd 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.

23 Franklin Road S.W.   /Woltz & Associates   1956
128-5761-0085   1012712   NB
Commercial. Two-story, three-bay, marble-faced brick buildng 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 2nd 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.

FRANKLIN ROAD, S.W. (south side)

Franklin Road, S.W.   Parking Structure   1960c
128-5761-0094   1013306   NS

No style. One-story, one-bay concrete block structure with flat roof, windows, and two sliding, single-leaf doors.

24 Franklin Road, S.W. Shenandoah Club   1957
128-5761-0093   1013305   NB

No style. Three-story brick building with flat roof, ribbon windows, and recessed double-leaf entrance. Site of earlier Shenandoah Club.

26 Franklin Road, S.W. Medical Arts Building   1929
128-5791-0092   1013304   CB

Art Deco. Nine-story, seven-bay brick office building with stepped parapet and projecting central section of three bays. Patterned brickwork. Marquee. Two one-story side wings.

40 Franklin Road, S.W. American Electric Power   1930c
128-5761-0091   1013301   CB

Art Deco. Six-story, five-bay brick office building with pilastered bays, paired windows with geometric brickwork in the spandrels and aluminum storefront. Large entrance with marble surround.

106 Franklin Road, S.W.   1952
128-5761-0090   1013225   CB

Commercial. One-story, four-bay brick commercial building with stepped parapet and two single-leaf entrances and store windows that are boarded.

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 3rd story. Jack arches with keystones and end blocks
over 15/15 windows on 2nd. Altered storefront.

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
Commercial. Three-story, one-bay brick commercial building with flat roof and stone veneer. Large central curtain wall with double-leaf entrance.

412 Jefferson Street, S.E.   Meals & Burke Building/Davidson's   1912
128-5761-0096   4011703   CB
Commercial. Three-story, four-bay brick commercial building with decorative parapet, heavy cornice with modillions and brackets, and patterned brickwork. Triple-sash paired windows on 3rd story, double-sash on 2nd. Tiled shed-roof overhang over storefront. Storefront altered with arched openings and recessed entrance. Designed by H.H. Huggins (Wells: 214)

416 Jefferson Street, S.E.   Boxley Building   1922

128-5761-0095   4011704   CB
128-0047   NR
Commercial. Eight story skyscraper with traditional form of granite base, enameled-brick shaft and terra cotta capital with copper cornice. Shaft section features terra cotta accents and brick corner quoins. Recessed double-leaf entrance features brass doors, copper and glass window system, terra cotta cornice and original light fixture. Designed by Edward G. Frye for W.W. Boxley, a developer and civic leader.

JEFFERSON STREET SOUTH (west side)

7 Jefferson Street, S.W. /Rutherfords   1937
128-5761-107   1010508   CB
Commercial. Three-story, four-bay commercial building with flat roof and minimal detailing. Corbelled brickwork. Metal medallions. Replaced windows, entrances and storefront. Large side addition sits back from street and includes a glass elevator/stair tower and a two-story brick section.

11 Jefferson Street, S.W. Kirk Building/Murtchens   1920c
128-5761-0108   1010509   CB
Commercial. Three-story, four-bay brick commercial building with stepped parapet and sign tablet. Row of soldier bricks and corner blocks accent windows. Original storefront with 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 1st and 2nd 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 2nd 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. 3rd story windows infilled. Transoms and jack arches with keystones over 2nd 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.

109 Jefferson Street, S.W.   Eatwell Lunch/Corned Beef   1920c
128-5761-0113   1011126   CB
Commercial. One-story, three-bay brick commercial building with stucco veneer and a rooftop patio with a metal railing. Marquee. Two single-leaf doors with transoms flank central bay of four windows.

201-213 Jefferson Street,S.W.National Exchange Bank/First Union Bldg   1911/1933
128-5761-0114   1011710/1011714   CB
Neoclassical. Original three-story, three-by-seven-bay structure was expanded in 1933 with a side addition along Jefferson Street. Classical cornice with dentil molding, attic above and frieze and entablature below. Colossal, fluted Ionic pilasters. Copper grillwork in Roman lattice pattern cover window bays. Molded cornice crowns supported by brackets above ground floor windows and entrances. Designed by Wyatt and Nolting of Baltimore (Wells:131, 493). Large, twelve-story, steel-frame and curtain wall addition constructed to the south.

301 Jefferson Street, S.W.   Family Shoe Store/B-In-Touch   1920c
128-5761-0115   1011805   CB
Commercial. Three-story, three-bay commercial building with parapet and heavy cornice supported by brackets. Transoms over 2nd story windows. Molded storefront cornice. Aluminum storefront not original.

303 Jefferson Street, S.W.   Davidson's/   1920c
128-5761-0116   1011806   CB
Commercial. Three-story, three-bay brick commercial building with parapet and molded cornice with modillions, dentils and entablature. Scrolled keystones over 3rd story windows. Storefront cornice. Altered storefront.

305 Jefferson Street, S.W.   Forman 5 & 10/S.F.C.S.   1910c
128-5761-0117   1011807   CB
Commercial. Three-story, three-bay brick commercial building with stepped parapet and molded 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 3rd 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.

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 3rd story. Paired windows (replacement) with elaborately detailed arched surround on the 10th 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 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
128-5761-0047	1011609	CB

Romanesque/Classical Revival. Two-story, five-bay office building with rusticated stone base and brick above. Flat roof with parapet and heavy cornice with dentils and modillions. Cast-stone entablature with building name. Three central windows are larger with segmental-arched opening in recessed bays. Windows on either end square-headed, 1/1 wood sash. Multi-light, segmental-arch transoms top the central entrance and two flanking windows. Single-leaf, single-light wood doors with rectangular transom in either end bay.

114 Kirk Avenue, S.W.		1942
128-5761-0046	1011608	CB

Commercial. Two-story, five-bay, yellow brick commercial building with simple stepped parapet roof and minimal brick detailing. Panel of patterned brick below the 6/1 wood sash windows. Flush aluminum storefront with transom and three single-leaf doors. Identical to 118-120 Kirk Avenue, S.W.

118-120 Kirk Avenue, S.W.		1942
128-5761-0045	1011607	CB

Commercial. Two-story, five-bay, yellow brick commercial building with simple stepped parapet roof and minimal brick detailing. Panel of patterned brick below the 6/1 wood sash windows. Flush aluminum storefront with transom infilled and two single-leaf doors. Identical to 114 Kirk Avenue, S.W.

124 Kirk Avenue, S.W.	WDBJ	1937
128-5761-0044	1011605	CB

Art Deco. Two-story, six-bay brick commercial building. Tall, narrow windows with panels of stylized brick patterns accent the façade. Carrera glass design fills one window bay. Corbelled brick frames the recessed main entrance with terrazzo entry and double-

leaf wood doors with stylized, diagonally-set metal handles. Storefront features marble base, fixed aluminum windows and a single-leaf recessed entry.

128 Kirk Avenue, S.W.   J.M. Oakey, Inc.   1915c
128-5760-0043   1011604   CB
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.

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 4th 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. 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.

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 19th to the mid-20th century. These buildings, with their wide range of 19th and 20th 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-20th century.

HISTORICAL 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 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 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 rorm 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 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-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 20th 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 20th 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 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 20th 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 20th 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 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 (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 20th 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 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.

PHOTOGRAPHS

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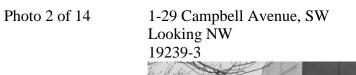
Photo 3 of 14   118-128 Campbell Avenue, SW
                    Campbell Avenue Complex Historic District
                   looking SW
                   19239-6

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

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 and Phelps-
                  Armistead Furniture
                  looking SW
                  19239-10

Photo 9 of 14   116-130 Church Avnenue, 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

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

CHAPTER 4: SURVEY FINDINGS OF THE ROANOKE DOWNTOWN HISTORIC DISTRICT

Data Sharing System (DSS) Database

Statistical information based upon the survey findings can be produced by running computer-generated reports. Some of this information is factual, based upon numbers collected from the survey, while other information is evaluative, based upon Hill Studio's understanding and evaluation of architectural and historical information collected during the survey. The computer-generated reports represent both factual and evaluative information and provide statistics on important trends and aspects of the history and development of Roanoke. The following summary and analysis has been prepared by architectural historians and preservation planners at Hill Studio and reflects their professional understanding of the resources surveyed within the context of the city's history. The information presented attempts to address the needs and concerns of the Roanoke City Office of Planning and Community Development, property owners and VDHR. Other types of statistical reports may be of interest to particular groups, such as property owners, community groups, the historical society, or school groups, and can be generated from the DSS database.

Summary of Survey Findings

As expected in the urban setting of Roanoke, the 46.5 acre Roanoke Downtown survey is represented nearly 100% by buildings, rather than sites, structures or objects. Of the 145 properties surveyed within the district, there were 138 buildings, six structures, and one object. The six structures were all non-contributing attendant's structures on parking lots. The majority of the buildings surveyed were constructed during the period between the late 19th century and the mid-20th century. The breakdown of buildings constructed by decade was as follows:

Pre 1900	4.76%
1900	8.84%
1910	19.%
1920	26.5%
1930	12.9%
1940	3.4%
1950+	24.5%

Buildings in the district represent a variety of styles from the different periods, including the High Victorian, Neoclassical, Classical Revival, Renaissance Revival, Colonial Revival, Gothic Revival, Beaux Arts and Art Deco styles. The Commercial Style was most prevalent, representing 79% of buildings surveyed.   Of the 145 resources surveyed in the district, 100 (70%) are contributing and 45 (30%) are non-contributing.

CHAPTER 5: RECOMMENDATIONS

Based on the survey and nomination of the Roanoke Downtown Historic District in the City of Roanoke, Hill Studio recommends the following actions be taken to promote the stewardship of the historic resources of the district as well as the City of Roanoke:

- Historic Tax Credit workshops to help property owners prepare applications;
-
- Façade improvement program to remove many of the late-20th century alterations;

- The local government should strive to utilize vacant historic buildings within the district and/or City for their own space and program needs;

- The City should work closely with the Roanoke Valley Preservation Foundation and Downtown Roanoke Inc. to recognize preservation and rehabilitation efforts in the downtown area.

- Sponsor a brown-bag lunch series focusing on architecture and history of downtown as well as opportunities for preservation and rehabilitation.

- Develop a preservation resource center either in the City of Roanoke Planning

- Department or the Virginia Room of the Roanoke City Library.

- Create a Development Advisory District (DAD) to provide voluntary guidelines for new development within the historic district.

- Conduct a survey to determine potential eligibility of a light industrial/warehouse district to the north and east of the downtown district for listing on the state and national registers.

- Sponsor walking tours and architectural treasure hunts to be used by local civic groups, school groups and tourists to heighten awareness of the architecture of downtown.

- Develop a series of plaques commemorating historic buildings that have been demolished.

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