

National Register of Historic Places Registration Form

LISTED ON:

VLR 09/20/2012
NRHP 11/20/2012

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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Carlin's Amoco Station

other names/site number VDHR# 128-6389

2. Location

street & number 1721 Williamson Road NE

N/A

not for publication

city or town Roanoke

N/A

Vicinity

state Virginia

Code VA

county Indep. City

code 770

zip code 24024012

3. State/Federal Agency Certification

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

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

In my opinion, the property X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national statewide X local


Signature of certifying official/Title

8/26/12
Date

Virginia Department of Historic Resources
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

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

Carlin's Amoco Station
Name of Property

Roanoke, VA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

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

Number of contributing resources previously listed in the National Register

Historic Gas Stations of Roanoke, VA (1920-1960s)

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE: specialty store/service station

WORK IN PROGRESS

COMMERCE/TRADE: specialty store/auto repair shop

COMMERCE/TRADE: specialty store/auto repair shop

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

MODERN MOVEMENT: Streamlined Moderne

foundation: CONCRETE

walls: STUCCO

roof: SYNTHETICS: Rubber

other: _____

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

See Continuation Sheet

Narrative Description

See Continuation Sheet

Carlin's Amoco Station
Name of Property

Roanoke, VA
County and State

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- 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.

Areas of Significance

(Enter categories from instructions.)

Architecture

Commerce/trade

Transportation

Period of Significance

1947-1962

Significant Dates

1947

1953

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Terp, George W.

Period of Significance (justification)

The period of significance begins in 1947, with the construction of the gas station and encompasses its later remodeling to the Amoco design ca. 1953. The period of significance ends in 1962, fifty years ago, at which time the station continued to operate as an Amoco gas station and Williamson Road served as a major artery into Roanoke and a commercial corridor dominated by automobile-related goods and services. Soon after this period, beginning in the 1970s, the construction and operation of gas stations began to decline, nationally as well as in Roanoke, due to the Middle Eastern oil crisis of the 1970s and competition from specialty auto parts stores.

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Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

See Continuation Sheet

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

See Continuation Sheet

Developmental history/additional historic context information (if appropriate)

See Continuation Sheet

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9. Major Bibliographical References

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

See Continuation Sheet

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67 has been requested)
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 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: Dept. of Historic Resources, Richmond, VA

Historic Resources Survey Number (if assigned): VDHR no. 128-6389

10. Geographical Data

Acreage of Property 0.6 acres

(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates

Datum: WGS84

1. Latitude:	37 288079	Longitude:	79 933592
2. Latitude:		Longitude:	
3. Latitude:		Longitude:	
4. Latitude:		Longitude:	

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

The boundary of the nominated property is comprised of tax parcels 3110110 (LOT FRONT PT 8-9 BLK 2 OAKLAND) and 3110123 (PT LOTS 8 & 9 BLK 2 OAKLAND) as listed on the City of Roanoke GIS website and shown on the attached Tax Parcel Map.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the nominated property includes the historic gas station and its associated repair shop. Although the property currently consists of two parcels under one ownership, it was originally one parcel when the station and repair shop were constructed ca. 1947. The nominated property represents the historic boundary of the gas station and its operations.

Carlin's Amoco Station
Name of Property

Roanoke, VA
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11. Form Prepared By

name/title Alison S. Blanton
organization Hill Studio date 06/11/2012
street & number 120 Campbell Avenue SW telephone 540-342-5263
city or town Roanoke state VA zip code 24012
e-mail ablanton@hillstudio.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Carlin's Amoco Station
City or Vicinity: Roanoke (City)
State: Virginia
Photographer: Alison Blanton/Hill Studio
Date Photographed: July 2011
VDHR# 128-6389

Description of Photograph(s) and number:

- 1 of 6 view SE
- 1 of 2 view NE
- 1 of 3 entrance pylon
- 1 of 4 office, view SW
- 1 of 5 service bay, view SE
- 1 of 6 repair shop, north

Historic Image: Prototype Amoco Station from *Service Station Operation*, an undated manual published by the American Oil Company (ca. 1946).

Carlin's Amoco Station
Name of Property

Roanoke, VA
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Property Owner:

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

name _____
street & number _____ telephone _____
city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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National Park Service**

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Section 7: Description (cont.)

Summary Description

Carlin's Amoco Station, built ca. 1947 and remodeled ca. 1953 in the Streamlined Moderne style, is located at 1721 Williamson Road NE (Route 11) along a major transportation corridor in the City of Roanoke, Virginia. Situated on a 0.6-acre lot at the southeast corner of Williamson Road and Thurston Avenue, the property consists of the gas station and an associated ca. 1947 repair shop. The one-story gas station is constructed of concrete block covered with stucco and sits on a concrete slab foundation. The station is a good example of the Amoco station design with its "stylized box" form accented by rounded corners and a projecting entrance pylon with vertical strips of glass block backlit with green neon tubing. In addition to these stylized elements, the station features the typical elements of a mid-20th century gas station with its large display windows, garage doors and interior plan consisting of retail space, service bays, storage area and public toilets. Although the gas pumps and island no longer survive, the station's site retains other characteristic elements such as the multiple curb cuts for easy access and a generous setback with large amounts of paved surface for vehicles. The one-story, concrete block repair shop, located immediately to the rear of the station, is a unique example of an expanded capacity for repair services. The gas station is currently vacant and surrounded by a chain link fence for security. Both buildings are contributing resources to the property.

Detailed Description

Site:

The filling station and its associated repair shop sit on the SE corner of Williamson Road NE and Thurston Avenue. Although the property is currently in two parcels under one owner, historically it was a single parcel with two buildings. The filling station parcel is surrounded by a chain link fence for security. Concrete pavement extends across the front of the station and along each side with grass along the rear. The island for the gas pumps has been removed. The repair shop, located along Thurston Avenue to the rear of the station, has gravel surrounding the building.

Exterior:

The one-story gas station, built ca. 1947 and remodeled ca. 1953, is an example of the "stylized-box" form of gas stations with a slightly later application of Streamlined Moderne stylistic elements. The building is constructed of concrete block covered in stucco on a concrete slab foundation with a flat roof. The style of the building is evident in its rounded corners and projecting metal pylon element over the entrance with green neon tubing behind three vertical strips of glass block (which is currently painted). The office bay features a single-leaf entrance with single-light wood door and transom. Two large display windows of plate glass and wood frame punctuate the front and side elevations of the office. To the right of the office are two service bays with roll-up, wood-paneled garage doors. Two small, high windows light the toilets on the north side elevation. The ghost of a former exterior door to the women's toilet that has been infilled can be seen. Windows on the rear and south side elevation are industrial steel sash with fixed multiple lights with a central pivot section. A rear door opening has been infilled with concrete block.

Interior:

The interior plan is typical of gas stations of this era with a front office with toilets and a storage area to the rear and two large service bays to the right. The office and toilets have plaster walls and ceilings and asbestos tile floors (which have been removed) on concrete slab. The storage area and service bays were unfinished spaces with concrete floors, painted concrete block walls and exposed rafters and beams. The rear storage area has been altered with a dropped ceiling, paneling on the walls and carpeting on the floor, but all original finishes are intact underneath. Interior doors are single-leaf wood with two panels.

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Alterations:

Investigative demolition has revealed that the building was altered after its original construction. The rounded corners are constructed of brick that appears to have been added after the original concrete block walls were constructed. In addition, the metal projecting entrance pylon bears a date stamp of 1953, which also post dates the original construction. This physical evidence indicates that the building was remodeled circa 1953 as part of Amoco's standardization and branding of its stations.

Secondary Resources:

A one-story repair shop is located to the rear (east) of the station and faces north onto the side street of Thurston Avenue NE. Built ca. 1947 with the gas station, this building is constructed of painted concrete block on a concrete slab foundation with a flat membrane roof. The original steel industrial sash windows on the sides and rear are intact. The service bay doors have been replaced with modern metal roll-up doors. A large concrete-block addition with flat roof has been added to the east side. Dating to the 1960s, this addition has a larger service bay opening, storefront aluminum-and-glass door and paired steel windows with horizontal lights and hoppers on the top and bottom sections.

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Section 8: Significance

Summary Statement of Significance

Carlin's Amoco Station, built ca. 1947 and remodeled ca. 1953, in Roanoke is an excellent example of the "iced-box" form of gas stations that was later remodeled to a "stylized-box" design by the American Oil Company (Amoco) with the addition of Streamlined Moderne features. This and other gas station prototypes developed during the late 1930s as architects and industrial designers working for oil companies sought to promote a sense of efficiency, cleanliness, dependable service and a strong corporate image. Located on Williamson Road (Route 11), Carlin's Amoco illustrates the development of this thoroughfare as the main route into Roanoke and a center for automobile services and sales that continues today. Carlin's Amoco Station is eligible for the National Register under Criteria A and C on the local level with significance in the areas of architecture, commerce/trade, and transportation for the period 1947 to 1962.

Narrative Statement of Significance

Criterion A: The Development of the Gas Station in the United States: 1920-1960s

Carlin's Amoco Station is a notable example of a 1947 "ice-box" gas station that was later remodeled ca. 1953 to the "stylized-box" type developed by the American Oil Company (Amoco) as a prototype station. During the Depression, as oil consumption and prices dropped, oil companies began to expand their profit base by adding the sale of automobile-related goods and services to stations originally built solely to sell gasoline. As the economy recovered in the early 1940s, the oil companies began to compete more aggressively for the growing market with the development of prototypes for new, modern gas stations that would sell their brand to passing motorists.¹

The new minimalist "ice-box," originally designed by Walter Dorwin Teeague in the 1930s for Texaco, was sleek in design using new materials, such as porcelain-enameled tiles and aluminum, to promote a sense of efficiency and cleanliness. The large storefront windows and service bays displayed their various products for sale as well as the hard-working and dependable servicemen as product sales and automobile service supplemented the decreasing profits from gasoline sales. The "ice-box" prototype became particularly prolific after World War II when automobile ownership soared during these years of prosperity and modernization. Although the prototypes varied somewhat in detailing and configuration, depending on the lot and the budget, the "box-type" gas station became one of the most prolific and recognizable architectural forms in the United States.. It was during this period that Carlin's Amoco was first constructed as an "ice-box" style gas station with its rectangular form, large display windows and two service bays with glazed, roll-up doors.

After World War II, Amoco and other oil companies hired architects and industrial designers, such as George W. Terp, to modernize and personalize the "ice-box", to develop their own prototype stations. Terp added the projecting pylon element over the entrance to distinguish the Amoco stations. Originally based on an Art Deco design from the 1930s, the design was updated after World War II with fewer angles and more curvilinear lines to reflect the Streamlined Moderne style.² Nearly all of the Amoco stations were updated in this manner between 1946 and 1950, under the direction of Terp, and the design continued to be used by Amoco until 1961. This new prototype design by Amoco's and the use of colors and logos on the buildings and signs sent a strong and clear message of corporate identity to the passing automobile. Carlin's Amoco, built in 1947 and remodeled ca. 1953, is an example of this effort as its simple rectangular "ice-box" form was modified by Amoco in the early 1950s with the addition of rounded corners and the projecting pylon over the entrance with its vertical strips of glass block illuminated by neon tubing.

Criterion A: The Role of the Automobile in the Development of Roanoke: 1920-1962

The increased use of automobiles was 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

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suburbs were developed.³ By 1930 there were 65 gas stations listed in the Roanoke City directories. This number peaked at 102 by 1940 before decreasing to 82 in 1945, during World War II and 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 the city 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 40 of the stations built by 1960 survive.

Williamson Road, which is the original route of US Route 11, 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.⁴ Historically, city directories show that Williamson Road had the greatest concentration of service stations than any other road in the city. Although only six gas stations operated on Williamson Road in 1930, the number of stations quickly increased to 16 in 1940 and reached its peak of 27 in the 1950s and 1960s before declining to five remaining stations operating in 1980. 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 approximate 50 historic gas stations that survive in the City of Roanoke, the majority of these are located on Williamson Road.

Criterion C: Architecture

Architecturally, Carlin's Amoco Station is a notable example of the "stylized box" form of gas stations that developed immediately after World War II as an update to the earlier "ice-box" prototype. These "stylized box" designs retained the basic rectangular form of the "ice-box" prototype developed in the 1930s with office/sales area, with large display windows, and adjacent service bays with glazed garage doors and added new stylistic elements to distinguish it. The addition of the rounded corners and vertical entrance pylon with glass block and neon tubing in the Amoco prototype reflected the shift in popular taste from the hard angles of the International Style to curved lines of the Streamlined Moderne. The vertical entrance pylon also represented Amoco's efforts to standardize their stations and create a corporate identity. Nearly all of the existing Amoco stations were updated in this manner between 1946 and 1950 under the direction of George W. Terp, who was in charge of the design department for Amoco from the late 1940s to early 1970s.⁵ Amoco continued to use this design until 1961.

Although the "ice-box" and "stylized-box" types are the most prevalent gas station form that survives in Roanoke today and Amoco's prototype stations with the projecting pylon represents approximately one-third of these, the design of Carlin's Amoco Station is somewhat unique as an example of an earlier "ice-box" station that was later updated to the "stylized-box" type. Its rounded corners and metal projecting entrance pylon with its date stamp of 1953 are evidence of this remodeling. Other surviving Amoco prototype stations differ slightly with either porcelain-tile cladding, squared corners or pylons with masonry bases. The majority of these examples have been altered with either new or infilled storefronts, service bays and toilet entrances. Only one other example of the exact same form as Carlin's Amoco Station, with the same elements of rounded corners and full metal pylon, survives in Roanoke at Keith's Amoco Station (5341 Williamson Road NE). Given the its construction date of ca. 1955, it is likely that this station was originally built as an Amoco prototype, rather than remodeled. The storefront and entrance of this station have been replaced with a modern storefront system. The interior of Carlin's is intact with its original plan and the majority of its finishes surviving. In addition, the associated ca. 1947 repair shop building to the rear of the station is unique to Carlin's Amoco Station.

Statement of Integrity:

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A Multiple Property Documentation Form (MPDF) for Historic Gas Stations in the City of Roanoke: 1920-1960s is in the process of being submitted for National Register listing. Registration requirements outlined in the MPDF require that in order for a gas station to be eligible for listing, it must 1) retain its physical form and design that relates it to this unique building type, and 2) that the station retains a reasonable level of integrity of design and materials that relates it to its use as a specific building type. Carlin's Amoco Station, built ca. 1947 and remodeled ca. 1953 in the Streamlined Moderne style, with its office and service bay form, curved corners, and projecting pylon with vertical strips of glass block illuminated by neon tubing, is a notable example of the "stylized-box" form of stations designed by Amoco after World War II and relates to the historic contexts outlined in the MPDF. Carlin's also retains its original physical form, design elements and materials to meet the registration requirements for this building type in Roanoke.

Historical Background

Carlin's Amoco Station was constructed ca. 1947 as a simple "ice-box" style gas station during the peak years of gas station construction in Roanoke and particularly along Williamson Road. City directories also show that the Carlin family operated a confectionary at a building immediately to the south of the gas station in the 1950s. In ca. 1953, as part of a movement by the American Oil Company (Amoco) to update and standardize their stations nationwide, the station was remodeled to include rounded corners and the projecting entrance pylon with neon lighting. This remodeling is evidenced by the date stamp on the metal pylon as well as changes in construction materials and techniques at the rounded corners. The Carlins continued to operate the station until ca. 1960 when it became Runyon's Amoco Station. The gas station at 1721 Williamson Road appears to have ceased operating as a gas station in the 1980s. The gas station building is currently vacant and the repair shop continues to be used as a repair shop by the automobile dealership across the street.

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Section 9: Bibliographical References:

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Wyatt, Sherry Joines and Lori Tolliver-Jones, National Register
Nomination: Salem Avenue / Roanoke Automotive Commercial Historic District. March 9, 2007.

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National Park Service**

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Endnotes:

¹ Liebs, 1985:105.

² Henderson, 2011.

³ Wyatt, 2007:Section 8 page 20

⁴ City of Roanoke, 2004

⁵ Henderson, 2011; *The Chicago Tribune*, 1998.



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19 MI. TO VA. 122

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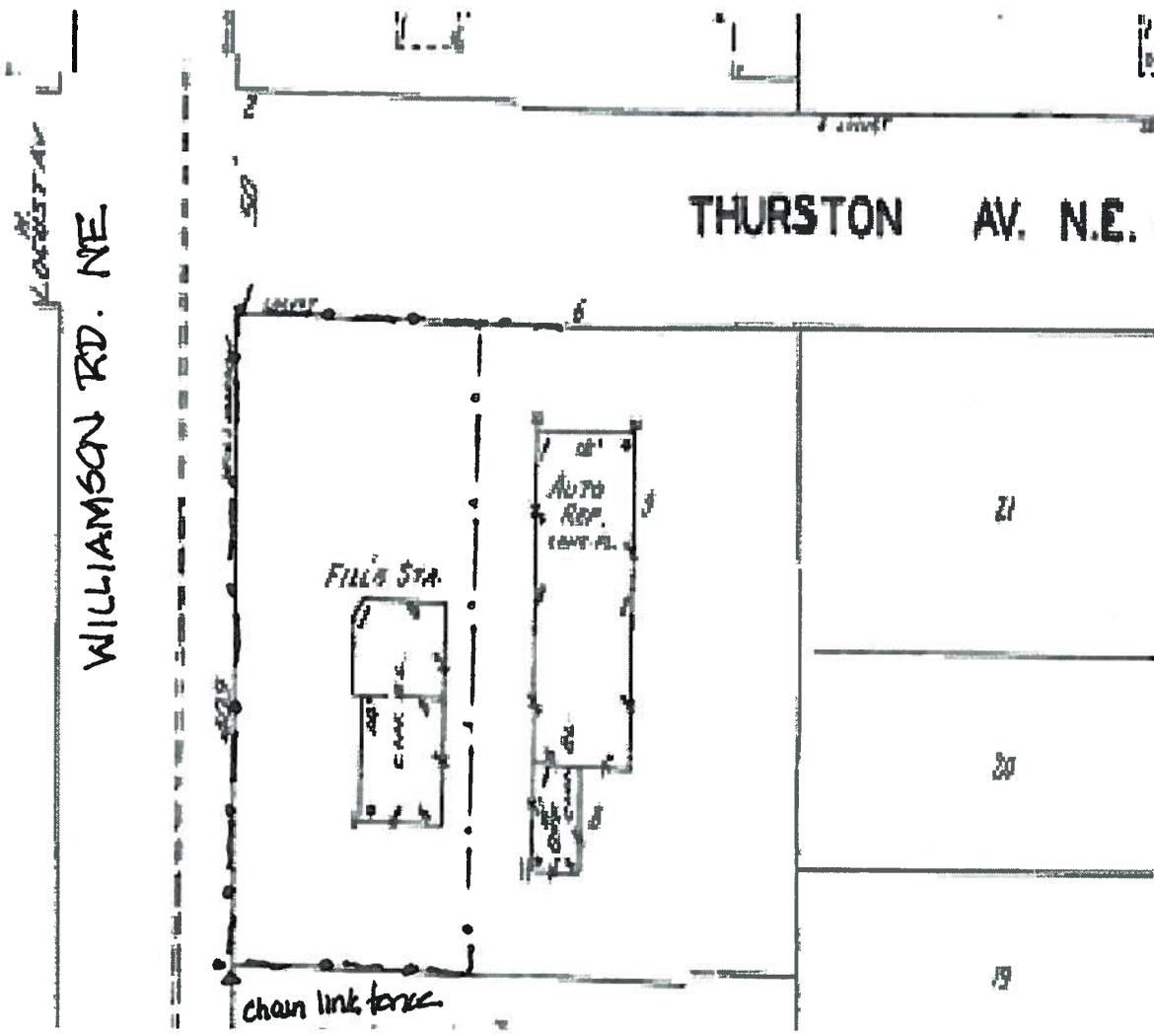
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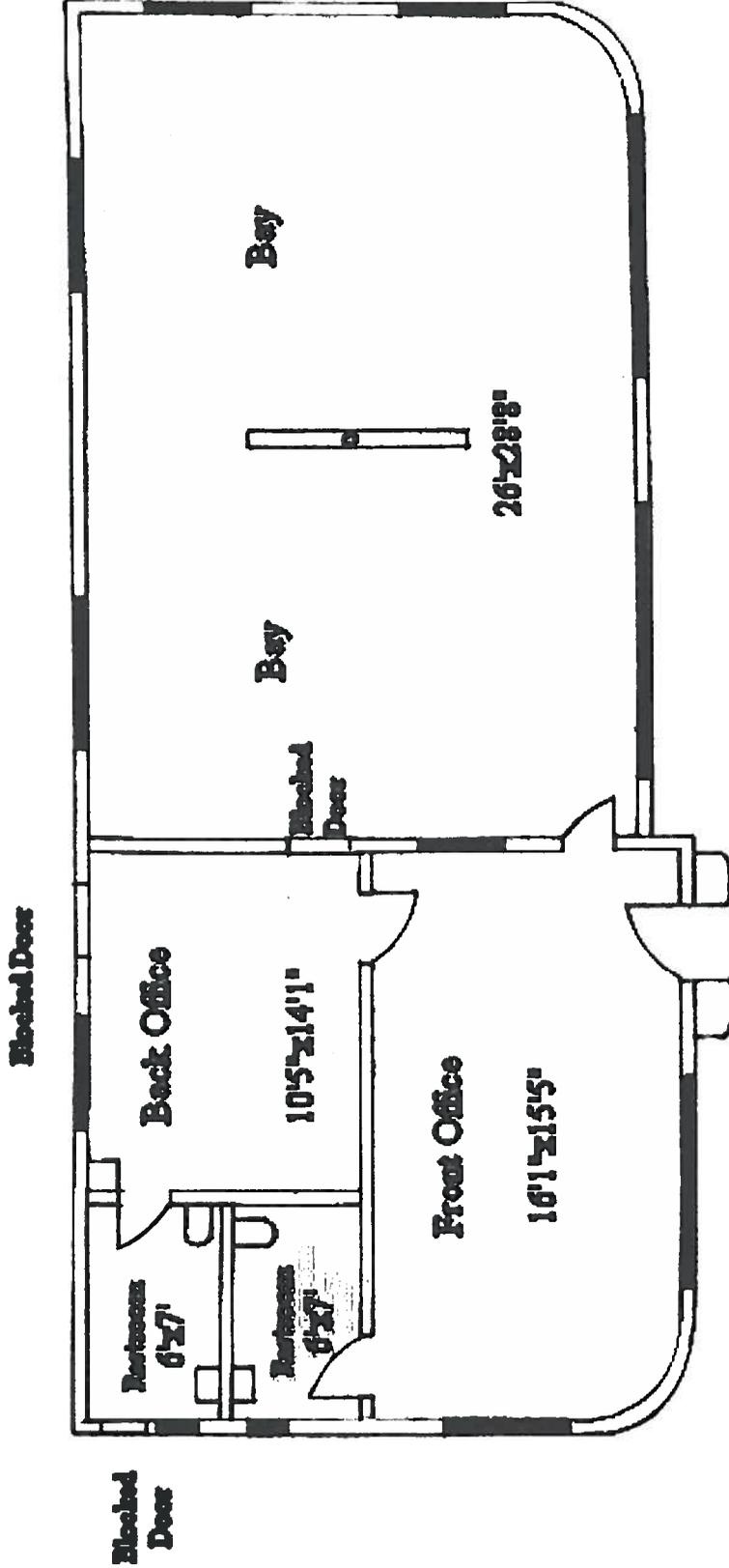
Site Plan

Carlin's Amoco Station
 1721 Williamson Road NE
 Roanoke, VA

DHR# 128-6389

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Berghmd Gas Station Existing layout



CARLIN'S AMCO STATION
1721 WILLIAMSON RD NE.
ROANOKE, VA
128-6389

Todd Bandy
08/24/11