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National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting property groups relating to one or several historic contexts. See instructions in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items

X New Submission Amended Submission

A. Name of Multiple Property Listing

Historic Gas Stations of Roanoke, Virginia 128-6361

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

The Development of the Gas Station in America: 1920-1960

The Role of the Automobile in the Development of Roanoke, Virginia: 1920-1960

Historic Gas Stations in Roanoke, Virginia: 1920-1960s

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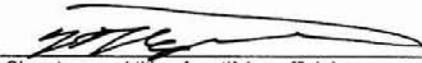
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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation.

(See continuation sheet for additional comments.)



Signature and title of certifying official

8/26/12

Date

State or Federal Agency or Tribal government

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper

Date of Action

Table of Contents for Written Narrative

Provide the following information on continuation sheets. Cite the letter and title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in National Register Bulletin *How to Complete the Multiple Property Documentation Form* (formerly 16B). Fill in page numbers for each section in the space below.

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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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Chief, Administrative Services Division, National Park Service, PO Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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E. Statement of Historic Contexts

Development of the Gas Station in America: 1920 – 1960s

The development of the gas station in the United States began with the invention of the gasoline pump in the early 20th century and continued over the next sixty years with the introduction of a new building type that would become one of the most prolific architectural forms across the nation. The siting, design, materials and branding of the gas station reflected the influence of mobilization and modernization that the automobile helped to introduce to American culture. Industrial designers, as well as architects and engineers, created station prototypes that embodied the desire for efficiency, cleanliness and dependability in their practical forms and use of new materials. These prototypes, with their distinguishing forms, colors and signage also illustrated the strong emphasis on branding during this era of convenience, competition and speed.

With the introduction of the first mass-produced automobile by Henry Ford in 1904, the ability to obtain fuel became a necessity. The first gas pump was developed in 1905 and the earliest gas stations were existing retailers, such as grocers and hardware suppliers, who installed pumps along the road in front of their establishments. The number of automobiles increased dramatically in the first two decades of the 20th century, increasing by 4,500% between 1905 and 1910 alone.¹ By 1915, gas stations were being built at the rate of 1200 a year.² This increase in stations and automobiles began to cause traffic problems at the curbside pumps. This congestion led to a new pattern of commercial development as gas stations began to be located away from the curb with curb cuts and ample space surrounding them for automobiles to pull off the street to refuel. Prior to this development, commercial buildings in towns and cities were typically located close to the street or sidewalk for easy pedestrian access. This new pattern deviated from that traditional setback and required the demolition of buildings for open space around the station structure. This pattern also led to the preferred siting of gas stations on corner lots as they allowed access from two directions. As the gas station became a stand-alone operation and no longer simply pumps attached to the curb of an existing retail store, the gas station developed as its own building type. The earliest gas stations were typically small buildings, just large enough to shelter an attendant, surrounded by pumps.

After a slight interruption during World War I, the automobile and petroleum industries continued to grow during the 1920s. Inspired by the City Beautiful Movement and armed by the introduction of zoning ordinances, planners in some cities began to restrict the location, siting and design of gas stations in the 1920s. With a new emphasis on the inter-connections of resources and systems, including transportation networks, city planning began to recognize the value of “gateways” and primary corridors to cities and the gas station was considered a civic asset.³ Architects began to design gas stations in the Beaux-Arts and Classical Revival styles to reflect this new role. In the residential suburbs, which were also developing at a rapid rate during this period due to the mobility automobiles offered, greater care was taken with the scale, siting and design of gas stations, employing the various revival styles and familiar materials, to fit in with the architecture of the surrounding residential neighborhood. These stations are referred to as the “house type” and were

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domestic in scale, typically featuring a hipped roof that extended over the pumps to create a porte-cochere or canopy.

With the increasing demand for gasoline, the petroleum business became much more competitive. In an industry where the product is often never actually seen by the consumer, the petroleum distributor had to gain customer loyalty through service, cleanliness, efficiency and dependability.⁴ In addition, the identity of the product needed to be quickly recognized at the speed of a passing automobile. The large oil companies began to use architects to develop prototypes that would not only be a stylish civic and neighborhood asset, but would also readily identify and sell their brand. Examples of this include the Pure Oil Company's use of the English cottage style with its steeply pitched roof, arched entrance and distinctive use of white with blue trim. The Socomy Company employed the popular Colonial-Revival style with brick buildings with a pedimented gabled roof.⁵ To further distinguish themselves, gas stations expanded with service bays to provide maintenance and repair services in addition to gasoline sales. The addition in the mid- to late 1920s of the service bays to the office or sales room, storage and compressor room and public toilets prescribed the standard rectangular form that would dominate gas station design over the next three decades.⁶ As pumping gas was no longer the only activity, the canopy or porte-cochere with its supporting columns became a less prevalent feature of station design to allow more access and visibility of the service bays and the sales office.⁷

During the Great Depression, American income was reduced by 50% and an estimated 2.5 million automobiles stood idle.⁸ In addition to this drain on the petroleum market, the price of oil dropped dramatically due to a discovery of one of the largest oil fields in history in East Texas, which resulted in a flood on the market.⁹ In response to this reduction in income from gasoline sales, station owners began to rely on the sale of automobile-related items, such as tires, batteries and repair services.¹⁰ Although the industry soon recovered, the new emphasis on sales and service, in addition to gasoline, would continue to influence the design of stations. By the mid-1930s, it was estimated there were 170,000 gas stations in the United States, with Texaco owning approximately 40,000.¹¹ Many of these stations needed updating with the expansion of services and the competition for corporate identity and customer loyalty. Industrial designer Norman Bell Geddes developed the original "ice-box type" station with rounded corners in 1934 for Socomy. However, only one prototype was built as Socomy was reluctant to abandon the pedimented gable roof of its Colonial-Revival style house-type station.¹² Soon after, Walter Dorwin Teague fully developed the "ice-box type" station for Texaco and by 1940, over 5,000 Texaco stations had been either built or updated to Teague's design. Teague's "ice-box" station was rectangular in form with an office/sales area and service bays across the front and public toilets and storage behind. Large display windows were added to the office/sales area to promote the sale of auto-related goods, and the service bays featured glazed, roll-up garage doors to showcase the efficiency and dependability of the services offered. New exterior materials, such as porcelain-enameled tile (or stucco as a substitute), were used for a clean, modern look that was easy to maintain. These simple stations were typically painted white, to appear clean and modern, with bold accent colors in the corporate colors. Signage included free-standing signs with corporate logos as well as painted signage on the building advertising the services offered.¹³ By the beginning of

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World War II, the “ice-box type” station had replaced the “house-type” as the most popular form. Even Socomy joined the trend, compromising with a design by architect Frederick Fist that retained their signature pedimented gable over the office section of the simple rectangular box form.¹⁴ With the proliferation of the “ice-box type” station throughout the United States, the same simple streamlined forms and practical design that industrial designers were making popular in household appliances also began to shape the American landscape.

Following World War II, the automobile and petroleum industries boomed with the increase in population, general prosperity and a pent up demand for goods after years of war rations. In addition, the expansion of road systems and the growth of suburbs made the automobile the primary means of transportation. The “ice-box type” gas station was often updated with more stylistic features, such as rounded corners, projecting vertical elements, neon lighting, slanted roofs and the return of the canopy. A number of Amoco stations, originally designed in the Art Deco style in the 1930s, were remodeled between 1946 and 1950 to have rounded corners and an entrance pylon with glass block backlit by green neon lighting. George W. Terp, a Chicago architect who headed up the design department for Amoco from the late 1940s to the early 1970s, may have been responsible for this design, which continued to be used until 1961.¹⁵ All of these elements were intended to be “eye-catching” to passing motorists. Another change in the appearance of gas stations was the increased number of pumps as self-service stations were introduced as early as 1947.¹⁶ In some cases, corporate and, more often, independent distributors used exaggerated forms -- such as a large shell, a teepee, an apple, or a log cabin – to distinguish themselves. These stations, known as the “programmatically style” referred to either the corporate logo, as with the shell for Gulf Oil, or local culture and attractions. By the late 1950s, there was a backlash against the exaggerated features of the “stylized box” and the “programmatically type” as gas stations began to be perceived as blight on the landscape. Gas stations returned to the safe vocabulary of the “house-type” using the more modern domestic styles of the Ranch and the Cape Cod for inspiration.¹⁷ Roofs were flat or a low gable and walls were clad in brick, stone veneer or even cedar shakes to blend in with the surrounding residences or landscape.

In the 1970s, several factors caused the decline of the gas station. The rise of specialty auto parts stores and service shops, such as Advanced Auto and Midas Muffler, competed directly with the service component of the stations.¹⁸ Automobiles themselves did not require as much maintenance as in earlier years. Many existing stations converted their service bays to convenience stores, coming full circle to the original gas pumps at existing grocery stores.¹⁹ In addition, the OPEC oil embargo put many independent stations out of business. In the 1980s, environmental regulations also increased the cost of doing business. While gas stations continue to be built today, the modern gas station is simply gas pumps and a convenience store with large canopies sheltering numerous self-service pumps. Marketing continues to be important as corporate colors, signage and logos are prominent, but many of the gas stations are not affiliated directly with the oil companies and the emphasis is on convenience and price rather than customer service and loyalty.

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The Role of the Automobile and the Gas Station in the Development of Roanoke: 1920-1960s

The use of automobiles is closely related to the development of Roanoke as the second wave of growth beyond the streetcar suburbs depended on the ability of residents to have their own transportation. Between 1920 and 1928, the number of automobiles in Roanoke increased from 1,728 to 7,807 as streetcars began to phase out and more suburbs were developed.²⁰ By 1930 there were 65 gas stations listed in the Roanoke City directories. This number increased to 102 by 1940 before decreasing to 82 in 1945, during World War II and the war rations. In Roanoke, as well as across the nation, automobile ownership and the number of gas stations increased dramatically after World War II, with 136 stations listed in 1950. This trend in the growth of gas stations also reflects the patterns of annexation of the City of Roanoke as more suburbs became incorporated into the city. The number of gas stations remained steady until the 1970s, with only 103 listed, as many stations went out of business due to the Middle Eastern oil crisis and competition from specialty auto stores. By 1980, the number of stations in Roanoke had decreased to 84. Today, approximately 50 of the stations built by 1960 survive.

The location of gas stations over the years reflects the growth of Roanoke. Many stations built in the 1930s and 1940s are located in residential suburbs that were being developed at this time. These stations tend to be more of the "house-type" using familiar materials and stylistic influences to blend in with the surrounding neighborhood. Stations were also located on the edge of downtown along the primary streets of Campbell Avenue, Jefferson Street, Elm Avenue and Fifth Street. The area immediately west of downtown between Campbell and Salem avenues developed as an automotive sales and service area during the 1920s and 1930s with numerous automobile dealerships and repair shops. The area is now listed on the National Register as the Salem Avenue/Roanoke Automotive Commercial Historic District. Other gas stations, including those on Franklin Road, Brambleton Avenue, Williamson Road and Brandon Avenue, are located along main thoroughfares that are part of the state highway system, such as Routes 11, 220 and 221.

A number of stations were built on Williamson Road, which is the original (and now business) route of US Route 11 and served as a major artery into Roanoke from the north since its creation in 1912. Not only did residential suburbs grow up in this area, but the road became a major commercial corridor serving both local residents and tourists. The automobile industry, including both service stations and dealerships, became the dominant business along the corridor and this trend continues today.²¹ Historically, city directories show that Williamson Road had the greatest concentration of service stations than any other road in Roanoke. With its long, straight alignment and numerous traffic lights, Williamson Road also became a social center as the primary location for "cruising" in the 1950s and 1960s. Today, of the approximately 50 historic gas stations that survive in Roanoke City, the majority of these are located on Williamson Road.

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F. Associated Property Types

General Description

Gas stations are a functional building type, designed for the purpose of selling gasoline and servicing automobiles. Certain features of this building type, such as location, siting, form and interior plan, are dictated by this function and are therefore somewhat common to all stations. Gas stations are always located adjacent to a road as they are directly related to providing gasoline and service to automobiles. These stations are sited for convenient access, at an intersection where possible, and are free-standing with ample space for pull-in traffic and parking. The overall form and interior spaces are also dictated by the primary function of the building – to sell gasoline and associated products and to service automobiles. For these purposes, gas stations will have a sales area (usually with large windows for display) and service bays with large garage doors. Public toilets are another common feature as customer service became a secondary function as stations competed for customers. One critical component of a gas station, the gas pumps themselves, are often missing, as environmental regulations have often required the removal of deteriorating underground tanks and the pumps. In some cases, the pump island still survives. Signage also has often been removed as the station's association with a particular oil company, such as Texaco or Amoco, has been discontinued. Other characteristics, including size, style, materials, canopies, signage and associated repair shops, vary over time as they reflect changing trends in popular tastes, available technology and the petroleum industry. These variations are illustrated in the different subtypes of gas stations that have been identified:

Summary Statement of Significance

Gas stations are a unique building type that have become one of the most prolific and recognizable architectural forms throughout all regions of the United States. The development of the gas stations reflects changing trends in a number of areas of our culture, including automobile transportation and the mobility it offers, the petroleum industry, pop culture and popular tastes over time, the use of new materials, the value of customer service, and corporate standardization and identity – and all of this at the speed of a passing automobile. Architecturally, the gas station in its various forms and styles illustrates the manner in which design responds to the requirements of function, corporate identity and customer loyalty. The historic gas stations identified in the City of Roanoke are eligible for listing on the National Register under Criteria A and C with significance on the local level in the areas of transportation, commerce/trade and architecture for the period 1920-1960s.

General Registration Requirements

Gas stations to be listed on the National Register should be notable examples of this particular building type constructed specifically to provide gasoline and service to automobiles. In order to be eligible for listing under this document, a gas station must meet two requirements: design and integrity.

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- 1) Design: As the design and physical form of a gas station is directly related to its function, it must be recognizable as a gas station in order to be eligible for listing. Physical elements that identify a gas station include gasoline pumps or island, office/retail space, service bays, toilets (typically with an exterior entrance for women), canopy and signage. The interior office and public toilet spaces typically feature finished plaster or tile walls and ceilings while the service bays and storage areas often are unfinished with exposed rafters or trusses, painted masonry walls and concrete floors. The siting of a gas station is also integral to its function. Gas stations should be able to be identified as one of the types or styles that specifically developed to function as a gas station.
- 2) Integrity: A gas station should retain a sufficient amount of integrity to relate it to this specific building type and associated historic contexts. The building's form and spaces must illustrate its function as a gas station. The design, detailing and materials must be reasonably intact to relate the building to its original period of construction, building type and style. It should be noted that due to environmental regulations and oil company policies, many gas stations are missing their gas pumps and signage. Even though these are critical components that directly relate it to its function and identity, the lack of a gas pump or signage should not make a gas station ineligible for listing

I. Name of Property Type: Shed-Type Gas Station (1910-1920s)

a. Description

The shed type gas station primarily served to shelter the gas station attendants. This small, stand-alone building was located in the middle of a lot with pumps for drive-in service. The building typically featured a shed roof of standing-seam metal and walls constructed of wood siding, brick or metal panels.

b. Significance

the Shed-Type gas station relates to the Development of the Gas Station in the United States from 1910 to 1920 as it represents the earliest form of gas station as a distinct building type rather than an existing store that sold gasoline. Constructed primarily to shelter the attendant, the Shed-Type station was located in an open lot surrounded by pumps as part of the movement away from the curbside gasoline pumps. This type of gas station predates the Great Depression and the period in which gas stations expanded to sell automobile-related goods and services or provide comfort services to travelers. Therefore, the design of the Shed-Type gas station does not include large display windows, service bays or public toilets. It also predates the era of corporate branding so there are no standardized signs, logos, colors or materials associated with this type of station. There are no known examples of this type in the City of Roanoke to reflect the role of the automobile and gas station in the development of the city.

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c. Registration Requirements

In order to meet registration requirements, the Shed-Type gas station must be constructed for the purpose of selling gasoline during the period 1910-1920s and its physical form must reflect this function. The station must retain its original location on an open lot and sit back from the street, preferably with some evidence of pumps or pump islands around it. The design of this small-scale building, including the form, floor plan, materials and details should retain sufficient architectural integrity to reflect the simple function of the building and the period of its construction.

II. Name of Property Type: House-Type Gas Station (1920s-1930s)

a. Description

Designed to blend in with the surrounding residential neighborhood, the "house type" station promoted a sense of familiarity, stability, comfort and friendliness to attract customers and appease neighbors. Smaller in scale than the later types, these stations were designed in one of the popular revival styles of the period. The "house-type" station used compatible domestic forms, such as the hip roof with porte-cochere or side-gable roof with dormers, and familiar materials such as brick, wood siding, stone and clay tile. Examples include the English Cottage/Tudor-Revival style developed by the Pure Oil Company with its steeply pitched gables or the Colonial Revival style favored by Socomy with its pedimented gable, multi-light sash windows and brick walls with wood trim. The Bungalow style also influenced many of these stations. Typically, the gas pumps were sheltered by a canopy or porte-cochere that extended from the main roof. The station will include, at a minimum, an office/sales area and public toilets. In some cases, these stations included service bays as gas stations became "full-service" offering repair and maintenance services in addition to gasoline sales.

b. Significance

The "house-type" gas station relates to the period during the development of the gas station and the City of Roanoke when the city was expanding with residential suburbs and city planners began to direct the location, siting and design of gas stations. Often located at "gateways" or within residential suburbs, efforts were made to make them a civic asset and to fit into the surrounding neighborhoods. These stations, with their hipped-roofs of clay tiles and porte-cochere, steeply-pitched gables and dormers, also marked the beginning of branding oil distributors through their station designs.

c. Registration Requirements

In order to meet registration requirements, the House-Type gas station must be constructed for the purpose of selling gasoline and automobile-related services during the 1920s and 1930s and its physical form must reflect this function. The station must

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retain its original location on an accessible lot and sit back from the street, preferably with some evidence of pumps or pump islands in front of the station. The design of the building, including the small scale, form, floor plan, materials and details should retain sufficient architectural integrity to reflect the simple function of the building, the period of its construction and the intention of the design to blend in with the surrounding neighborhood.

III. Name of Property Type: Programmatic Gas Station (1930s-1950s)

a. Description

Although not as numerous, these fanciful stations were certainly memorable with their bold statements to the passing automobile traffic. In the programmatic type, the entire station building might take on the form of a particular logo or object that relates to the local culture. Examples include the Gulf Oil stations in the form of a shell or independent stations built as teepees, tea kettles, or other fanciful forms. Other examples employed local materials and building traditions, such as log or river rock cabins, to relate to the local culture.

b. Significance

The Programmatic station relates to the period in the development of the gas station in the United States when oil distributors competed for attention from the passing automobile and brand identity. Their fanciful forms illustrate the trends associated with roadside architecture in general as other building types -- including motels, roadhouses, coffee shops and miniature golf courses -- their products or local culture to attract customers driving by. Although no programmatic gas stations have been identified in Roanoke, other buildings, such as the Coffee Pot roadhouse (NRHP, 1996), as evidence of this type of roadside architecture,

c. Registration Requirements

In order to meet registration requirements, the Programmatic gas station must be constructed for the purpose of selling gasoline and automobile-related services during the period 1930s to 1950s and its physical form must reflect this function. The station must retain its original location on an accessible lot and sit back from the street, preferably with some evidence of pumps or pump islands in front of the station. The design of the building, including its form, materials and details, must retain its iconic association with either the brand or logo, the product or the local culture it was designed to represent. The building should retain sufficient architectural integrity to reflect the simple function of the building, its period of construction and its explicit purpose to attract passing motorists.

IV. Name of Property Type: Ice-box type Gas Station (late 1930s-1960s)

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a. Description

The box type was introduced in the late 1930s as architects and industrial designers responded to a desire for modern efficiency, cleanliness, dependability and transparency in the new “service station” that now included service bays for auto repair and maintenance in addition to the gas pumps. The simple, rectangular form composed of the office/sales area and the adjacent service bays would dominate station design for the next 25 years. The large display windows of the office/retail area and the glazed service bay doors reflected a shift towards the sale of auto-related products and services to subsidize the decreasing profit margins of gasoline sales. Also called the “ice-box” for their simple form inspired by the International Style, these stations employed modern materials such as porcelain enameled tiles and aluminum-and-plate glass windows that were easy to keep clean. The simple rectangular form was often white with bold corporate colors and signage that promoted the corporate identity as well as the services offered. Examples include the Texaco stations designed by Walter Dorwin Teague.

b. Significance

The “ice-box type” gas station relates to the period of gas station development in which industrial designers began to influence popular tastes with an emphasis on simple forms and new materials that represented the ideals of efficiency dependability and cleanliness. Although the first designed in the late 1930s, the “ice-box type” station became prolific in Roanoke and the United States in the period immediately following World War II when increased population and prosperity generated an increase in the automobile ownership and the need for gas stations.

c. Registration Requirements

In order to meet registration requirements, the “ice-box” type gas station must be constructed for the purpose of selling gasoline and automobile-related services during the period from the late 1930s to the 1960s and its physical form must reflect this function. The station must retain its original location on an accessible lot and sit back from the street, preferably with some evidence of pumps or pump islands in front of the station. The simple design of the building, including its rectangular form with service bays, materials, minimal details and interior plan must remain intact. The building should retain sufficient architectural integrity to reflect the simple function of the building, its period of construction and original design.

V. Name of Property Type: Stylized-box type Gas Station (mid-1940s-1950s)

a. Description

After World War II, many of the “ice-box type” stations were remodeled or the prototype designs updated with the addition of identifying elements, such as vertical pylons, canted rooflines or the shift towards a more Streamlined Moderne aesthetic with

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rounded corners. Examples include the Amoco stations of the late 1940s and 1950s with their rounded corners and projecting pylon over the entrance with vertical strips of glass block lit by green neon.

b. Significance

The “stylized-box” type station reflects the continuing desire by oil companies and independent distributors to modernize with the latest design trends and strengthen their brand identity. This type incorporates the same simple rectangular form and practical plan that embodied the standards of cleanliness, efficiency, dependability and transparency promoted by the “ice-box” type of station with the addition of more distinctive stylized elements.

c. Registration Requirements

In order to meet registration requirements, the “stylized-box” type gas station must be constructed for the purpose of selling gasoline and automobile-related services during the period from the mid-1940s to the 1950s and its physical form must reflect this function. The station must retain its original location on an accessible lot and sit back from the street, preferably with some evidence of pumps or pump islands in front of the station. The design of the building, including its rectangular form with service bays, materials, stylized details and interior plan must remain intact. The building should retain sufficient architectural integrity to reflect the simple function of the building, its period of construction and original design.

VI. Name of Property Type: Associated Repair Shops (mid-1930s-1960s)

a. Description

In some cases, the service functions of a gas station are located in a separate building and represent either an expansion of an original gas station to a full-service station to include automobile service and repairs or the addition of extra service bays to an existing full-service station. Located in close proximity to the station itself, these buildings are strictly functional in form, design, materials and details as they do not need to promote the oil company’s brand or provide customer service. Repair shops are one-story, rectangular buildings composed of service bays with garage doors. As the repair shop is not open to the public, there is no office, sales area or public toilets. The buildings are typically constructed of concrete block on a concrete slab with a flat roof and industrial steel sash windows. The interior plan is open and surfaces are usually unfinished, including concrete floors and exposed concrete block walls and roof trusses.

b. Significance

The existence of the associated repair shop illustrates the expanding role of the gas station after the mid-1930s to include automobile repair and maintenance services in addition to selling gasoline. The strictly functional design of the repair shop reflects its

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limited purpose as a secondary building for repairing and servicing automobiles. Amenities of office/sales room and public toilets were located in the primary gas station which continued to be the public space for customers.

c. Registration Requirements

In order to meet registration requirements as a contributing secondary structure, the repair shop must be constructed in association with a gas station for the purpose of repairing and servicing automobiles during the period from the mid-1930s to the 1960s and its physical form must reflect this function. The repair shop must retain its original location in close proximity to the associated gas station. The utilitarian design of the building, including its simple rectangular form with service bays, original materials and unfinished interior spaces must remain intact. The building should retain sufficient architectural integrity to reflect the simple function of the building, its period of construction and original utilitarian design.

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G. Geographical Data

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H. Summary of Identification and Evaluation Methods

In preparation of this Multiple Property Documentation Form, a survey of historic gas stations in the City of Roanoke was conducted in 2011-2012 by Alison Blanton of Hill Studio as part of a Certified Local Government grant program funded by the Virginia Department of Historic Resources (DHR) and the City of Roanoke. Data on gas stations in the City of Roanoke were collected using city directories from 1920 to 1985 and Sanborn Fire Insurance Maps. Once a list of all gas stations was compiled, the City's GIS records were reviewed to determine which historic stations still existed. This was then verified through a windshield survey. A sampling of the existing stations were surveyed at the reconnaissance level and entered into DHR's Data Sharing System (DSS). In addition to primary research and field survey, Hill Studio consulted with Wayne Henderson, an expert on historic gas stations on the East Coast who has one of the largest collections of historic photographs and artifacts from historic gas stations. Mr. Henderson assisted in the identification of gas station types and corporate associations.

Based on general research on the development of the gas station in the United States through history and the City of Roanoke, historic contexts were developed for the Multiple Property Documentation Form. As the development of the gas station was a national phenomena that reflected a variety of trends in American culture – including the automobile and petroleum industries, the construction of roads and highways, settlement patterns, pop culture, industrial design, material development, corporate standardization, marketing and the concept of customer service – a national context was developed. The time period for the context was determined by the era in which the gas station developed as a specific architectural form and the various trends identified were addressed in a chronological discussion of the development of the gas station. This context was then interpreted on the local level as the role of the automobile in the overall development of the City of Roanoke was explored. The surviving historic gas stations in Roanoke that were identified as part of the project were organized by gas station type and architectural style to determine how they related to the national and local contexts. A sampling of existing historic gas stations was evaluated for their significance and integrity based on their character-defining features as outlined in Preservation Brief #46: The Preservation and Reuse of Historic Gas Stations. Registration requirements for each type of historic gas stations in Roanoke were developed based on the integrity of these features, which include the form, materials, windows, doors, canopy, signage and site associated with each gas station. A preliminary determination of eligibility based on the historic context and the registration requirements was made for each of the historic gas stations surveyed.

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Of the approximately 50 historic gas stations determined to survive in the City of Roanoke, 25 appear to retain their historic integrity and are recognizable as gas stations. Of these, 15 were surveyed by Hill Studio at the reconnaissance level. The following is a list of basic information regarding the physical form, architectural integrity and significance of existing historic gas stations in the City of Roanoke that have been surveyed. The information below is intended to provide a context for historic gas stations in Roanoke and does not represent a comprehensive survey. These stations have been surveyed at a reconnaissance level only and would require further study (intensive-level survey) and evaluation based on the registration requirements outlined above to determine their eligibility for individual listing on the National Register.

I. House Type:

a. 622 11th Street NW

This ca. 1931 station appears to have been a Pure Oil station with its small size and steeply-pitched, intersecting gable roof of clay tiles. The building is covered with stucco and sits on a concrete slab foundation. The porte-cochere has been infilled with concrete block but the raised concrete pump island with its rounded corners is still visible. The door is boarded and the windows are an industrial, steel sash covered with a security grill. The rear features a decorative screen wall for a trash receptacle with scrolled detailing.

The ca. 1931 gas station at 622 11th Street NW is a good example of Revival-style stations built by companies such as the Pure Oil Company between World War I and II. Located in residential neighborhoods, these stations tended to be small in scale and detailed in the various revival styles to complement the surrounding neighborhood. The station is located on 11th Street NW, a small commercial corridor in the early Northwest area of Roanoke. In spite of the infilled porte-cochere, the station retains a relatively high level of integrity with its siting, form, detailing and materials intact. The gas station is potentially eligible for individual listing under the Historic Gas Stations of Roanoke, VA MPD and warrants further study.

b. 208 18th Street

Duncan's Filling Station & Grocery, built ca. 1935 at 208 18 Street SW, is an example of the smaller stations built in residential neighborhoods in a form, style, and materials that complemented the surrounding dwellings. This one-story, three-bay, brick station features a side-gable roof with intersecting porte-cochere. The raised concrete pump island at the edge of the porte-cochere remains intact. The windows are industrial steel sash with a security grill and the door has been replaced with a flush wood door. A one-story, concrete-block addition with side-gable roof was constructed in the 1940s to sell

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groceries. The station appears to have been operated by an independent dealer rather than associated with a specific oil company. As a simple, vernacular "house-type" of gas station, the station retains its form, minimal detailing and materials and is identifiable as a gas station. Located in the midst of a residential neighborhood, the station contributes to the Southwest Historic District and warrants further study to determine its individual eligibility.

c. 609 Gilmer Avenue NW

This ca. 1930 station is a unique example of the "house-type" station in the Mission Revival style with its arched front portico. Located on a triangular corner lot, the station has a simple and small rectangular form with a hipped roof of clay tiles. A service bay is located on the south side elevation. The door and windows have been boarded.

Originally named the Gilmer Avenue Filling Station, this ca. 1930 station in the early Northwest neighborhood of Roanoke was known as the "Information Service Station" from 1940 through 1985. The station retains its location, form, style, detailing and materials and appears to be potentially eligible for National Register listing. Further study is recommended.

d. 904 Jamison Avenue SE

The ca. 1930 Pure Oil station at 904 Jamison Avenue SE is the best example of the classic English Cottage design by the Pure Oil Company in Roanoke. The one-story, three-bay, brick building features the steeply-pitched side-gable roof with intersecting front gable that characterizes the Pure Oil design. The building retains its arched front door and industrial sash windows. A service bay and a small restaurant addition are located along the south side elevation. The station is located at the intersection of Jamison Avenue and 9th Street in the Belmont neighborhood of SE Roanoke. Ninth Street, which connected the Roanoke Machine Shops and the Viscose Plant and was on the streetcar line, served as a commercial center for the neighborhood. The Pure Oil station at 904 Jamison Avenue SE retains its location, form, style and materials and appears to be eligible for listing on the National Register. Further study is recommended.

e. 2209 Brandon Avenue SW

The ca. 1935 Dairy Barn at the corner of Brandon Avenue and Carter Road in SW Roanoke is a larger example of the Pure Oil station. The Tudor Revival style, brick building features steeply-pitched gables with cross-timbering in the gable ends and dormers. The primary windows and doors have been replaced with modern storefronts while the 6/6 double-hung wood sash windows in the dormers remain intact. Located in the Raleigh Court neighborhood of SW Roanoke, the unusual "splayed" form takes advantage of its prominent corner location facing Brandon Avenue along Route 11

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between Roanoke to Salem. The Dairy Barn retains its integrity of location, siting, form, style, detailing and materials on the exterior. The building currently operates as a convenience store and further study is recommended to determine the integrity of its interior to determine its eligibility for National Register listing.

f. 441 Mountain Avenue SW

The former Esso Station at the corner of Mountain Avenue and 5th Street SW is a good example of the Bungalow-style "house-type" station with its intersecting hip roof of metal tiles with porte-cochere. The exterior walls are stucco under vinyl siding. The porte-cochere has been enclosed and a corridor added in front of the service bay. The original entrance door, storefront window and entrance to the women's toilet, all with multi-light transoms, are intact on the façade, which is now enclosed and covered by modern paneling. The interior plan of office, toilets, storage and service bay are relatively intact with some new partition walls. This gas station does not appear to be individually eligible due to the alterations but does contribute to the Southwest Historic District as an early gas station located at a commercial intersection on a major street in the neighborhood.

II. Box Type:

a. 1025 Campbell Avenue SW

The ca. 1940 Southwest Service Station at 1025 Campbell Avenue SW is a classic example of the "ice-box" design developed by Walter Dorwin Teague for Texaco in 1937. One of the most prolific station types in the country with over 200,000 built nationwide, the Southwest Service Station is the only one of this classic Texaco design identified to date in Roanoke. Located on a triangular lot on Campbell Avenue just west of downtown, the station served the Old Southwest and Mountain View neighborhoods of SW Roanoke. The one-story building is clad in porcelain-enameled metal panels and retains the simple green stripes along the flat roof line. The storefront has been infilled and the garage doors replaced but the station retains its characteristic features of location, siting, form, style and materials and is recommended for further study as potentially eligible for National Register listing.

b. 4107 Williamson Road NE

The ca. 1950 Sunoco Station at 4107 Williamson Road NE is another example of the simple "box" style with its rectangular form, flat roof and three-bay configuration of a storefront with two service bays. The building has only been surveyed at a windshield level and needs further study to determine its integrity.

III. Stylized Box Type:

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a. Carlin's Amoco Station, 1721 Williamson Road NE

The ca. 1937 Carlin's Amoco Station at 1721 Williamson Road NE is an excellent example of the stylized box type designed by George W. Terp for the American Oil Company (Amoco) in the 1940s and 1950s. Originally built in 1937 as a simple box type station, the building was remodeled in the early 1950s to Terp's design with the addition of rounded corners and the projecting entrance pylon with vertical strips of glass block backlit with neon tubing. The concrete block building is clad in stucco and features a retail space with entrance and display windows and two service bays with roll-up, wood paneled garage doors with glazing. The interior plan with retail space, public toilets, storage area, and service bays remains intact. Directly behind the station stands an associated repair shop. Constructed ca. 1947, at the same time as the gas station, the repair shop is utilitarian in design with service bays across the front, concrete block walls, a flat roof and steel industrial sash windows. Located on Williamson Road/Route 11 in northeast Roanoke, Carlin's Amoco Station, with its associated repair shop, is one of many auto-related businesses along this primary route into Roanoke. The station and associated repair shop retain their integrity of location, siting, form, style, detailing and materials and are recommended as eligible for listing on the National Register.

b. 102 Boulevard Avenue SW

The ca. 1955 Shephard's Amoco Station at 102 Boulevard Avenue SW is another good example of the "stylized box" design by George W. Terp for Amoco with its rounded corners and projecting entrance pylon with vertical strips of glass block backlit with neon tubing. Unlike Carlin's Amoco Station, the pylon sits on a concrete block base that has been covered with stucco. The building is clad in stucco and retains its storefront/entrance and two service bay configuration. A concrete loading dock has been added to the south end of the station. The single-leaf entrance has been replaced with a 6-panel metal door and the transom infilled. The storefront has been infilled and the garage doors replaced. The station is located at the west end of the early Southwest Roanoke residential district in an area that has become light industrial near the railroad tracks at Shaffer's Crossing. The station retains its integrity of siting, location, form, style, detailing and materials on the exterior and is recommended for further study to determine its eligibility for National Register listing.

c. 5341 Williamson Road NE

Keith's Amoco, built ca. 1955 at 5341 Williamson Road NE, is an example of the "stylized box" designed by Terp for Amoco that retains its curved storefront configuration. The station features the typical configuration of storefront/entrance and two service bays and is clad in porcelain-enameled metal panels. The projecting pylon sits on a metal base. The storefront and entrance door have been replaced with a modern storefront system but retain the curved glass corner and single-leaf entrance

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with transom. The service bays retain their original paneled wood roll-up doors with glazing and industrial steel sash windows. Located on Williamson Road NE (Route 11), Keith's Amoco Station is one of many auto-related businesses along the primary route into Roanoke. The station retains its integrity of siting, location, form, design, and materials on the exterior and is recommended for further study to determine its potential for listing on the National Register.

d. 2618 Williamson Road NE

Built ca. 1955, the Parrish Amoco Station (later Oyler's Brothers Gulf Station) is an example of the "stylized box" design by Terp for Amoco. The station is clad in stucco and retains its storefront/entrance and two service bay configuration with rounded corners and projecting entrance pylon. The storefront, entrance and garage doors have been replaced and the toilet entrances and garage windows have been infilled. Located on Williamson Road NE (Route 11), Parrish Amoco Station is one of many auto-related businesses on this primary route into Roanoke. While the building retains its overall configuration and features such as the pylon and rounded corners associated with the Amoco design, the replacement storefront and doors and infilled toilet entrances and garage windows impact its integrity. The Parrish Amoco Station is not recommended as eligible for listing on the National Register.

e. 3623 Shenandoah Avenue NW

Giles Amoco Station, built ca. 1955 at 3623 Shenandoah Avenue SW, is another example of the classic "stylized box" designed by Terp for Amoco with its rounded corners and projecting entrance pylon with vertical strips of glass block backlit with neon tubing. Unlike Carlin's Amoco Station, the pylon sits on a concrete block base that has been covered with stucco. The building is clad in stucco and retains its storefront/entrance and two service bay configuration. The single-leaf entrance with its single-light wood door and transom remain intact. The storefront has been infilled and the garage doors replaced. The station is located on Shenandoah Avenue in northwest Roanoke which serves as a light industrial corridor parallel to the railroad tracks between Roanoke and Salem. The station retains its integrity of siting, location, form, detailing and materials and is recommended for further study to determine its eligibility for listing on the National Register.

f. 3327 Brandon Avenue SW

The Lee-Hi Amoco Station, built ca. 1960 at 3327 Brandon Avenue SW, is another example of the "stylized box" designed by Terp for Amoco. Unlike other examples in Roanoke, this station has squared rather than rounded corners. Clad in porcelain-enameled metal panels, the station does retain its overall form and the projecting entrance pylon. The building has been completely renovated to serve as a Subway restaurant. The storefront and service bay doors have been replaced with new

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storefront systems and the interior has been remodeled. The station derived its name from its location on Brandon Avenue (Route 11); also know as Lee Highway between Roanoke and Salem. Due to its extensive remodeling, the station is not recommended as eligible for listing on the National Register.

g. 2715 Williamson Road NE

Originally named Proffitt's Esso Service Center and later Williamson Road Esso, the ca. 1950 station at 2715 Williamson Road NE is a classic and rare example of the post-war, "stylized box" Esso station in Roanoke. The original station, built ca. 1950, was a typical "box" type station with its rectangular form, storefront/entrance and service bays. By 1960, the name had changed to Williamson Road Esso and the station was updated with the addition of a rounded storefront corner and a canted overhang – features associated with the 1959 Esso prototype. The station is clad in porcelain-enameled metal panels with an aluminum storefront with rounded glass corner (rounded section replaced with mirrored glass) that remain intact. The metal paneled garage doors with glazing appear to be original as well as the two-panel toilet entrances and windows. The garage also retains its industrial steel sash windows on the rear. An office is located at the east end with aluminum sash windows. The interior plan appears to be intact with some modern finishes added to the retail space. Located on Williamson Road (Route 11), the station is one of many auto-related businesses on this primary route into Roanoke. The Proffitt's Esso Service Center/Williamson Road Esso Station retains its integrity of location, siting, form, style and materials and is recommended as potentially eligible for National Register listing.

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Endnotes

¹ Lieb, 1985:95.

² *Ibid*, 97.

³ *Ibid*, 98-99.

⁴ Randl, 2006:6.

⁵ Lieb, 1985:101.

⁶ Randl, 2006:4.

⁷ Lieb, 1985:103.

⁸ Ch 5?:85.

⁹ Randl, 2006:4

¹⁰ *Ibid*.

¹¹ Lieb, 1985:104.

¹² *Ibid*:108.

¹³ *Ibid*:106.

¹⁴ *Ibid*:108.

¹⁵ Henderson, 2011; *Chicago Tribune*, 1998.

¹⁶ Lieb, 1985:109.

¹⁷ *Ibid*; 111.

¹⁸ *Ibid*: 113.

¹⁹ *Ibid*: 115.

²⁰ Wyatt, 2007:Section 8 page 20.

²¹ City of Roanoke, 2004.