

**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.

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**1. Name of Property**

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historic name Salem Avenue/ Roanoke Automotive Commercial Historic District - Boundary Increase  
other names/site number 128-6065-0052 through 128-6065-0061

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**2. Location**

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street & number 500 & 600 blocks, Campbell Ave. and 700 block Patterson Avenue, SW not for publication N/A  
city or town Roanoke vicinity N/A  
state Virginia county Independent City code 770 zip code 24011

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**3. State/Federal Agency Certification**

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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.)

\_\_\_\_\_  
Signature of certifying official Virginia Department of Historic Resources Date \_\_\_\_\_  
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

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**4. National Park Service Certification**

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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)

private  
 public-local  
 public-State  
 public-Federal

### Category of Property (Check only one box)

building(s)  
 district  
 site  
 structure  
 object

### Number of Resources within Property

Contributing	Noncontributing	
<u>11</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>11</u>	<u>0</u>	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: Service Station
Industry	Manufacturing
Industry	Warehouse
Domestic	Single dwelling
Domestic	Multiple dwelling

### Current Functions (Enter categories from instructions)

Cat: Commerce/Trade	Sub: Service Station
Industry	Manufacturing
vacant	not in use
Domestic	Single dwelling
Domestic	Multiple dwelling

## 7. Description

### Architectural Classification (Enter categories from instructions)

Commercial Style  
No Style

### Materials (Enter categories from instructions)

foundation concrete  
 roof Other: membrane  
 walls brick, concrete  
 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)

- 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.
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
Industry
Community Planning & Development

Period of Significance ca.1909-1958

Significant Dates ca. 1890

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

(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 #

Primary Location of Additional Data

- [x] State Historic Preservation Office
[ ] Other State agency
[ ] Federal agency
[ ] Local government
[ ] University
[ ] Other

Name of repository: Virginia Department of Historic Resources

10. Geographical Data

Acreage of Property approx. 4.2 acres

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

Table with 4 columns: Zone Easting Northing. Values include 1 17 592593 4125324, 2 17 592959 4125509, 3 17 592961 4125468, 4 17 592578 4125263

[ ] 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 Michael J. Pulice, Architectural Historian
organization Virginia Department of Historic Resources, Roanoke Regional Office date November 2007
street & number 1030 Penmar Ave. SE telephone 540-857-7586
city or town Roanoke state VA zip code 24013

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
street & number telephone
city or town state VA 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.). 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 Ave./Roanoke Automotive Commercial  
Historic District Boundary Increase  
City of Roanoke, Virginia**

Section   7   Page   1  

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## **7. Summary Description**

Located in the southwestern part of the City of Roanoke in Southwest Virginia's Roanoke Valley, the Salem Avenue/Roanoke Automotive Commercial Historic District, here-to-fore, contained fifty-one buildings dating from 1909 through 1958 with only one building built later. This boundary increase area encompasses another 11 contributing buildings on ten land parcels, all located on the north side of the 500 and 600 blocks of Campbell Avenue and the 700 block of Patterson Avenue, Southwest. There are no non-contributing buildings, structures, or sites within the boundary increase area. The 500 block and part of the 600 block of Campbell Avenue are directly contiguous to the existing district boundary, at the southwestern corner of the district.

The eleven buildings being added to the district have the same automotive, warehouse, light industrial and residential uses they had originally, and throughout the period of significance. The earliest building in the district is the ca. 1890 house at 547 Campbell Avenue, SW, followed closely by the ca. 1900 house at 609 Campbell Avenue, SW. Both are two-story, gable-ell-plan frame houses. The next building to be constructed was the ca. 1920 duplex built directly behind the house at 547 Campbell Avenue, SW. Although the duplex fronts onto 6<sup>th</sup> Street, the two buildings are on the same tax parcel, thus the duplex is inventoried below as a contributing secondary building.

Two of the largest buildings within the boundary increase are the two light industrial brick buildings at 701 and 715 Patterson Avenue, which feature include flat roof fronted by stepped parapets, corbelled cornices, and other decorative brickwork such as soldier course lintels.

## **Inventory of Resources**

Properties in the inventory are organized consecutively by DHR resource number. The heading for each entry lists the Virginia Department of Historic Resources file number(s), the resource type, address, and the approximate date of construction. At the end of each entry is a resource count, including primary and secondary resources, and the status of each resource as "contributing," rather than "non-contributing" to the significance of the district. Though two resources were built prior to the period of significance, they are contributing as supporting the area of commercial significance after 1909. The body of the entry describes the exterior architectural features of the resource. Construction dates are based on field investigation and city real estate records.

128-6065-0052 **Light Industrial Building, 715 Patterson Avenue, SW, c.1953.** Formerly General Tire Co., this building is located on the north side of Patterson Avenue, SW near the intersection with Campbell Avenue. The front section of the building sits adjacent to the street; the garage bays are set back from the street. This one-story concrete block building has a brick veneer facade, aluminum windows with transoms, and tile coping. The building's rear wing has 3 garage bays, two of which have been in-filled with glass. **Other DHR ID# 128-5291, Contributing Building**

128-6065-0053 **(former) Enfield Buick Dealership, 701 Patterson Avenue, SW, c.1930.** This building is located on the northwest corner of Patterson Avenue, SW, and 7<sup>th</sup> Street, at the intersection with Campbell Avenue. The building sits adjacent to the streets, with no buffer. This one-story Art Deco building has a angled tripartite facade with concrete coping and replacement windows below transoms. The facade features pilasters with concrete caps and a raised central parapet with a concrete panel directly above a concrete band over the storefront transom windows. The building is constructed of common bond brick with

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Salem Ave./Roanoke Automotive Commercial  
Historic District Boundary Increase  
City of Roanoke, Virginia

Section   7   Page   2  

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alternating headers and stretchers in the bond course. The sides of the building feature tile coping and metal hopper windows. The building rests on a poured concrete raised foundation. The building once served as a car dealership. **Other DHR ID# 128-5289, Contributing Building**

128-6065-0054 **Service/Tire Station, 639 Campbell Avenue, SW, c.1953.** This small building is located on the northeast corner of Campbell Avenue, SW, and 7<sup>th</sup> Street, near the intersection with Patterson Avenue. The building is set back a good distance from the street. The one-story concrete block building has tile coping on a low parapet, two-over-two horizontal light windows, and a single garage bay. **Contributing Building**

128-6065-0055 **Auto Dealership, 631 Campbell Avenue, SW, c.1947.** This building is located on the north side of Campbell Avenue, SW near the intersection with Patterson Avenue. It is a two-story brick building with a single garage bay; two large glass block windows on the second floor and a modern door and slit windows on the first floor. To the rear of the two-story front section is a two-story wing with a basement, tile coping, and metal windows. The entire building has a poured concrete foundation. **Contributing Building**

128-6065-0056 **Auto Dealership, 625 Campbell Avenue, SW, c.1955.** Attached to the east side of the building at 631 Campbell Avenue, this is a one-story building that has aluminum-framed storefront windows with aqua frosted transoms and an upturned, aluminum canopy. At the east end of the building, metal posts and aluminum and metal trusses support a canopy covering an open service area. The garage wing has two garage bays with glass doors. **Contributing Building**

128-6065-0057 **House/Commercial Building, 603/609 Campbell Avenue, SW, c.1900.** This two-story, gable ell house has vinyl siding. The replacement (early twentieth century) Craftsman-style porch features battered posts supported by brick piers. The house has a polygonal bay on the front gable; a two-light transom window over the front door; and two-over-two windows. The house has a parged interior chimney and a brick chimney with corbeling. A commercial-style one-story addition (c.1950) is located at the front, west corner of the house. The commercial building has a painted brick facade; a recessed entry flanked by plate glass storefront windows; soldier course brick over a painted transom; concrete block coping; concrete block sides and a brick foundation. **Contributing Building**

128-6065-0058 **Commercial Building, 601 Campbell Avenue, SW, c.1937.** This building is located on the northwest corner of Campbell Avenue, SW and 6<sup>th</sup> Street. It consists of a two-story commercial building, constructed of concrete block with a brick veneer on its Campbell Avenue front only. The four bay front is divided by brick piers and has, from left to right: a garage bay surmounted by a vertical vinyl-siding covering; two tall, side-by-side storefront windows, each divided into three sheet-glass parts by slender aluminum muntins; and principal entry near the southwest corner consisting of a single-leaf aluminum and glass door sheltered by a round, fabric awning. Above each storefront window are recessed bays in-filled with concrete pattern blocks, which appear to be original to the building. The bays have soldier-brick-course lintels. Aligned over each bay are recessed brick sign tablets, void of signage. The low roof parapet has concrete coping in front and ceramic tile coping on the side elevations, which step down toward the rear of the building. The east elevation has a number of steel casement windows. The west elevation is void of fenestration. **Contributing Building**

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Salem Ave./Roanoke Automotive Commercial  
Historic District Boundary Increase  
City of Roanoke, Virginia

Section   7   Page   3  

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- 128-6065-59 **House/Commercial Building, 547 Campbell Avenue, SW, ca.1890.** This two story, gable ell house with German siding has one-over-one windows; brick interior chimneys; and a two-story porch resting on tapered square posts. A polygonal bay features panels and brackets with bracketed window hoods above. The entry has heavier brackets or consoles supporting the trim above the door and sawnwork flat scrolls at the porch floor. The roof has fish scale slate shingles and gable returns with flat scrolls underneath.
- There is an arched attic vent at the gable end. At the front western corner of the house is a c.1955 one-story brick commercial-style addition. The brick-veneer addition is has large, nine-light windows; a multi-light door topped by an asphalt shingle shed canopy; and cast concrete coping. **Other DHR ID# 128-5007. Contributing building.**
- Secondary resource: multiple dwelling, ca.1920, alternate address: 314 6<sup>th</sup> St. SW, other DHR ID# 128-5166.** This two story brick building fronts onto 6<sup>th</sup> St. and has a hipped roof, two-front entrances, and one-over-one sash windows. **Contributing building.**
- 128-6065-0060 **Commercial Building, 541 Campbell Avenue, SW, formerly Acme Business Machines c.1953.** The building is set back a short distance from the street. One-story in height, this concrete block building has a Permastone facade and tile coping. The Permastone features voussoir and keystone details over the aluminum storefront windows. The building has two entries. **Other DHR ID# 128-5197, Contributing Building.**
- 128-6065-0061 **Commercial Building, 535 Campbell Avenue, SW, formerly Roanoke Valley Aluminum Company, c.1954.** This one-story building is set close to the street., its sheathed in vinyl siding and the exposed west side is brick veneer. The storefront is angled and recessed with aluminum windows and aluminum bulkhead. The building has tile coping on the east side. **Other DHR ID# 128-5198. Contributing Building.**

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial  
Historic District Boundary Increase  
City of Roanoke, Virginia**

Section   8.9   Page   4  

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**8. Statement of Significance**

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. 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, Rorer, Campbell and Patterson avenues. In fact, at least 5 of the eleven buildings in the boundary increase were originally occupied by automobile-related businesses. One of the largest of these buildings, 701 Patterson Avenue, was built about 1930 as the Enfield Buick dealership and later housed Double Cola Bottling Company for many years.

Together, the buildings within the Salem Avenue / Roanoke Automotive Commercial Historic District, including the eleven buildings added with this boundary increase, 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. Like the fifty-one buildings already listed in the existing district, the buildings within the expanded boundary are eligible for the National Register under Criterion A for their association with the planning and development of the town and for its significance in the history of local commerce and industry. The buildings being added were all constructed during the period of significance established for the larger district, which 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 20<sup>th</sup> century.

**Acknowledgements**

Maribeth Mills, B.T. Fitzpatrick, and Martha Franklin of the City of Roanoke's Planning Division provided materials and assistance during preparation of this documentation, as did Jean McRae and Quatro Hubbard of the Virginia Department of Historic Resources. Sherry Joines Wyatt made substantial contributions to the text.

**9. Bibliographical References**

City of Roanoke Deed References: 040019489, 0020006239, 070008408, 0020020603, 0178801058, 0178801058, 0167500375, 060021100, obtained on City of Roanoke GIS website, November, 2007.

Wyatt, Sherry Joines, "Salem Ave./Roanoke Automotive Commercial Historic District National Register of Historic Places nomination," 2006.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial  
Historic District Boundary Increase  
City of Roanoke, Virginia**

Section   10   Page   5  

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**10. Geographical Data**

**Verbal Boundary Description**

The boundary of the Salem Avenue / Roanoke Automotive Commercial Historic District is shown as a solid line on the accompanying scaled historic district map entitled, "Salem Avenue / Roanoke Automotive Commercial Historic District November 27, 2007."

**Boundary Justification**

The boundary of the Salem Avenue / Roanoke Automotive Commercial Historic District encompasses the remaining concentration of contributing resources within their appropriate historic settings. Most boundary lines follow roads and property lines.

**Photographic Data**

All photographs:

Salem Avenue / Roanoke Automotive Commercial Historic District, Boundary Increase, City of Roanoke  
Taken October-December, 2007 by Michael J. Pulice.

Digital Images stored at the Virginia Department of Historic Resources, Richmond, Virginia.

- 1) 547 Campbell Ave., SW, facing north.
- 2) 609 Campbell Ave. SW, facing northeast.
- 3) 609 Campbell Ave. SW, facing northwest.
- 4) 639, 631 & 625 Campbell Ave. SW, facing northeast.
- 5) 701 & 715 Patterson Ave., SW, facing northwest.
- 6) 715 Patterson Ave., SW, facing northwest.