

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.

1. Name of Property

Historic name: Salem Avenue/Roanoke Automotive Commercial Historic District (2013 Boundary Increase)

Other names/site number: VDHR# 128-6065

Name of related multiple property listing: N/A

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

Listed On VLR: 03/20/2014 NRHP: 10/22/2014
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2. Location

Street & number: 400 & 500 Blocks of Campbell Avenue, SW

City or town: Roanoke State: Virginia County: Independent City

Not For Publication: N/A

Vicinity: N/A

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

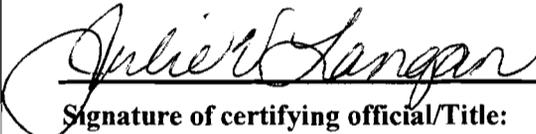
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

	<u>9.4.2014</u>
Signature of certifying official/Title:	Date
<u>Virginia Department of Historic Resources</u>	
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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Roanoke, VA

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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

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

Contributing	Noncontributing	
<u> 2 </u>	<u> 0 </u>	buildings
<u> 0 </u>	<u> 0 </u>	sites
<u> 0 </u>	<u> 0 </u>	structures
<u> 0 </u>	<u> 0 </u>	objects
<u> 2 </u>	<u> 0 </u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

COMMERCE/TRADE: business

Current Functions

COMMERCE/TRADE: organizational
VACANT/NOT IN USE

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7. Description

Architectural Classification

NO STYLE
MODERN MOVEMENT: Moderne: Streamlined Moderne

Materials

FOUNDATION: CONCRETE
WALLS: BRICK, CONCRETE
ROOF: SYNTHETICS (Rubber)

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Located in the southwest quadrant of the City of Roanoke, the Salem Avenue/Roanoke Automotive Commercial Historic District was first listed in the National Register of Historic Places in 2007. The district encompassed approximately 20 acres. Within a year, the district was expanded by 4.2 acres. Historically and today, virtually all the existing historic district's buildings were built for commercial or light industrial use, with the exception of two apartment buildings. The boundary increase that is the subject of this nomination encompasses less than 0.5 acres and includes two contributing commercial buildings, both located on the south side of Campbell Avenue. Built in the 1950s, both buildings stand directly across Campbell Avenue from the existing historic district boundary and relate well to the small-scale commercial and light industrial architecture built on the fringe of downtown Roanoke in the mid-twentieth century.

Narrative Description

The two buildings associated with the boundary increase were constructed in the 1950s. The brick commercial building at 416-418 Campbell Avenue SW was built ca. 1953. It features two identical storefronts on the ground level and one story above. The utilitarian design and minimal detailing of the building is similar to that of other commercial buildings in the area. The brick commercial building at 502 Campbell Avenue SW was built ca. 1955. The two-story Moderne-style building is distinguished by a curvilinear wall at its northeast corner. Twelve other buildings within the existing district were also built in the 1950s. Most of these buildings were commercial (7) but there were also a few that were light industrial (3) and auto-related (2).

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Inventory

The following inventory lists the contributing resources within the Salem Avenue/Roanoke Automotive Commercial Historic District. It is organized alphabetically by street name and then numerically by street 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 district. Whether a building is considered contributing or non-contributing was determined based on its integrity as it supports Criterion A (Commerce, Industry, Planning & Development) during the Period of Significance (ca. 1909 - 1958).

Campbell Avenue, SW

416-418 Campbell Avenue, SW 128-5813 *Other DHR Id #: 128-6065-0063*
Primary Resource Information: Commercial Building, Stories 2.00, Style: No Style, 1953

Individual Resource Status: Commercial Building **Contributing** *Total: 1*

The two-part commercial block building has cinderblock walls with a veneer of painted brick, arranged in a six-course American bond. A flat roof with a low brick parapet crowns the building mass. The utilitarian design and minimal detailing of the building is similar to that of other commercial buildings in the historic district.

The building features two commercial storefronts on the ground level and one story above. The angled storefronts are separated by a secondary entrance, which provides access to a shared central staircase. The door is surmounted by a rectangular transom. The identical storefronts consist of a recessed central entrance flanked by large multi-light display windows with wood frames. The storefronts are bounded by masonry piers and infilled with T1-11 siding. The second story is characterized by two large rectangular openings in the central bays, with two hopper windows surrounded by glass block. The windows in the outer bays are double-hung with two-over-two horizontally arranged lights. Rowlock brick sills accent the window openings. The extant storefront materials appear to have been installed ca. 1974 based on their appearance and the building permit index that shows improvements at that date in the amount of \$5000. Although the storefront materials are not historic, the character-defining configuration of the angled storefront and recessed central entrance to the upper floor is intact. Based on physical inspection and research indicating that glass block has been in use since the 1930s, it appears that the second story's glass block windows with central hopper section are original. These two central windows are designed to be larger and different from the smaller windows in the end bays as evidenced by the headers and sills, which have not been modified. There is no evidence that the window openings have been modified, as it is not possible to cut glass block to fit an existing opening. There is no physical evidence of the building ever having a sign or awning during the historic period.

A one-story addition, faced with brick on the east and west sides, is situated at the rear of the building. An asphalt parking deck is located on its roof, which is accessed from the second story of the main building via a central door on the rear elevation. A brick stair shaft overrun and a pair of brick chimneys are located near the rear of the parking deck.

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With the exception of the storefronts, which are often modified on commercial buildings to suit changing tastes and tenants, the building retains its integrity of form, materials, location, design and workmanship. Much of the historic fabric remains intact, including its brick exterior walls and second story windows. The form of the building also remains intact, with its angled storefronts and raised parking lot over the rear addition. The building is similar in appearance to many other contributing buildings in the district

502 Campbell Avenue, SW 128-5200 Other DHR Id #: 128-6065-0064
Primary Resource Information: Commercial Building, Stories 2.00, Style: Moderne, 1955

Individual Resource Status: **Commercial Building** **Contributing** *Total:* 1

This two-story, flat-roofed, brick commercial building has a curvilinear wall for its northeast corner, while the other three corners are typical hard right angles. The front (north) and east (side) elevation brick walls are veneered with brick laid in a Flemish variant bond pattern consisting of one Flemish course to every five stretcher courses, and the bricks are orange colored. The west side and rear elevations have shiny red brick laid in 5-course common (American) bond. The Campbell Avenue facade has large plate glass windows with aluminum muntins flanking the central main entrance, all of which are minimally sheltered by a shallow aluminum awning. Above the awning is a row of large white applied letters spelling COUNCIL OF COMMUNITY SERVICES. At the second floor level is a bank of six four-light metal-sash windows with a wide brick spandrel in the center (three windows on each side). The pronounced window casing is of gray precast concrete, identical to the coping atop the low roof parapet. The east elevation along 5th Street has one large plate-glass window at the street corner and a row of six small, two over- two aluminum sash at the first story level, and a secondary entrance with glazed aluminum folding doors toward the rear. The second-floor east elevation has ten metal sash windows — the central eight having a vertical orientation and four divided lights in metal sash. The window closest to the street corner is a tripartite version of the same sash, comprising 12 lights. The window toward the rear consists of paired four-light sash. The west elevation has only one small (plate glass) window, which does not match the other windows and appears to have been a later addition. The rear (south) elevation has first- and second-story entrances (the second floor reached by a handicap ramp) and windows only at the second-floor level. The windows are four-light metal sash matching those on the front and east elevations. Overall the building’s architectural character is very understated, but the curved wall at the northeast corner adds a small flourish to an otherwise plain façade. Retaining much of its historic exterior fabric, the building retains integrity of location design, workmanship, materials, setting, feeling, and association.

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8. Statement of Significance

Applicable National Register Criteria

- 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

- 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

COMMERCE

INDUSTRY

COMMUNITY PLANNING & DEVELOPMENT

Period of Significance

ca. 1909 – 1958

Significant Dates

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Salem Avenue/Roanoke Automotive Commercial Historic District is locally significant under Criterion A in the areas of Commerce, Industry, and Community Planning & Development. Most of the buildings within the district, including the two buildings added with this boundary increase, are representative of typical commercial buildings of their day and illustrate the impressive growth in the city during the early to mid-twentieth century. Though generally without distinctive architecture, they illustrate the manner in which the city's economy blossomed to incorporate a wide range of firms, many of them quite small in scale. These buildings were constructed during the district's period of significance, ca. 1909-1958. The period of significance begins with the area's transition from residential to commercial and light industrial uses. From the 1920s to the 1950s, numerous automobile related businesses and dealers were established in the district. The period of significance ends with the construction of the most recent commercial building that contributes to the district's historical significance.

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

The Salem Avenue/Roanoke Automotive Commercial Historic District is located in the southwestern part of the City of Roanoke. Although originally developed as a residential neighborhood in the 1880s, the area soon evolved into a commercial district characterized by small retail businesses, light industrial firms, and warehouses by 1919. The automobile had also become an important aspect of the city's character by that time, and numerous automobile service businesses and dealers came into being, especially along Salem, Rorer, Campbell, and Patterson Avenues.

Development in the district continued into the 1950s. During this decade, twelve new buildings were constructed, often replacing residential properties. Automobile-related businesses remained an important part of the district's character. Aside from car dealers and service shops, there were also businesses that provided services to automobile customers, such as financing and insurance. Examples of these types of businesses were GMAC Finance and Motors Insurance Group, which occupied 416-418 Campbell Avenue in 1956. Although automobile-related buildings were abundant in the district, it was also home to a wide range of other firms. In 1956, for example, 502 Campbell Avenue housed local branches of Retail Credit Company, Inc., and the Remington-Rand division of Sperry Rand Corporation.

Although these businesses are no longer in the district today, the buildings are still extant. These small-scale commercial buildings included in the boundary amendment are consistent with the other commercial and light industrial buildings within the district. The inclusion of these buildings within the district further illustrates the type of growth and development that occurred in this part of the city in the early-to-mid twentieth century.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

City of Roanoke Deed References: Tax Map Numbers: 1011203 and 1113407, obtained on City of Roanoke GIS website, October 2013.

Sanborn Insurance Company, Sanborn Fire Insurance Maps: 1898, 1907, 1919, 1951, 1955. Roanoke, Virginia: Virginia Room, Roanoke City Public Library.

Pulice, Michael J., *Salem Avenue/Roanoke Automotive Commercial Historic District Boundary Increase Documentation*, 2007.

_____. 502 Campbell Ave. SW, Reconnaissance Survey Form, Virginia Department of Historic Resources, 2013.

Wyatt, Sherry Joines, *Salem Avenue/Roanoke Automotive Commercial Historic District National Register of Historic Places Nomination*, 2006.

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:

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

Name of repository: Virginia Department of Historic Resources, Richmond, VA

Historic Resources Survey Number (if assigned): DHR File No. 128-6065

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10. Geographical Data

Acreeage of Property: 0.379 acre (approx.)

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: 37.271051 | Longitude: -79.950201 |
| 2. Latitude: 37.271117 | Longitude: -79.949388 |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

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: |

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary includes Tax Parcel Nos. 113407 and 1011203, as indicated within the lines of the boundary increase area, as shown on the attached Salem Avenue/Roanoke Automotive Commercial Historic District 2013 Boundary Increase Tax Parcel Map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary encompasses two additional resources within their appropriate historic settings. The boundary follows property lines.

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11. Form Prepared By

name/title: Katherine V. Coffield & Alison S. Blanton
organization: Hill Studio, PC
street & number: 120 Campbell Avenue SW
city or town: Roanoke state: Virginia zip code: 24011
e-mail: ablanton@hillstudio.com
telephone: 540-342-5263
date: October 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.)

Photographs

Name of Property: Salem Avenue/Roanoke Automotive Commercial Historic District
2013 Boundary Increase

City or Vicinity: Roanoke (City)

State: Virginia

Photographer: Katherine Coffield and Michael Pulice

Date Photographed: September - October 2013

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

Photo 1 of 4: 502 Campbell Avenue SW, facing southwest.

Photo 2 of 4: 502 Campbell Avenue SW, facing southeast.

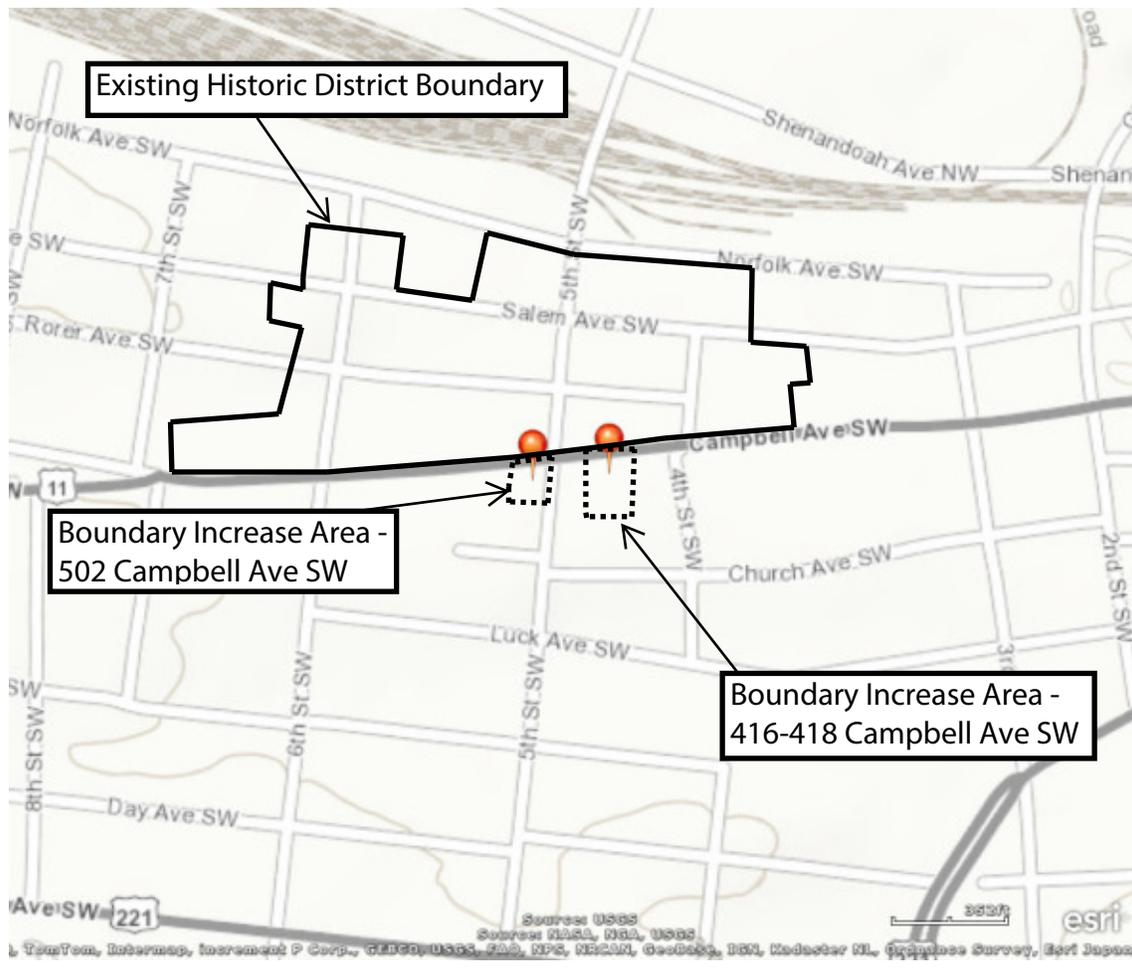
Photo 3 of 4: 416-418 Campbell Avenue SW, facing southwest.

Photo 4 of 4: 416-418 Campbell Avenue SW, 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.

Salem Avenue-Roanoke Automotive Commercial HD



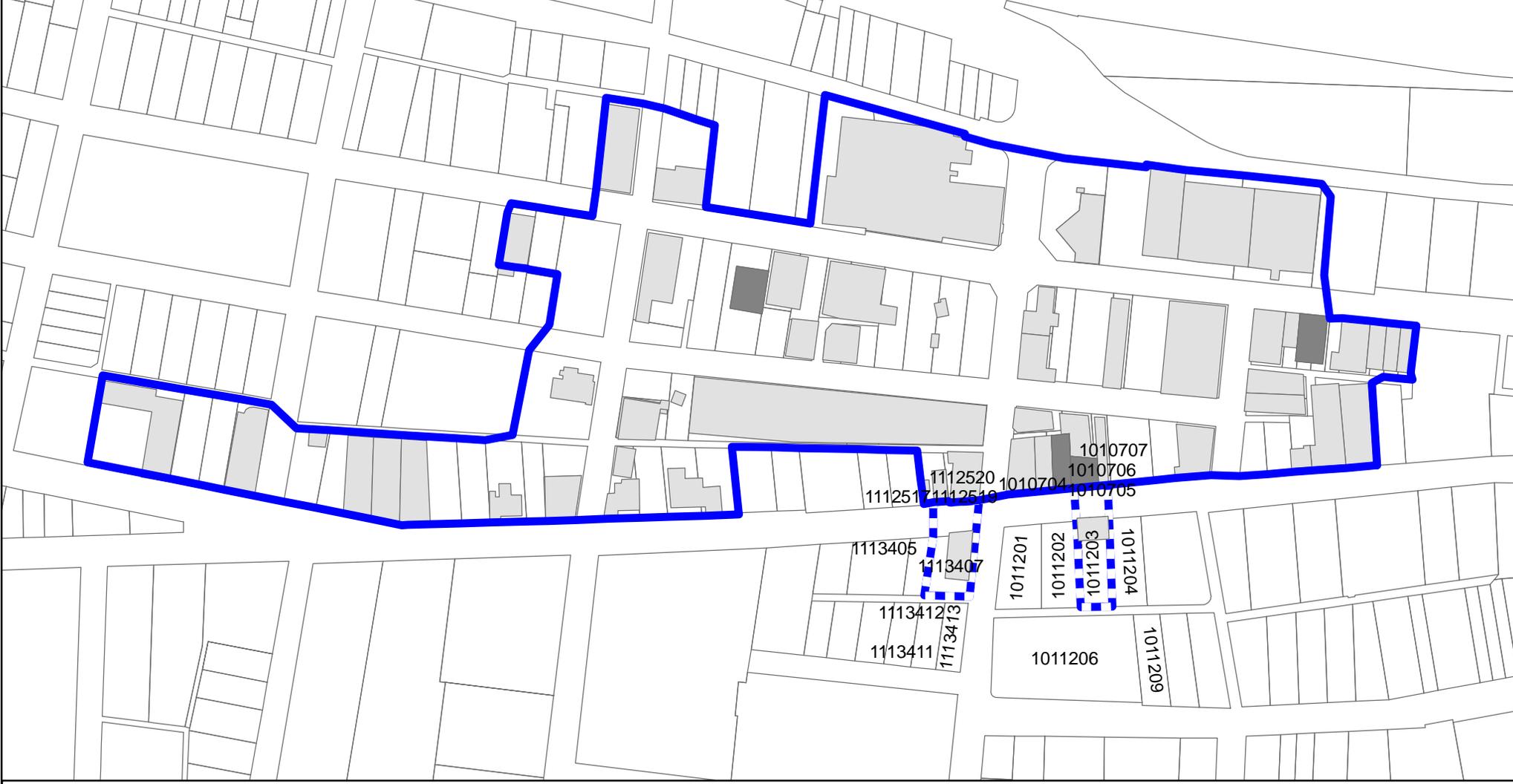
Salem Avenue/Roanoke Automotive Commercial Historic District (2013
Boundary Increase)
Roanoke, Virginia
DHR #128-6065
Location Map

Coordinates - 502 Campbell Avenue SW
Latitude: 37.271051 Longitude: -79.950201

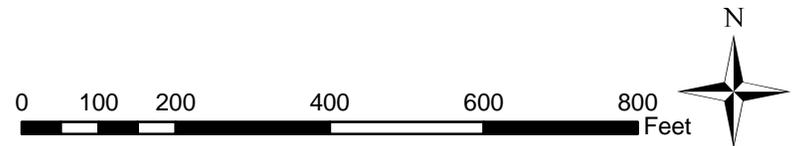
Coordinates - 416-418 Campbell Avenue SW
Latitude: 37.271117 Longitude: -79.949388

Legend TAX PARCEL MAP

-  Contributing
-  Non-Contributing
-  Salem Avenue/Roanoke Automotive Historic District
-  Boundary Increase



Salem Avenue/Roanoke Automotive Commercial Historic District Boundary Increase
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Legend SKETCH MAP

-  Contributing
-  Non-Contributing
-  Salem Avenue/Roanoke Automotive Historic District
-  Boundary Increase
-  Photo Label



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