VLR 9/11/02
NRHP 11/27/02

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

OMB No. 1024-0018

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

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

1. Name of Property

Historic name: Grandin Road Commercial Historic District
Other names/site number: 128-5785

2. Location

Street & number (block); Grandin Road, S.W. (1300-1500 block) and Memorial Avenue (1700-1900 block)

City or town Roanoke vicinity State Virginia Code VA County Virginia (city) Code 720 Zip 24015

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 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 of Keeper

Date of Action _____

5. Classification

Ownership of Property (Check as many boxes as apply)

_X_ private
_X_ public-local
____ public-State
____ public-Federal

Category of Property (Check only one box)

____ building(s)
_X_ district
____ site
____ structure
____ object

Number of Resources within Property

Contributing	Noncontributing	
18	4	Buildings
0	0	Sites
0	1	Structures
0	0	Objects
18	5	Total

Number of contributing resources previously listed in the National Register N/A

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:	Sub:
Commerce/Trade	Business, Financial Institution, Department Store
Social	Meeting Hall
Education	School
Religion	Religious Facility
Government	Fire Station, Library
Recreation	Movie Theatre

Current Functions (Enter categories from instructions)

Cat:	Sub:
Commerce/Trade	Business, Financial Institution, Department Store
Education	School
Religion	Religious Facility
Government	Fire Station
Recreation	Movie Theatre

7. Description

Architectural Classification (Enter categories from instructions)
Classical Revival; Colonial Revival; Spanish Colonial Revival; Commercial Style; Art Deco; Moderne;

Materials (Enter categories from instructions)
Foundation Brick, Concrete, Stone
Roof Metal, Shingle,
Walls Brick, Concrete, Metal, Stone
Other

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

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)

X 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.

X 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.)

_X_ 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
Community Planning and Development
Entertainment/Recreation

Period of Significance

1906-1952

Significant Dates

1906
1907
1919
1922
1926
1932

Significant Person (Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Eubank and Caldwell
John A. Page

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

_X_ See continuation sheet

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)
_X_ 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
_X_ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
_X_ Other
Name of repository: Roanoke City Public Library: Virginia Room, Roanoke, VA

10. Geographical Data

Acreage of Property _7 acres

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

Zone	Easting	Northing	Zone	Easting	Northing
1 17	591400	4124760	**2** 17	591400	4124760
3 17	590740	4124580	**4** 17	590740	4124400
5 17	590530	4124400	**6** 17	590530	4124760

__ See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)
_X_ See continuation sheet **B**

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

11. Form Prepared By

Name/title Alison Stone Blanton, Architectural Historian
Organization Hill Studio, P.C. date May 2002

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

7. DESCRIPTION:

SUMMARY DESCRIPTION

The Grandin Road Commercial Historic District, located in the Virginia Heights/Raleigh Court neighborhood, consists of approximately eight blocks at the intersection of Grandin Road and Memorial Avenue in the southwest quadrant of Roanoke, Virginia. The commercial district includes a number of significant buildings dating from the 1920s to the 1950s with good examples of the Classical Revival, Colonial Revival, Spanish Colonial Revival, Commercial, Art Deco and Moderne styles. These buildings, which include a fire station, library, school, church, movie theatre, social hall, retail stores and offices, are important for their architectural quality and diversity as well as their functions as they provide an institutional, commercial, religious and educational nucleus to the surrounding residential neighborhood. The 7-acre district consists of 22 primary resources with only 5 non-contributing resources (including one non-contributing secondary structure) due to post –1952 construction. The earliest existing structure dates to 1919 with the majority (12 of 22) constructed piro to World War II. The remaining ten buildings in the district date from 1945 to 1964. The historic buildings retain a high sense of integrity, with only minor alterations to the storefronts.

HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS

Reconstruction and Growth (1965-1917)

The development of the Virginia Heights neighborhood began in 1906 with the formation of the Virginia Heights Land Corporation. Virginia Avenue (now Memorial Avenue) and Grandin Road were quickly established as the primary routes in the area as Virginia Avenue provided the connection over Woodrum Bridge (now Memorial Bridge) to the center of the City. Grandin Road served to connect Virginia Avenue with Brandon Avenue, as main thoroughfare to Salem. The construction of the first Virginia Heights Elementary School in 1907, a one-room school, on the hill overlooking the intersection of these two primary roads solidified the prominence of this "T" intersection in the neighborhood. By 1915, the streetcar line was extended out Virginia Avenue and Grandin Road to Brandon and the intersection was prime for commercial development.

World War I and World War II (1917-1945)

The period between World War I and II marks the heyday of the Grandin Road Commercial District with nearly 70% of the buildings surviving today dating to this period. After the suburb of Virginia Heights was annexed to the City in 1919, a number of civic services were provided to the area including the **Roanoke City Fire Station No. 7 (1742 Memorial Avenue)** and a new **Virginia Heights Elementary School** – both of which were constructed in 1922. The **Roanoke City Fire Station No.7** illustrated the influence of the Spanish Colonial Revival style combined with early 20th

century styles with a tiled roof and overhanging eaves with exposed rafter tails. A large arched opening accented with keystones identifies its function as a fire station. Contrasting square and diamond blocks accent the brick façade. This is typical of post World War I design and is found throughout the neighborhood. The current **Virginia Heights Elementary School** was constructed in 1922 on the site of the original one-room school and stands as an imposing three-story brick structure on a hill overlooking the commercial area. The 1922 school was designed by local architect John A. Page in the stripped NeoClassical style so popular among 1920s school design, the school (Wells, 1998:338). In 1931, the City also built the **Raleigh Court Branch of the Roanoke City Library**. The Raleigh Court Library Branch at 1916 Memorial Avenue was designed by Eubank & Caldwell in the "Old English" Tudor Revival style. It is a small, one-story brick structure with stone accents around the two large bay windows and the recessed entrance. A steeply pitched roof of slate shingles further characterizes the building.

A number of other institutional buildings were constructed during this period, giving testimony to the growth and development of the area as a neighborhood. **Virginia Heights Baptist Church (2014 Memorial Avenue)**, constructed in 1919 with a large educational wing added in 1939, stands at the corner of Grandin Road and Memorial Avenue. This Classical-Revival style church with its temple-front portico and towering spire provide another visual landmark at this important intersection. The **Virginia Heights Masonic Lodge No. 73 (1326-1328 Grandin Road)** is another prominent building in the district, both for its function as well as its architecture. Constructed in 1926 at a cost of $40,000, this building is the best example of the Classical-Revival style in the area with its classical cornice, intricate detailing around the windows, and its protruding bay window with pediment (Barnes, 1968:640). Adding to the variety of the commercial district in both function and style is the **Grandin Theater at 1312 Grandin Road**. Originally known as the Community Theater, the building was designed by Eubank & Caldwell in classic theater style, consisting of an eclectic mix of Spanish Colonial, Colonial Revival, Italian Renaissance, and Classical Revival styles that reflect the fantasy of the movies in the early 20th century. Constructed at a cost of $150,000, the Mediterranean-style tile roof, classical cornice and corner quoins, and large arched windows give the theatre a distinctive exotic flair (Wells: 135).

A number of small, one- and two-story brick commercial buildings dating from the 1920s to the 1950s complete the commercial area of Grandin Road. Several grocery stores occupy prominent locations in the area, including the ca. 1915 **Thompson's Meat Market (1734 Memorial Avenue)**, the ca. 1925 **Great A&P Tea Company at 1328-133030 Grandin Road,** and the **1950 Kroger Store (now Roanoke Natural Food Co-op) at 1319 Grandin Road**. The two-story, three-bay form of the **Thompson's Meat Market** at the eastern terminus of the commercial district reflects the earlier 20th-century style of commercial buildings found throughout the city with its two-story form with a stepped parapet and recessed, three-bay storefront. The 1925 **Piggly Wiggly Supermarket**

(1402 Grandin Road) at the opposite end of the district is similar in form. The later **Great A&P Tea Company** at the corner of Grandin and Westover with its clipped corner entrance illustrates the evolution of the building type with its more modern, streamlined, one-story form and large picture windows. The one-story building at the corner of Grandin and Memorial, **1300-1306 Grandin Road,** constructed in 1929, housed Catogni's Grocery on the corner as well as a variety of other businesses, including the Grandin Road Barber Shop and the Community Inn, both of which are still in business today. This simple, one-story brick building features stylized Art-Deco pilasters of cast concrete at the different store bays. The 1925 **Jamison's Grocery/Mick or Mack Grocery Building at 1320 Grandin Road** is an example of a larger commercial building with retail space on the ground floor and office and/or residential space on the upper floors. This two-story, four-bay brick structure features a tiled roof overhang supported by elbow brackets. Bays of three and four casement windows provide a more residential feel to this large commercial building. Diamond and square blocks of contrasting cast concrete accent the bays. The two storefronts, which originally housed small grocery stores, are typical in design with a three-bay configuration and recessed central entrance.

The New Dominion (1945 to Present)

The seven remaining buildings in the district date to the period after World War II and reflect the change in styles, as they are simpler and more utilitarian in form and detailing with new materials such as metal windows. Their uses also illustrate changes in lifestyles, as dry cleaners, larger supermarkets, and service stations become components of the commercial district. Some of the buildings, such as the 1951 **The Right Place Salon (1820 Memorial Avenue)** and the ca. 1945 **Spike's Place (1914 Memorial Avenue),** continue with the traditional one-story, three-bay form of the small-scale commercial businesses in the area. These buildings are typically constructed of brick or brick veneer with minimal detailing, flat roofs and aluminum storefronts.

With the removal of the streetcar lines in 1947, the dominance of the automobile began to have an impact on new construction in the Grandin Road Commercial district. While several filling stations were located in the area prior to World War II, the 1948 **Virginia Heights Esso Station (1802 Memorial Avenue)** and the 1958 **Anderson & Weeks Service Station (1828 Memorial Avenue)** survive today and continue to serve traffic along this main thoroughfare. The 1950 **Kroger Supermarket (1315 Grandin Road)** introduces a new form of commercial building that is oriented more to the adjacent parking lot with its side entrance and projecting corner entrance bay. Streamlined in its one-story form, the building still addresses the street with large picture windows. **Harvey's Cleaners (1902 Memorial Avenue)**, constructed in 1964 at the corner of Memorial and Winborne Avenues, also reflects the prominence of the automobile with its side porte-cochere for drive-through service.

INVENTORY

The inventory is arranged alphabetically by street name and numerically by address along each side of the street. Information provided includes (in order) address, historic name (when this can be determined), date of construction, tax parcel number, current name, and status as a contributing building (CB), non-contributing building (NB) or non-contributing structure (NS). A brief description of the structure follows the identification information.

Amherst Avenue, S.W.

1210 Amherst Avenue, S.W.	Virginia Heights Elementary School	1922
1330301	" " " "	CB

Three-story, seven-bay brick school building with central protruding bay and stepped parapet and stone date tablet. Molded cornice extends across attic level. Paired and triple sash windows (replaced). Two- and three-story brick and glass curtain wall side additions ca. 1990.

Grandin Road, S.W. (east side)

1300-1306 Grandin Road, S.W.	Catogni's/Bob's Place/Grandin Rd. Barber/ Community Inn	1929
1330501	Grandin Theater Foundation/Serenity/ Community Inn/Grandin Rd. Barber	CB

One-story brick commercial building with flat roof and Art-Deco pilasters of contrasting cast concrete separating the four storefronts. Recessed storefronts with wood windows, single-leaf doors and tiled entries.

1308-1312 Grandin Road, S.W.	Grandin Theater	1932
1330502	" " "	CB

Two-story brick movie theater designed by Eubank & Caldwell in an eclectic mixture of the Classical Revival, Spanish Colonial Revival and Italian Renaissance styles. Shallow mansard roof of tile flanked by end walls with quoin detailing in stone. Heavy molded cornice with modillions. Paired and triple arched sash windows on 2nd floor with 9/9 lights. Cast-stone cornice above 1st floor. Art-Deco marquee extends across front of building with projecting central section, encasing

original marquee with cresting. Slightly recessed central entrance with Art-Deco style tile ticket window and two sets of double-leaf, aluminum-and-plate glass.doors. Flanking storefronts feature flush show windows.

1314-1316 Grandin Road, S.W.	Brice's Drug	1925
1330505	Ward's Appliances	CB

Two-story, four-bay, brick commercial building with flat roof with parapet and minimal detailing. Corbelled brickwork accents the parapet and delineates the window bays of paired, double-hung sash windows with 9/9 lights. Simple storefront cornice extends across two storefronts with recessed single-leaf entries and aluminum-and-plate glass windows with faux stone base. The southeast corner is clipped at the alley and supported by a metal pole.

1318 Grandin Road, S.W.		1959
1330506	Virginia Home Furnishings	NB

One-story, brick veneer building with flat roof with parapet and no detailing. Recessed aluminum-and-plate-glass storefront features central, double-leaf door with transom flanked by show windows.

1320 Grandin Road, S.W.	Jamison's Grocery/Mick or Mack Grocery	1925
1330507	McVey's Hardware/vacant	CB

Two-story, four-bay brick commercial building influenced in style by the Spanish-Colonial Revival with flat roof with parapet and tiled shed-roof overhang supported by elbow brackets at the attic level. Bays of three and four casement windows over cast concrete apron at 2nd floor. Contrasting diamond and square blocks of cast concrete accent the bays. Central entrance features a single-leaf, half-light/half-panel door with transom and architrave surround.

1324-1326 Grandin Road, S.W.	Virginia Heights Masonic Lodge No. 73	1926
1330508	Reid's Fine Furnishings/Rife+Wood Architects	CB

Three-story, seven-bay brick social hall and commercial building designed in the Classical-Revival style by Eubank & Caldwell. Parapet roof features a heavy molded cornic with a central pediment. Projecting central bay features a contrasting sign tablet of cast stone over triple 4/4 sash windows on

the 3rd floor; double-leaf, 8-light doors with wrought-iron balcony and molded cornice shelf with console brackets on the 2nd floor; and, the central entrance with composite pilasters supporting a molded ocrnice and a double-leaf wood door with a single-light over a single panel. Double-hung sash windows with 8/8 lights accented by corner blocks of contrasting stone light the flanking bays of the 3rd floor. Round-arched, double-hung sash windows with contrasting keystones and spring course accent the 2nd floor. Two storefronts with recessed, single-leaf wood doors, wood store windows and original, multi-light transoms flank the central entrance

1328-1330 Grandin Road, S.W.	Clore's Drug/The Great A&P Tea Company	1925
1330509	Reid's Fine Furnishings/Too Many Books	CB

One-story, brick commercial building with flat roof and raised parapet at corners. Concrete coping and corner blocks combined with patterned brickwork accent the building. Clipped corner entrance with single-leaf, single-light door. Flush store windows. Secondary storefront is angled with a recessed, single-leaf door.

1402 Grandin Road, S.W.	Piggly Wiggly Supermarket	1925
1330801	Daily Grind/Sunset Video	CB\

Two-story, four-bay brick commercial building with flat roof with parapet and minimal detailing. Corbelled brick sign tablet at cornice level. Paired, double-hung sash windows with 6/6 lights flanked by shutters at 2nd floor. Central entrance with broken pediment surround and single-leaf door. Two multi-light, fixed show windows with molded cornice. Door surround and store windows are not original.

Grandin Road, S.W. (west side)

1315 Grandin Road, S.W.	Kroger Supermarket	1950
1431822	Roanoke Natural Foods Co-op	CB

One-story, brick commercial building with stucco finish influenced by the Moderne style in its simple form and detailing. Three-bay aluminum-and-plate glass storefront recessed stucco façade that projects to wraps around the corner and create a covered entry.

1323-1327-1329 Grandin Road, S.W.	First National Exchange Bank/Garland Drug	1953
1431823	C.V.S./Wertz Optical	NB

One-story brick commercial building with 2nd story at south end (1329) with paired, 3-light metal casement windows.. Three separate storefronts: 1323 features a flush storefront with two multi-light fixed wood windows and a double-leaf, 15-light wood door with transom and recessed within a paneled reveal; 1327 has a tile and Carrera glass façade with a flush, aluminum-and-plate-glass storefront with central, double-leaf doors and an angled marquee that projects across the building; 1329 consists a tile façade with a three-bay, aluminum-and-plate-glass storefront with two single-leaf entrance.

Memorial Avenue, S.W. (south side)

1734 Memorial Avenue, S.W.	Thompson's Meat Market/Jamison's Grocery	1920s
1330402		CB

Two-story, two-bay brick commercial building with stepped parapet, corbelled brick tablets, and heavy molded cornice at attic and storefront. Paired,1/1 sash windows. Recessed frame storefront. Transom infilled. Two single-leaf doors with single light.

1742 Memorial Avenue, S.W.	Roanoke City Fire Station No. 7	1922
1330401	" " " " "	CB

Two-story, three-bay brick fire station features a hipped roof of tile with two interior chimneys and exposed rafter tails. Corbelled brick and diagonal and square stone blocks and keystones accent the bays and floor levels. Double-hung sash windows with 4/4 lights include a central triple configuration. Fifteen-light fixed windows flank central arched opening with recessed roll-up garage door. Two-story brick addition with roll-up, metal garage door and two 6/6 windows.

1802 Memorial AvenueS.W.	Virginia Heights Esso Station	1948
1330605	Treasures & More	CB

One-story, brick filling station with flat roof. Bays have been infilled with fixed, 15-light wood windows and a double-leaf aluminum-and-plate glass door..

1820 Memorial Avenue, S.W. 133603	The Right Place Salon	1951 CB

One-story brick commercial building with flush storefront and single-leaf wood door. T-111 siding applied over storefront.

1828 Memorial Avenue, S.W. 10330601	Anderson & Weeks Service Station Exxon Service Station	1958 NB, NS

One-story, stuccoed masonry filling station with overhang and aluminum-and-plate-glass storefront with double-leaf doors. One-story, concrete-block garage with flat roof stands at rear. Modern canopy for gas pumps in front.

1902 Memorial Avenue, S.W. 1330504	Harvey's Dry Cleaners " " "	1964 NB

One-story brick commercial building with flat roof and side porte-cochere. Metal marquee extends above flush aluminum storefront with louvered windows and single-leaf, single-light door.

1908 Memorial Avenue, S.W. 1330503	Earl's Restaurant Norberto's	1945c CB

One-story, brick veneer commercial building with flat roof. Flush storefront consists of a fixed 12-light window and single-leaf, single-light aluminum door with transom.

1910-1912 Memorial Avenue, S.W. 1330503	Grandin Rd. Self Service Laundry/O.B. Caldwell Gro. Kneadful Things/Garden of Eden	1945c CB

Two-story, three-bay brick commercial building with offices on the 2nd floor. Flat roof and minimal detailing. Three metal hopper windows with 9 lights on 2nd floor. Recessed storefront with 2 central, single-leaf wood doors with single light and transom. Storefront windows curved at center. Single-leaf aluminum side door to 2nd floor.

1914 Memorial Avenue, S.W.		1945c
1330516	Spike's Place	CB

One-story, three-bay brick commercial building with flat roof and minimal detailing. Metal awning extends over recessed storefront with central, single-leaf flush wood door flanked by single-light storewindows with base of T-111.

1916 Memorial Avenue, S.W	Roanoke City Library, Raleigh Court Branch	1931
1330514	Raleigh Court Civic League Building	CB

One-story, three-bay building designed by Eubank & Caldwell in English Tudor style with steeply-pitched, side-gable roof of slate shingles. Recessed, single-leaf door of vertical boards with a stone surround flanked by bowed windows of four casement windows with 8 lights topped by 4-light transoms.

2014 Memorial Avenue, S.W.	Virginia Heights Baptist Church	1919/ 1939
1431821	" " "	CB

Colonial-Revival style brick church with temple front and central belfry with spire. Three bays wide with central dourble-leaf door with arched fanlight flanked by square-headed double-leaf doors. Double-leaf, 6/6 sash windows on 2nd floor.six side bays. Corner quoins. Large 1939 addition with intersecting hip and gable roof and central pediment.

STATEMENT OF INTEGRITY

The Grandin Road Commercial Historic District retains a high level of integrity. The majority of the buildings (88%) are historic and contribute to the district. These buildings survive in good condition with minor alterations to the storefront level. The remaining four non-contributing buildings (and one secondary building) were constructed within 12 years of the period of significance, ending in 1952 and are similar to the contributing buildings in their function and commercial design. The district continues to function as a commercial and institutional nucleus to the surrounding residential neighborhood.

8. SIGNIFICANCE

STATEMENT OF SIGNIFICANCE

The Grandin Road Commercial Historic District serves as the nucleus to the surrounding Virginia Heights/Raleigh Court neighborhood, which was one of Roanoke's first streetcar suburbs to develop in the early 20th century. The district reflects the expansion of civic infrastructure as the City of Roanoke grew with the development of these streetcar suburbs by private land companies in the early 20th century. Resources include a public elementary school, a church, a fire station, and a library, in addition to the retail stores, offices, movie theater, and social hall. Designed in a variety of early to mid-20th century styles - including Classical Revival, Colonial Revival, Spanish Colonial Revival, Art Deco and Moderne – this intact collection of buildings is significant for its architectural quality and diversity as well as its function as it provides a viable institutional and commercial core for the surrounding neighborhood. Strategically located at the intersection of two major roads that served as the route of the streetcar line from downtown, the commercial district became the first location of many businesses as they expanded or moved from the traditional downtown commercial area. The **Grandin Theater**, built in 1931, was the first and only historic movie theater to be constructed outside of downtown and survives today as the only historic theater in Roanoke. The Virginia Heights/Raleigh Court area continues today as a distinct neighborhood and the district along Grandin Road and Memorial Avenue survives as the largest and most vibrant of the commercial centers that developed as a part of the early 20th century suburbs. The proposed district is eligible for listing on the Virginia Landmarks and National Registers under criteria A and C with significance on the local level in the areas of architecture, community planning and development, commerce, and entertainment/recreation for the period 1906 to 1952.

HISTORIC BACKGROUND

Reconstruction and Growth (1865-1917)

During the first decade of the 20th century, Roanoke experienced a population boom and developers were busy forming land companies to buy up farmland in what was then Roanoke County. In 1906, the Roanoke-Ghent Real Estate Company purchased 100 acres southwest of the Roanoke River beginning at the Woodrum (now Memorial) Bridge and formed the Virginia Heights Corporation with M.A. Riffe, president; C. Markley, vice-president; and G.T. Ellis as secretary-treasurer (Barnes, 1968:424). Development of the area started quickly, with the construction of the first Virginia Heights School, a one-room structure, in 1907. A drive to sell lots in 1908 offered "concrete sidewalks, lights, gas, telephone and Crystal Spring water" (Barnes, 453). By 1913 construction in the area was booming and even greater development occurred after the extension of the streetcar lines from downtown along Memorial Avenue and Grandin Road to Brandon Avenue in 1915. This

form of public transportation, in an era where privately-owned automobiles were still rare, provided the necessary link between the residential suburb and the heart of downtown Roanoke. The streetcar line enabled the population of Roanoke to spread to the Virginia Heights/Raleigh Court area and other surrounding suburbs while maintaining jobs elsewhere.

World War I and World War II (1917-1945

The City of Roanoke annexed Raleigh Court and Virginia Heights in 1919 and this period marks the establishment of the district as the commercial and institutional nucleus of the neighborhood. The residential suburb continued to grow, requiring an extension of the Virginia Heights Land Corporation in 1923 (Barnes, 622). By 1925, few vacant lots were left in the neighborhood. The growth and annexation of the Virginia Heights and Raleigh Court area and the arrival of the streetcar led directly to the development of a commercial area along Grandin Road in the 1920s with nearly 70% of the buildings in the district constructed in the period between the two World Wars. For the first time, many retail stores and offices began to locate outside the downtown area making commerce immediately available to the suburban residents. The design of these commercial and institutional buildings was also on par with the architecture of the larger downtown area. Although smaller in scale than the larger office buildings constructed in the 1920s in downtown, the one-, two- and three-story buildings along Grandin and Memorial are well-designed by local architects in a variety of styles that reflect the eclectic architectural tastes and trends of the period.

With the annexation and growth of the suburbs, the city saw a 36% rise in population in the following decade. This population boom solidified the need for the expansion of civic infrastructure to the suburbs. By 1922, a new **Virginia Heights Elementary School** was constructed at a cost of $55,000 on the site of the original school on the hill overlooking the intersection of Memorial Avenue and Grandin Road (Dalton and Wells, 1998:228). Designed by local architect John A. Page in the stripped classical style so popular in 1920s school design, the school takes an imposing stand on the hill at the terminus of Grandin Road. The City also constructed the **Roanoke City Firehouse No. 7** in 1922 along Memorial Avenue near Grandin Road, thereby establishing this area as the nucleus of the neighborhood. Other civic improvements included the construction of Memorial Bridge in 1925 to replace the 1891 Woodrum Bridge and strengthen the connection between the Virginia Heights/Raleigh Court suburbs with the center of the City. Inspired by the City Beautiful Movement, this classically-detailed bridge served to honor the war veterans as well as improve the presence of the city's infrastructure.

In addition to the investments made by the City, other institutional buildings constructed during this period that testify to the growth in population and the establishment of the neighborhood. The Virginia Heights Lutheran Church built a sanctuary in 1918 on Grandin Road (1318) and remained at that site until the 1950s when they relocated further south on Grandin at the intersection of Brandon as Christ Lutheran Church. **Virginia Heights Baptist Church** formed in 1919 with 29 members

and constructed a sanctuary at the corner of Memorial Avenue and Grandin Road (Barnes, 792). By 1939, **Virginia Heights Baptist** Church had grown to the point of needing a large educational and fellowship wing addition. This Classical-Revival style church with its temple-front portico and towering spire provide another visual landmark at the intersection of Grandin and Memorial.

In 1921 residents of the thriving suburb petitioned the Lakeland Masonic Lodge, for permission to charter their own lodge. By 1924, the local unit of Masons decided to build their own temple and the **Virginia Heights Masonic Lodge No. 73** at 1326-1328 Grandin Road was completed in 1926 to the design of Eubank & Caldwell at a cost of $40.000 (Barnes, 640). This prominent three-story building designed in the Classical-Revival style with its large meeting room on the upper level also housed retail stores on the lower level, including Cook's Apparel, which was one of the first downtown stores to open a suburban branch (Robert Gaylord interview 1994). Promoting the basic tenets of morality and brotherhood, the Masons remained at this location as a neighborhood social institution until 1964, when they built a new lodge further south on Grandin Road. The **Raleigh Court Branch of the Roanoke City Library** was first located in the **Masonic Lodge** before the City commissioned the architectural firm of Eubank & Caldwell to design a library building at 1916 Memorial Avenue in 1931. One of the best examples of the Tudor-Revival style in a non-residential building, the library's design and scale serve to relate it to the surrounding residential neighborhood

Another important addition to the neighborhood was the construction of **The Grandin Theater** at 1308-1312 Grandin Road in 1931 as the first movie theater located outside of the downtown area. Originally known as the Community Theater, the movie theater opened on March 26, 1931 with the showing of "Arrow Smith" as a charity fundraiser by the Junior League to benefit crippled children (Barnes, 728). The building was designed by Eubank & Caldwell in classic theater style, consisting of an eclectic mix of Spanish Colonial, Colonial Revival, Italian Renaissance, and Classical Revival styles that reflect the fantasy of the movies in the early 20th century. Constructed at a cost of $150,000, the Mediterranean-style tile roof, classical cornice and corner quoins, and large arched windows give the theatre a distinctive exotic flair (Wells: 135). As the only suburban movie house in Roanoke, **TheGrandin Theater** served as an anchor for the neighborhood commercial district. It was an integral part of life in the Virginia Heights/Raleigh Court neighborhood as many of the residents and merchants of the area today once worked and/or courted at the theater. Robert Garland, whose family operated Garland's Drug on Grandin Road for several decades, recalled the impact of the theater on local business as customer traffic was closely related to the movie showings (Robert Garland letter, 2/22/02). The theater has operated over the years as both a movie house and home to Mill Mountain Theater, and continues to provide a social and recreational focal point for the neighborhood while also supports the surrounding businesses Today it survives as the only historic movie theater in Roanoke.

Along with the construction of these civic, institutional and religious buildings came the growth of private businesses. **Thompson's Meat Market at 1734 Memorial Avenue** first appears in the street index of City Directories in 1928, however, it may predate that as the business section lists a Thompson's Grocery in Virginia Heights as early as 1915. In any case, its early construction relates to the dwellings constructed close to Woodrum (now Memorial) Bridge and may predate much of the development along Grandin Road. Prior to the mid-1920s, residential dwellings and apartments occupied the 1300-1400 blocks of Grandin Road. As the population grew and the demand for commercial services in the neighborhood increased, these dwellings were replaced with commercial buildings. Many of the larger institutional and office buildings included retail stores on the ground level, such as the **Virginia Heights Masonic Lodge** with Cook's Clothing for Women, one of the first retailers located outside of the downtown area, and the Grandin Road Beauty Parlor at the **Grandin Theater**. The smaller drugstores and grocery stores were common throughout the district, including **Brice's Drug at 1314-1316 Grandin Road (1925), Jamison's Grocery at 1320 Grandin Road (1925), the Mick or Mack at 1322 Grandin Road (1925) and the Piggly Wiggly Supermarket at 1402 Grandin Road (1925).** The first building constructed primarily as a grocery store was **The Great A&P Tea Company**, constructed in 1925 at the corner of Grandin Road and Westover Avenue. **Clore's Drug** was located for several decades in the secondary storefront of this corner building. As early as 1922, the consolidation of the various independently owned grocery stores began when Jamison's Grocery formed and bought out many of the smaller stores (Barnes, 604). In 1929, the Kroger Grocery and Baking Company purchased the Jamison and Piggly Wiggly stores in Roanoke, leaving Mick or Mack as the primary competitor (Barnes, 696).

The New Dominion (1945 to Present)

The first two decades of this period began as a prosperous time for Roanoke with post-war populations increasing by 32% during an era of general prosperity and growth. A total of seven more buildings (30%) were constructed in the district during this period. These buildings were located primarily where dwellings and apartments previously stood along Memorial Avenue and the west side of Grandin Road. These buildings continue the small-scale construction and commercial use of earlier buildings in the district, such as the one-story **Right Place Salon at 1820 Memorial Avenue (1951)** and the ca.1945 **Spike's Place (1914 Memorial Avenue)** and the1959**Virginia Home Furnishings Building (1318 Grandin Road).** Other buildings from this period reflect the changes in post-World War lifestyles, such as the 1950 **Kroger Supermarket (1315 Grandin Road)** and 1964 **Harvey's Dry Cleaners (1902 Memorial Avenue).** With the removal of the streetcar lines in 1947 (Raleigh Court being one of the last lines in the City), the automobile continued to dominate transportation and another new building type emerged as a critical component of the commercial area -- the automobile service station. While several filling stations were located

in the district prior to World War II, the 1948 **Virginia Heights Esso Station (1802 Memorial Avenue)** and the 1958 **Anderson & Weeks Service Station (1828 Memorial Avenue)** continue to serve the area today

The Grandin Road Commercial Historic District still serves as the nucleus of commercial activity today. Local organizations such as the Grandin Road Merchants Association and the Greater Raleigh Court Civic League keep the area alive and animated through events such as the annual Christmas Parade, sidewalk sales, and the Community Safety Appreciation Day. As the only surviving historic movie theater in Roanoke, **The Grandin Theater** continues as a major anchor to the district as it provides recreation to the surrounding neighborhood as well as the larger Roanoke Valley. The theater is currently closed for renovation under ownership by The Grandin Theater Foundation as residents and merchants eagerly await its reopening. These businesses and organizations enable the district to not merely survive through the years but to thrive and retain an identity for the Virginia Heights/Raleigh Court neighborhood.

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10. Geographical Data

Verbal Boundary Description

The solid black line on the accompanying City of Roanoke base map indicates the boundaries of the Grandin Road Commercial Historic District.

Boundary Justification

The boundaries of the Grandin Road Commercial Historic District encompass all those contiguous areas of the early commercial, educational, governmental and religious development in the Virginia Heights/Raleigh Court neighborhood. It reflects the historic character of the commercial center of the neighborhood as established during the period of significance, from to 1952. While a number of residential properties adjacent to the proposed historic district have been converted to commercial use in recent years, the district is limited to those buildings that were originally constructed for commercial purposes in the early to mid-20th century.

PHOTOGRAPHS

All photographs are of:

Property Name:	Grandin Road Commercial Historic District
Location:	Roanoke, Virginia
VDHR File:	#128-5785
Negative:	# 19239
Photographer:	Alison Stone Blanton
Date:	January 2002
Negatives Filed:	VDHR Collection Virginia State Library and Archives

PHOTO: 1 of 11
View: Looking east on Memorial Avenue, S.W.
Thompson's Meat Market (1734 Memorial Avenue) and
Roanoke City Fire Station No. 7 (1742 Memorial Avenue)
Negative: 19239-21

PHOTO: 2 of 11
View: 1900 block of Memorial Avenue, looking west
Negative: 19239-22

PHOTO: 3 of 11
View: 1900 block of Memorial Avenue, looking southwest
Raleigh Court Branch, Roanoke City Library (1916 Memorial Avenue)
Negative: 19239-27

PHOTO: 4 of 11
View: Virginia Heights Elementary School, looking north
Negative: 19239-26

PHOTO: 5 of 11
View: Virginia Heights Baptist Church (2014 Memorial Avenue), looking SW
Negative: 19239-29

PHOTO: 5 of 11
View: 1300 block of Grandin Road (east side)
Virginia Heights Elementary School and Grandin Theatre

Negative: 19239-31

PHOTO: 7 of 11
View: 1300 block of Grandin Road (east side), looking SE
Negative: 19239-30

PHOTO: 8 of 11
View: 1300 block of Grandin Road (east side), looking SE
Virginia Heights Masonic Lodge No. 73 (1324-1326 Grandin Road)
Negative: 19239-24

PHOTO: 9 of 11
View: 1300 block Grandin Road (east side), looking NE
The Great A&P Tea Company (1328-1330 Grandin Road) and
Virginia Heights Masonic Lodge No. 73 (1324-1326 Grandin Road)
Negative: 19239-32

PHOTO: 10 of 11
View: 1300 block of Grandin Road (west side), looking SW
Kroger Supermarket (1315 Grandin Road)
Negative: 19239-25

PHOTO: 11 of 11
View: 1300-1400 block of Grandin Road (east side), looking NE
Piggly Wiggly Supermarket (1402 Grandin Road)
Negative: 19239-33

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%MOORE & COMPANY
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M T HOLDING COMPANY
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