

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

LISTED ON:
VLR
06/19/2013
NRHP
08/27/2013

1. Name of Property

Historic name: Roanoke Downtown Historic District Update and Boundary Adjustment 2013
Other names/site number: DHR File No. 128-5761
Name of related multiple property listing: N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 300-400 block Church Ave. SW, 300-400 block Luck Ave. SW, 401 Third Street SW, 502 Fifth Street SW, 600-700 block South Jefferson Street
City or town: Roanoke State: VA County: Independent City
Not For Publication: Vicinity:

3. State/Federal Agency Certification

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

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local
Applicable National Register Criteria:
 A B C D

[Signature] 26 June 13
Signature of certifying official/Title: _____ Date
Virginia Department of Historic Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official: _____ Date

Title : _____ State or Federal agency/bureau or Tribal Government

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4. 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:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

Category of Property

(Check only **one** box.)

Building(s)

District

Site

Structure

Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>19</u>	<u>10</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u>5</u>	structures
<u> </u>	<u> </u>	objects
<u>19</u>	<u>15</u>	Total

Number of contributing resources previously listed in the National Register 5

Number of resources previously listed in the National Register
– now demolished to be delisted 1 structure; 3 buildings

6. Function or Use

Historic Functions

(Enter categories from instructions.)

- COMMERCE/TRADE: business
- COMMERCE/TRADE: specialty store
- FUNERARY: mortuary
- SOCIAL: civic
- RELIGION: religious facility
- HEALTH CARE: hospital
- RECREATION AND CULTURE: sports facility
- COMMERCE/TRADE: warehouse

Current Functions

(Enter categories from instructions.)

- COMMERCE/TRADE: business
- RELIGION: religious facility
- FUNERARY: mortuary
- SOCIAL: civic
- GOVERNMENT: government office
- GOVERNMENT: courthouse

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7. Description

Architectural Classification

(Enter categories from instructions.)

NO STYLE

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style

OTHER: Exotic Revival

LATE 19TH AND 20TH CENTURY REVIVALS: Late Gothic Revival

LATE 19TH AND 20TH CENTURY REVIVALS: Classical Revival

MODERN MOVEMENT: International Style

MODERN MOVEMENT: Art Deco

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

CONCRETE

BRICK

METAL: Aluminum

STUCCO

ASPHALT

Narrative Description

Summary Paragraph

The Roanoke Downtown Historic District was originally listed in the National Register of Historic Places in 2002 and was expanded in 2006 to contain 148 primary resources on 47 acres in Roanoke. Roanoke served as the major transportation, industrial, and commercial center for Southwest Virginia, and the district retains commercial, institutional, social, and governmental buildings and structures from the late 19th century to the mid-20th century. The boundary expansion with this nomination update will encompass several blocks west along Church and Luck Avenues and south along South Jefferson Street. The expanded boundary areas include 19 contributing buildings, ten non-contributing buildings and five non-contributing structures. There are five buildings within the district that were previously listed individually on the National Register: the Patrick Henry Hotel (128-0235), the Boxley Building (128-0047), the Campbell Avenue Complex Historic District (128-0206), Colonial National Bank (128-0044), and First National Bank (128-0040). The updated period of significance, 1882 to 1961, allows five additional buildings within the existing boundaries to be contributing. Three contributing buildings and one non-contributing structure have been demolished since the district was

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originally listed. This nomination will reduce the boundary along Second Street SW to remove an edge parcel where a historic resource was demolished. With this nomination update and boundary adjustment, the expanded District contains 179 resources (125 contributing buildings, 43 non-contributing buildings, 10 non-contributing structures and 1 non-contributing object).

Narrative Description

The Roanoke Downtown Historic District currently encompasses properties which represent the historic commercial, institutional, social and governmental architecture within the southwest section of the City of Roanoke, Virginia. By extending the boundaries of the Roanoke Downtown Historic District to include historic churches, commercial buildings, the public library and the YMCA building, the district will more fully encompass “the commercial, governmental, institutional and architectural history of downtown Roanoke,” as discussed in the 2002 National Register of Historic Places Nomination Form. Additionally, with the expansion of the period of significance to 1961, five resources within the original boundaries will now be considered contributing.

Throughout the existing district, the architecture is primarily commercial and institutional in design, and the two areas of the boundary expansion contain similar building types. In addition, the 300 and 400 blocks of Church Avenue SW contain several churches and funeral homes, which help to explain the street’s name. The additional buildings match the early-to-mid-twentieth-century styles, scale and materials of the majority of buildings within the existing district, at one or two stories in height, generally built of masonry, and fronting the sidewalks with no setbacks. The 20th century revival styles of the churches along Church Avenue SW, as well as the International-style Roanoke City Public Library and the YMCA, add to the architectural character and significance of the district. The various automobile-related buildings along Luck Avenue SW reflect the impact of the automobile on the economy and development of the city. The materials employed in the construction of the buildings in the expanded areas also continue the character of the original district with masonry being the primary exterior wall material with storefronts and flat roofs with decorative or stepped parapets.

The increased boundary areas include 26 resources in the area along Church and Luck Avenues between Third and Fifth Streets SW to the west of the original district boundaries, as well as four properties in the 600 and 700 blocks of South Jefferson at the south end of the district. The area to the west includes three churches, two funeral homes, a YMCA, a television studio and numerous commercial and automobile-related buildings. The area to the south along South Jefferson Street includes the city’s public library as well as two commercial buildings and a parking deck. Although the parking deck was constructed in 1954, within the period of significance, it does not relate to the areas of significance for the district and therefore is not considered contributing.

The 300-400 blocks of Church Avenue SW were primarily residential until the 1940s and 1950s. The three churches and two funeral homes along this street, including the 1925 Gothic-Revival

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style First Christian Church at 344 Church Avenue SW (128-5822), the 1924 Classical-Revival style Central Church of the Brethren at 416 Church Avenue SW (128-5824) and the 1919 Classical-Revival style Church of Christian Science at 434 Church Avenue SW (128-5827) pre-date the transition of this area but extended the historic association of Church Avenue with the various downtown churches once located along it in the original district boundaries. Greene Memorial Methodist Church at the intersection of Church Avenue and Second Street SW is the only surviving church in the original district. The two funeral homes most likely elected to build their establishments in this area in close proximity to the numerous churches. The Tomnes, Cawley Funeral Home at 430 Church Avenue SW (128-5826), was built in 1928 in a more residential style with its hipped roof with dormer and six-over-one upper windows and survives as a remnant of the earlier residential development of this area. The 1937 Oakey's Chapel at 318 Church Avenue SW (128-5821) is a rare example of an Exotic Revival-style mortuary chapel and represents the expansion of the early downtown commercial core in this direction. Oakey's relocated from its late 1890s establishment in the 100 block of Campbell Avenue SW to this location and continues as one of the longest operating businesses in the Roanoke Valley. The 1951 Sanborn Fire Insurance Map shows this area of Church Avenue transitioning to commercial use with the construction of the Roanoke Florist Supply Co. constructed at 369 Church Avenue SW (128-5819) in 1940. This simple two-story building of brick veneer with glass block windows is the earliest surviving commercial building along Church Avenue in the expanded area and stands as a good example of the modern commercial style with its simple form and minimal detailing.

The 300-400 block of Luck Avenue SW developed as one of the city's first automobile-related commercial corridors in the late 1920s through the 1940s, as Fifth Street served as one of the major thoroughfares into downtown with its bridge crossing the railroad tracks. These buildings are typically one or two stories with stepped parapets and large display windows and vehicular entrances on the façade. Other commercial buildings along this street include the Schwartz Restaurant Supply at 419 Luck Avenue SW (128-5842). This ca. 1930 building features Art Deco detailing in its brickwork, low-profile metal canopy and vertical sign. The sawtooth roof reflects the warehouse function of the building as well.

Standing as an anchor to the expanded downtown district is the former YMCA Central Branch Building at 425 Church Avenue SW (128-5820) designed in the International style by the Roanoke firm Frantz & Addkison Architects. Simple in form and detailing, the former YMCA Building illustrates many of the design elements of the International Style, which became popular in the United States after World War II. The four-story front section is dominated by long horizontal rows of windows accentuated by cantilevered concrete sunshades. The ground floor is clad in a red brick veneer while the upper floors feature a light beige or yellow brick. The ground floor is divided into four bays with aluminum storefront windows alternating with two entrances. The primary entrance is accented by a narrow concrete wall interrupting the cantilevered sunshade and a solid wall with metal panels and raised metal lettering that reads "Young Men's Christian Association." Flagstone steps lead to the double-leaf, aluminum frame doors. A secondary entrance, which has since been replaced with a storefront, is differentiated by a section of solid brick wall and a slightly ramped approach of flagstones that cuts through the

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planters. The upper three floors consist of a solid bank of steel frame, single-light casement windows with the cantilevered sunshade system. The roof is flat with a concrete coping. The side walls of this front section are solid with the exception of a vertical bank of awning windows in the stair halls.

Another notable example of the International style in the expansion area is the Roanoke City Public Library at the south end of the district. Cited as one of many civic improvements noted in Roanoke's citation as an All American City in 1952 was the construction that year of the new library at 706 South Jefferson Street, on the site of the original library in Elmwood Park. This mid-20th century building was also designed by Frantz & Addkison in the International Style using simple forms and detailing.

Finally, the 1955 WSLs Studio at 401 Third Street (128-5851) reinforces the role of the downtown as the governmental center with its location directly across from the Municipal Building and the Roanoke City Courthouse. This mid-20th century building is simple in form and detailing, employing cast concrete with ogee detailing and large marble slabs on its façade.

In addition to the resources in the expanded boundary area, several previously non-contributing buildings within the original district boundary are now considered contributing due to the expanded period of significance. The majority of these are two-story commercial buildings dating from the mid-to-late 1950s and are simple in their detailing. An unusual form is the ca. 1956 building at 15 South Jefferson Street (128-5761-109) with its curved façade along the intersection of Salem Avenue SW. The last building constructed within the expanded period of significance is the Thomas B. Mason Building at 101 Franklin Road SW. Constructed in 1961 to house the Federal District Attorney's Office for the Western District, the building used modern materials of the time with its steel construction and metal-panel cladding.

The newly-added and newly-contributing resources are in keeping with the historic functions and architectural character of the Roanoke Downtown Historic District as it continued to serve as the commercial, social, institutional and governmental center of Roanoke during its greatest period of prosperity from 1882 to 1961.

Inventory

The following inventory lists the newly contributing resources within the original district; the newly added resources within the increased boundary; and the demolished buildings being delisted. The inventory is organized alphabetically by street name and then numerically by address number. Each entry provides the address, building name if applicable, date of construction, architectural style, current building use, VDHR File number, and the contributing status within the updated district. The contributing/non-contributing status of each building was determined based on the integrity of each building as they support Criteria A (Commerce) and C (Architecture) during the period of significance (1881-1961).

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Resources listed in the Original District Boundaries, status changed to Contributing:

Church Avenue

26 Church Avenue 128-5761-0073 *Other DHR Id #:*
Primary Resource Information: Commercial Building, Stories 1.00, Style: Commercial Style, 1957

Individual Resource Status: Commercial Building Contributing Total:1

28 Church Avenue 128-5761-0072 *Other DHR Id #:*
Primary Resource Information: Commercial Building, Stories 2.00, Style: Commercial Style, 1955

Individual Resource Status: Commercial Building Contributing Total:1

Franklin Road

24 Franklin Road 128-5761-0093 *Other DHR Id #:*
Primary Resource Information: Clubhouse, Stories 3.00, Style: No Discernable Style, 1957

Individual Resource Status: Clubhouse Contributing Total:1

101 Franklin Road 128-5761-0088 *Other DHR Id #:*
Primary Resource Information: Office/Office Building., Stories 2.00, Style: No Discernable Style, 1961

Individual Resource Status: Office/Office Building. Contributing Total:1

Jefferson Street

15 Jefferson Street 128-5761-0109 *Other DHR Id #:*
Primary Resource Information: Office/Office Building., Stories 2.00, Style: Commercial Style, 1956

Individual Resource Status: Office/Office Building. Contributing Total:1

Resources in Boundary Expansion:

Church Avenue

Church Avenue 128-5761-0145 *Other DHR Id #:*
Primary Resource Information: Parking Attendant Structure, Stories 1.00, Style: No Discernable Style, 1960

Individual Resource Status: Parking Attendant Structure Non-Contributing Structure Total:1

315 Church Avenue 128-5816 *Other DHR Id #: 128-5761-0144*
Primary Resource Information: Office/Office Building., Stories 3.00, Style: No Discernable Style, 1982

Individual Resource Status: Office/Office Building. Non-Contributing Total:1

318 Church Avenue 128-5821 *Other DHR Id #: 128-5761-0146*
Primary Resource Information: Funeral Home, Stories 3.00, Style: Other, 1937

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	<i>Individual Resource Status:</i> Funeral Home	Contributing	<i>Total:</i> 1
	<i>Individual Resource Status:</i> Parking Garage	Non-Contributing Structure	<i>Total:</i> 1
333 Church Avenue	128-5817	<i>Other DHR Id #:</i> 128-5761-0147	
<i>Primary Resource Information:</i> Office/Office Building., Stories 1.00, Style: Commercial Style, 1960			
	<i>Individual Resource Status:</i> Office/Office Building.	Contributing	<i>Total:</i> 1
335 Church Avenue	128-5818	<i>Other DHR Id #:</i> 128-5761-0148	
<i>Primary Resource Information:</i> Office/Office Building., Stories 1.00, Style: Commercial Style, 1960			
	<i>Individual Resource Status:</i> Office/Office Building.	Contributing	<i>Total:</i> 1
344 Church Avenue	128-5822	<i>Other DHR Id #:</i> 128-5761-0149	
<i>Primary Resource Information:</i> Church/Chapel, Stories 0.00, Style: Gothic Revival, 1925			
	<i>Individual Resource Status:</i> Church/Chapel	Contributing	<i>Total:</i> 1
352 Church Avenue	128-5823	<i>Other DHR Id #:</i> 128-5761-0150	
<i>Primary Resource Information:</i> Office/Office Building., Stories 1.00, Style: No Discernable Style, 1962			
	<i>Individual Resource Status:</i> Office/Office Building.	Non-Contributing	<i>Total:</i> 1
	<i>Individual Resource Status:</i> Gazebo	Non-Contributing Structure	<i>Total:</i> 1
	<i>Individual Resource Status:</i> Carport	Non-Contributing Structure	<i>Total:</i> 1
369 Church Avenue	128-5819	<i>Other DHR Id #:</i> 128-5761-0151	
<i>Primary Resource Information:</i> Office/Office Building., Stories 1.50, Style: Commercial Style, 1946			
	<i>Individual Resource Status:</i> Office/Office Building.	Contributing	<i>Total:</i> 1
416 Church Avenue	128-5824	<i>Other DHR Id #:</i> 128-5761-0152	
<i>Primary Resource Information:</i> Church/Chapel, Stories 0.00, Style: Greek Revival, 1924			
	<i>Individual Resource Status:</i> Church/Chapel	Contributing	<i>Total:</i> 1
425 Church Avenue	128-5820	<i>Other DHR Id #:</i> 128-5761-0154	
<i>Primary Resource Information:</i> Gymnasium, Stories 4.00, Style: No Discernable Style, 1956			
	<i>Individual Resource Status:</i> Gymnasium	Contributing	<i>Total:</i> 1
	<i>Individual Resource Status:</i> Gymnasium	Non-Contributing	<i>Total:</i> 1
430 Church Avenue	128-5826	<i>Other DHR Id #:</i> 128-5761-0155	
<i>Primary Resource Information:</i> Funeral Home, Stories 2.50, Style: Other, 1928			
	<i>Individual Resource Status:</i> Funeral Home	Contributing	<i>Total:</i> 1
	<i>Individual Resource Status:</i> Garage	Contributing	<i>Total:</i> 1
434 Church Avenue	128-5827	<i>Other DHR Id #:</i> 128-5761-0156	
<i>Primary Resource Information:</i> Church/Chapel, Stories 0.00, Style: Greek Revival, 1919			
	<i>Individual Resource Status:</i> Church/Chapel	Contributing	<i>Total:</i> 1

Fifth Street

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502 Fifth Street 128-5829

Other DHR Id #: 128-5761-0157

Primary Resource Information: Office/Office Building., Stories 1.00, Style: Commercial Style, 1951

Individual Resource Status: Office/Office Building.

Contributing

Total:1

Jefferson Street

635 Jefferson Street 128-5761-0169

Other DHR Id #:

Primary Resource Information: Parking Deck., Stories 4.00, Style: No Discernable Style, 1950

Individual Resource Status: Parking Deck.

Non-Contributing Structure *Total:1*

706 Jefferson Street 128-5761-0170

Other DHR Id #:

Primary Resource Information: Library., Stories 3.00, Style: International, 1952

Individual Resource Status: Library.

Contributing

Total:1

707 Jefferson Street 128-5236

Other DHR Id #: 128-5761-0171

Primary Resource Information: Office/Office Building., Stories 5.00, Style: No Discernable Style, 1964

Individual Resource Status: Office/Office Building.

Non-Contributing

Total:1

709 Jefferson Street 128-5237

Other DHR Id #: 128-5761-0172

Primary Resource Information: Commercial Building., Stories 3.00, Style: Commercial, 1924

Individual Resource Status: Commercial Building.

Contributing

Total:1

Luck Avenue

311 Luck Avenue 128-5835

Other DHR Id #: 128-5761-0158

Primary Resource Information: Office/Office Building., Stories 3.00, Style: No Discernable Style, 1950

Individual Resource Status: Office/Office Building.

Non-Contributing

Total:1

321 Luck Avenue 128-5836

Other DHR Id #: 128-5761-0159

Primary Resource Information: Garage, Stories 2.00, Style: Commercial Style, 1920

Individual Resource Status: Garage

Contributing

Total:1

333 Luck Avenue 128-5837

Other DHR Id #: 128-5761-0160

Primary Resource Information: Storage, Stories 1.00, Style: No Discernable Style, 1935

Individual Resource Status: Storage

Non-Contributing

Total:1

339 Luck Avenue 128-5838

Other DHR Id #: 128-5761-0161

Primary Resource Information: Commercial Building, Stories 1.00, Style: Commercial Style, 1930

Individual Resource Status: Commercial Building

Contributing

Total:1

345 Luck Avenue 128-5839

Other DHR Id #: 128-5761-0162

Primary Resource Information: Commercial Building, Stories 1.00, Style: No Discernable Style, 1930

Individual Resource Status: Commercial Building

Non-Contributing

Total:1

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360 Luck Avenue	128-5761-0163	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Commercial Style, 1937			
<i>Individual Resource Status:</i> Commercial Building		Contributing	<i>Total:</i> 1
401 Luck Avenue	128-5840	<i>Other DHR Id #:</i> 128-5761-0164	
<i>Primary Resource Information:</i> Commercial Building, Stories 2.00, Style: Commercial Style, 1948			
<i>Individual Resource Status:</i> Commercial Building		Contributing	<i>Total:</i> 1
402 Luck Avenue	128-5761-0165	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Commercial Style, 1928			
<i>Individual Resource Status:</i> Commercial Building		Non-Contributing	<i>Total:</i> 1
409 Luck Avenue	128-5841	<i>Other DHR Id #:</i> 128-5761-0166	
<i>Primary Resource Information:</i> Storage, Stories 1.00, Style: No Discernable Style, 1970			
<i>Individual Resource Status:</i> Storage		Non-Contributing	<i>Total:</i> 1
419-421 Luck Avenue	128-5842	<i>Other DHR Id #:</i> 128-5761-0167	
<i>Primary Resource Information:</i> Commercial Building, Stories 3.00, Style: Art Deco, 1930			
<i>Individual Resource Status:</i> Commercial Building		Contributing	<i>Total:</i> 1
420 Luck Avenue	128-5761-0168	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Commercial Building, Stories 1.00, Style: Commercial Style, 1928			
<i>Individual Resource Status:</i> Commercial Building		Non-Contributing	<i>Total:</i> 1

Third Street

401 Third Street	128-5851	<i>Other DHR Id #:</i> 128-5761-0153	
<i>Primary Resource Information:</i> Communications Facility, Stories 1.00, Style: No Discernable Style, 1955			
<i>Individual Resource Status:</i> Communications Facility		Contributing	<i>Total:</i> 1

Demolished Resources:

First Street

414 First Street	128-6405	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Commercial Building., Stories 1.00, Style: Commercial Style, 1905			
<i>Individual Resource Status:</i> Commercial Building.		Demolished	<i>Total:</i> 1

Luck Avenue

Luck Avenue	128-6407	<i>Other DHR Id #:</i>	
<i>Primary Resource Information:</i> Parking Attendant Booth., Stories 1.00, Style: No Discernable Style, 1960			

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Individual Resource Status: **Parking Attendant Booth.**

Demolished Structure *Total:*1

109 Luck Avenue 128-6408

Other DHR Id #:

Primary Resource Information: **Commercial Building., Stories 1.00, Style: Commercial Style, ca 1925**

Individual Resource Status: **Commercial Building.**

Demolished *Total:*1

Second Street

502 Second Street 128-6406

Other DHR Id #:

Primary Resource Information: **Theater., Stories 2.00, Style: Commercial Style, ca. 1936**

Individual Resource Status: **Theater.**

Demolished *Total:*1

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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 grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

- ARCHITECTURE
- COMMERCE
- COMMUNITY PLANNING AND DEVELOPMENT
- RELIGION
- SOCIAL/RECREATION

Period of Significance

1882-1961

Significant Dates

1952
1956

Cultural Affiliation

N/A

Architect/Builder

FRANTZ & ADDKISON

Statement of Significance Summary Paragraph

The Roanoke Downtown Historic District Nomination Update and Boundary Adjustment, 2013, is eligible for inclusion in the National Register of Historic Places under the criteria described in the 2002 nomination – Criteria A and C with local significance in the areas of Architecture, Commerce, and Politics/Government. With this update, the district’s period of significance is established as 1882 to 1961, ending with the construction of the Thomas B. Mason Building (128-5761-0088), which marked the date of the last major building constructed in downtown Roanoke prior to the City’s economic downturn and the decentralization of commerce to

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suburban shopping centers in the early 1960s. The nomination update expands the areas of significance to include Religion and Recreation with the addition of several downtown churches (Criteria Consideration A) and the YMCA Building in the expanded boundary area. The three churches in the boundary expansion preserve the associative value of the street's name as Church Avenue. The construction of the YMCA Building in 1956 marks the continued presence of the YMCA in downtown since its establishment. Other social/recreation resources are located in the original district boundaries, including the YWCA, the Masonic Lodge and the Knights of Pythias Building.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

HISTORICAL BACKGROUND

The area of the boundary expansion along Church and Luck Avenues between Third and Fifth Streets was primarily residential until the 1930s and 1940s. A number of churches were located on Church Avenue SW, hence the name, from the intersection with Second Street west to Fifth Street. Constructed as early as the 1890s, these churches served as the "mother" church for many of the denominations in Roanoke. Today, Greene Memorial Methodist Church is the only church to survive in the original district. The 1919 Greek Revival-style Church of Christ, Scientist at 434 Church Avenue SW (128-5827), the 1924 Classical-Revival style Central Church of the Brethren at 416 Church Avenue SW (128-5824) and the 1925 Gothic Revival-style First Christian Church at 344 Church Avenue SW (128-5822) in the boundary expansion area along Church Street reflect both the earlier residential nature of this area as well as the growth of downtown to the west and the role of Church Avenue as the center of many religious institutions in the City. The relocation of the Oakey's Chapel in 1937 from the 100 block of Campbell Avenue SW to 318 Church Avenue SW also illustrates the role this area began to play in the commercial and religious activity of Roanoke.

By the 1930s and 1940s, the area to the west of Third Street also began to develop as an automobile and light-industrial commercial area with a number of automobile dealerships and warehouses located on Luck Avenue SW. The proximity to Fifth Street SW, which provided easy access to the center of town over the railroad tracks, made this area attractive to businesses that relied on shipping goods. Automobile dealerships included the ca. 1930 Packard dealership at 339 Luck Avenue (128-5838) and the 1937 Studebaker dealership at 360 Luck Avenue SW (128-5761-0163). A gas station was built at 345 Luck Avenue (128-5839) in the 1930s with another gas station located at Fifth Street and Luck Avenue (now demolished). The association of this area with automobile-services continued through the mid-20th century with the construction of the Roanoke Auto Supply, built in 1951 at 502 Fifth Street (128-5829). The Swartz Restaurant Supply at 419-421 Luck Avenue SW (128-5842), as well as the 1948 warehouse building at 401-403 Luck Avenue (128-5840), are examples of the light industrial commercial buildings and warehouses constructed in the area. The 1930s Swartz Restaurant

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Supply building illustrates the influence of the Art Deco-style with its low profile metal canopy and vertical sign. This business expanded with a large addition in the 1950s that extended to Church Avenue.

Institutions located in the expansion area to the west included the Lewis-Gale Hospital (demolished) at 311 Luck Avenue (128-5835), the American Red Cross at 352 Church Avenue SW (128-5832) and the YMCA Central Branch Building at 425 Church Avenue SW. The Lewis-Gale Hospital was built in the 1930s on the prominent corner across from the U.S. Post Office and Courthouse and the First Baptist Church. The hospital was demolished in the 1970s and all that remains is a small addition that sits back at the rear corner of the lot. The American Red Cross building was built on a large lot at 352 Church Avenue SW in 1962, just outside the period of significance, and it has been significantly altered and enlarged.

Most significant to the expansion area to the west was the construction of the YMCA Central Branch building in 1956-1958 at 425 Church Avenue SW (128-5820). After originally establishing in Roanoke near Jefferson Street in 1883, the new four-story YMCA Central Branch Building was built as an expanded facility for the YMCA as it began to focus more on becoming a community recreation center in addition to providing affordable housing to single young men. Designed by the Roanoke firm of Frantz & Addkison in the International style on the western end of downtown Roanoke, the building is one of the best examples of the style in Roanoke with its simple form and long horizontal rows of windows accentuated by the cantilevered concrete sunshades. The former YMCA Central Branch Building is notable as it relates to the expanded facilities and focus of the YMCA to provide affordable housing for young men, as well as becoming a community recreation center in response to the population boom in Roanoke following World War II and the changing lifestyles of the second half of the 20th century. The building is also related to the transition of the area from a predominantly residential neighborhood to an expansion of the downtown to the west. The building was vacated in 2001 for the construction of a new YMCA across the street. The construction of the new facility is testament to the successful and enduring role the YMCA has played in the Roanoke community.

The 1950s continued as a prosperous time for Roanoke with postwar 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 construction of a new Roanoke City Public Library at 706 South Jefferson Street in 1952 on the site of the original library in Elmwood Park. This large civic building was also designed by the Roanoke firm of Frantz & Addkison in the International style and stands at the southern gateway to the downtown area.

In 1957, the city celebrated its Jubilee Anniversary of 75 years. However, this marked the end of the boom times as two major local employers changed operations. 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 after the construction

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of the Thomas B. Mason/US Attorney's Office (101 Franklin St.) in 1961, 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 direct competition for the downtown retail stores. The construction in 1966 of the new main U.S. Post Office on redevelopment land to the northeast also had a negative impact 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.

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9. Major Bibliographical References

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

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

Roanoke Downtown Historic District
Nomination Update and Boundary Adjustment, 2013

City of Roanoke, Virginia

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- State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: Virginia Department of Historic Resources

Historic Resources Survey Number (if assigned): VDHR # 128-5761

10. Geographical Data

Acreeage of Property 47 acres - western amendment area
 22.5 acres – southern amendment area

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 37.272515 | Longitude: -79.950182 |
| 2. Latitude: 37.272515 | Longitude: -79.939015 |
| 3. Latitude: 37.267725 | Longitude: -79.939015 |
| 4. Latitude: 37.267725 | Longitude: -79.950182 |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Roanoke Downtown Historic District
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Verbal Boundary Description (Describe the boundaries of the property.)

The boundary includes all tax parcels within the 47-acre western amendment area and 22.5-acre southern amendment area, indicated by the boundary lines on the attached Roanoke Downtown Historic District Tax Parcel Map.

Boundary Justification (Explain why the boundaries were selected.)

The expanded boundary areas encompass commercial blocks adjacent to the original Roanoke Downtown Historic District that include commercial, institutional and governmental buildings that relate to the areas and period of significance for the district and that retain integrity to convey their historic associations

11. Form Prepared By

name/title: Alison Blanton and Patrick Hughes
organization: Hill Studio
street & number: 120 W. Campbell Ave SW
city or town: Roanoke state: VA zip code: 24011
e-mail: ablanton@hillstudio.com
telephone: 540-342-5263
date: March 1, 2013

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photo Log

Name of Property: Roanoke Downtown Historic District Updated Nomination, Boundary Adjustment

City or Vicinity: Roanoke

County: Independent City

State: Virginia

Roanoke Downtown Historic District
Nomination Update and Boundary Adjustment, 2013
Name of Property

City of Roanoke, Virginia

County and State

Photographer: Hill Studio, Patrick Hughes

Date Photographed: February 2013

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

- Photo 1 of 10: 300 Block of Church Avenue, facing east
- Photo 2 of 10: 300 Block of Church Avenue, facing northeast
- Photo 3 of 10: 300 Block of Church Avenue, facing southeast
- Photo 4 of 10: 300 Block of Luck Avenue, facing northwest
- Photo 5 of 10: 300 Block of Luck Avenue, facing west
- Photo 6 of 10: 400 Block of Church Avenue, facing west
- Photo 7 of 10: 400 Block of Luck Avenue, facing northwest
- Photo 8 of 10: 400 Block of Luck Avenue, facing west
- Photo 9 of 10: 600 Block of Jefferson Street, facing southwest
- Photo 10 of 10: Roanoke Main Library, facing southeast

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Boundary/Sketch Map

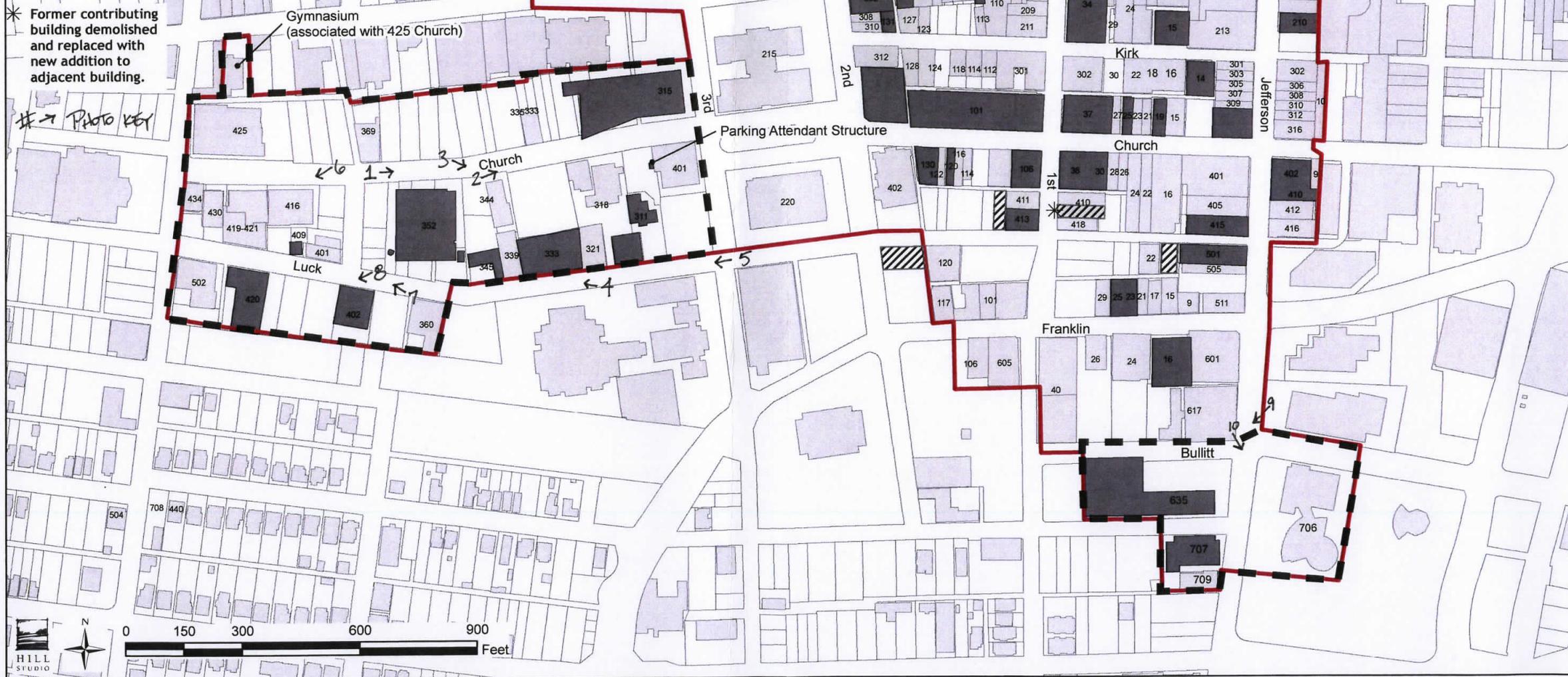
Roanoke Downtown Historic District
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City of Roanoke, VA
February 2013

Legend

-  Demolished Buildings
-  2013 Expansion
-  Historic District Boundary
-  Noncontributing Resource
-  Contributing Resource

* Former contributing building demolished and replaced with new addition to adjacent building.

→ PHOTO KEY



Roanoke Downtown HD Expansion

Roanoke, Virginia - 2013



① NW Corner - Lat. 37.272515
Long. -79.950182

② NE Corner - Lat. 37.272515
Long. - 79.939015

③ SE Corner - Lat. Lat. 37.267725
Long. -79.939015

④ SW Corner - Lat. 37.267725
Long. - 79.950182

DHR # 128-5761