

United States Department of the Interior
National Park Service

VLP 9/20/07
NPHS 6/4/08

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 Salem Avenue/Roanoke Automotive Commercial Historic District (amendment to contributing status of one building)

other names/site number VDHR# 128-6065-0035, Roanoke Motor Company

2. Location

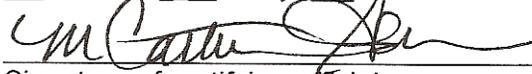
street & number 347 Campbell Avenue SW not for publication N/A

city or town Roanoke vicinity N/A

state Virginia code VA county Ind. City code 770 zip code 24011

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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.)



May 2, 2008
Date

Signature of certifying official
Virginia Department of Historic Resources
State or Federal Agency or Tribal government

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

Signature of commenting official/Title _____ 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 the Keeper _____

Date of Action _____

5. Classification

Ownership of Property (Check as many boxes as apply)

- X private
public-local
public-State
public-Federal

Category of Property (Check only one box)

- X building(s)
district
site
structure
object

Number of Resources within Property

Table with 2 columns: Contributing, Noncontributing. Rows: buildings, sites, structures, objects, Total.

Number of contributing resources previously listed in the National Register 0

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

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: Specialty Store

Current Functions (Enter categories from instructions)

Cat: Commerce/Trade Sub: Business

7. Description

Architectural Classification (Enter categories from instructions)

Commercial Style

Materials (Enter categories from instructions)

foundation concrete
roof
walls brick
other

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

=====
8. Statement of Significance
=====

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

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

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

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

Areas of Significance (Enter categories from instructions)

Commerce
Community Planning and Development
Industry

Period of Significance 1909-1958 (same as original nomination)

Significant Dates ca. 1925

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

Cultural Affiliation N/A

Architect/Builder Unknown

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

=====
9. Major Bibliographical References
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(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

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

___ recorded by Historic American Engineering Record # _____

Salem Avenue/Roanoke Automotive Commercial Historic District (amendment to contributing status of one building) _____ Roanoke, VA

Primary Location of Additional Data

State Historic Preservation Office

___ Other State agency

___ Federal agency

___ Local government

___ University

___ Other

Name of repository: Virginia Department of Historic Resources

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10. Geographical Data
=====

Acreage of Property less than one

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

Zone	Easting	Northing									
1	17	593361	4	125328	2				3		
											4

___ See continuation sheet.

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

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

=====
11. Form Prepared By
=====

name/title Arthur Striker, Assistant Historian

organization Virginia Department of Historic Resources date February 2008

street & number 2801 Kensington Ave telephone 804-367-2323

city or town Richmond state VA zip code 23221

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Additional Documentation
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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)

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Property Owner
=====

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

name Mary Terry, 347 West Campbell L.L.C.

street & number 145 West Campbell Avenue telephone 540-345-1184

city or town Roanoke state VA zip code 24011

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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.). A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number.

Estimated Burden Statement: Public reporting burden for this form is estimated to average 36 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 National Register of Historic Places, National Park Service, 1849 C St., NW, Washington, DC 20240.

**United States Department of the Interior
National Park Service**

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

**Salem Avenue/Roanoke Automotive Commercial Historic District
(amendment to contributing status of one building)**

Roanoke, Virginia

Section 7 Page 1

Original Section 7 Summary and Inventory Listing

Located in the southwestern part of the City of Roanoke in Southwest Virginia's Roanoke Valley, the Salem Avenue/Roanoke Automotive Commercial Historic District contains fifty-one buildings dating from 1909 through 1958 with only one building built 40 years later, in 1995. Most of the buildings are small-scale, one or two-story brick or concrete block buildings, although a few larger buildings are also present. These resources generally do not carry strong stylistic references though some buildings are in the Neoclassical Revival, Art Deco, and Commercial styles. Typical details include flat roofs with parapets, corbelled cornices, and other decorative brickwork such as soldier course lintels. Because of their automotive, warehouse, and light industrial uses, many of the buildings feature garage bays on their facades, some of which retain historic wooden garage doors.

Campbell Avenue, SW

128-6065-0035 Commercial Building, 347 Campbell Avenue, SW c.1923 Non-contributing

This, significantly altered, one-story building has a modern brick veneer facade and a stepped roofline at the side with tile coping. The facade has a single entry door with modern multi-light surround and four, fixed plate windows with retractable awnings. City records indicate a 1920 construction date. This is supported by the 1923 city directory showing the building housing Roanoke Motor Company. The building appears on the 1933 Sanborn map.

Additional Inventory Description:

128-5796 (128-6065-0035) Commercial Building, 347 Campbell Avenue SW c. 1925 Contributing

The one-story brick commercial building has a flat roof with parapet, and an aluminum and plate glass storefront with double-leaf door. The building was determined non-contributing to the district on July 13, 2006, as the facade had apparently been stripped of its original 1920s fabric and covered with a new brick veneer and aluminum storefront in the 1970s. Since then the owner has uncovered the original brick facade and reconstructed the historic front. This and the fact that the remainder of the building retained primarily good integrity, the building has now been recommended contributing to the district.

**United States Department of the Interior
National Park Service**

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

**Salem Avenue/Roanoke Automotive Commercial Historic District
(amendment to contributing status of one building)**

Roanoke, Virginia

Section 8 Page 2

Original Section 8 Significance Summary

The Salem Avenue / Roanoke Automotive Commercial Historic District is located in the southwestern part of the City of Roanoke. This downtown section began as a residential neighborhood in the 1880s, but by 1919 had developed into an area characterized by small retail businesses, light industrial firms, and warehouses. The earliest building in the district is the 1909 Roanoke Fire Department No. 3, which is illustrative of the necessity for an expanding fire department in a city that was growing exponentially throughout the late nineteenth and early twentieth centuries.

The location of the district near the railroad was a primary factor in its eventual commercial/industrial transformation. One of the earliest industries to locate in the district was the Lindsay-Robinson flour mill and wholesale grocery firm, which built a building at 365 Salem Avenue in 1918. The huge amount of goods coming in and out of the city and the ease of their transportation on the railroad brought about thriving firms in the areas of wholesale, warehouse, and transportation. In fact two large warehouse/industrial buildings were built about 1920 flanking the Lindsay-Robinson mill.

By the 1920s, the automobile had become an important aspect of the city's character and numerous automobile service businesses and dealers came into being. Several of these established themselves on Salem and Campbell avenues. In fact, at least seven of the district's buildings originally housed an automobile-related business. One of the largest of these buildings, 400 Salem Avenue, was built about 1928 for Fulton Motor Company and later housed Magic City Motors for many years. On Rorer Avenue, were several light industrial firms including the moderately-sized plant at the corner of Rorer and 5th Street was built about 1921 and housed the Nehi Bottling by at least 1950. Smaller in scale, were businesses such as Price-Filler Machine and Manufacturing, which came to 508 Rorer Avenue by 1940 and is still operates at that location.

Together, the buildings within the Salem Avenue / Roanoke Automotive Commercial Historic District are representative of typical commercial and light industrial buildings of their day and illustrate the impressive growth in the city during the early twentieth century. Though generally without distinctive architecture, these buildings illustrate the manner in which the city's economy blossomed to incorporate a wide range of firms, many of them quite small in scale. The automobile-related businesses are among the most numerous of these and speak to the proliferation of the automobile during this period. The district is eligible for the National Register under Criterion A for its association with the planning and development of the town and for its significance in the history of local commerce and industry. The period of significance begins in 1909, the date of the earliest building in the district, and ends in 1958 with the construction of the most recent contributing commercial building continuing the "commerce and industry" theme well into the 20th century. The last building built was in 1995 and is an office building.

Additional Statement of Significance

This ca. 1925 brick commercial building at 347 Campbell Avenue is typical of small-scale, automobile-related buildings constructed on the fringe of the downtown area in the early 20th century with utilitarian design and minimal detailing. Although it was originally listed as non-contributing due to a 1970s era façade, the building has since had its façade reconstructed to reflect the original 1920s appearance. After reevaluation, the building has been recommended contributing to the historic district.

**United States Department of the Interior
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

**Salem Avenue/Roanoke Automotive Commercial Historic District
(amendment to contributing status of one building)**

Roanoke, Virginia

Section 10 Page 3

10. Geographical Data:

Verbal Boundary Description:

The building addressed as 347 Campbell Avenue SW as shown on the attached map (Attachment Two) which was used with the previous historic district nomination.

Boundary Justification:

The boundary is as it applies only to the building whose contributing status is changing within the district. This building is listed as 347 Campbell Ave SW in the city of Roanoke, Virginia.

Photographic Data:

Originals not provided as this amendment is solely for the status change of one building from non-contributing to contributing within the currently registered historic district.

Attachment One: Copy of section of Roanoke Quadrangle showing location of 347 Campbell Avenue SW building within previously listed boundaries.

Attachment Two: Copy of detailed district map originally submitted with 2007 nomination, showing location of 347 Campbell Avenue SW building.

Attachment Three: Copy of email correspondence regarding DHR staff and NPS review of reconstruction work.

Photo One: Historic Photograph of 347 Campbell Avenue.

Photo Two: Front of 347 Campbell Avenue at the time of the original district nomination.

Photo Three: Side of 347 Campbell Avenue at the time of the original district nomination.

Photo Four: Rear of 347 Campbell Avenue at the time of the original district nomination.

Photo Five: Showing removal of 1970s façade brickwork and original façade remaining underneath.

Photo Six: Showing removal of 1970s façade brickwork and original façade remaining underneath, close-up.

Photo Seven: Showing removal of 1970s façade brickwork and original façade remaining underneath.

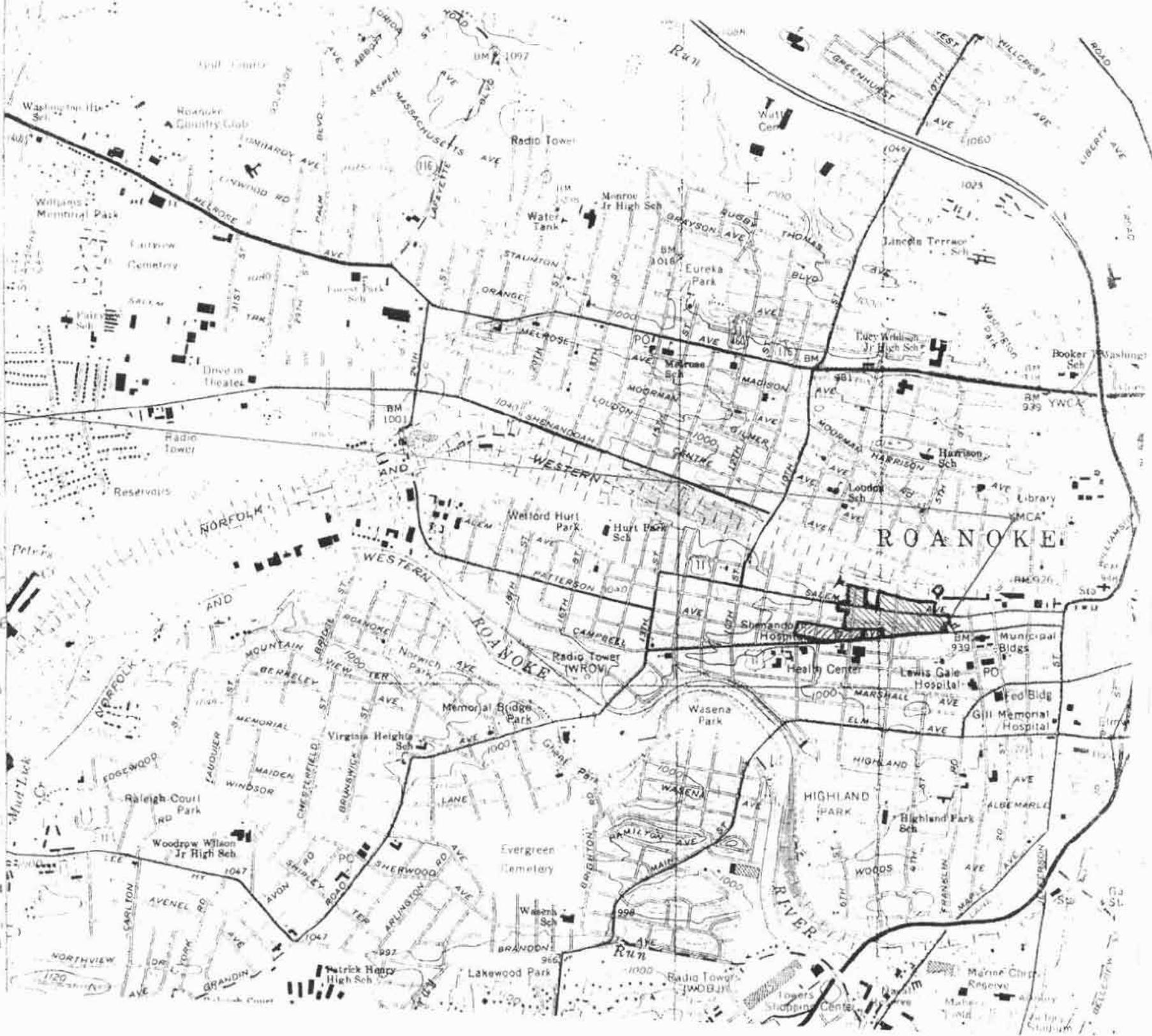
Photo Eight: Showing reconstruction of brick façade to match original design.

Photo Nine: Showing final front façade of 347 Campbell Avenue as of 2008.

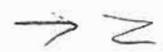
ATTACHMENT ONE

UTM ZONE 17
59 3361E
4125 328N
347 CAMPBELL AVE
128-6065-0035

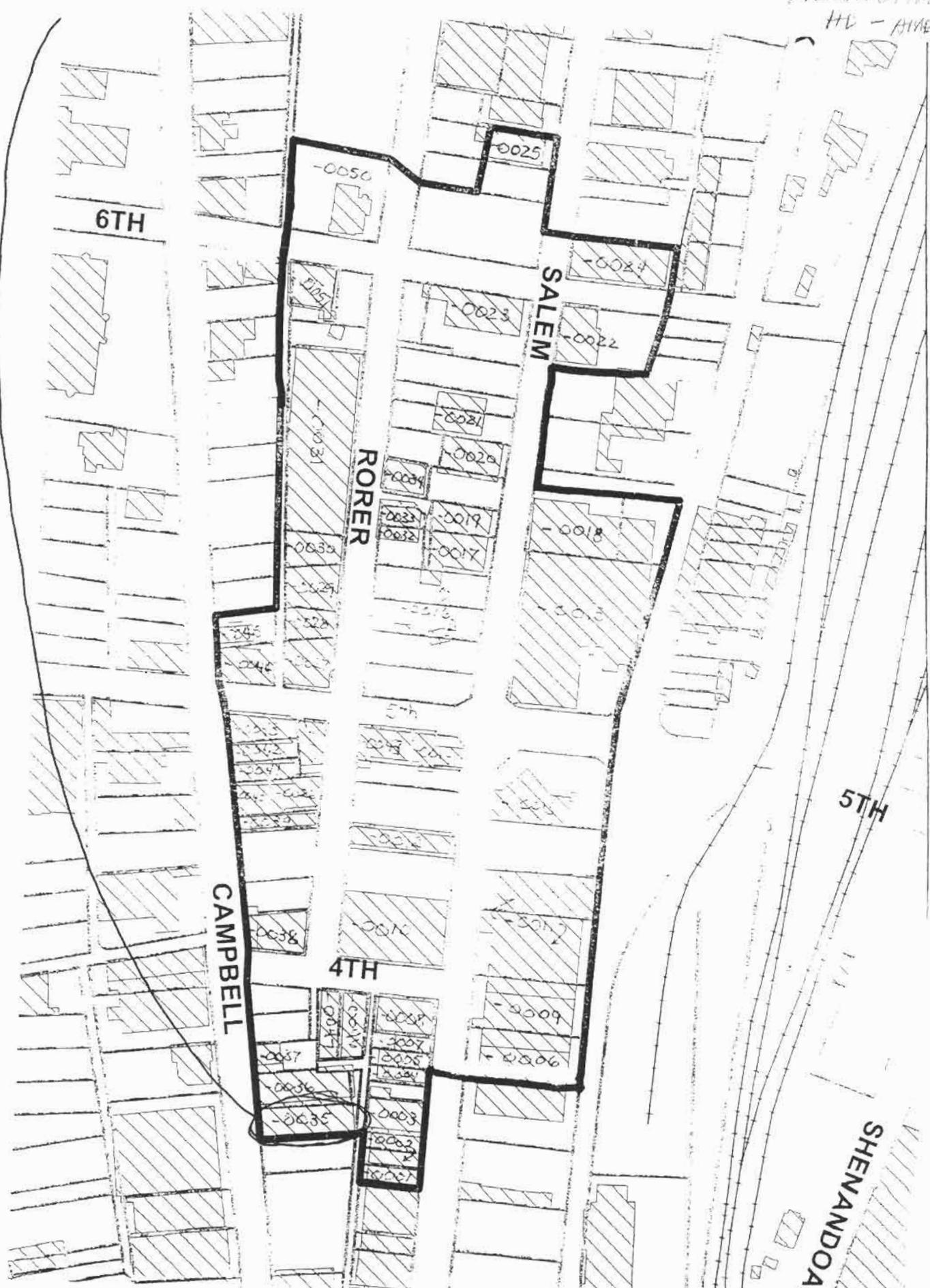
128-6065
ALBANY/ROANOKE
AUTOMOTIVE CORP
HISTORIC DISTRICT
51.22 + BOUNDARY
41.5 INCREASE



347 Campbell Ave SW



ATTACHMENT TWO
SALEM AVE/ROANOKE
AUTOMOTIVE CORP.
HD - AMENDMENT



6TH

SALEM

ROPER

5TH

CAMPBELL

4TH

SHENANDOAH

SALAM AVENUE/ROANOKE AUTOMOTIVE
COMMERCIAL HISTORIC DISTRICT
AMENDMENT

ATTACHMENT THREE

McRae, Jean (DHR)

From: Wagner, Marc (DHR)
Sent: Tuesday, April 22, 2008 4:47 PM
To: Tune, Elizabeth (DHR); McRae, Jean (DHR)
Cc: Brandt, Karen (DHR); Pulice, Michael (DHR); Spradley-Kurowski, Kelly (DHR)
Subject: RE: 347 Campbell Avenue, Roanoke

Hi Elizabeth--that's great news! Jean can file an Additional Documentation. She's busy, but it can be completed within the next month or so. Is that soon enough or is this high priority? Marc

From: Tune, Elizabeth (DHR)
Sent: Tuesday, April 22, 2008 4:37 PM
To: Wagner, Marc (DHR); McRae, Jean (DHR)
Cc: Brandt, Karen (DHR); Pulice, Michael (DHR)
Subject: 347 Campbell Avenue, Roanoke

I spoke with Audrey Tepper at NPS, who discussed the contributing status of 347 Campbell Avenue to the Salem Avenue/Roanoke Automotive Commercial Historic District with Patrick Andrus. You may remember that this building had a 1970s non-historic storefront and was determined to be non-contributing.

The owners carefully reconstructed the front elevation according to a historic photo, and with Mike Pulice's assistance. The E Team evaluated the building after reconstruction of the front elevation and determined that it is contributing to the district. It is important to note that the side and rear (3 stories tall) of the building are also highly-visible within the district, and retain a high degree of integrity.

The Part 1 hit a snag with NPS, as Audrey rightly identified that you cannot reconstruct your way into contributing status; i.e. there has to be enough historic fabric after removal of the non-historic storefront to call the building contributing. The applicant submitted additional photos that show the historic storefront, although rather chewed up, was intact when the 1970s storefront was removed.

Thus, Patrick Andrus said that the building can be called contributing. Do we need to do a supplementary listing record, or does the E Team evaluation take care of that? Will NPS take care of things on their side, or do we need to submit the information from the Register program? Please let me know what we should do.

Thanks,
Elizabeth

Elizabeth Tune
Manager, Office of Preservation Incentives
Department of Historic Resources
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Richmond, Virginia 23221 (804) 367-2323, ext. 110
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