

VLR-8/21/90 NRHP-1/24/91

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16).

1. Name of Property

historic name Campbell Avenue Complex other names/site number Trinkle Buildings, DHR file no. 128-206

2. Location

street & number 118, 120, 122, 324, 126-128 Campbell Ave., S.W. not for publication city, town Roanoke vicinity state Virginia code VA county City of Roanoke code 770 zip code 24011

3. Classification

Table with 3 columns: Ownership of Property, Category of Property, and Number of Resources within Property. Includes checkboxes for private/public, buildings/district/site/structure/object, and counts for contributing/noncontributing resources.

Name of related multiple property listing: N/A

Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet. Signature of commenting or other official Date State or Federal agency and bureau

5. National Park Service Certification

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

## 6. Function or Use

Historic Functions (enter categories from instructions)

COMMERCE/TRADE: Specialty store

FUNERARY: Mortuary

DOMESTIC: Hotel

Current Functions (enter categories from instructions)

VACANT/NOT IN USE

DOMESTIC: Hotel

## 7. Description

Architectural Classification

(enter categories from instructions)

Beaux Arts Classicism

Commercial Style

Materials (enter categories from instructions)

foundation Stone

walls Brick

roof Metal

other Stone (ornament)

Metal (ornament)

Describe present and historic physical appearance.

### SUMMARY DESCRIPTION

This commercial block made up of five contiguous structures of three stories each is a distinctive survival in downtown Roanoke city. Originally the lower stories were stores, the upper stories offices, hotel rooms, and storage. The buildings 118 through 128 Campbell Avenue were constructed between 1892 and 1909. This block of buildings is associated with many early commercial ventures and entrepreneurs in Roanoke city from the early twentieth century to the period following World War II. The most prominent features of these commercial buildings are the facades with their strong exterior impression. With decorative upper stories capped with imposing cornices, these buildings are an important decorative element in downtown Roanoke.

### ARCHITECTURAL ANALYSIS

The Campbell Avenue Complex (118, 120, 122, 124, 126-128), a group of five contiguous buildings, is a row of turn-of-the-century commercial structures. Each building is three stories tall with a horizontal arrangement of windows above first-floor storefronts. All the first-floor fronts have had some renovation ranging from completely new entrances to minor alterations. All of the buildings are constructed of brick over stone foundations with stone accents, concrete trim, and metal-ornamental parapets or cornices that conceal flat roofs. The buildings are constructed of solid brick load-bearing walls with numerous light partitions within each building.

The building at 118 Campbell Avenue, built in 1906, reflects the Beaux Art style. The facade, composed of three bays, uses grayish-beige unpainted brick with rusticated cast stone accents. A neoclassical swag and cast stone end finials cap the parapet. End brackets and modillions support the cornice. The facade of the second and third floors, which is intact, is divided vertically by four Ionic pilasters, each with bellflowers under the capitals. The middle bay contains a large semicircular arch with a rusticated keystone forming a Venetian motif. Above both of the outer third floor windows hangs a circular medallion of raised brick. The tympanum of the arch is filled by stained glass. Egg-and-dart moldings outline the cornice and the raised panels of the window spandrels. The first-floor exterior was altered in the 1950s to its present appearance, with a large solid panel above the door and show windows. The west side entrance to the upper stories remains. On the interior, the first and second stories contain large open spaces. The

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally  statewide  locally

Applicable National Register Criteria  A  B  C  D

Criteria Considerations (Exceptions)  A  B  C  D  E  F  G

Areas of Significance (enter categories from instructions)

COMMERCE  
ARCHITECTURE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance

1892-1940  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Cultural Affiliation  
N/A  
\_\_\_\_\_  
\_\_\_\_\_

Significant Dates

1892  
1895  
1906  
1907  
1909

Significant Person N/A

Architect/Builder  
Huggins, Henry Hartwell (Angell Building)

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

**STATEMENT OF SIGNIFICANCE**

The five buildings on Campbell Avenue, 118 through 126-128, are good surviving examples of Roanoke's commercial development at the turn of the century. They represent the only contiguous block of buildings of this period remaining in the city. The first building constructed was 122 (1892), followed by 124 (1895), then 118 (1906), 126-128 (1907) and, finally, 120 (1909).

The Campbell Avenue complex of five buildings is eligible for registration under Criteria A and C. The buildings are eligible under criterion A for their association with the early development of Roanoke city. Built on a street parallel to the railroad and two streets over, the Campbell Avenue buildings represented a change from the saloons and dance halls of Salem Avenue to a more conventional business environment. Salem and Campbell Avenues were the main streets of the newly emerging city. The Campbell Avenue complex of buildings is important for its association with early entrepreneurs in the emerging city of Roanoke and the businesses they founded, many of which are still prominent today. George C. Davis, a photographer, began his business in 1920 at 120 Campbell Avenue and continued until 1947. The Roanoke Times began publishing in 1892 in 122 Campbell Avenue, which was owned by prominent florist Frank Fallon. John M. Oakey and Company Funeral Parlor began in 1895 in 124 Campbell Avenue and R. H. Angell started his hotel in 126-128 in 1907. These men and many others contributed to the commercial and economic life of Roanoke from the last quarter of the nineteenth century to the mid-twentieth century. Under Criterion C the buildings are eligible because they are good examples of late-nineteenth- to early-twentieth-century commercial structures left intact in one grouping in downtown Roanoke. The rapid early growth of Roanoke's commercial district, and the prosperity that resulted, are reflected in the buildings' decorated facades with their strongly embellished and elaborated windows and rich cornices.

See continuation sheet

**9. Major Bibliographical References**

**BIBLIOGRAPHY**

"Angell's name on hotel." Roanoke Times & World-News. Feb. 26, 1986: p. A-7.

Barnes, Raymond P. A History of the City of Roanoke. Radford, Va: Commonwealth Press, 1968.

Jack, George S. History of Roanoke County. Roanoke, Va: Stone Printing Co., 1912.

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

Whitwell, W. L. and Winborne, Lee W. The Architectural Heritage of the Roanoke Valley. Charlottesville, Va: University Press of Virginia, 1982.

See continuation sheet

Previous documentation on file (NPS):

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

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository:

Virginia Dept. of Historic Resources  
221 Governor Street, Richmond, VA 23219

**10. Geographical Data**

Acres of property less than one acre

UTM References

A 17 593670 4125320  
Zone Easting Northing

B \_\_\_\_\_  
Zone Easting Northing

C \_\_\_\_\_

D \_\_\_\_\_

See continuation sheet

Verbal Boundary Description

The nominated property includes Lots 8, 9, 10, and 11 of Block 10 of the City of Roanoke official survey SW1.

See continuation sheet

Boundary Justification

The boundary includes the five historic, contiguous buildings and their respective lots.

See continuation sheet

**11. Form Prepared By**

name/title W. L. Whitwell, President Lee W. Winborne, Vice President  
organization Whitwell & Winborne, Ltd. date \_\_\_\_\_  
street & number 374 Woods Ave., S.W. telephone (703) 989-0019  
city or town Roanoke state Virginia zip code 24016

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first story, which has always been used as a store, features a stamped metal ceiling. The second story is divided by a series of light partitions with windows facing a stair hall, lighted by a skylight from above.

The building at 120 Campbell Avenue (started in 1907, completed in 1909) has a painted brick facade, plain parapet and a simple cornice with dentil molding at the top. Two vertical recessed panels define the bays of the second and third floors. The double windows in each bay have double-hung one-over-one sash; the third-floor windows have low segmented arches with rusticated keystones. The first-floor level retains its basic form, despite some minor alterations in the 1950s. A smaller dentil molding than the one at the cornice separates the first floor from the second. Inside, the first story contains a large open space with small rear office, receiving area, two lavatories, and an elevator shaft. A few light partitions have been added on this first floor, but the stamped metal ceiling remains. An open stairway is on the west side. Stories two and three are open and have the elevator shaft, dropped acoustical tile ceilings, and wood framed doors. The stairway continues to the third story.

The painted red brick building at 122 Campbell Avenue was constructed in 1892, as indicated by the date on the parapet. The cornice under the parapet is supported at the ends by large brackets. Smaller brackets in the center mark the division of the bays. Above the small center parapet are urn finials. The two upper stories are recessed between vertical piers that frame the facade. Each of the two upper floors has three semi-elliptical arched windows with cast drip stones. Between the floors are three bands of diagonally set vertical bricks aligned with the three windows. Above the third floor windows are three bands of molded brick. The first floor is basically intact with a small cornice much like the one above. The secondary entrance door to an enclosed stairway to the three stories remains to the left of the storefront. Inside, the first floor consists of a large unobstructed space with a pass-through to 120 Campbell. This same opening is repeated on the second and third stories, which are accessible by the enclosed stairway from the outside. On the third story there is a light partition separating the front third of the space from the rear.

The words FUNERAL DIRECTORS ornament the parapet at 124 Campbell Avenue. The building, constructed in 1895, has a dark red natural brick facade with a heavy bracketed cornice. The central parapet was originally flanked by quarter-round, fan-like braces, one of which is now missing. The second and third floors are recessed and separated by a molded brick belt course that is repeated above the third-floor windows. Four semi-elliptical arched windows on the second and third floors are emphasized by cast stone keystones and corners at the top of each side. Carrara glass covers the front of the first floor since a recent renovation. Inside the first floor are a rear balcony and some light partitions. The ceiling has been changed where the new storefront intruded, although the majority of the embossed metal ceiling remains. A staircase at the rear goes only to the second floor. There is currently no access to the third floor. On the second floor is a large space that is open until it terminates with the staircase behind a curved partition. There is no communication with other buildings on any floor.

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Dating from 1907, the double building at 126-128 Campbell Avenue has a red-brown natural brick facade divided into a matching pair of windows of four bays each. The first floor of each unit has been considerably altered. At the second-story level of each facade are four windows each topped with a semicircular arch of rusticated stone closed by a flat lintel of the same material. The third-floor windows are grouped together as two tripartite units by central segmented arched stone flanked by stone jack arches. Above the third floor windows in each facade there are circular vents over the end windows. Above, at the parapet level in the center of the double facade, dentil molding forms an elliptical arch over the name R. H. Angell. Brackets are on either side of this panel and there are large brackets at the corners. At 126 Campbell Avenue the first floor is now a vacant store front. Over the exterior of the facade of 128 Campbell Avenue a metal fire escape has been added for access from the third and second stories to the street. A restaurant is now in the first floor of 128 Campbell Avenue. The second story retains an arcade-like interior with rooms around a central hall, skylight above, and a double staircase to the third floor. The third floor contains many small rooms.

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## HISTORICAL BACKGROUND

The five buildings on Campbell Avenue contained commercial enterprises owned by several locally prominent Roanoke businessmen and entrepreneurs. Some of these businesses are still in operation, but in other locations. Roanoke city directories beginning in the late nineteenth century list the businesses that operated in these buildings.<sup>1</sup>

Louis Voight constructed 118 Campbell Avenue in 1906. Here he owned and operated his jewelry business until 1924.<sup>2</sup> He sold the business to A. S. Pflueger, a jeweler, and in 1937 Voight sold the building to the John M. Oakey, Inc., funeral parlor. George Hitch purchased the jewelry business in 1948 and continued it at another location until 1959.<sup>3</sup> From 1906 through 1987, when the building was vacated, occupants of this building included doctors, dentists, music schools, a dancing studio, an elocutionist, an "eschatology teacher" (theologian concerned with the end of the world), beauty shops, engineers, and a furniture company. All served the growing needs of Roanoke.

On 28 August 1906, Louis Voight (owner of 118 Campbell Avenue) signed a party-wall agreement with D. W. Persinger and J. A. Martin (owners of 120 Campbell Avenue), to mark the start of construction of the latter building. Completed in 1909, 120 Campbell Avenue was first occupied by the Roanoke Times & World-News (1910-1912). From 1913 to 1915 the building was vacant; in 1917 John G. Peerman, a funeral director, occupied the building followed by C & P Telephone Company of Virginia (1918-1920).

George Cabell Davis, a photographer, was long associated with 120 Campbell Avenue (1920-1947). Davis, who came to Roanoke from Henry County, worked as a clerk for the Norfolk and Western Railway before he began the Davis Photo Company. As official photographer for the Norfolk and Western Railway, and for other Roanoke businesses, he left a remarkable pictorial record of the city.<sup>4</sup> From 1945 through 1986 the other enterprises located in this building included a clothing shop, shoe repair shop, and the Easter Supply Company (1960-1986).

Frank Fallon, a florist who had been trained in New York City and came to Roanoke in 1900, owned 122 Campbell Avenue, which was constructed in 1892. Fallon Park and Fallon Park School, each on land Fallon donated, were named for him. Fallon leased 122 Campbell Avenue to other businesses; his thriving greenhouse and florist business was located elsewhere.<sup>5</sup> Between 1892 and 1987 the businesses located in this building included the Roanoke Times Publishing Company (1892-1912); Red, White and Blue Cafe, W. D. Webb, prop. (1923-1927); three women taking in boarders (1929-1939); part of the spreading Davis Photo Company (1940-1947); and Easter Supply (1948-1986), which also occupied 120 Campbell in 1960.

John Martin Oakey constructed 124 Campbell Avenue in 1895. He came to the area as a cabinetmaker, served as a telegraph operator for the Confederate Army during the Civil War, and then started an undertaking business in Salem. He moved to 124 Campbell Avenue when it was built in 1895. His undertaking business lasted at this address until 1937. The business, John M. Oakey, Inc., is the oldest business in Roanoke still in operation and is still managed by a member of the Oakey.<sup>6</sup> Among the businesses that occupied the building after 1937 were a clothing shop (1946-1951), the Rescue Mission Salvage store (1961), and an art studio (1986).

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Robert H. Angell built 126-128 Campbell Avenue in 1907. He was a prominent, self-made Roanoke businessman who helped many emerging businesses in the city. He served as president of the Colonial National Bank and the Shenandoah Life Insurance Company, a member of the House of Delegates, and an organizer of the Merchant Association and Chamber of Commerce. He was intimately associated with the early prosperity of Roanoke. His Home Hotel, as it was originally called with his name displayed conspicuously on the parapet, was one of the first hotels on Campbell Avenue and still serves today as lodgings.<sup>7</sup> In 1923 Angell sold it to George and Marie McBain. The hotel changed its name many times: Central Hotel (1907-1911), Windsor Hotel (1912), Hotel Raleigh (1913-1970), Smith's Hotel (1971-1977), Karkenny's Hotel (1978-1980), and Lilly's Raleigh Hotel (1980-present). The hotel descended rapidly in socio-economic status until today's residents are barely above the homeless.

The Campbell Avenue buildings--in recent decline--are now being rehabilitated by the City of Roanoke with threatened property grant assistance from the Department of Historic Resources.

## FOOTNOTES

1. Company names and dates in parenthesis are taken from Roanoke City Directories from those years.
2. Interview with George T. Hitch, August 15, 1989.
3. City Directories, 1907 through 1959.
4. G. S. Jack. History of Roanoke, 1912. p. 249. Many of Davis's photographs are owned by the Roanoke Public Library, Virginia Room.
5. Raymond P. Barnes. History of the City of Roanoke, p. 352.
6. Interview with John M. Oakey, grandson of founder. August 16, 1989.
7. "Angell's name on hotel." Roanoke Times & World-News. February 26, 1986. p. A-7.

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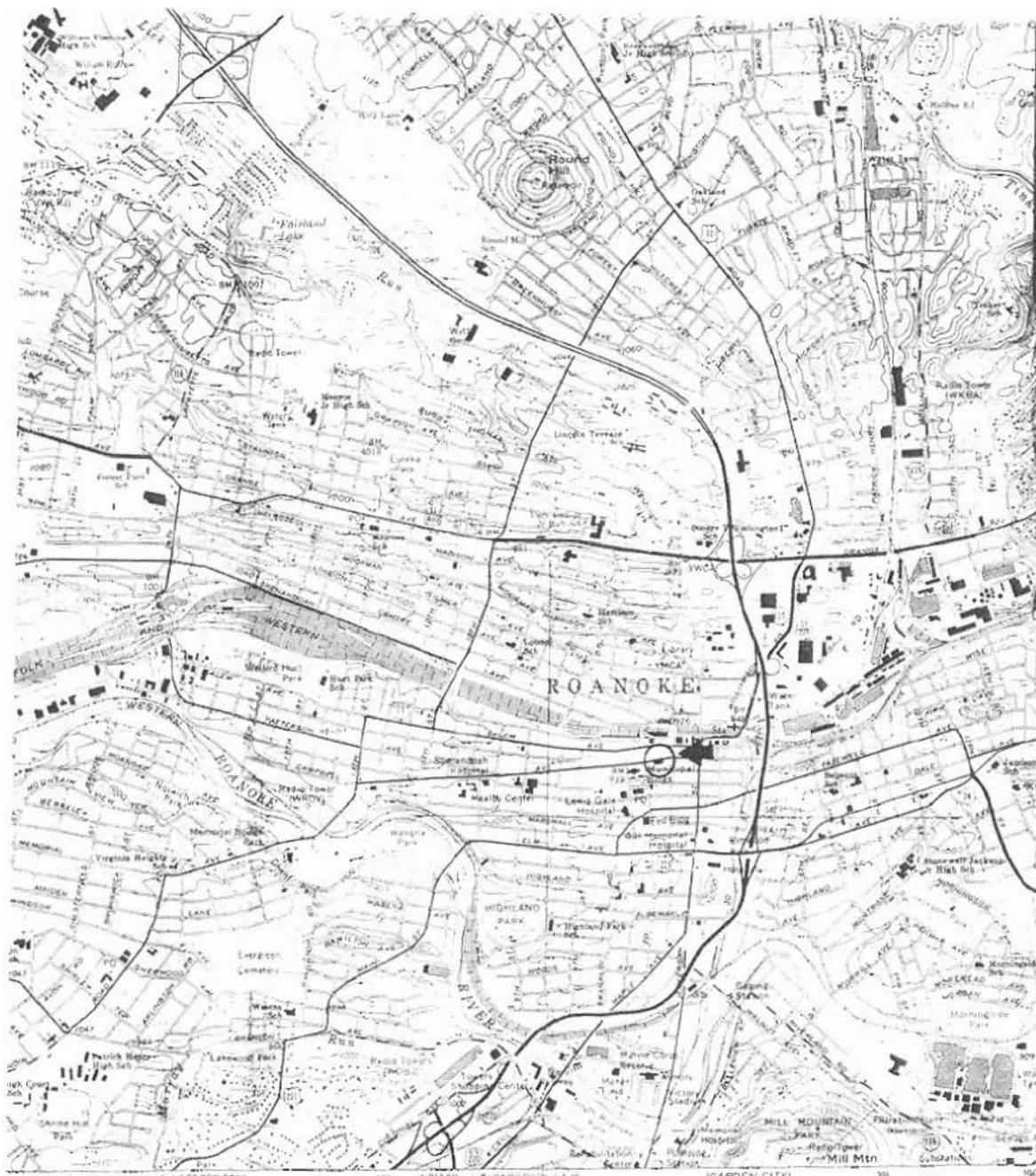
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Interviews:

George T. Hitch, Jeweler. Aug. 15, 1989.

John M. Oakey, Funeral Director. Aug. 16, 1989.

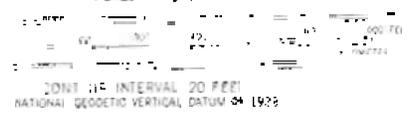




ed by the Geological Survey

roads from aerial photographs  
 grid ticks based on Virginia  
 creator grid ticks

erican Datum 1957  
 south 17°  
 corner ticks



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARD FOR SALE BY U.S. GEOLOGICAL SURVEY