

VLR Listed: 12/6/2006
NRHP Listed: 3/29/2007



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

OMB No. 1024-0018

United States Department of the Interior
National Park Service

Roanoke Downtown Historic District
2006 Boundary Increase
Roanoke, Virginia

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name: Roanoke Downtown Historic District 2006 Boundary Increase
Other names/site number: 128-5761-144 through -147

2. Location

Street & number 310-324 Salem Avenue SW
City or town Roanoke vicinity N/A
State Virginia Code VA County Virginia (city) Code 720 Zip 24011
Roanoke 770

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally. (See continuation sheet for additional comments.)

[Signature] Date 2/3/07
Signature of certifying official Date

Virginia Department of Historic Resources

State or Federal agency and bureau

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

 Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:
✓ entered in the National Register
 See continuation sheet.
 determined eligible for the National Register
 See continuation sheet.
 determined not eligible for the National Register
 removed from the National Register
 other (explain):

[Signature] Signature of the Keeper Elson K. Beall
Date of Action 3-29-07

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5. Classification

Ownership of Property (Check as many boxes as apply)

- private
 public-local
 public-State
 public-Federal

Category of Property (Check only one box)

- building(s)
 district
 site
 structure
 object

Number of Resources within Property

Contributing	Noncontributing	
<u> 2 </u>	<u> 2 </u>	Buildings
<u> 0 </u>	<u> 0 </u>	Sites
<u> 0 </u>	<u> 0 </u>	Structures
<u> 0 </u>	<u> 0 </u>	Objects
<u> 2 </u>	<u> 2 </u>	Total

Number of contributing resources previously listed in the National Register 0

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

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: Business, specialty store, warehouse
 Commerce/Trade specialty store
 Commerce/Trade warehouse

Current Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: specialty store
 Commerce/Trade work in progress
 Commerce/Trade vacant/not in use

7. Description

Architectural Classification (Enter categories from instructions)

 Commercial, Other

Materials (Enter categories from instructions)

Foundation Concrete
Roof synthetic (rubber), other
Walls Brick, Concrete,
Other

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

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8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions) Architecture; Commerce

Period of Significance 1906-1952

Significant Dates N/A

Significant Person (Complete if Criterion B is marked above) N/A

Cultural Affiliation N/A

Architect/Builder Unknown

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

9. Major Bibliographical References

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

Previous documentation on file (NPS)

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

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Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Virginia Department of Historic Resources

10. Geographical Data

Acreeage of Property .5 acres

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

Zone Easting	Northing	Zone Easting	Northing	Zone Easting	Northing	Zone Easting	Northing				
A 17	593380	4125380	B 17	593390	4125320	C 17	593290	4125300	D 17	593280	4125380

See continuation sheet.

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

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

11. Form Prepared By

Name/title Alison Stone Blanton, Architectural Historian
 Organization Hill Studio, P.C. date August 2006
 Street & number 120 West Campbell Avenue telephone 540-342-5263
 City or town Roanoke state VA zip code 24011

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

- Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

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

Property Owner

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

Name See attached sheets
 Street & number _____ telephone _____
 City or town _____ state _____ zip code _____

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

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

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7. DESCRIPTION:

SUMMARY DESCRIPTION

The existing Roanoke Downtown Historic District is located in the southwest quadrant of the greater downtown area of the City of Roanoke, which has served as the major transportation, industrial, and commercial city for Southwest Virginia from the late 19th century to the present. The area of the 2006 Boundary Increase adds four buildings on the south side of the 300 block of Salem Avenue SW at the northwest edge of the original district. The expansion area of approximately one-half acre increases the district to 47 acres composed of 28.5 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 area of the boundary increase are primarily commercial in style with influences from early 20th century revival styles and date from 1906 to 1938, consistent with the areas and period of significance for the Roanoke Downtown Historic District as listed on the National Register. The area of the 2006 Boundary Increase consists of four buildings (two contributing, two non-contributing) increasing the total number of resources in the district to 149 with 148 primary resources and 1 secondary resource. The majority of these resources (142) continue to be buildings. Of the 149 total resources in the expanded district, 68% are contributing, with 47 resources in the district are non-contributing either due to their date of construction or loss of historic integrity through alterations

DESCRIPTION

The 2006 Boundary Increase area is located in the 300 block of Salem Avenue SW, directly north of the 300 block of Campbell Avenue SW at the northwest edge of the Roanoke Downtown Historic District. The four buildings in the expansion area are adjacent to the rear of contributing buildings on Campbell Avenue in the existing district. While the area to the north and west changes to become primarily light industrial in character with warehouses and automobile-related buildings and has been determined eligible as the Salem Avenue / Roanoke Automotive Commercial Historic District. Two of the four buildings in the proposed expansion area are multiple stories in height and stylistically relate to the commercial buildings of the downtown district. Several vacant lots are located adjacent to the west of the expansion area and a parking deck is planned for construction on this site, thereby separating this area from the proposed Salem Avenue / Roanoke Automotive Commercial Historic District. A large parking lot occupies the area along the north side of Salem Avenue SW.

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The proposed 2006 Boundary Increase area includes four buildings (310, 316, 318 and 324 Salem Avenue SW) ranging in date from 1906 to 1938. The buildings are commercial or light industrial in type and are constructed of either brick or masonry block with brick veneer. Two of the buildings (310 and 318 Salem Avenue) are one story with the typical flat roof with stepped parapet and flush facade. The Roanoke Sheet Metal Building (316 Salem Avenue) is a two-story brick building with a large, central arched opening on its upper floor. Although a glass façade has been added to this building, these features are intact, as they are visible in the upper section. The Peerless Candy Company (324 Salem Avenue) is a three-story brick building that originally featured an elaborate cornice with wide overhang supported by brackets and a pedimented entrance flanked by pilasters. Although the cornice is missing, a 1922 historic photograph illustrates its original design.

INVENTORY:

Properties in the inventory are organized alphabetically by street name and numerically by address. The heading for each entry lists the historic name, the approximate date of construction, the Virginia Department of Historic Resources file number, tax parcel number, and the designation of “CB” or “NCB” for the status of each resource as either a “contributing building” or a “non-contributing building.” The body of each entry describes the architectural features of the building and includes pertinent historical data. Dates are based on Sanborn Fire Insurance maps, city directories and field survey. There are no secondary resources associated with the properties listed in the inventory.

310 Salem Avenue, SW	Virginia Armature	ca. 1935
128-5761-0144	1010818	CB

One-story masonry block commercial building with brick veneer on poured concrete foundation with flat roof with stepped parapet. Flush three-bay storefront of aluminum frame and glass with central, single-leaf entrance flanked by large show windows. Transoms extend across storefront. The building served as an electric motor repair shop from the mid-1930s to the early 1960s.

316 Salem Avenue, SW	Roanoke Sheet Metal Co./ Roanoke Glass	ca. 1906
128-5761-0145	1010816	NCB

Two-story brick commercial building on brick foundation with flat roof, corbelled brick cornice and end pilasters. A large arched opening is visible on the second level underneath a modern glass paneled façade. Storefront altered with addition of a roll-up metal garage door. The Roanoke Sheet Metal Company dates to the early 1900s and alter housed the Virginia Candy Company as well as a furniture warehouse.

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318 Salem Avenue, SW Campbell Repair Shop/Roanoke Glass ca. 1938
128-5761-0146 1010814 **NCB**
One-story commercial building on poured concrete foundation with flat roof. Façade covered with modern glass panels. Flush storefronts of aluminum-and-plate glass with single-leaf entrances and show windows. The building originally served as an upholstery repair shop

324 Salem Avenue, SW Peerless Candy Co. ca. 1916
128-5761-0147 1010812 **CB**
Three-story, three-bay brick commercial building with much of its original detailing missing. The building is constructed of brick laid in stretcher bond on the front façade, which has been painted, and in 5-course American bond on the side and rear elevations. A 1922 photograph shows a wide, projecting cornice at the attic level supported by brackets. This cornice has been removed. Pilasters divide the façade into three bays with pairs of 12/12 double-hung wood sash windows. These windows have been removed and the openings filled with concrete block. A row of clerestory windows just below the cornice has also been infilled. The central entrance featured a pedimented surround with simple entablature and pilasters, a double-leaf, single-lite door and “Roman lattice” transom and sidelights. The entrance currently features a flush, single-leaf door and the pilasters, entablature and sidelights have been covered with siding. The transom, which extends across the flanking storefronts, remains intact and painted. The storefronts appear to remain intact with two lights, a wood base, and stone sill. The western storefront has been covered with metal siding. Historic signs reading the “Peerless Candy Company” are located on each of the side elevations. Windows on the rear and east side are fixed metal windows with a central hopper. The Peerless Candy Company was established ca. 1916 and served as a wholesale candy factory and distributor through the early 1950s.

STATEMENT OF INTEGRITY

The four buildings in the area of the 2006 Boundary Increase remain intact as a contiguous section of the 300 block of Salem Avenue SW. The buildings retain their original historic setting and association as well as their form and materials, although some detailing has been either covered by modern alterations or removed. The two buildings that are listed as non-contributing (316-318 Salem Avenue) are historic buildings that have been altered with the application of a modern glass façade. It appears that the glass façade is removable and that the original building features are intact underneath. If these alterations are reversed and the buildings do retain their architectural integrity, it is possible that their significance could be changed to “contributing.” The Peerless Candy Factory has been altered to some extent with the removal of its distinctive cornice. The building is currently undergoing renovation and the cornice is being reconstructed based on historic photographs.

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8. SIGNIFICANCE

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. The 2006 Boundary Increase expands the boundaries of the Roanoke Downtown Historic District to encompass four commercial buildings in the 300 block of Salem Avenue SW that were constructed between the years 1906-1938, within the period of significance of the existing district. The buildings are geographically connected to the district by adjoining the north side of the 300 block of Campbell Avenue SW. The buildings are constructed of either brick or masonry block with brick veneer and are typical in style and detailing of small-scale commercial and industrial buildings in the downtown area in the early 20th century. The historic uses of these buildings -- which include an electric motor shop, a sheet metal shop, a candy factory and an upholstery repair shop -- relate to the commercial and retail business of the downtown area as well as the shipping and industrial activities of the railroad and its related industries. These buildings in the increase area are eligible for listing as resources within the Roanoke Downtown Historic District under Criterion A and C for their relation to the commercial, shipping and industrial development and architecture of Roanoke from the late 19th century to the mid-20th century. The entire boundary edges listed in 2002 were surveyed and these are the only buildings originally left-out which fit the context of the downtown district.

HISTORIC BACKGROUND

The 300 block of Salem Avenue developed in the early to mid-1900s from a residential neighborhood of one and two-story frame dwellings to a commercial area with brick stores, factories, and warehouses.¹ These enterprises were closely related to the retail and commercial activities of the downtown area as well as the shipping and industrial activities associated with the nearby railroad. The Roanoke Sheet Metal Company at 316 Salem Avenue dates to the early 1900s and later housed the Virginia Candy Company as well as a furniture warehouse. The Peerless Candy Company at 324 Salem Avenue was established circa 1916 and served as a wholesale candy factory and distributor through the early 1950s. The Virginia Armature Company at 310 Salem Avenue served as an electric motor repair shop from the mid-1930s through 1960 and the circa 1938 building at 318 Salem Avenue was constructed as an upholstery repair shop.² In addition to the information above, the thorough historic background (Section 8) provided in the 2000 nomination sufficiently covers the resources within the boundary expansion.

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Endnotes

1. Sanborn Fire Insurance Maps.
2. Hill Directory 1920-1960 and Walsh's Roanoke, Virginia City Directory, 1910-1916.

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9. BIBLIOGRAPHY

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

Hill Directory Company's Roanoke, Virginia City Directory. Richmond, Virginia: Hill Directory Company, Inc., 1920-1960.

Hill Studio, P.C.. "National Register Nomination of the Roanoke Downtown Historic District, Roanoke, Virginia." Virginia Department of Historic Resources, Roanoke Regional Preservation Office, Roanoke, Virginia. 2002.

Roanoke Booster Club. *Roanoke, Virginia: A City of Enterprise, Energy and Progress*. Roanoke, Virginia: Association of Commerce, 1932.

Sanborn Insurance Company, *Sanborn Fire Insurance Maps: 1898, 1907, 1917, 1928, 1948*. Roanoke, Virginia: Virginia Room, Roanoke City Public Library.

Walsh's Roanoke, Virginia City Directory. Roanoke, Virginia: The Stone Printing and Manufacturing Company, 1910-1916.

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

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10. GEOGRAPHICAL DATA

Verbal Boundary Description

The solid black line on the accompanying City of Roanoke tax parcel map indicates the boundaries of the 2006 Boundary Increase to the Roanoke Downtown Historic District.

Boundary Justification

The 2006 Boundary Increase adds a contiguous block to the northwest edge of the Roanoke Downtown Historic District to encompass all those contiguous areas of the early commercial and governmental development in downtown Roanoke west of the City Market Historic District. It reflects the historic character of the city as established during the period of significance, from 1882 to 1952.

The remaining boundaries of the Roanoke Downtown Historic District remain intact as originally listed. Contiguous areas to the district were studied for potential inclusion in the proposed increase area. This included the 100 block of Salem Avenue, the 400-500 block of Campbell Avenue, the 400 blocks of Church and Marshall streets, the 600-700 block of Second Street, and the 700 block of South Jefferson Street. The proposed boundary increase does not include these areas due to a lack of continuity from vacant lots or non-contributing resources. In addition, the 300 block of Salem Avenue was studied for inclusion in the eligible Salem Avenue / Roanoke Automotive Commercial Historic District, which extends roughly from 4th to 5th Street along Salem Avenue between the railroad and Campbell Avenue. The eastern end of the 300 block of Salem Avenue was not included in this district due to its separation by an expanse of vacant lots to the west. In addition to this physical separation, the style of the two most prominent buildings (316 and 324 Salem Avenue) --with their multi-story construction, storefronts, and detailing at the cornice level -- relates more to the commercial buildings of the Roanoke Downtown Historic District.

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Section Photographs Page 8

PHOTOGRAPHS

All photographs are of:

Property Name: Roanoke Downtown Historic District
2006 Boundary Increase
Location: Roanoke, Virginia
VDHR File: #128-5761
Photographer: Alison Stone Blanton, Hill Studio, P.C.
Negatives Filed: VDHR Collection
Virginia State Library and Archives

All photographs are archivally-printed, digital black-and-white photographs.

Photo 1 of 6 310-324 Salem Avenue SW
Looking SW

Photo 2 of 6 316-324 Salem Avenue SW
Looking SE

Photo 3 of 6 310 Salem Avenue SW
Looking South

Photo 4 of 6 316 Salem Avenue SW
Looking South

Photo 5 of 6 318 Salem Avenue SW
Looking South

Photo 6 of 6 324 Salem Avenue SW
Looking South



Roanoke Downtown Historic District
2006 Boundary Increase
Roanoke, Virginia
128-5761-

Prepared by
Hill Studio
August 2006

Base Mapping
provided by
City of Roanoke

- National Register District
- Boundary Increase
- Contributing
- ▨ Non-contributing



0 100 200 400 600 800 Feet

120 ANOKE DOWNTOWN
HD 2006 BOUNDARY
INCREASE

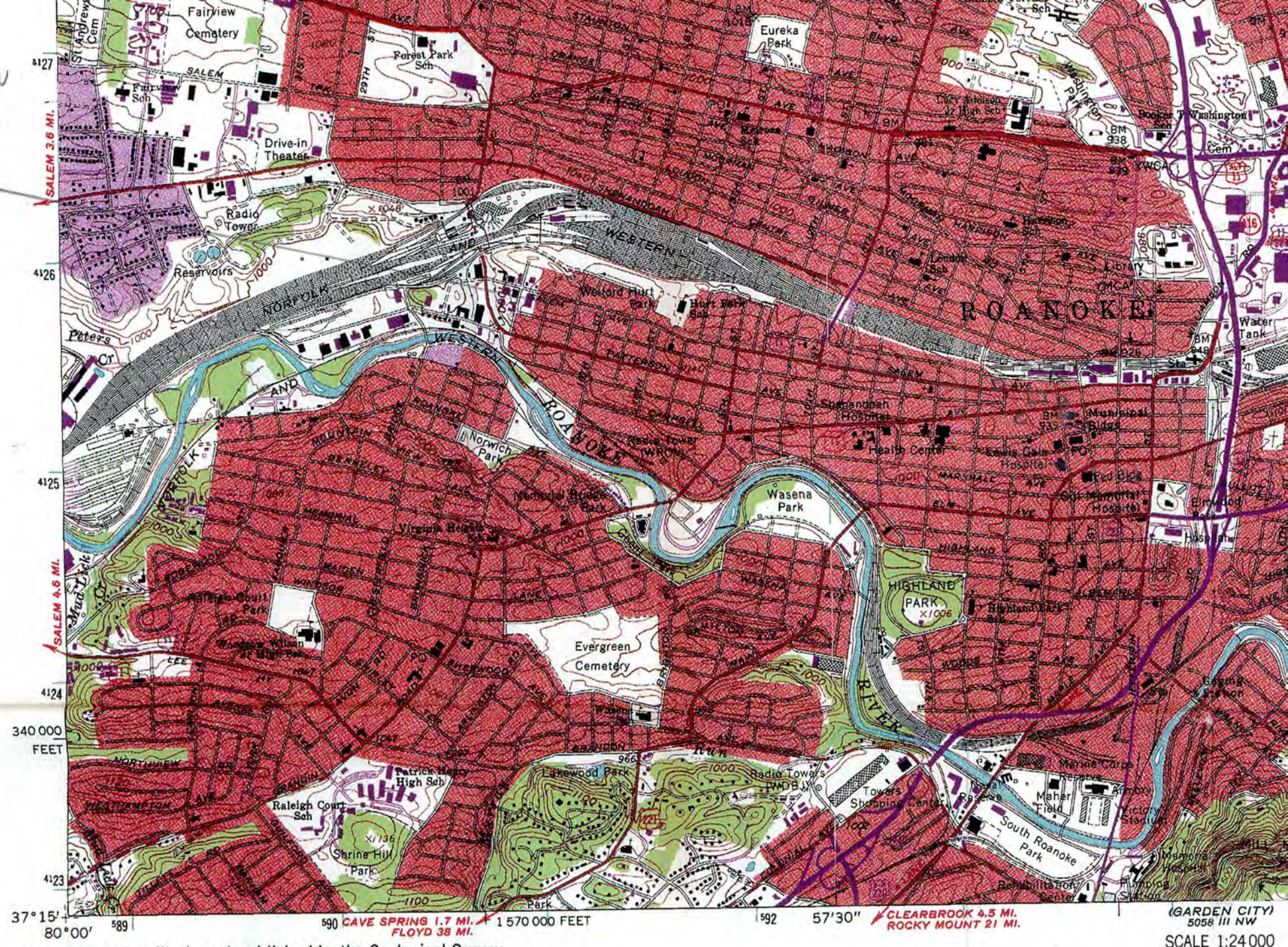
128-5761
ROANOKE QUAD
ZONE 17

A 593380 E
4125380 N

B 593390 E
4125320 N

C 593290 E
4125300 N

D 593280 E
4125380 N



37°15'
80°00'

590 CAVE SPRING 1.7 MI. 1570000 FEET
FLOYD 38 MI.

592 57'30" CLEARBROOK 4.5 MI.
ROCKY MOUNT 21 MI.

(GARDEN CITY)
5058 III NW
SCALE 1:24 000

Mapped, edited, and published by the Geological Survey