

3/20/96 NRHP-6/5/96

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.

1. Name of Property

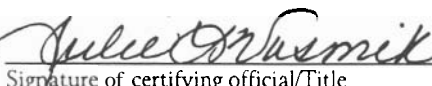
historic name **Downtown Salem Historic District**
other names/site number **VDHR File No. 129-75**

2. Location

street & number **Broad St., Calhoun St., Clay St., College Ave., Main St.** not for publication **N/A**
city or town **Salem** vicinity _____
state **Virginia** code **VA** county **Salem (city)** code **775** zip code **24153**

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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/Title
Virginia Department of Historic Resources
State or Federal agency and bureau

3/18/96

Date

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

Signature of commenting or other official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

Signature of the Keeper

Date of Action

- ____ 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): _____

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

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>34</u>	<u>12</u>	buildings
<u>1</u>		sites
		structures
		objects
<u>35</u>	<u>12</u>	Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

5

6. Function or Use

Historic Functions

(Enter categories from instructions)

Category	Subcategory
COMMERCE	specialty store
COMMERCE	professional office
COMMERCE	financial institution
COMMERCE	department store
COMMERCE	restaurant
GOVERNMENT	courthouse
GOVERNMENT	post office
GOVERNMENT	municipal building

(see continuation sheet)

Current Functions

(Enter categories from instructions)

Category	Subcategory
COMMERCE	specialty store
COMMERCE	professional office
COMMERCE	financial institution
COMMERCE	restaurant
GOVERNMENT	municipal building
EDUCATION	college
EDUCATION	library
RELIGION	church

(see continuation sheet)

7. Description

Architectural Classification

(Enter categories from instructions)

EARLY REPUBLIC
 GREEK REVIVAL
 ITALIANATE
 QUEEN ANNE
 COLONIAL REVIVAL
 CLASSICAL REVIVAL
 LATE GOTHIC REVIVAL
 INTERNATIONAL STYLE
 OTHER

Materials

(Enter categories from instructions)

foundation STONE
 walls BRICK
 STUCCO
 roof SLATE
 other CONCRETE
 METAL

(see continuation sheets)

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

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

Areas of Significance

(Enter categories from instructions)

A: COMMERCE
A: POLITICS/GOVERNMENT
C: ARCHITECTURE

Significant Person

(Complete if Criterion B is marked above)

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

(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

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 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 fifty years.

Period of Significance

1802 - 1946

Significant Dates

1802

1838

Cultural Affiliation

Architect/Builder

(see continuation sheets)

Primary location of additional data:

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

Name of repository:

Salem Museum, Salem, VA

10. Geographical Data

Acreage of Property approximately 25 acres

UTM References

(Place additional UTM references on a continuation sheet)

Zone	Easting	Northing	Zone	Easting	Northing
1 17	583270	4127590	3 17	583810	4127750
2 17	583440	4127780	4 17	583870	4127470

☒ 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	Leslie A. Giles, Architectural Historian	date	10 November 1995
organization	DHR / Roanoke Regional Preservation Office	telephone	(540) 857-7585
street & number	1030 Penmar Avenue, SE	state	VA
city or town	Roanoke	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	<u>see attached list of property owners and adjacent property owners</u>		
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. 470 et seq.).

Estimated Burden Statement Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. 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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6. FUNCTION OR USE (continued)

Historic Functions (continued)

Category / Subcategory

RELIGION / church
RECREATION AND CULTURE / theater
RECREATION AND CULTURE / park
RECREATION AND CULTURE / monument
DOMESTIC / single dwelling
DOMESTIC / multiple dwelling
HEALTH CARE / medical business
LANDSCAPE / park
TRANSPORTATION / streetcar depot

Current Functions (continued)

Category / Subcategory

RECREATION AND CULTURE / park
RECREATION AND CULTURE / monument
DOMESTIC / multiple dwelling
HEALTH CARE / medical business
LANDSCAPE / park

7. DESCRIPTION (continued)

Materials (continued)

foundation: CONCRETE BLOCK
BRICK
walls: METAL
GLASS
roof: ASPHALT
SYNTHETICS
other: CERAMIC TILE
STUCCO

Narrative Description

Summary Description and Integrity Statement

The Downtown Salem Historic District is located in the historic center of the City of Salem, one of the oldest communities in the Roanoke Valley of Southwest Virginia. Situated on an elevated strip of relatively level land--"Main Street Hill"-- the linear district is defined in part by the path of U.S. Route 460, a historic east-west regional transportation corridor. Downtown Salem, which includes the original sixteen-acre town plat that stretched along the Great Wagon Road, today is comprised of a concentration of

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DESCRIPTION (continued)

buildings that range in date from the early-nineteenth century through the late-twentieth century. The approximately twenty-five-acre Downtown Salem Historic District counts among its resources forty-nine buildings, two sites, and one object. Of these resources forty, or seventy-eight percent, are classified as contributing to the character of the district; only twelve, or twenty-three percent, are classified as noncontributing. Functionally, the district is dominated by mixed-use commercial buildings, but also includes other historic resource types such as churches, dwellings, a courthouse, a post office, a library, a park, and the covered stalls of a farmer's market. Aesthetically, the district presents the city's most compact array of the architectural styles employed during nearly every period of its development, including well-preserved examples of Greek Revival, Italianate, Queen Anne, Classical Revival, Late Gothic Revival, Georgian Revival, Colonial Revival and Modern styles.

The district's historic institutional buildings generally retain well-preserved exteriors. Several have earned individual listings on the National Register of Historic Places and the Virginia Landmarks Register. While many of the commercial buildings in the district have had their first-floor storefronts altered or covered over with incompatible treatments, most upper-floor exteriors retain high levels of integrity and rich architectural embellishments. Fortunately, many of the commercial interiors also retain their high ceilings with pressed-metal finishes. Historic residential neighborhoods and the campus of Roanoke College adjoin the linear district, which continues to function as a retail, professional, governmental, and service center for the City of Salem and Roanoke County.

Town plan and development

First platted in 1802 along the Great Wagon Road, also known as the Great Road or the Wilderness Road, the approximately sixteen acres of Salem's original land area included eight full blocks and two half-blocks. Oriented along both sides of the pre-existing roadway, which was renamed Roanoke Street (now known as Main Street), the blocks were separated by perpendicular cross streets and alleys. The 40 original town lots fell into two categories: 24 were "foursquare" parcels, 132 feet to a side, located on major cross streets Limestone (later Union), Water (later Broad), and Corning (later Market) streets; and the remaining 16 were "oblong" or rectangular parcels, each 66 by 266 feet, situated with their short sides along the main street and extending the full depth of their blocks. Cherry and White Oak alleys separated lots between blocks where major cross streets did not intersect. This gridded pattern of blocks, cross streets and alleys organized along the main road through town was reused to define a two-and-one-half-block eastward expansion in 1813, adding Walnut Street (later College Avenue) and Church and Strawberry alleys; and a two-part expansion in 1829 that added four blocks and Simpson Street to the east and a half-block (two parcels) west of Union Street. Most of this gridded town plan, essentially defined prior to 1830, remains intact to the present, although some of the alleys were partially or wholly vacated in the twentieth century.

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DESCRIPTION (continued)

The linear arrangement of regularly sized blocks, combined with the use of minimal street setbacks for most construction, establishes a clear organizational structure that allows buildings of many different periods and styles to peacefully coexist along Main Street.

Antebellum architecture

Downtown Salem's earliest streetscape was dominated by transportation-oriented businesses, such as taverns, stables, blacksmith shops, wagon and carriage shops, and general merchandise stores. Residential properties, with dwellings and domestic outbuildings, also occupied lots along Main Street. Regional and state transportation improvements during the first half of the nineteenth century, especially the Upper Roanoke Navigation and the Salem and Lynchburg Turnpike, connected Salem to trade networks that attracted additional commercial ventures and building types to the town. Salem became a destination rather than merely a place to pass through; the resulting increase of traffic brought storage warehouses, hotels, mills and distilleries to the complement of retail stores, taverns and artisan shops already present. Many buildings of the antebellum period were built of frame or log construction. Commercial buildings most often had minimal or no street setbacks; their facades usually adjoined those of neighboring properties, maximizing their street presence. Dwellings directly situated on Main Street commonly stood either one or two stories, were only one room deep, featured side gables and end chimneys, and incorporated rear wings or ells that extended back into the property. Few dwellings in the downtown had front-yard setbacks from the street, or extensive open acreage around the main dwelling.

Salem's most substantial examples of early architecture, which tended to locate along Main Street, were usually crafted of carefully laid brickwork. Only one such building from the early antebellum period, the former residence of Jacob Stevens--known locally as the "Old Post House"--remains within the district boundaries, at 42 E. Main Street. Local tradition holds that the brick house dates to 1812, but architectural evidence suggests the 1820s or 1830s as a more likely period of initial construction. An original or early one-story wooden portico of Greek Revival character shelters the first floor entry, although interior alterations have obscured much of the building's original hall-parlor plan. The Stevens House now provides office space for adjoining St. Paul's Episcopal Church.

The founding of Roanoke County in 1838, and the designation of Salem as the county seat, led to the construction of governmental buildings in the town, such as an 1841 courthouse and jail set within a public green located at the northeast corner of Main and Walnut streets. Although these court buildings were razed in the early twentieth century prior to construction of a new courthouse, much of the park-like court square remains a quasi-public open space, now owned by Roanoke College. In 1847, the unsolicited move of Virginia Collegiate Institute (renamed Roanoke College in 1853) from Mt. Tabor in Augusta County to Salem can be explained in part by the college's positive outlook about the town's physical

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DESCRIPTION (continued)

attributes. The college's 1848 catalogue flatteringly portrayed Salem as "A flourishing village, situated on the north bank of the Roanoke River, in a most beautiful and fertile valley. The town is healthy and easy of access. The best and most travelled road, leading from the southwestern part of the State to Richmond, passes directly through it."² Faculty, staff, students, and their families--mostly new to town--brought with them new demands for housing, shopping, and recreation. The physical impact of the college also led the town to rename Walnut Street (which intersected Main Street adjacent to the county courthouse): College Avenue, in honor of the academic institution. From that important intersection, located within the Downtown Salem Historic District, the college's Main Campus Complex is highly visible. The complex, which includes the 1847-1848 Administration Building and Miller, Trout and Bittle halls, was placed on the Virginia Landmarks Register and the National Register of Historic Places in 1972.³ Adjacent to the northeast boundary of the district, the college is nonetheless excluded from the Downtown Salem Historic District due to its inherently different historic context and architectural character.

One antebellum-era institutional building that has been included within the district is the Salem Presbyterian Church, located at 41 E. Main Street. The Greek Revival temple-form sanctuary, dedicated on August 8, 1852, features a projecting distyle Ionic portico *in antis*, with brick walls laid in five-course common bond (Flemish variant). Door and window details are apparently derived from the pattern books of Asher Benjamin and Owen Biddle.⁴ The building's original tall spire, depicted in an 1850s painting of Salem by German-born artist Edward Beyer, was replaced with a mansard tower in 1885-1886; that remodeling also included replacement of the original multipane windows with memorial stained glass panels. A 1914 rear addition, perpendicular to the original sanctuary, provided additional square footage for the building. In 1928, a campaign was undertaken to restore the windows to their original appearance and to replace the mansard with an octagonal domed cupola more in keeping with the church's classical character.⁵ The church was placed on the Virginia Landmarks Register and the National Register of Historic Places in 1974; within its small churchyard enclosed by an ornamental wrought iron fence, Salem Presbyterian Church remains a highly visible landmark in Downtown Salem.

Late-nineteenth- and early-twentieth-century commercial and residential architecture

Most buildings within the district date from Salem's late-nineteenth-/early-twentieth-century period of development, when a booming real estate market brought large numbers of new industries and people to Salem. In general, commercial buildings from this period were one or two stories high, of frame or brick construction with parapeted shed roofs, and included one or two storefronts on first floors, with offices, storage space, or residential apartments above. Some facades with second floors had projecting balconies, and the largest buildings often featured extensive multi-level porches. The earliest examples of retail buildings from this period usually had very traditional exteriors, devoid of elaborate ornament or decoration.

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DESCRIPTION (continued)

One such building to have survived in the district is the Kizer-Webber Building, located at 35-39 E. Main, which has a two-story facade enlivened only by the rhythmic spacing of five second-story windows.

By the mid-1880s, most commercial buildings featured details typical of the Italianate style of architecture, such as upper floors and roof parapets ornamented by decorative brick corbeling, deeply molded pressed metal cornices, sawn wood or cast metal brackets, cast iron facades, arcaded openings, and hood moldings over doors and windows. The oldest of these Italianate commercial buildings to survive in the district is the two-story structure at 208-210 E. Main, which predates 1886. It may have even been built prior to 1883, when it was apparently depicted on O.W. Gray & Co.'s map of Salem under the name "J.W. Younger." Other well-preserved examples of the type range in ornamentation from the simple metal cornices of the Quality Bakery Building at 109 E. Main to the arcaded facade and corbeled brickwork of 212 E. Main and finally to the impressive, palazzo-like Moorman Block at 207-211 E. Main, with three first-floor storefronts, nine second-floor windows with bracketed window hoods, and pressed-metal cornices above the shopfronts and at the roof parapet. The Posie L. Starkey Building at 306 E. Main, with an unusually well-articulated polychrome brick facade in the Italianate style, anchors the eastern end of the district.

One residence from this period, located adjacent to the commercial downtown, is also encompassed by the district, due to its contiguity and currently related commercial function. Like many other large Queen Anne style dwellings built in Salem at the turn of the twentieth century, the two-and-a-half-story Duval-Oakey House, located at 206 E. Calhoun Street, incorporates asymmetrical composition, a complex hip-and-gable roof, polygonal tower, elaborate turned and sawn woodwork, and a wraparound porch into its design.

Twentieth-century architecture

The early decades of the twentieth century introduced to Salem's downtown several buildings of various Academic Revival styles. The Academic Revivals included a wide variety of authentically detailed architectural forms, selected from various European and American precedents and applied to modern buildings by architects trained in the *Beaux-Arts* tradition. The Classical Revival-style Old Roanoke County Courthouse, built in 1910 to replace the 1841 courthouse, incorporates a monumental tetrastyle temple front with Ionic columns. Designed by Roanoke architect Henry Hartwell Huggins and built by King Lumber Company of Charlottesville, the building, at 301 E. Main Street, is a *tour de force* of classical elements.⁶ Classical Revival facades, with unbracketed cornices, highlighted keystones or *voussoirs* rather than hoods above windows, and simplified brickwork, were also employed on a number of period commercial buildings, such as the 1912 Roanoke Railway & Electric Company Building at 117-119 E. Main Street, designed by Roanoke architect Homer M. Miller.

In 1911-1912, the town erected Salem High School, since 1983 the City Hall, at 114 N. Broad

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DESCRIPTION (continued)

Street. The former high school, designed by Roanoke architect George R. Ragan and constructed by Landon Sears and J. Sinclair Brown, is a more restrained example of Classical Revival design than the 1910 county courthouse, but it too features a central entry sheltered beneath a pedimented, monumental Ionic portico. Two-story piers articulate the brick wall surfaces, which are further detailed by rectangular brick panels and cast stone tiles. Remodeled in 1920 and added to in 1921, the school was gutted by fire in 1931, but was rebuilt within its surviving walls and returned to use by 1933. The school was adapted for reuse as City Hall in 1982 by the contracting firm of Q.M. Tomlinson, under the direction of architects Kinsey, Shane & Associates.

The Gothic Revival style, in the early twentieth century usually deemed the architectural type most appropriate for ecclesiastical structures, is represented in the district by the sanctuary of St. Paul's Episcopal Church, erected in 1911 at 56 E. Main Street. Designed by Henry Hartwell Huggins, the building is of brick construction with a steeply gabled slate roof, Gothic pointed-arched windows, and stone-capped buttresses, coping and trimwork. A three-stage corner tower, capped by a modern metal spire, marks the entrance to the church. A simplified version of the style was used for the parish house, which was added to the south end of the sanctuary in 1926-1927 according to the design of Homer M. Miller.

The Georgian Revival style first appears in the district at the former United States Post Office, located at 103 E. Main Street. The one-story, five-bay brick building, designed in 1917, was erected by 1923 under the direction of James A. Wetmore, Acting Supervising Architect for the Treasury Department. Louis A. Simon probably served as the building's designer.⁷ The former post office features a symmetrical facade, Doric-pilastered door surround, and arched window openings with multi-pane sash. The building was placed on the Virginia Landmarks Register and the National Register of Historic Places in 1992.

Much of the building stock remaining in the proposed district dates to the 1920s, a period of great prosperity and growth for Salem. Only a few buildings from this period adhere to high-style canons for their exterior designs. Located at 221-223 E. Main Street, the two-story, temple-form Farmers National Bank, now First Virginia Bank, was completed in 1923; it exhibits features of the Classical Revival style, such as monumental pilasters regularly spaced across two elevations. Its integrity is somewhat marred by the replacement of its original wood sash--some of which had decorative muntin patterns--with modern, smoke-tinted efficiency windows. Across the intersection of College and Main, the three-story, brick Salem Theatre (300-304 E. Main Street) was completed in 1930 to accommodate as many as 800 patrons. The theater, designed with separate white and colored exits and seating areas, is embellished on the exterior with decorative elements derived from the Georgian Revival style, including a Palladian window, diapered brick patterns, multipane wood sash, and cast stone detailing. Designed by Roanoke architect Louis Philippe Smithey, the Salem Theatre featured fireproof construction techniques and materials and was intended, according to its owners, to "harmonize with the general character of the town and partially restore to the business section the atmosphere which prevailed prior to the Victorian Era."⁸ In addition to the movie

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theater, the building also included spaces for two first-floor retail businesses and, on the second floor, a patron's lounge and business office. The only major exterior alteration to have occurred is the removal of the original marquee.

Most other commercial buildings of this period are two-story, multi-use structures (retail, service, and residential functions) of brick or concrete block; typical character-defining features include brick- or stucco-veneered facades, ornamental ceramic tilework, flat or shed roofs with parapet walls, ground-level storefronts with large display windows and prism- or leaded-glass transoms, and smaller upper-floor sash windows. Few exhibit high-style detailing, but many utilize design elements and materials associated with the Colonial Revival style. Most of their first floor interiors retain pressed-metal ceilings, although some remain hidden above modern dropped panels. Many examples of this type are located in a concentrated group along Main Street that begins just west of White Oak Alley and extends past the intersection of Broad Street. Well-preserved examples include the 1922 remodeling of the Wheeler-Hurt Building at 1-5 W. Main, the 1925 Minnie B. Snyder Building at 2-4 E. Main, and the 1927 James J. True Building at 17-21 W. Main. Less typical examples of commercial buildings from the 1920s period include the 1925 Logan-Pugh Building at 21-23 E. Main, with its arcaded loggia-like porch on the facade's upper level; and the single-story, three-fronted 1927 Commercial Block at 15, 17, and 19 E. Main. One of the district's largest historic-period commercial buildings is the former salesroom and service center of the New Central Motor Company (later the Whitescarver and Goodwin Chevrolet dealerships) at 8-10 W. Main Street. The three-story, five-bay, stepped-gable-front building of irregularly coursed American-bond brick retains corner and inter-bay quoining, original six-over-six wood sash windows, a gabled clerestory, and some original ground-floor interior partitions.

Post-World War II architecture

While most of the buildings within the district antedate World War II, a few were built in later decades of the twentieth century. One of the first buildings in the district to be erected after the war's end was the house-like, three-story Russo Professional Building, at 21 S. College Avenue, near the heavily developed Main Street corridor. Erected in 1946 and first occupied by doctors and other professionals within the following year, the Russo Building features a brick exterior, multi-pane windows, a columned porch, and other elements characteristic of the domestic Georgian Revival style of architecture. Unlike the Russo Building, most other post-war buildings in the district are distributed along Main Street. Clad in brick or such modern materials as aluminum, sheet glass, or enameled metal panels, they are usually subordinate in scale and massing to the older structures around them. One very expressive version of International style design in the district--the 1950s Signet Bank at 100 E. Main Street--juxtaposes planar brick walls with glass and metal curtain walls to establish a strong yet appropriately scaled presence on one of the downtown's

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most visible corners. One of the district's largest buildings, the 1970 Salem Bank and Trust Building offices at 220 E. Main Street, incorporates a first floor of brick, with five recessed bays (each approximately twenty feet wide) that echo the widths of older buildings situated along the adjacent streetscape. Three additional stories of smoked glass curtain wall strike a modern chord above the more contextual ground floor. In 1970, the city of Salem built its own modern institution, the Salem Public Library--located in Younger Park at 28 E. Main Street--to replace an inadequate 1930s predecessor. In contrast to these bold modern solutions, the 1981 Goodwin Insurance Company, located at 25 E. Main Street, adopts a historicist approach to commercial design. Of carefully crafted brickwork with a slate roof, dormer windows, gable end chimney, and simple wood portico at the front entry, the Colonial Revival style building reintroduces residential scale construction to the streetscape. A small area of front yard and wrought iron fencing reinforce the domestic character of the property.

Landscape and streetscape features

Landscape features in the district that contribute to its historic character include the park-like court yard and a stone monument at the old courthouse. The monument, which honors local military men, features the 1910 Civil War memorial, a Barre granite shaft topped by the figure of a Confederate soldier, inscribed "In Memory of the Confederate Soldiers of Roanoke County 1861-1865--Love Makes Memory Eternal," and located in the west yard.⁹ Younger Park, established in the 1930s on the south side of Main Street between Market and Broad streets, provides a substantial expanse of open space in downtown. Formerly a residential property that served as the home site of long-time town mayor William T. Younger, the park accommodates multiple uses at present, including--in addition to its lawn, park benches and mature trees--a parking area, modern library building, and a brick serpentine-walled garden area.

In recent years, trees have been planted and a "white way" of pedestrian-scaled electric lamps have been installed along Main Street, a Farmer's Market with covered stalls has been constructed at the northeast corner of Main and Broad streets, sidewalks have been paved with bricks, and other streetscape improvements have been undertaken to encourage a pedestrian-friendly downtown atmosphere.

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DESCRIPTION (continued)

Inventory of properties in district

The following inventory of resources in the district is organized alphabetically by street and numerically by address. The entry for each property includes its historic name (if known), date of construction (exact or approximate), architectural style (if applicable), and indicates the contributing or noncontributing status of all associated resources. Entries for contributing resources also identify character-defining features of, and limited historical information on, those properties. Sources for information are indicated at the end of each entry.

Key to bold codes in the inventory:

C = contributing
N = noncontributing
B = building
O = object
Si = site

Key to other abbreviations and codes used in the inventory:

VLR = Virginia Landmarks Register
NRHP = National Register of Historic Places
MR = Manufacturer's Record
DHL = Division of Historic Landmarks
VHLC = Virginia Historic Landmarks Commission
DHR = Department of Historic Resources

N. Broad Street

- # 129-75-20*
114 Salem High School (former). 1911-1912. George R. Ragan (Roanoke), architect. Classical Revival. Additions 1920, 1923. Gutted by fire and rebuilt 1931. Rehabilitated 1983. 2 CB. *129-75-20*

Two-story, seven-bay Classical Revival-style school building on a raised basement with two-story rear extension. Exterior features include monumental, tetrastyle Ionic temple-front entry portico with unfluted columns and brick pilasters; six-course American bond brickwork; cast stone tiles; rectangular ornamental brick panels composed of rowlock- and stack-bond brickwork; pairs of six-over-one window sash; shallow hipped roof. Interior retains octagonal circulation hall and many

129-75-20 formerly Salem Manufacturing Co. (Wheeler, Portland)
129-75-20 formerly assigned to property that
now 129-68

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DESCRIPTION (continued)

finishes dating from 1931 reconstruction. Property includes one-story stuccoed former vocational building. Both buildings adaptively reused for city administrative offices and meeting rooms in 1983. Sources: Middleton, *Salem*, pp. 268, 303, 304, 309; MR (26 Oct. 1911) p.72; Wells.

E. Calhoun Street

#129-22

206 Duval-Oakey House. Between 1891-1898. Queen Anne. CB.

Two-and-one-half-story, brick dwelling of asymmetrical form; exterior features a stone foundation, projecting one- and two-story polygonal bays, a polygonal tower, hip-and-gable complex roof, decoratively capped brick chimneys, extensive turned and sawn woodwork, wraparound porch, turned posts, and polychrome paint scheme. Built for W.D.F. Duval, proprietor of the 1870s Duval House (a hotel). Later owned by John M. Oakey and Henry Oakey, prominent local businessmen. Sources: *A Guide to Historic Salem*, p. 5; Middleton, *Salem*, pp. 115-116; Sanborn(s) 1886, 1891, 1898.

Clay Street

26 House. Circa 1920-1930. Craftsman. CB.

#129-75-31*

1993 assigned no. to
"Roanoke College Courthouse"
(actually 129-B)

Two-story, two-bay brick "foursquare" dwelling with a poured concrete foundation, pyramidal hipped roof, hipped dormers, decoratively shaped exposed rafter ends, six-over-six windows, exterior end brick chimney, fifteen-light French door front entry, two-bay front porch with tapered square columns on brick piers, and a two-story/two-level rear porch. Small residential front and rear yards, with modern picket fence enclosure around property, highlight the setting of the building.

30 House. Circa 1910-1920. Classical Revival. CB.

#129-75-33

Two-story, three-bay brick dwelling with one-over-one windows, louvered blinds, hipped roof, pressed metal shingles, pedimented dormers, boxed cornice, central entry with transom and sidelights, interior brick chimneys, and a four-bay front porch with Tuscan columns and turned classical balusters. Property includes small residential front and rear yard.

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DESCRIPTION (continued)

N. College Avenue

- 9 Office Building. Ca. 1935. Classical Revival. CB. #129-75-34

Two-story, three-bay pedimented gable-front building of brick construction with symmetrical facade; first floor features tripartite office windows and a central entry with transom and sidelights; second floor retains one-over-one windows; only exterior alterations appear to be addition of modern shutters at second floor and paint on brickwork; site of former Huff House.

- 13-15 Commercial Block. Ca. 1930. CB. #129-75-35

One-story, commercial building with two storefronts; exterior features include brick facade, stepped parapet, cast stone coping, display windows, door and window transoms, original glazed wooden door; interior retains pressed metal ceiling.

- 19 Old Salem Municipal Building and Fire Department. 1925. Craighill & Cardwell (Lynchburg), architects. Facade "covered" 1970s. CB. #129-75-36

Now used as the School Administration Building, this two-story brick building originally housed the town fire department and town offices. As built, the south half housed the fire department (two bays on ground floor, vehicle and hose wash stand and hose-drying tower in rear section; large recreation room and 3 bedrooms on second floor), and the north half housed offices for the town manager, clerk, treasurer, stenographers and police headquarters on first floor, combination council chamber and court room on second floor. An early one-story shed addition to the north side matches the original in materials and detailing. The facade was covered with metal screening in the 1970s, its fire truck garage bays were partially enclosed in the late nineteenth century, and the interior has been modified over the years, but otherwise the building remains substantially intact. Sources: Middleton, *Salem*, p.282; *MR* (12 Feb. 1925) p. 68; Wells.

S. College Avenue

- 5-15 Commercial Block. 1931-32. CB. #129-75-37

One-story, brick commercial building with five narrow storefronts. Built to replace two earlier

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DESCRIPTION (continued)

commercial buildings on site (remodeled into the single Brown-Bowman Building in 1923) that burned in 1931. Sources: Middleton, *Salem*, pp. 263, 287, 316; Sanborn(s) 1928, 1932.

- 21 **Russo Professional Building.** 1946. Georgian Revival. CB. #129-75-38

Two-story, three-bay brick office building with gable roof, dormers, multipane windows, central front entry, gable roof, two-story "Mt. Vernon" front porch. Erected for original owner Dr. A.J. Russo; Salem's first female general practice physician, Dr. Esther Clark, also occupied offices in the building. Sources: Middleton, *Salem*, p. 338.

E. Main Street

- 3 **Salem Farmer's Market.** 1992. NB. *129-75-39

One-story, timber-frame gabled shed building with open market stalls, enclosed bathroom facilities, arranged along perimeter of northeast corner of E. Main and Broad streets. Structure screens large parking lot and reinforces streetscape continuity; lot includes landscaped flowerbeds. Former site of a leather tannery, a market building, later the "Colored Baptist Church," an automobile dealership, and finally a movie theater. A two-story frame and brick Allen Block also occupied a portion of the site until the mid-1920s. Sources: McCauley, p. 113; Sanborn(s) 1886, 1896.

- 2-4 **Minnie B. Snyder Building.** 1925. CB. #129-75-3

1993 "Brooks-Gyrd Pharmacy"

Two-story, brick building with paired one-over-one windows set in segmentally arched openings, corbeled brick cornices at storefront and parapet levels, belt course at window sill line around two sides of building. Altered storefronts with enameled panels, metal framing. Built for property owner Minnie B. Snyder in 1925. Two ground-level stores (originally Webber's Pharmacy and Piggly Wiggly Roanoke Co., Inc.) and several second-floor apartments that remain in use as residences. Ca. 1938 interior view shows soda fountain, tables/chairs, counter (still in use); pressed metal ceiling, schoolhouse globes, ceiling fans. 1938: pharmacist C.E. Webber and asst pharmacist Pauline G. Webber ran Webber's pharmacy. Sources: Brooks interview; Hill's pp. 932, 933; Middleton, *Salem*, p. 28; *The Times-Register*, Roanoke County Centennial Edition, p. 27.

- 8 **Green Market Antique Mall.** Ca. 1960. NB. #129-75-5

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DESCRIPTION (continued)

One-story, concrete block and brick veneer commercial building with large street side display windows, northeast corner entry; and large open interior currently used for multiple antique dealers under one roof.

13-13A Two-front commercial block. Ca. 1945-1959. NB. # 129-75-21 ~~★~~ formerly (1993) 13-19 E. Main

One-story, brick-veneered concrete block building with two storefronts, brick parapet, shed roof; window openings along west elevation blocked in. Occupies portion of "Allen Block" site. Sources: Sanborn(s) 1932, 1959.

14-18 "Library Square Building." Ca. 1913-1922. CB. # 129-75-4 1913 entered as 16-16 1/2 E. Main

Two-story, four-bay brick commercial block with two storefronts, in addition to upstairs offices or apartments. Exterior features corbeled brick cornices at storefronts and parapets, shed roof (stepped side parapets), projecting two-story pier detailing on facade. Several new entrances and storefronts, with different street addresses, have been added in the modern period along east elevation (facing Younger Park). Building formerly 20-24 E. Main. Ca. 1938 interior photo (24) indicates pressed metal ceiling, schoolhouse globes, ceiling fans, walls lined with shelves for display. 1928: J.R. Goodwin & Co. Dry Goods Store (20), and The Pure Food Store (24); 1938: The Pure Food Store proprietor was John T. Bowman. Sources: Hill's pp. 932, 933; *The Times-Register*, Roanoke County Centennial Edition, p. 17; Sanborn(s) 1913, 1922.

15, 17, 19 Three-front commercial block. 1927. CB. # 129-75-19 ~~★~~ (1993) formerly 21, 17 W. Main (now 129-63)

One-story, brick commercial block with three altered storefronts; exterior features corbeled brick cornices at storefront and parapet levels, brick soldier course at storefronts, brick "dentil" course at cornice; interiors retain pressed metal ceilings. Storefronts under separate ownership. Formerly 23-27 E. Main. 1928: 27--H & H Chain Grocery Store; 1932: 23--auto sales and service, 25--store, 27--store. Sources: Middleton, *Salem*, p. 286; Sanborn 1932; Hill's, p. 933.

21-23 Logan-Pugh Building. 1925. CB. # 129-75-22 1993 entered as Tarpley's

Two-story, six-bay brick mixed-use building; exterior features shed roof, brick parapet, arcaded second floor balcony with cast stone detailing. Storefront of modern materials, but retains original recessed form. Retail first floor and rental residential second floor. Formerly 33 E. Main. Logan-

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DESCRIPTION (continued)

Pugh Co. Inc. Dry Goods Store originally occupied building. Sources: Hill's p.932; Middleton, Salem, p. 286.

- 25 Goodwin Insurance Co. 1981. Colonial Revival. NB. #129-75-23 1993 entered as Goodwin Insurance Agency

One-and-one-half-story, three-bay, brick Colonial Revival style office building with slate-clad gabled roof, three gabled dormers, gabled front portico, interior end chimney, six-over-six wood sash. Recent domestic-scale expression of Colonial Revival style. Sources: date stone.

- 27-29 Olde Curiosity Shoppe Antique Mall. Ca. 1950. NB. #129-75-24 1993 data entry: 27, 29 E. Main St.

One-story, two-storefront concrete block building with metal-panel-sheathed facade.

- 28 Younger Park / Salem Public Library. 1935 (park), 1970 (library). C Si ; NB. #129-75-6 1993: Salem Public Library

Land obtained by Salem for park in 1935; former residential property of long-time (1886-1906) mayor William T. Younger; town and WPA funds used to build a 30 x 13' tourist center with comfort stations at each end and central information room (complete 1936); adapted, at instigation of Women's Club, for public library, using WPA and NYA funds to pay librarians; library demolished and replaced by current modern building in 1970. Sources: Middleton, Salem, p. 320.

- 35-39 Kizer-Webber Building. Between 1883-1886. NB. #129-75-25 1993: Webber Bldg

Two-story, five-bay commercial building: two modern metal storefronts feature large display windows; central stairway door accesses second floor apartments. Shed roof, false front parapet, six-over-six wood sash highlight exterior. According to McCauley, the building was long known as the residence and storehouse of John P. Kizer; in 1902 it was called the Charles M. Webber building. Formerly 49-53 E. Main. 1891: furniture (L) and grocery (R); 1896: millinery (L) and grocery (R); 1908/1913: millinery (L) and wallpaper (R); 1928: retail grocer--Mrs Lottie G Strickler; and 1932: two stores. Sources: Hill's, p. 933; McCauley, p. 113; Sanborn(s) 1891, 1896, 1908, 1913, 1932.

- 36 Commercial building. Ca. 1950. NB. #129-75-40

One-story, flat roofed brick-veneered building with multipane metal casement windows and paneled wood doors. Presently used for retail shops and professional offices.

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DESCRIPTION (continued)

- 41 Salem Presbyterian Church. 1852. Greek Revival. Altered 1880s, restored 1928. VLR, NRHP. CB. # 129-9

Two-story, temple-form, brick Greek Revival style church. Exterior features paneled Doric pilasters, a deep Ionic entablature, and a slightly projecting Ionic portico *in antis*; windows with multipane four-panel sash, symmetrical molded trim, turned corner blocks, and Greek fret-motif lintels; central multistage tower has a paneled base with scrolled consoles, a middle stage with coupled Doric pilasters and louvered openings, and an upper stage with an octagonal domed lantern of the Colonial Revival period. Property includes wrought iron fencing around churchyard. Congregation organized June 1831 (first services at Methodist church); educational wings added 1914 and 1958. Property registered at state level of significance. Sources: Loth and VHLC staff, Section 7; Middleton, *Salem*, p. 438.

- 42 ~~Jacob Stevens House~~ Jacob Stevens House ("Old Post House"). Ca. 1830. CB. # 129-23

Like many of its contemporaries, the Stevens House was built so that its facade adjoins the property boundaries at Main Street, with no appreciable setback. The former dwelling is a substantial two-story, three-bay, brick house of four-course American bond (Flemish variant) with six-over-six sash windows, parapeted gable ends with exterior brick chimneys, and central entrances on the first and second floors. A one-story central entry portico features fluted Doric columns on paneled piers and Doric pilasters on the adjoining house wall. Sources: DHR survey files, no. 129-23; Fulghum, "The Old Post House."

- 44-56 St. Paul's Episcopal Church. 1911. Late Gothic Revival. Henry Hartwell Huggins (Roanoke), architect. Parish house addition, 1926-1927, Homer M. Miller (Roanoke), architect. CB. # 129-75-7

Two-story, brick Late Gothic Revival style church with asymmetrical form, steep gable roof, corner entrance tower, pointed arch Gothic window openings with stained and leaded glass panels, cast stone detailing, buttresses. Modern metal spire caps corner tower. Parish house added in simplified version of Late Gothic Revival style. Congregation organized 1867; church consecrated May 11, 1916. Sources: Middleton, *Salem*, p.437; MR 16 Dec.1909, p.68; MR 19 June 1910, p. 69; MR Aug.1926, p.107; Wells.

- 100 Signet Bank. 1950s. International style. NB. # 129-75-8

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DESCRIPTION (continued)

Two-story brick, glass, and metal building with curtain wall construction, transparent and opaque panels, sculptural form.

- 103 **United States Post Office, Salem (Former).** 1917 (designed), 1923 (built). Georgian Revival. Louis A. Simon (U.S. Treasury Dept.), architect. VLR, NRHP. CB. # 129-37

One-and-one-half-story, five-bay, brick Georgian Revival style post office with central entrance, pedimented Doric door surround, recessed arched panels with twelve-over-twelve double-hung sash, deep cornice with baluster-accented parapet, shallow recessed mansard roof with gabled skylight. Lobby retains wood and glass partitions, other waiting room furnishings. Property includes large parking lot at rear, corner site with high visibility, and original cast-metal globe street lamps. Main post office in Salem 1923 through 1985; building rehabilitated, using federal tax credits, in 1992-1993 for professional offices and one apartment. Sources: Middleton, *Salem*, pp. 263-265, 285; Pezzoni, "Salem Post Office," *NRHP Registration Form*.

- 109 **Quality Bakery Building.** Ca. 1903-1913. Italianate. CB. # 129-75-26 1993: ATI Hollywood

Two-story, two-bay, brick commercial building with storefront at ground level and office or storage space above. Exterior retains original two-over-two sash, pressed metal bracketed parapet and storefront cornices. Formerly 117 E. Main. H.A. Oakey, Mrs. Anna C. Oakey, and C.E. Danner served as Quality Bakery Inc.'s corporate officers in 1928. This building also may have served as the Kyle Bakery/Salem Candy Kitchen. 1922: bakery; 1928: Quality Bakery Inc.; 1932: bake house, store (1st), picture framing (2nd). Sources: Hill's, p. 931; Middleton, *Salem*, p. 235; Sanborn(s) 1913, 1922, 1932.

- 110 **Olde Newberry Building.** 1929. Remodeled 1990s. NB. # 129-75-9 1993: Newberry's

Formerly Newberry & Co. Department Store. One-story brick-veneered commercial building, extending full length of block (to Calhoun St.); remodeled in 1990s for mixed-use retail and office spaces.

- 111-113, 115 **James S. Persinger Block.** 1905. Italianate. CB. # 129-65 ~~1993~~

Two-story, seven-bay commercial block of brick construction with two-over-two sash windows, pressed metal parapet and storefront cornices. Interior retains high ceilings and pressed metal ceiling

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DESCRIPTION (continued)

finishes in part. Formerly 119-121, 123 E. Main. Built for Salem businessman James S. Persinger. Historic period tenants: Brown Hardware Co. (from Oct. 1905-?); Smith & Ferguson dry goods store (Dec. 1905-?); 1928: funeral director and retail furniture Jno M Oakey & Son (119), Brown Hardware Co. (123-1st), clothing retailers Johnston & Day (123-2nd). Sources: Hill's, pp. 932, 933; Middleton, *Salem*, p. 235; Sanborn(s) 1903, 1908.

112 Gittens & Co. Building. 1920s. CB. # 129-75-10 1993: 112 E Main

Formerly 120 E. Main. Two-story, three-bay brick commercial building with first floor storefront, second floor arcaded panels with one-over-one sash, cast stone detailing, corbeled brick storefront and parapet cornices, stepped parapet, canvas awning at transom. 1928: Gittens & Kime, Inc. (1st), George F. Koontz, dentist (2nd); ca. 1938 photo shows stained glass storefront transom with "Gittens & Co. Insurance" spelled out; 1938: Gittens & Kime real estate & loans, Salem Federal Savings & Loan Assoc. (1st), Dr. H.U. Butts, dentist (2nd). Sources: Hill's, pp. 932, 935; *The Times-Register*, Roanoke County Centennial Edition, p. 118.

114-116 Terry-Ferguson Building. Ca. 1900. Italianate. CB. # 129-75-11 1993: Cornerstone Country Crafts

Two-story, nine-bay brick commercial building with prefabricated metal facade (only second floor level is presently visible due to storefront level alterations), featuring single and paired columns on piers flanking window openings, bracketed cornice with evidence of pedimented cornice ornaments. Two storefronts, one second-floor entry door at ground level. Remodeling in 1994 included second-floor replacement windows, new exterior paint scheme, and retention of earlier incompatible storefront alterations. Formerly 124-128 E. Main. 1903: dry goods and notions (124), grocery (128) 1928: Terry-Ferguson, Inc. Dry Goods; company officers included J.C. Terry, pres.; Mrs. L.B. Ferguson, vice-pres.; Chalmers Ferguson, sec.-treas. Sources: Hill's, p. 932; Sanborn 1903.

118-120 Critz Building. Ca. 1880-1886. Italianate. Remodeled 1941. CB. # 129-75-12 1993: Logan Furniture

Two-story, four-bay (originally five-bay?) brick commercial building with ornamental brick cornice and projecting metal bracketed cornice at front parapet; stepped side parapets, shed roof, brick flues; one-story brick rear addition. Two modern storefronts, shingled shed roof in place of original transoms, altered second-floor window openings and windows. Interior retains early pressed metal ceiling and cornice. Formerly 130-134 E. Main. According to McCauley, this "fine brick business block" was built by "the Fleming brothers" and owned, as of 1902, by W.O. Critz. 1886: dry goods,

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clothing (left side), store (right side); 1928: Jamison's Stores Co., Inc. (130), The Marcus Co. (134); underwent "a thorough rebuilding" in 1941, when Kroger moved in; Eagle Store (self-service retail) moved there in 1955. Sources: Hill's, pp. 932-933, McCauley, p. 118; Middleton, *Salem*, pp. 335, 351; Sanborn 1886.

- 117-119 **Roanoke Railway & Electric Company Building.** 1912. Classical Revival. Homer M. Miller (Roanoke), architect. CB.

#129-75-27

1993 - Clancy's

Two-story, three-bay brick commercial building with classically detailed facade, incorporating modillioned cornice at parapet, keystones over upper-floor windows, recessed decorative brick panels. Formerly 127 or 129 E. Main. Served as waiting room and freight station for Roanoke Railway & Electric Company, which ran street railway system between the 1890s and early 1930s. The south and west elevations still retain evidence of ticket window and freight door openings. Building appears to be a rebuilding or major remodeling of earlier structure that housed the Farmer's National Bank on the site prior to 1883. Adjoins 121-123 E. Main, which has only half of a pedimented parapet treatment, perhaps indicating that 117-119 originally featured the other half in its first incarnation. 1928: streetcar ticket agent Warren L Moorman also operated a newsstand at this location. Sources: *Gray's Map*; *A Guide to Historic Salem*, p. 4; Hill's, p. 934; MR (29 Aug. 1912), p. 56; Moorman interview, 17 Oct. 1995; Sanborn(s) 1886, 1913; Wells.

- 121-123 **Evans Building.** Ca. 1880 (before 1883). Italianate. CB.

#129-75-17

no. formerly 306 E. Main
* (now no. 129-25)

Two-story, three-bay brick commercial building featuring six-over-six windows, projecting hood moldings, deeply bracketed wooden parapet cornice with half-pediment ornament, pressed metal bracketed storefront cornice, attached enclosed stair to second floor on north elevation. Storefront remodeled with plywood infill and large display windows. Formerly 129-131 or 131-133 E. Main. Appears on 1883 map of Salem with John B. Evans (local merchant) as owner. Evans, whose house at 213 Broad Street is a fine example of French Empire style with some stylistic had the 1928: hay and straw dealers Saunders & Boxley (1st), attorneys Kime & Kime (2nd). Sources: DHR survey file no. 129-17; *Gray's Map*; Hill's, pp. 933, 934; Sanborn(s) 1886, 1913, 1922 (1928 corrected); VHLC staff, "The Evans House."

- 201 **Powell Pharmacy.** Ca. 1950s. NB.

#129-75-28

1993: Ben Franklin

One-story (front) / two-story (rear) commercial building of brick and concrete block construction,

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DESCRIPTION (continued)

with modern metal and glass facade.

207-211 Moorman Block. 1890. Italianate. Remodeled 1907, 1980s. CB.

129-75-29
1993: Maule's/Scagg's

Two-story, nine-bay brick commercial building with three storefronts and one entry door to access stair to second floor. Exterior features pressed metal dentilated storefront and bracketed parapet cornices, pressed metal window hoods, and one-over-one sash. Formerly 211-215 E. Main. 1890 barber William Hannah (211); Hannah purchased block at auction in 1907 for \$8,000, modernized and remodeled building; 1928 barber/beauty shop C.M. South, Inc. (211); other barber shops in building over years: McKinley & Hannah; Scaggs; etc. Sources: Hill's, p. 931; Middleton, *Salem*, p. 236.

208-210 Commercial Building. Ca. 1880 (before 1886). Italianate. CB.

129-75-13
1993: 208-210 E. Main St.

Two-story, four-bay, brick commercial building with two storefronts (208 very narrow, 210 with narrow cast iron colonette elements still intact) and second-floor double door (for access to former projecting balcony). Exterior features pressed metal storefront and bracketed parapet cornices, pressed metal dentilated window hoods. Formerly 212-214 E. Main. 1903, 1908, 1913: drug store; 1928 Jett's Cafe (1st), W. Harvey Woods Real Estate (2nd), Nelle R. DeBusk public stenographer (2nd). Sources: Hill's pp. 932, 935; Sanborn(s) 1886, 1903, 1908, 1913.

212 Commercial Building. Ca. 1891-1898. Italianate. CB.

129-75-14
1993: 212 E. Main

Two-story, three-bay, brick commercial building with remodeled storefront; access to second floor through storefront-level door with transom intact over. Second floor exterior features corbeled brick detailing, arched windows with original multipane (thirty-four-over-two) decorative sash, projecting brick arch course, pressed metal bracketed cornice with arched-pediment cornice ornament. Formerly 216-218 E. Main. 1903: grocer & butcher 1st floor, dentist 2nd floor; 1913 plumber; 1922 owner W.H. Woods; 1928: D. Marvin White, grocer (1st), Raymond W. Woodward, photographer (2nd); 1928 Mick-or-Mack opened in building. Sources: Hill's, pp. 933, 934; Middleton, *Salem*, p. 287; Sanborn(s) 1886, 1891, 1898, 1903, 1913, 1922.

220 Salem Bank and Trust. 1977-1978. Modernism. NB.

129-75-15

Four-story, five-bay office building with brick piers and base that support smoked-glass curtain walls

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DESCRIPTION (continued)

for upper stories.

- 223 Farmer's National Bank (former). 1923. Classical Revival. CB.

#

129-75-30

(1993: First Virginia Bank)

Two-story, five-bay, brick temple-form bank with monumental Doric pilasters along south and east elevations, heavily molded classical entablature. Modern alterations include replacement windows, and doors (original openings remain intact), and modern signage for current banking institution, First Virginia Bank. Formerly 225-229 E. Main. Opened August 11, 1923 as Farmer's National Bank. Sources: Middleton, *Salem*, p.286.

- 302-304 Salem Theatre (former). 1930. Georgian Revival. Louis Phillippe Smithey (Roanoke), architect. CB.

129-75-16

(1993: The Pub)

Two-and-one-half-story, three-bay, brick theater and commercial building. Exterior features slate roof, arched dormers, six-over-six and six-over-nine sash, classical modillion cornice, parapeted gable ends, Palladian/tripartite window, Flemish bond brickwork with diapering, stone veneer at storefronts and recessed theater entranceway. West elevation retains evidence of blocked in opening for fire exits from theater. Marquee removed, although anchoring hardware remains on facade. Structural features include steel frame, concrete floors, gypsum roof slab, exterior walls of "genuine Salem solid brick," and hollow tile interior partitions. Salem Theatre held its grand opening 24 March 1930; Robert L. Carper served as manager, while owner was Commonwealth Theatre Corporation, which also owned Blacksburg's Lyric Theatre. Sources: *Souvenir Program*; Wells.

- 301 Old Roanoke County Courthouse. 1910. Classical Revival. Henry Hartwell Huggins (Roanoke), architect. VLR, NRHP. CB, C Si, CO.

#

129-8

1993 entered as 129-75-31
no. reassigned now to House
126 Clary St.

Two-story, five-bay, brick courthouse building with projecting Scamozzi Ionic temple fronted portico; pedimented entry surround, highlighted corner quoining, heavily molded entablature and projecting modillioned cornice, hipped roof with standing seam metal roofing; coursed stone foundation. Roof is crowned by cupola with terra cotta roofing tiles, eagle finial, and four-faced town clock. Sources: Cote and DHL staff.

- 306 Posie L. Starkey Building. Between 1896-1900. Italianate. CB.

#

129-25

1993 entered as
129-75-17
(no. reassigned to
Ryan Bldg.)

Two-story, five-bay dichrome buff- and terra cotta-colored brick exterior with elaborate corbeling.

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DESCRIPTION (continued)

arcading, chevron patterning, and other facade details. Ca. 1938 advertisement indicated that P.L. Starkey Grocery had been "serving Salem for more than a quarter century." Early interior view shows shiny pressed metal ceiling, 2 rows schoolhouse lights, ceiling fans, counters, shelving. Formerly 312-314 E. Main. 1938 P.L. Starkey Groceries ad-- "recently a complete renovation was completed." Sources: Hill's, p. 933; Sanborn(s) 1896, 1900; *The Times-Register*, Roanoke County Centennial Edition, pp. 50, 123.

W. Main Street

1-5 Wheeler-Hurt Building. Between 1913-1922. CB.

~~129-75~~ # 129-68 1993 entered as 129-75-20 (no reassigned to Salem High School)

Two-story, nine-bay (two-part) brick commercial building with two ground-floor retail spaces, several second-floor apartments, and a one-story rear service garage addition. Exterior features recessed brick panels and dentilated brick course at front parapet, jack arches above second-story window openings, storefronts with prism glass transoms and large display windows, metal storefront cornices, shed roof, stepped side parapets. Remodeled 1922 for Carl Gottschalk Garage; 1928: retail clothing Mrs Minnie B Snyder (1), auto dealer Frank W. Whitescarver (5), Service Garage (12 Broad); 1932 auto sales and service (entire first floor); 1938 Oldsmobile dealership Hart Motor Co., Inc. (3). Sources: DHR survey file no. 129-68; Hill's, p.932; Middleton, *Salem*, p. 286; Sanborn(s) 1913, 1922; *The Times-Register*, Roanoke County Centennial Edition, p. 15.

2-4, 6 L.F. Snyder Block. 1923. CB, NB.

129-75-2 (1993 Adenour Music)

Two-story, seven-bay (two-part) brick commercial building with storefronts at ground level and storage or office spaces above. Exterior features included paired windows at second story (flat lintels above openings at 2-4, segmentally arched openings at 6), corbeled storefront and parapet cornices, leaded prism glass transom (6), recessed entry (2-4). Parking / loading area behind building with small hipped-roof building (ca. 1910), heavily altered and no longer contributing to the character of the district. 1923: Roberts Furniture Co.; 1927: Sterchi Bros. & White Inc. Furniture; 1938: The Dixie Furniture Company--F. Cameron Wiley, president--comprising 18,000 square feet of floor space. Sources: Middleton, *Salem*, p.286; Sanborn(s) 1922, 1922 (corrected 1928); *The Times-Register*, Roanoke County Centennial Edition, p. 31.

8-10 New Central Motor Company Building. Ca. 1920-1928. CB.

129-75-1 1993 West Salem Body Shop

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DESCRIPTION (continued)

Three-story, five-bay, gable-fronted commercial building (auto sales and service) with stepped front parapet, brick facade, quoining, six-over-six window sash, clerestory windows, front and rear garage bays, ramps, freight elevator. Interior wood partitions and ceiling heights on ground level remain intact. 1928: New Central Motor Company; 1935: W.O. Goodwin acquired dealership from Frank W. Whitescarver. Sources: Hill's, p. 931; Middleton, *Salem*, p. 315; Sanborn(s) 1922 (corrected 1928).

17-21 James J. True Building. 1927. CB.

129-63

1993 entered as 129-75-19

"21, 17 West Main St."

(no. reassigned to "three-front commercial block")

Two-story, ten-bay concrete block mixed-use (commercial and residential) building with two storefronts and several second-story apartments. Exterior features include stucco facade with ceramic tile-outlined panels, six-over-six sash, pressed metal storefront and parapet cornices, storefronts with transoms and large display windows, ground floor entry and stair hall foyer for second-floor apartments with multipane French door and sidelights. Recent (1994-1995) storefront restoration undertaken by current commercial tenants. Formerly 21-25 W. Main. 1928: plumbing James J True(25), artist's studio of James E True (upstairs), store (21). Owned by local businessman Furman Whitescarver from 1944 to 1978. Sources: DHR survey file no. 129-63; Hill's, pp. 931, 934. Sanborn(s) 1922 (corrected 1928).

NOTES

1. Middleton, *Salem*, 31-33, discusses the original plat and development of Salem extensively, and reproduces the 1813 town plat as recorded by Botetourt County surveyor William Anderson, with subsequent expansions to show the growth patterns of Salem to 1850.
2. Middleton, *Salem*, 57.
3. See Loth and Virginia Historic Landmarks Commission staff, "Roanoke College, Main Campus Complex," for detailed discussion of property.
4. For a more complete description and historical background for the building, see Loth and Virginia Historic Landmarks Commission staff, "Salem Presbyterian Church."
5. Whitwell and Winborne, 73. Middleton, *Salem*, illus. 42 (between pp. 240-241).

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DESCRIPTION (continued)

6. For more complete information on the design, construction, and historical significance of the property, see Cote and Virginia Division of Historic Landmarks staff, "Old Roanoke County Courthouse."
7. This information is derived from Pezzoni, "Old Salem Post Office," Preliminary Information Form, and Pezzoni, "Salem Post Office," *National Register of Historic Places Registration Form*.
8. "Souvenir Program" [grand opening of Salem Theatre].
9. Middleton, "First court born 147 years ago," 4.

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8. STATEMENT OF SIGNIFICANCE (continued)

Architect / Builder (continued)

CRAIGHILL & CARDWELL
HUGGINS, HENRY HARTWELL
MILLER, HOMER M.
RAGAN, GEORGE R.
SIMON, LOUIS A.
SMITHEY, LOUIS PHILLIPPE

Narrative Statement of Significance

Summary Statement of Significance and Justification of Criteria

The Downtown Salem Historic District includes about twenty-five acres of the historic center of the City of Salem, Virginia, located in the Roanoke Valley of Southwest Virginia. The district incorporates the earliest platted area of Salem, laid out along the Great Wagon Road in 1802 by landowner and entrepreneur James Simpson. The town's location along a transportation artery dictated its linear form, which became and remains the downtown's primary organizing principle. The formation of Roanoke County from Botetourt in 1838, and the designation of Salem as the new county's seat of government, brought additional development and focus to the community as a courthouse town. As a focus of regional commerce and trade, Salem's economic opportunities were further amplified by the relocation of Virginia Collegiate Institute, later known as Roanoke College, to the town in the 1840s. Additional commercial development in Salem resulted from the construction of new transportation networks, such as the Virginia and Tennessee Railroad, and numerous regional turnpikes, to and through town during the antebellum period. Salem's nineteenth century development into the commercial, governmental, and educational center of Roanoke County accelerated after 1881, when it entered a period of dramatic growth coincident with the steel rail era. Although nearby Roanoke City eclipsed Salem in size by 1890, Salem retained its position as the county seat and the home of Roanoke College. Subsequent, moderate growth has helped ensure the preservation of Salem's historic character. The Downtown Salem Historic District qualifies for the National Register of Historic Places under Criterion A, for its local significance in the areas of Commerce and Government, due to its large number of intact commercial and governmental buildings from many periods of its historic development; and under Criterion C for its significance in the area of Architecture, due to its wide range of representative architectural styles and building types. The district's period of significance ranges from 1802, when its current street grid was first platted, to 1946, due to the fifty-year-minimum age requirement for contributing resources.

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STATEMENT OF SIGNIFICANCE (continued)

Historic Background

The area included within the Downtown Salem Historic District was originally part of Botetourt County. The town and later city of Salem had its official start in June of 1802, when landowner and entrepreneur James Simpson officially recorded his plat of forty lots in the Town of Salem. By the end of 1804, only two of the original forty lots remained unsold¹. Property owners in and around the new town set about the process of formally establishing the town, and on January 6, 1806, the Virginia General Assembly passed an act establishing the Town of Salem on "the land of James Simpson near the upper end of the county of Botetourt, as the same is already laid off into lots and streets;" the act also identified as the town's first trustees James Mason, William Lewis, Elijah McClanahan, William Blain, Lewis Cooper, John King and John Brugh.²

Early development in the town focused on Roanoke Street, later renamed Main Street. Postal service was established in the community prior to 1808, with town trustee Lewis Cooper serving as first postmaster; other early postmasters included Griffin G. Garner (1809) and another town trustee, William Blain (1810-1816). As a post office location, Salem also received regular stagecoach service. For travelers passing through town along the Great Road, Salem offered transportation-oriented facilities: taverns, stables, blacksmith shops, wagon and buggy repair shops, and stores selling groceries and dry goods³. As Salem continued to grow throughout the nineteenth century, the original platted area expanded to form the town's principal commercial district. In 1813, trustee John Brugh sought and obtained from the General Assembly an enlargement of the town boundaries two-and-a-half blocks east, thereby incorporating an additional twenty lots (in four full blocks and two half-blocks) of land that Brugh had obtained from James Simpson in 1804. A formal record of the expanded town plan was prepared by the county surveyor in 1813.⁴

In the 1810s Salem was designated as a terminus for two of Virginia's early internal improvement projects: the Upper Roanoke Navigation, chartered in 1816 to make the Roanoke River navigable for cargo-hauling bateaux; and the Lynchburg and Salem Turnpike, chartered to improve overland travel in 1818. These major projects to upgrade communication and transportation connections between western Virginia and the ports and markets of the Tidewater area led to rapid development in Salem. One prominent structure of the period, erected by merchant William C. Bowyer and William Ross, was a three-story brick building at the southwest corner of Main and Union streets that served as the northern headquarters of the Upper Roanoke Navigation Company. By 1819, a tobacco warehouse and inspection station was opened by Matthew Simms and William T. Scott. The 1820 federal census for the town, as reported in the Fincastle newspaper *Herald of the Valley*, indicated that "Salem is found to contain 40 families and 290 souls." Before 1821, Samuel Lewis built a three-story grist mill, to which were attached a saw mill, wool carding machine, and distillery, on the Roanoke River near Union Street.⁵ John Wood's 1821 map of Botetourt County illustrates Salem's location near the county's southwestern border with Montgomery County. The Wood

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STATEMENT OF SIGNIFICANCE (continued)

map also shows two early roads converging at Salem before continuing in a southwesterly direction as a single road.⁶ In 1821, several hotels or houses of entertainment advertised their Salem locations; one, the Salem Hotel, declared that "The road passing by the door is one of the most public in Virginia, being the great thoroughfare leading from the Atlantic to the Western States."⁷

In 1829, when the first petition to establish Roanoke County was presented to the Virginia General Assembly, Salem--aspiring to the role of county seat--optimistically expanded its own boundaries eastward two blocks and westward half a block. The attempt to form a new county failed at that session and in several subsequent tries; almost two decades passed before development pressures in the town required that the new lands be subdivided into lots. Nevertheless, the town's optimism was rewarded when the Lynchburg and Salem Turnpike and the Upper Roanoke Navigation projects were completed to Salem in 1836. That year also witnessed the town's official incorporation by act of the General Assembly, on 21 March 1836. Two years later, the General Assembly did create the County of Roanoke, and designated Salem as its seat of government.⁸ Although the navigation project never really succeeded as an interregional transportation network, turnpikes did have a major impact on Salem's development. Turnpikes authorized by the General Assembly and constructed to Salem during the antebellum period included the Salem & New Castle Turnpike (1838), the Salem & Pepper's Ferry Turnpike (1838), the Buchanan & Salem Turnpike (1838), and the Southwestern Turnpike (1846).⁹ With these new connections to external markets, Salem's importance to the county and region was established. By 1841, a courthouse, jail, and other governmental buildings were added at the northeast corner of Main and Walnut streets; and merchants, lawyers, officers of the court, and others moved into new businesses, homes, and churches in Salem throughout the period. An unofficial 1840 census recorded 450 individuals in the town, an increase of 160 people in 20 years.¹⁰ Commercial ventures of the period included general, hardware, jewellery, drug, and variety stores; a tailor, a plasterer, a "surgeon dentist" and others offered their services; industries included the Salem Cabinet Manufactory and the Salem Carriage Factory; and three banking institutions were established.¹¹ The town's stature, population base, and economic opportunities were further enhanced when Virginia Collegiate Institute (later Roanoke College) relocated to Salem in 1847 and the Virginia and Tennessee Railroad, chartered in 1849, established a depot in town by 1852.¹² By 1860, Salem's free population had risen to a total of 612 (590 white, 22 black) residents.

Downtown Salem, though not the site of any major battles during the Civil War, nonetheless was directly affected by several events. Captain Abraham Hupp, Salem business and civic leader and longtime local militia commander, organized the first of four volunteer companies from the town to be mustered into service of the Confederate States Army. This company, the Salem Flying Artillery, enrolled volunteers beginning 30 January 1860, on the courthouse grounds. In May 1861, a month after Virginia voted for secession, the Flying Artillery was called up to the C.S.A. as Company A, 9th Regiment, Virginia Volunteers, and reorganized in 1862 as Hupp's Battery, 1st Regiment, Virginia Artillery. Hupp's Battery is credited by

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numerous popular sources as having fired the last shot at the surrender in Appomattox. Three other volunteer companies, led by three brothers of the locally prominent Deyerle family, mustered on the courthouse green during the spring of 1861. The Roanoke Grays, commanded by Captain Madison P. Deyerle, were organized in March 1861, and joined the C.S.A. ranks in Lynchburg a month earlier than the Flying Artillery as Company I, 28th Regiment, Virginia Volunteer Infantry, 1st Corps, Army of Northern Virginia. The Dixie Grays, commanded by Andrew Jackson Deyerle, were organized in June 1861, and entered service in July as Company E, 42nd Regiment, Virginia Volunteer Infantry, 2nd Corps, Army of Northern Virginia. The Roanoke Guards, commanded by John S. Deyerle, were organized in July 1861 and assigned to the Western Army as Company K, 54th Regiment, Virginia Volunteer Infantry.¹³ In addition, two local militia units, which both saw field service, were organized in Salem during the war years: Company E, 1st Regiment, Virginia Reserves--made up of Roanoke College students aged sixteen to eighteen years who had drilled weekly since 1861--was mustered into service in September 1864; Company F, 2nd Regiment, Virginia Reserves--men aged sixteen to eighteen and fifty-five to sixty years--was organized 22 March 1864.¹⁴

Salem, like other communities, endured many privations during the war years. Fortunately, no major military conflicts impacted the town, although two minor altercations did occur. In the winter of 1863, Union Brigadier General William W. Averill raided Salem under orders to "destroy all the bridges, water-stations, and depots on the railroad." On the morning of Wednesday, 16 December, Averill's troops arrived from the east and marched down Main Street to the post office, where they cut telegraph wires before proceeding to the Virginia & Tennessee Railroad line. There the Union troops destroyed additional telegraph equipment, the depot, warehouses, supplies, tracks, a turntable, and several bridges. Throughout the day they apparently also raided the town's business properties and freed several prisoners in the county jail, including two Union soldiers.¹⁵ On the morning of 21 June 1864, Union forces under the command of Major General David Hunter passed through Salem as they retreated from Lynchburg *en route* to West Virginia; with Confederate Army troops pursuing them closely, the only damage they inflicted was to warehouses and bridges on the railroad. Shortly after their departure from Salem, Hunter's reserve artillery and ammunition wagons were attacked in the narrow and steep gap of Mason Creek near Hanging Rock by C.S.A. Brigadier General John McCausland's cavalry. The skirmish, which came to be known as the Battle of Hanging Rock, resulted in a Union loss of a great number of wagons, horses, and several pieces of artillery; Gen. Hunter reported thirty casualties (including killed, wounded and captured) among his troops. At least two Confederate soldiers were killed before the Union forces escaped and continued their retreat.¹⁶

Following the cessation of hostilities, Salem was obliged to host, among other Reconstruction Era officials, 150 soldiers of a "Provost Guard," who were quartered in the courthouse. Although Salem was a relatively small town by modern standards, it was among the largest communities in Southwest Virginia by 1870. The federal census of that year indicated that the town's population had risen to 1,355 (855 white, 500 black) individuals, reflecting moderate growth overall and the first complete enumeration of Salem's

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African-American population (previous to this census, only free black residents were listed in the general census). One of Salem's main attractions to the African-American community was the prospect of free land, donated by Nathaniel Burwell for the use of freed slaves, in the vicinity of present-day S. Broad Street.⁷ In addition, economic opportunities seemed to pick up quickly in the decade following the war's end: a drug store, dentist, two lawyers, a tailor, carriage-maker, an undertaker, a plasterer, and a brick mason were all new to the town.¹⁸

By 1880, a statewide business directory referred to Salem as "one of the most thriving towns in the State;" that year, more than one hundred Salem businesses, many of which were located along the Main Street commercial corridor, advertised their services through the directory. The range of businesses included two agricultural implement stores, one auction house, one bank, two barber shops, one blacksmith, one bookseller, three boot and shoe makers, one cabinet maker, two carpenters, three carriage and wagon makers, one cigar manufacturer, three confectioners, two dentists, two druggists, six general merchants, five grocers, one hardware store, one saddler, one insurance company, ten law offices, two liverys, three milliners, two weekly newspapers, one painter, one photographer, five physicians, four saloons, two tinware shops, two merchant tailors, one tannery, and two jewelers.¹⁹ Although Salem's population between 1870 and 1880 rose by only 404 individuals, its business growth was fueled by an expanding county population, which during the same decade increased by 3,086 persons. O.W. Gray & Son prepared a map of Salem, *circa* 1883, which clearly depicts the density of commercial development along Main Street during this period.²⁰

The business boom accelerated throughout the 1880s and the early 1890s, as railroad expansion--especially the Norfolk & Western Railroad's decision to locate its General Offices and other facilities in nearby Roanoke--encouraged capitalists in Salem and other regional communities to speculate in the development of large parcels of land for residential, manufacturing, and industrial sites. At least twenty-four land companies were chartered in Salem during this period; predominant among them were the Salem Development Company and the Salem Land & Improvement Company. These developments helped provide work and housing opportunities for Salem's quickly expanding population, which almost doubled in the decade between 1880 and 1890. The town's growth during this period reinforced the importance of Main Street as its leading commercial district, and led to the construction of much of the historic district's extant building stock.

In keeping with the town's growth, its administration and provision of services also changed in the final decades of the nineteenth century. A new town hall, erected in 1871 on the site of an earlier hall across College Avenue from the courthouse--co-owned by the town with several community organizations--was in public use as a civic center, assembly hall, and part-time school until its demolition in 1967. In July 1873, the town board of trustees became a town council and its members became aldermen, elected initially in at-large balloting but beginning in 1890 according to geographical wards.²¹ Previously occupants of rented or

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borrowed space, town officials developed Salem's first municipal complex between 1870 and 1900 on several Calhoun Street lots west of College Avenue; the complex of buildings included a scales house, a fire engine house and hose-drying tower, living quarters for a fireman, a stable for the horses and mules used by the street maintenance and fire departments, and a Council Chamber.²² After 1891, the scales house and several other town buildings were removed; their functions were relocated to the more western of the town-owned lots, and the property was transferred to W.D.F. Duval, who erected his new house on the site by 1898.²³

Early in the twentieth century, town council passed several ordinances that required permits for, and placed restrictions on the character of, new construction but that also addressed several public safety concerns in the densely developed commercial district. For protection against destructive fires, wood-clad walls and roofs sheathed in wood shingles or other flammable materials were prohibited beginning in 1904 on any building on Main Street between Broad Street and Limestone Alley (approximated today by Thompson Memorial Drive) and on College Avenue between Main Street and the Roanoke College campus. Public improvements in the downtown during this period, financed through tax revenues and bond issues, included expansion and upgrading of town water, sewer, and electrical systems; purchase of new firefighting equipment; remodeling of a building on College Avenue across from the courthouse for a council chamber and town sergeant's office; and various street improvements. Downtown merchants, in an effort to keep down dust in the town's business section, sponsored regular water sprinkling of the streets.²⁴

Other Progressive Era improvements to the community's infrastructure focused on prominent public buildings. In 1908, the Roanoke County board of supervisors, with advice from Salem's town council, elected to replace the deteriorated 1841 courthouse with a new building. Demolition began in early 1909, and by the spring of 1910, the new courthouse was completed according to the design of Roanoke architect Henry Hartwell Huggins. Salem's educational leadership role in the county was further reinforced with the 1911-1912 construction of Salem High School, designed by Roanoke architect George R. Ragan and located on N. Broad Street. The building complemented nearby Academy Street School, which provided elementary education, by providing secondary education courses in the public school system for the town's white children. Black elementary and secondary students were taught in smaller buildings in or near their segregated neighborhoods during this period.

Two promotional groups formed in 1906, the Salem Board of Trade and the Retail Merchants Association, ensured business community influence in community affairs during this period. The Board of Trade served as a chamber of commerce, attracting new businesses and industries to Salem; the Retail Merchants primarily provided credit checks, but often also supported Board of Trade activities. Both groups actively, albeit unsuccessfully, lobbied the Baltimore & Ohio Railway in 1909 in an effort to extend its Valley Railroad Company line from Lexington to a junction with the Norfolk & Western and Virginian lines at Salem.²⁵ The Retail Merchants Association did succeed in its efforts to attract another college to the town when a Lutheran-sponsored institution in Marion decided to relocate to Salem in 1910 and was renamed

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Roanoke Women's College and later Elizabeth College. Although the institution's campus was outside the downtown commercial area, the district's merchants and hoteliers certainly felt the impact of additional students and their visiting families upon the community.²⁶ Other civic and women's groups, such as the Civic Betterment Association established in 1912, took an active interest in community affairs during the early decades of the twentieth century; projects directly affecting the downtown included fundraising for new trash receptacles along Main Street and for planting more shade trees downtown.²⁷

By 1917, Salem's business community provided an enormous range of products and services, many of which operated in the downtown commercial district; a statewide business directory in that year included the following listings for Salem: one architect, twenty-one attorneys, two auctioneers, one automobile dealership, three bakeries, three banks, four barbers, seven blacksmiths/wheelwrights, two boarding houses, one bookseller, two butchers, one carriage maker, one chemist, two clothiers, three coal and wood sales offices, two confectioners, thirty-one builders, three dentists, four dressmakers, four druggists, three dry goods stores, three electricians, one five-and-dime store, two florists, two furniture stores, one garage, sixty-two general stores, twenty-seven grocers, one wholesale grocer, two hardware stores, three harness and saddlery stores, four feed stores, two hotels, nine insurance agents, two laundries, four livery stables, six lumber dealers, two mattress manufacturers, two milliners, one mineral water bottler, three newspapers, four notaries public, twenty-six house and sign painters, two photographers, eleven physicians, six plumbers, one wholesale post card shop, six printers, one publisher, two railroad contractors, four real estate agents, one restaurant, and one shoemaker.²⁸

During the 1910s, local dissatisfaction with the small size of rented post office space on College Avenue, combined with the political connections of U.S. Representative Carter Glass, contributed to plans for a new federally owned postal facility in Salem. "Glass reasoned that the federal government was building showplace post offices in many smaller towns and Salem deserved one too." At least ten proposed sites, including that of the seriously deteriorated 1871 Town Hall, were offered for sale to the government; most occupied prominent corner sites on Main Street or College Avenue. The site ultimately selected for the post office lay on the northeast corner of Main and Market streets and was purchased by the government in 1916-1917. Old buildings on the site were razed in 1917, but U.S. involvement in World War I delayed construction of the new post office, apparently designed by Treasury Department architect Louis A. Simon, until 1922-1923.²⁹ Awarded first class status by the postal service in 1940, the building remained Salem's principal post office until 1985. In 1992 it was rehabilitated for use as professional offices and an apartment.

The 1920 population of Salem totaled 4,159 individuals. Although the town's population had increased by only 310 over the preceding decade, growing demands for modern public facilities, especially schools, brought about a marked increase in new buildings and expansions of others during the 1920s. The eight-classroom Salem High School was remodeled in 1920 to provide space for industrial arts classes; and in

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1921 received a two-story rear addition with eight more classrooms to accommodate space for courses in home economics, agriculture, and office skills. By the summer of 1923 the school's top floor had been finished as a combination auditorium-gymnasium space. Although the building was gutted by fire in 1931, it was rebuilt within its walls over the next two years and remained in use as an elementary school until 1977.³⁰ Professional planning and supervision of the growing town work force was realized after voters overwhelmingly approved a change to a council-manager form of government; Salem's first town manager, John Parran Broome, was hired in 1922. Broome's top priority was long-range planning, and in 1924 he gained approval for a \$225,000 bond issue to finance a new fire truck, a playground, new sewer lines, and street improvements. By 1925, a convenient and respectable new Municipal Building with town offices, council chamber, and fire department facilities was erected on N. College Avenue, representing a new spirit of "community involvement, managerial skill and physical improvement."³¹

The 1920s also ushered in a period of private-sector investment within the downtown. A new Farmers National Bank opened in 1923 on the northwest corner of Main and College. Diagonally across the intersection, an old frame retail and office building was removed to accommodate the widening of College Avenue; the Salem Theatre was built in its place in 1929-1930.³² The local Kiwanis Club, a mainstay of civic involvement during this period, further enhanced the commercial district through the purchase and installation of a Great White Way--streetlights on ornamental brackets--in 1924. As demand for retail spaces downtown continued to grow, the densely packed commercial area expanded further west along Main Street, into areas of the town formerly developed as residential lots. Most of the commercial buildings built on Main Street during this period were erected west of Market Street, and nearly all of them remain within the district today.

The Depression of the 1930s affected many Salem and Roanoke County residents and businesses, but a diversified base of governmental, educational, and industrial jobs helped sustain Salem's economy. The selection of Roanoke County for a new Veterans Administration Facility, announced in July 1933, ensured stability and growth in the local construction industry, and promised full-time jobs once the facility was placed in operation. New Deal programs directly affected the physical character of Salem as well. In the summer of 1933, a \$15,000 federal recovery grant helped rebuild highway U.S. 11 through town. In September 1933, "a committee headed by Mayor John E. Shank reported that 100 percent of Salem firms were displaying the blue eagle insignia of the National Recovery Administration (NRA), signifying their cooperation in reducing the hours in the work week to help create more jobs and in raising wages to a minimum level." Civil Works Administration (CWA) funds were used in the winter of 1933-1934 to build stone walls to channel waters in Snyder and Dry branches through downtown; portions of the walls remain visible on the grounds of city hall.³³ Other community self-help facilities of the period included a produce cannery set up at the old high school on Broad Street in July 1934 by the Kiwanis Club for people harvesting the fruits of their government-provided seeds.³⁴

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The Salem Business Men's Association, another in the series of business and civic organizations active in Salem, was founded in 1934. Reconstituted as the Salem Chamber of Commerce in 1935, the organization adopted a comprehensive approach to downtown vitality. Their motto, "Salem--The Town of Friendly Service," emphasized the group's efforts to attract businesses and customers by compiling lists of rental properties to aid new arrivals; arranging off-street, public parking; and sponsoring special promotional "Salem Days."³⁵ Salem gained another important downtown amenity came in 1936. That year, land on the south side of Main Street was purchased by Salem for a park, later named Younger Park; on the site, town and WPA funds were used to build a small tourist center with a central information room and flanking comfort stations. At the instigation of the Salem Women's Club, the center was adapted for use as a public library within the next year.³⁶

World War II brought few physical changes or unusual events to the downtown. The town hosted the organizational meeting of the Roanoke County-Salem-Vinton Defense Council on 11 December 1941; as an affiliate of the Radford Regional Defense Council, it served to coordinate volunteer efforts locally. A control center for defense against air attacks was also established adjacent to the Municipal Building. The Roanoke County War Price and Rationing Board operated out of the Starkey Building at 306 E. Main after it outgrew quarters at McClung Building across the street. With food rationing in effect, the cannery at the old high school on Broad Street was returned to community service.³⁷

In Salem, as in most U.S. communities, the end of World War II led to a surge in economic development activities. Downtown buildings underwent remodelings or were replaced by new construction, such as the Russo Professional Building that Dr. A.J. Russo had erected on the corner of S. College and Clay in 1946-1947. Salem's first female general practice physician, Dr. Esther Clark Brown, opened her practice in the building. Growth continued in Salem during the mid-twentieth century, as large industries such as General Electric were attracted to the community and as the town expanded its boundaries through annexations. Retail businesses in the downtown continued to benefit from industrial, governmental, and collegiate expansion, particularly after the town of Salem, threatened with annexation or consolidation by nearby Roanoke City, elected instead to seek independent city status, which it achieved in 1968. Although some buildings in the downtown were lost to demolitions during the 1960s and 1970s, those losses did spur area residents to create a local preservation group--now the Salem Historical Society--which has encouraged broader interest in the community's historic buildings and in historic preservation activities. In recent years, the city and merchants have actively undertaken downtown revitalization efforts, including special promotional events such as "Old Salem Days;" streetscape improvements such as brick sidewalks, buried power lines, street trees, and appropriate lighting; construction of a Farmer's Market along Main Street; and rehabilitations of older buildings by property owners. These activities indicate a strong community commitment at the public and private levels for the long-term preservation of the Downtown Salem Historic District.

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STATEMENT OF SIGNIFICANCE (continued)

The Salem Business Men's Association, another in the series of business and civic organizations active in Salem, was founded in 1934. Reconstituted as the Salem Chamber of Commerce in 1935, the organization adopted a comprehensive approach to downtown vitality. Their motto, "Salem--The Town of Friendly Service," emphasized the group's efforts to attract businesses and customers by compiling lists of rental properties to aid new arrivals; arranging off-street, public parking; and sponsoring special promotional "Salem Days."³⁵ Salem gained another important downtown amenity came in 1936. That year, land on the south side of Main Street was purchased by Salem for a park, later named Younger Park; on the site, town and WPA funds were used to build a small tourist center with a central information room and flanking comfort stations. At the instigation of the Salem Women's Club, the center was adapted for use as a public library within the next year.³⁶

World War II brought few physical changes or unusual events to the downtown. The town hosted the organizational meeting of the Roanoke County-Salem-Vinton Defense Council on 11 December 1941; as an affiliate of the Radford Regional Defense Council, it served to coordinate volunteer efforts locally. A control center for defense against air attacks was also established adjacent to the Municipal Building. The Roanoke County War Price and Rationing Board operated out of the Starkey Building at 306 E. Main after it outgrew quarters at McClung Building across the street. With food rationing in effect, the cannery at the old high school on Broad Street was returned to community service.³⁷

In Salem, as in most U.S. communities, the end of World War II led to a surge in economic development activities. Downtown buildings underwent remodelings or were replaced by new construction, such as the Russo Professional Building that Dr. A.J. Russo had erected on the corner of S. College and Clay in 1946-1947. Salem's first female general practice physician, Dr. Esther Clark Brown, opened her practice in the building. Growth continued in Salem during the mid-twentieth century, as large industries such as General Electric were attracted to the community and as the town expanded its boundaries through annexations. Retail businesses in the downtown continued to benefit from industrial, governmental, and collegiate expansion, particularly after the town of Salem, threatened with annexation or consolidation by nearby Roanoke City, elected instead to seek independent city status, which it achieved in 1968. Although some buildings in the downtown were lost to demolitions during the 1960s and 1970s, those losses did spur area residents to create a local preservation group--now the Salem Historical Society--which has encouraged broader interest in the community's historic buildings and in historic preservation activities. In recent years, the city and merchants have actively undertaken downtown revitalization efforts, including special promotional events such as "Old Salem Days;" streetscape improvements such as brick sidewalks, buried power lines, street trees, and appropriate lighting; construction of a Farmer's Market along Main Street; and rehabilitations of older buildings by property owners. These activities indicate a strong community commitment at the public and private levels for the long-term preservation of the Downtown Salem Historic District.

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STATEMENT OF SIGNIFICANCE (continued)

NOTES

1. Middleton, *Salem*, pp. 31-35.
2. The text of the General Assembly Act is reproduced as an illustration in Middleton, *Salem*, p. 34.
3. Middleton, *Salem*, p. 37.
4. Botetourt County Surveyor Record Book 3, p. 495; reproduced as an illustration in Middleton, *Salem*, p. 32.
5. Middleton, *Salem*, pp. 43-44.
6. Wood, *Botetourt County* map (1821).
7. Middleton, *Salem*, p. 44.
8. Ibid., pp. 48, 51-54.
9. McCauley, pp. 121-122.
10. Middleton, *Salem*, p. 56.
11. Ibid., pp. 68-69.
12. Ibid., pp. 56, 63-64.
13. Ibid., pp. 77-79. Middleton, as documentation for the claim that Hupp's Battery fired the last shot at Appomattox, references accounts of the surrender found in two period magazines, General D.H. Hill's *The Land We Love* (July 1869) and *Harper's Weekly*.
14. Middleton, *Salem*, pp. 97-99.
15. Ibid., pp. 85-90.
16. Ibid., pp. 92-97.
17. Ibid., p. 101.

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STATEMENT OF SIGNIFICANCE (continued)

18. Ibid., p. 104; quoted from the *Roanoke Times* (Salem; weekly), 29 June 1866.
19. Chataigne, pp. 443-445.
20. *Gray's Map*.
21. Middleton, *Salem*, p. 109.
22. Ibid., pp. 115-116.
23. Sanborn(s) 1886, 1891, 1898.
24. Middleton, *Salem*, pp. 218-221.
25. Ibid., pp. 239-241.
26. Ibid., pp. 252-254.
27. Ibid., pp. 256.
28. *Virginia Business Directory and Gazetteer*, pp. 859-865.
29. Middleton, *Salem*, pp. 263-265; and Pezzoni, "Salem Post Office," 8.9.
30. Middleton, *Salem*, p. 292, illus. 16, 17 (following p. 112), illus. 69 (following p. 368).
31. Ibid., pp. 280-283.
32. Ibid., p. 286.
33. Ibid., p. 310.
34. Ibid., p. 311.
35. Middleton, *Salem*, p. 314.
36. Ibid., p. 320.
37. Ibid., p. 332-333.

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10. GEOGRAPHICAL DATA

UTM References (continued)

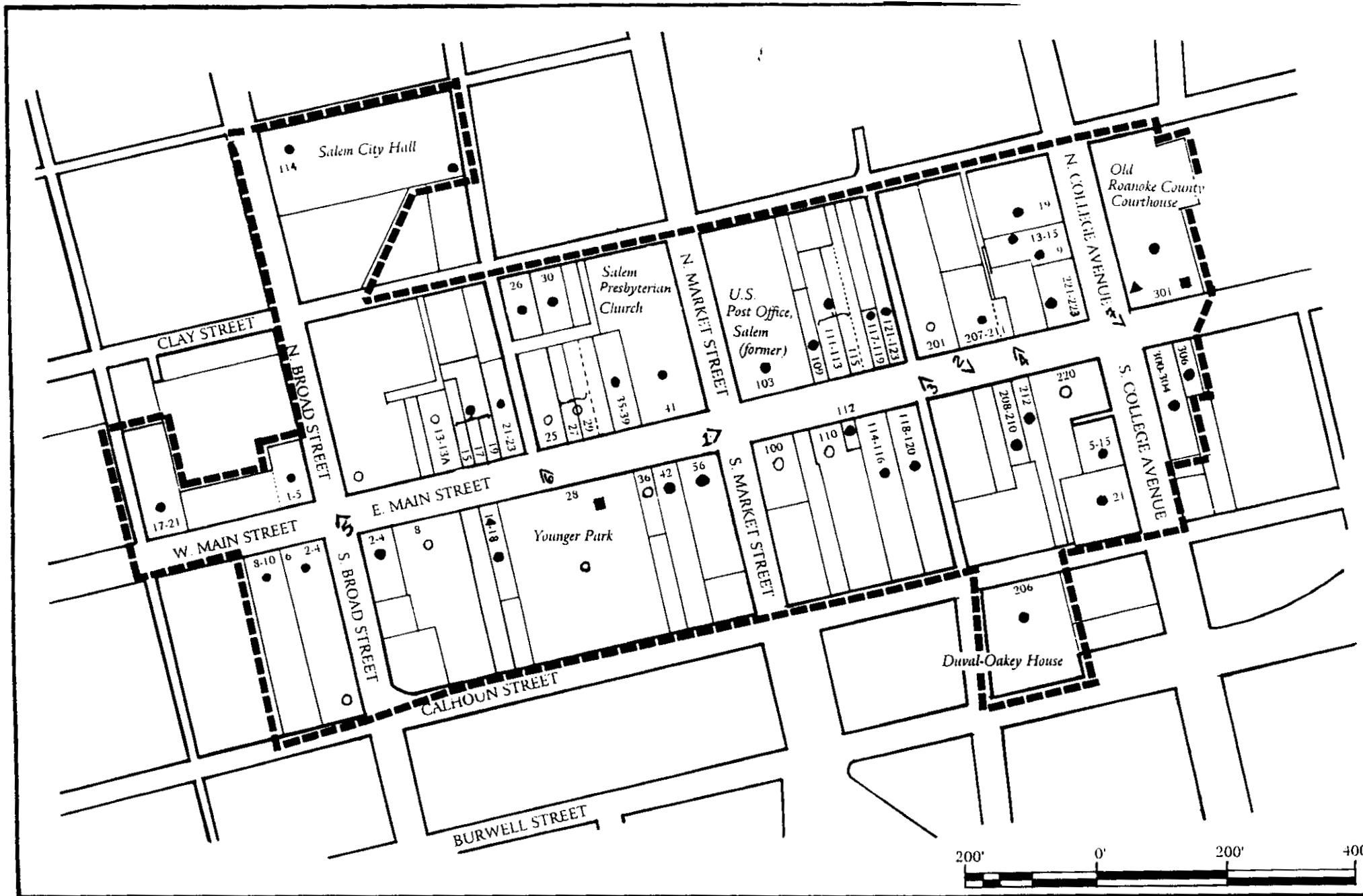
	Zone	Easting	Northing
5:	17	583340	4127340

-Verbal Boundary Description

The boundaries of the Downtown Salem Historic District are indicated by the heavy dashed line on the enclosed sketch map of the property, derived from the city tax maps and drawn at a scale of 1" = 200'.

Boundary Justification

The boundaries of the Downtown Salem Historic District encompass all those contiguous areas of the historic commercial and governmental core of Salem that reflect its historic character as established during the period of significance and that retain sufficient integrity of form and materials. The district includes most of the original gridded town plat, dating from 1802, except in those areas where modern alterations and intrusions have altered the character of the streetscape. Only two included properties project from the otherwise regular and linear form of the district. One, the Salem Municipal Building--formerly Salem High School--on N. Broad St. is defined by its property line and by the banks of Williams Creek. Its inclusion is merited by the building's institutional importance to the entire community; adjacent residential properties to the north along Broad Street are not included due to their inherently different historic context and relevance in the larger community. The Duval-Oakey House, at 206 E. Calhoun Street, has also been included in the district as an extremely fine and well-preserved example of Queen Anne residential architecture; in immediate proximity to the traditional commercial district, the house is isolated from other residential neighborhoods and now serves in part for income-producing purposes, making it a logical choice to be included within the Downtown Salem Historic District.



Downtown Salem Historic District

City of Salem, Virginia

Numbered pointers indicate direction of view of accompanying photographs.

Heavy dashed line indicates boundary of nominated area.

Source: Ownership Maps for the City of Salem, nos. 105, 106, 121, 122

Scale: 1" = 200'

KEY TO SYMBOLS USED (contributing resources indicated by darkened symbols):

- ○ = building
- ▲ △ = object
- □ = site

