HISTORIC ARCHITECTURAL SURVEY OF
AND NATIONAL REGISTER NOMINATIONS FOR
ROANOKE DOWNTOWN HISTORIC DISTRICT,

ROANOKE, VIRGINIA

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ABSTRACT

In July 2000, the City of Roanoke successfully applied for a matching grant from the Virginia Department of Historic Resources (VDHR) to conduct an Historic Architectural Survey of approximately 200 structures in downtown Roanoke to nominate as a National Register historic District. In October 2000, Hill Studio, P.C. was contracted by VDHR to conduct this survey. The survey project was carried out under the general direction of Alison Blanton, architectural historian and project manager. Mary Zirkle assisted in the documentation of the structures and the preparation of the final survey report and nominations.

Half of the funding and all project oversight were provided by the Department of Historic Resources through their Cost-Share Program. The City's portion of the grant was provided by a special City Council appropriation.

The contractual agreement specified that 200 structures were to be surveyed at the reconnaissance level for the 49-acre historic district. All information from the field survey and analysis was entered into the Data Sharing System (DSS) database managed by VDHR. The site file for each of these surveys includes a DSS-generated report with an architectural description and a significance statement as well as archival black-and-white photographs, a site plan, and a base map showing the location of each resource. The nomination for the potential historic district was presented to the Virginia State Review Board for listing on the National Register in June 2002.

The final products of this project include: a survey report; site files; base maps; National Register Nomination Forms for the historic district, and, a scripted slide presentation suitable for use by local civic and school groups. The survey report, which will be available to the public at the Virginia Room of the Main Branch of the Roanoke City Library, includes copies of the National Register nomination. The statement of significance in the Roanoke Downtown nomination provides an overview of the history of Roanoke and the downtown area as represented by the historic resources in the survey area. The description section of the nomination includes a building-by-building inventory that identifies all contributing and non-contributing resources in the district. The survey report will serve as a planning document for making land-use decisions and planning for future survey, evaluation, and treatment of the historic and architectural resources within the historic district area of downtown Roanoke.
ACKNOWLEDGEMENTS

This project could not have been completed without the generous support and cooperation of the City of Roanoke, local residents and business owners, and the Virginia Department of Historic Resources.

Neil Holthouser and Chris Chittum of the City of Roanoke Department of Community Planning and Development, under the direction of Evie Lander, contributed invaluable support to the project through their initial involvement and by providing information and assistance that expanded our knowledge of the city and its architectural and planning history. In particular, the City provided Hill Studio with copies of maps, planning documents, and other data related to the properties within the survey area as well as hosted kick-off and district hearing meetings. The staff of the Virginia Room at the Roanoke City Library was also helpful in providing access to their valuable collections. The local residents, building owners and business owners provided information on the history and significance of the people and places in the downtown area as well as the needs and concerns of the property owners in the area today.

In addition to co-sponsoring the project, the Virginia Department of Historic Resources (VDHR) also provided valuable guidance and support in completing the survey. Margaret Peters, Survey Manager and director of the Cost-Share Program in the Richmond office, as well as Dr. John Kern and Mike Pulice in the Roanoke Regional Preservation Office of VDHR supervised the administrative aspects of the project and reviewed the survey report. Dr. Kern also attended the public meetings associated with beginning and concluding the project.

The generosity of time and ideas offered by these people made a substantial contribution to our understanding of the historic resources of downtown Roanoke as reflected in the contents of this report. Hill Studio is indebted to them for their interest, enthusiasm, and support.
CHAPTER 1: PROJECT BACKGROUND

Introduction

In July 2000, the Virginia Department of Historic Resources (VDHR) awarded a matching grant to the City of Roanoke through its Cost-Share Program to conduct an historic architectural survey of 200 structures in the downtown area of Roanoke, Virginia. In October 2000, Hill Studio, P.C. was contracted by the VDHR to conduct this survey. The survey project was carried out under the general direction of Alison Blanton, architectural historian and project manager. Mary Zirkle of Hill Studio assisted in the documentation of the structures and the preparation of the survey report. Margaret Peters, director of the Cost-Share Program at VDHR in Richmond administered the project with the assistance of Dr. John Kern and Mike Pulice of the Roanoke Regional Preservation Office of VDHR. Funding for the City's portion of the matching grant was provided through a Community Development Block Grant from the U.S. Department of Housing and Urban Development. At the conclusion of the project, the survey findings and recommendations were presented to interested Roanoke City officials and the local residents at a public meeting hosted by the City of Roanoke Department of Planning and Community Development and the Roanoke Regional Preservation Office on May 7, 2002.

Project Description

Purpose
The purpose of this project was twofold. It was intended to provide the City of Roanoke, property owners and the VDHR with a more thorough understanding and assessment of the historic resources in the downtown area by completing a survey and National Register nomination form, which documented its significance to the history and development of Roanoke. The knowledge gained from this survey and nomination will help to achieve this purpose by providing information that is necessary to make informed comprehensive planning decisions that are sensitive to the significance of these resources and that will protect them. Second, the project was undertaken to make it easier for property owners to pursue State and Federal Tax Credits for rehabilitating and preserving their buildings that are included as contributing structures in the National Register historic district.

Objectives
The primary objective of this project was to conduct a reconnaissance-level survey of 200 historic architectural structures in the downtown area of Roanoke. Working from this survey and a Preliminary Information Form, the Downtown Roanoke Historic District was to be nominated for listing on the National Register.

Study Area
The study area for the Roanoke Downtown survey encompassed a 49-acre area in downtown Roanoke bounded by Salem Avenue to the north; South Jefferson Street to the east; Franklin Street, Bullitt Street and Luck Avenue to the south; and Fifth Street, S.W. to the west (Figure 1). The study area was determined by surrounding historic districts.
The boundaries of the historic district within the survey area were determined by identifying the historic time period and uses of buildings associated with the historic context of the district as well as the integrity of the existing fabric.

*Figure: Roanoke Downtown Historic District Survey Area*

*Products*
The final products of this survey project include: a survey report; a DSS database for the survey area; site files; base maps; a National Register nomination for the historic district; and a scripted slide presentation suitable for use by local civic and school groups. The survey report, which will be available to the public in the Virginia Room at the Main Branch of the Roanoke City Public Library, includes an overview of the history of downtown Roanoke as represented by the historic resources in the survey areas as well as a description section that includes a building-by-building inventory of the resources in the district as part of the National Register nomination. The survey report is intended to serve as a planning document for making sensitive land-use decisions and planning for future survey, evaluation, and treatment of the historic architectural resources within the downtown area. The site files, photographs, and base maps prepared from the survey will become part of the archival collection at VDHR in Richmond. Copies of these materials as well as the DSS database for the survey will be given to the City of Roanoke Department of the Planning and Community Development to supplement the survey report.
CHAPTER 2: METHODOLOGY

Survey Design

In conducting the survey of the downtown area of Roanoke, an established project methodology proved to be a critical step in the efficient and effective survey. The survey methodology was based on the following criteria: carefull review of the study area boundaries; a building-by-building survey of all buildings within the survey area; historic and/or architectural significance; integrity and threat to the resource. In order to apply these criteria, Hill Studio conducted a review of existing materials, preliminary fieldwork, and a public meeting to consult with local residents and property owners. In following this design, a historic context for the study area was developed that served to guide the survey as well as aid in determining the relative significance of those resources surveyed.

Literature and Records Review

Background data was reviewed prior to, during, and after completion of the fieldwork. This review of existing information included the compilation of all relevant materials on file at VDHR and the City of Roanoke, as well as a general search for published materials at local and state libraries. Resources consulted included: city and county court records; Sanborn Fire Insurance Maps; Roanoke City Directories; United States Census records; local newspapers; the archive files of the Virginia Room at the Roanoke City Library; as well as relevant published works.

Previous Architectural Investigations

Various other surveys have been conducted of the downtown area. These surveys were available in the VDHR IPS database and were reviewed for content and significance statements. These previous surveys contributed some vital information to placing several resources in their proper historic context. These resources were reviewed in a windshield survey that ascertained their existing condition. A total of four individual buildings and one historic district had previously been listed on the Virginia Landmarks and National Register.

A Preliminary Information Form (PIF) was prepared by Hill Studio in order to determine initial eligibility of the proposed district and the boundaries. The PIF was submitted to the State Review Board at its December 2001 meeting.

Public Meetings

A public information meeting was sponsored by the RRPO and City of Roanoke on January 16, 2001. The meeting was advertised in the local newspaper and notices mailed to all property owners. The purpose of the meeting was to introduce Hill Studio to the local citizens and property owners and to explain the background, purpose, and process of the survey and nomination project. The meeting began with a slide presentation by Hill Studio detailing the survey mission of VDHR, the Cost-Share Program, VDHR's
approach to analyzing historic resources through time periods and themes, the nomination process, as well as the benefits and products of the project. The meeting continued with a participatory discussion on issues and concerns of the public and the location of the historic resources that are significant to the history of downtown Roanoke.

A final public meeting was held at the conclusion of the project to report on the survey findings, evaluations, and process of listing the Roanoke Downtown Historic District on the National Register. This meeting was hosted again by the RRPO and the City of Roanoke on May 7, 2002. Part of the process for National Register listing is to notify all property owners within the District and immediately adjacent to properties in the District.

**On-Site Survey Methodology**

Resources located within the draft Historic District boundaries as identified in the PIF were the primary targets for survey. Resources in the larger study area were also surveyed and evaluated in order to assess their possible contribution to the historic context and time period of the proposed district.

**VDHR Data Sharing System (DSS) Data Entry**

The VDHR Data Sharing System (DSS) is a computer database system developed by the National Park Service and customized to meet VDHR’s computer needs for storage and analytical retrieval of survey information. All of the survey information from the survey of approximately 200 properties was entered into the VDHR-DSS system. Fields of information entered into DSS for each surveyed site include:

- VDHR site file identification number
- Property name
- Address/Location of resource (including city or county)
- USGS quadrangle name
- Site description
- Resource classification by type, including all associated secondary resources
- Date of construction
- VDHR historic context
- Physical conditions
- Threats to the property
- Primary exterior components and materials
- Architectural style
- Architectural description
- Additions or alterations description
- Secondary resources description
- Architectural and historical significance statement
- Bibliographic data
- Graphic documentation, including photographic negative numbers
This computer system allows for information to be entered into the computer and stored. The database can also be sorted and enumerated for accurate and consistent counts of survey findings. Computer reports can be generated to produce frequency counts on a variety of fields, including: architectural style; chronological date or period of construction; address; associated individuals; and building materials, to name a few. The DSS database is an important component of the survey and will be a useful planning tool for Roanoke. Diskettes containing the survey information compiled were provided to VDHR and the City. The information in the database can be updated on a continual basis and used to generate useful reports.

**Expected Results**

As dictated in the VDHR Request for Proposal (RFP) and the contractual agreement with Hill Studio, the project was expected to accomplish approximately 200 reconnaissance-level surveys. Given the downtown context of the project area, it was expected that the vast majority of the properties surveyed would be buildings dating from the late 19th to the mid 20th In addition to the survey and documentation of the individual resources, it was expected that a National Register Nomination would be prepared for the Roanoke Downtown Historic District.
CHAPTER 3: NATIONAL REGISTER NOMINATION: ROANOKE DOWNTOWN HISTORIC DISTRICT

HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS

Summary Description
The Roanoke Downtown Historic District is located in the southwest quadrant of the greater downtown area of the City of Roanoke, which was the major transportation, industrial, and commercial city for Southwest Virginia from the late 19th century through the mid-20th century. The 28-block district consists of Campbell Avenue S.W., Church Avenue S.W., Franklin Road, Kirk Avenue S.W. and Luck Avenue S.W. between the cross streets of South Jefferson Street and South First to Third streets. The district continues to serve as the business and governmental center of the city with South Jefferson Street serving as the central thoroughfare of downtown, dividing east and west. The 46.5 acre district is composed of 28 relatively intact city blocks of commercial, social, and governmental buildings and structures ranging in date from the late 19th century to the mid-20th century. Buildings in the district represent a variety of styles from the different periods, including the Italianate, High Victorian, Neoclassical, Craftsman, Moderne and Art Deco styles. The district, which is surrounded by National Register Historic Districts, consists of 144 primary resources and 1 secondary resource for a total of 145 resources. The majority of these resources (138) are buildings. Of the 145 total resources, 70% are contributing, with 45 (38 buildings, six parking structures and one memorial object) resources in the district are non-contributing either due to their date of construction or loss of historic integrity through alterations.

HISTORIC DEVELOPMENT AND ARCHITECTURAL ANALYSIS

Setting
The Roanoke Downtown Historic District is situated immediately south of the Norfolk Southern Railway tracks, the Norfolk & Western Railway Historic District and the Roanoke Warehouse Historic District. The City Market Historic District, consisting of late 19th to early 20th century commercial buildings surrounding the 1922 City Market Building, stands directly east of Jefferson Street. The turn-of-the-century residential district of the Southwest Historic District bounds the downtown district to the south and west. With a variety of different building types, dates, and styles, the Roanoke Downtown Historic District continues to serve as the business and governmental center of the city. Efforts are currently underway, including a Master plan update, that serve to recognize and revitalize its historic role in the development activity of the city.

Antebellum Period (1830-1860)
The first settlement in the area of Roanoke formed in 1834 around Pate’s Store northeast of downtown (near the present intersection of Interstate 581 and Orange Avenue) and was first known as "Big Lick" in reference to the salt licks in the area. The town was laid off into lots that were auctioned and the town was chartered in 1835 and renamed Gainesborough. With the completion of the Virginia and Tennessee Railroad line from
Lynchburg to Roanoke in 1852, the town began to shift further south to the tracks and the Big Lick Depot towards the present-day site of downtown. Stores, warehouses and residences began to appear around the intersection of Commerce (Second) Street and the tracks. By the time of the Civil War, the settlement of Big Lick consisted of approximately five commercial buildings, including a tobacco factory, and five dwellings (Jack and Jacobs 1912:27).

**The Civil War (1861-1865)**
During the Civil War, the little community of Big Lick suffered as the Union forces attacked the railroad to destroy this important transportation and supply line. The Big Lick Depot and tracks were destroyed in 1864 as well as nearby factories.

**Reconstruction and Growth (1865-1917)**
Big Lick recovered fairly quickly after the war and was chartered as a town in 1874 with boundaries extending one square mile from the depot. The first structure built in the new town was a jail. By 1876, Big Lick consisted of three churches, seven dry goods stores, a drug store, a bank, five tobacco factories, three tobacco warehouses, a flour mill, a foundry, a tinware manufacturer, a harness maker, a wagon and plow factory, two blacksmith shops, two photograph galleries, and three saloons. Land at this time was valued at $30 per acre (Jack and Jacobs, 1912: 93). Rorer Hall, a two-story frame storehouse on the northeast corner of Campbell Avenue and Third Street, served as the first town hall, thus establishing the seat of government in the area between Second and Third streets on Campbell Avenue, where the present **City Hall/Municipal Building** stands. The new **City Hall/Municipal Building** was designed in 1915 by noted Virginia architects Edward G. Frye and Aubrey Chesterman in the Neo-classical style. Its spacious setting on an entire city block and its imposing presence with three projecting bays sitting on a raised base with colossal Ionic columns and a full entablature illustrate the influence of the City Beautiful Movement that was popular in civic architecture in the early 20th century.

In 1881, the Shenandoah Valley Railroad from Hagerstown, Maryland announced that Big Lick would become the southern terminus of its line. This announcement precipitated the development of the City of Roanoke. As the railroad officials selected a location for the tracks, the depot, an office building, and a hotel near the intersection of Jefferson Street and the railroad, the town began to expand eastward from Commerce Street. In 1882 the town of Big Lick was renamed Roanoke in celebration of the anticipated growth of the town as an important railroad center. By 1884, the population had reached 5,000 and Roanoke became a city. The infrastructure of the city developed quickly as citizens passed a $90,000 bond in 1886 for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school (White 1982:72). The Southern Bell Telephone and Telegraph Company began operations in 1884 and the **Roanoke Daily Times** published its first paper in 1886. Other services established in the city by 1890 included the Y.M.C.A., the Vigilante Fire Company, the Roanoke Street Railway Company, the Roanoke Electric Light & Power Company, the Allegheny Institute, and the National Business College.
With the growth in population and prosperity brought on by the railroad, the commercial
district of Roanoke expanded from the village of Big Lick to provide goods and services
to the new city. Campbell Avenue and Jefferson Street became the primary commercial
streets, linking the business of City Hall on Second Street S.W. to the railroad nucleus
around Jefferson Street and the City Market Building at the east end. The earliest
commercial buildings were typically three-story, three-bay brick structures such as the
**Asberry Building** and the **E.H. Stewart Furniture Company**, both built ca. 1890 in the
first block of West Campbell Avenue. Their brick construction was a sign of the growing
prosperity of the times as well as the more permanent development of the area. Designed
in the Italianate and Victorian styles of the times, these buildings featured wood
storefronts with transoms, window surrounds on the upper floors, and elaborate cornices
and parapets. Small retail establishments occupied the first floor with offices on the
upper floors. The 1892 **Roanoke Times Building (122 West Campbell Avenue)** and
the **John M. Oakey Inc. Building (124 West Campbell Avenue)** are slightly simpler
examples from this period without the elaborate parapets. Both Campbell Avenue and
South Jefferson Street were lined with these smaller commercial buildings by the early
20th century. Many of these buildings still survive, particularly along the 300 and 400
blocks of South Jefferson Street.

A number of financial institutions erected their banking facilities on Campbell Avenue
and/or Jefferson Street. The First National Bank, chartered in 1882, moved from
Commerce Street to the Terry Building at Jefferson Street and Campbell Avenue before
constructing its own, **First National Bank, at 101 South Jefferson** in 1910. Designed
by Norfolk architect John K. Peebles, this seven-story brick building, which combines
banking facilities with office space, featured a granite base and elaborate classical
detailing in its entrance, cornices, and rooftop balustrade. At a cost of $175,000, **First
National Bank** stood as the tallest building in Roanoke and was referred to as the
“Temple of Finance” (National Register Nomination, First National Bank, 1982:2). The
**National Exchange Bank (201 South Jefferson Street)** was constructed at the
intersection of Jefferson and Campbell in 1912. This two-story Neo-classical building,
designed by the Baltimore firm of Wyatt and Nolting is monumental in scale using
Roman temple forms and colossal Ionic columns, stood as a testament to the strength and
stability of the financial institution.

A number of larger office buildings were also constructed in the early 20th century,
typically occupying the prominent corners of the downtown streets. The **Strickland
Building/Mountain Trust Bank (302 South Jefferson)** was constructed in 1915 to the
design of B.T. Weaver before becoming the Mountain Trust Bank Building in 1919. This
six-story brick building designed in the Classical-Revival style features a stone base with
cornice, brick quoining at each bay, exaggerated keystones, and a heavy cornice with modillions. The **Thurman and Boone/S.H.
Heironimus Building (401 South Jefferson)** was constructed ca.1915 as one of the first
large department stores. This four-story, stone-faced building, which has recently
undergone renovations that included the removal of a ca. 1960s metal façade, features
large windows and a simple cornice.
The area of First Street began to develop further during this period as well. The three-story brick Horton Building (304 First Street), constructed in 1909 on the former site of a livery stable to house the newly chartered Grand Piano Company, features cast-stone belt courses and window heads as well as a heavily bracketed cornice and recessed panels along the attic level. The Anchor Building/Shenandoah Building at 301 First Street was designed by Homer Miller initially as a three-story building in 1910 at a cost of $75,000 (Wells, 298). The large brackets above the windows of the third story are reminiscent of this original construction. In 1923, the Shenandoah Life Insurance Company purchased the building and four additional stories were added by T.W. Fugate and W.P. Henritze (Barnes, 1968:603, Whitwell and Winborne, 1982:166-167). The expanded design of the building reflects the Chicago style of skyscrapers with the skeletal brick walls of the upper stories topped by a heavy cornice. The 1911 Masonic Lodge/Reams, Jones & Blankenship Furniture Company (211 First Street) is another example of a larger office building constructed on a corner of First Street in the early 20th century. This four-story brick building features decorative metal panels in the cornice. The large metal medallion at the center of the cornice and the large arched windows on the fourth floor indicate its use as a Masonic Hall. The storefront was redesigned in the 1940s and is an excellent example of the Art Deco style. One block to the west, the 1916 Phelps and Armstrong Furniture/Grand Piano Company Building stands across from City Hall on Second Street. This five-story building is designed in the typical early skyscraper style with a base of ground-level storefront space, an intermediate shaft, and a top floor with heavy cornice supported by brackets. A belt course separates the three components.

A number of congregations worshiped in the area along Church Avenue west of Second Street. Although as many as five churches were located in the area in the early 1900s, the only church that survives in the district today is the 1890 Greene Memorial Church (402 Second Street). This stone-faced, Gothic-Revival style church with its tall corner bell tower was originally constructed by the congregation of St. Mark’s Lutheran Church. In 1902, the congregations of Greene Memorial Methodist Church and St. Mark’s Lutheran Church traded buildings and the structure became known as Greene Memorial Methodist Church. In 1914, a Sunday School wing designed by Clarence Hinnant was added to the church (Wells, 1998 :198).

World War I and World War II (1917-1945)
Roanoke continued to grow and to prosper during the period between the two world wars. The City Beautiful Movement, which influenced the construction of the new City Hall/Municipal Building in 1915, continued to direct civic architecture by further establishing this as the governmental center with the construction of the United States Post Office and Courthouse (220 Church Avenue) in 1930. Located directly across Church Avenue from the Municipal Building, this Beaux-Arts style building designed by James A. Wetmore features a rusticated stone base with arched openings and two upper floors of brick united by Ionic pilasters capped by an entablature and modillioned cornice confirmed this area as the governmental center of the city and a western anchor to downtown.
The general prosperity of the times prompted a number of building projects as a number of new office buildings, hotels, banks, and department stores were constructed during this period in the commercial district centered on Jefferson Street and Campbell Avenue. The **Boxley Building (416 Jefferson Street)** was constructed in 1921 by W.W. Boxley, a prominent local businessman, developer and mayor of Roanoke. Designed by Edward G. Frye and Edward Stone, the eight-story building was the newest skyscraper in town and features the typical form of an early 20th century tall building with a granite base, shaft of light beige brick with decorative terra cotta inserts, and a capital formed by the ornate eighth floor separated by a belt course and topped by a finely detailed copper cornice. W.W. Boxley was also involved with the development of the **Patrick Henry Hotel (617 Jefferson Street)**. Designed in 1925 by New York hotel architect William Lee Stoddard, the ten-story brick structure stands as an extravagant example of the Colonial-Revival style with a stone base, shaft of dark red brick, and ornate cornices of cast concrete at the storefront and roof levels. The top floor features arched windows with ornately carved surrounds. An enclosed, cast-iron balcony extends across the front entrance of the building.

Banks continued to expand and merge during this period and their buildings reflect their prominence downtown during this period. The **Colonial National Bank (202 Jefferson Street)** constructed a landmark building on the corner of Jefferson and Campbell in 1927 that stood as the tallest building in Roanoke for half a century. This twelve-story building designed by Frye and Stone in a modified Classical-Revival style features a granite base of three stories with a shaft of ornamental gray enamel brick that culminates in the capital of the building formed by the top two floors with decorative terra cotta panels, a frieze of terra cotta rosettes, and a cornice with modillions. Large, two-story window openings on the Campbell Avenue façade add a modern touch to this building. Directly across Jefferson Street, the **National Exchange Bank (201 Jefferson Street)** also expanded, constructing an addition in 1935 that extended the original 1911 Neoclassical design by Wyatt and Nolting.

Two social institutions constructed new buildings during this period. The **Knights of Pythias Building (5 Franklin Road/511 South Jefferson Street)** was constructed in 1919 by Frye and Pettit at a cost of $65,000. This three-story brick building features elaborate terra cotta detailing in its cornices. The **Y.W.C.A. Building (605 First Street)** was designed in 1926 by Eubank and Caldwell in the Beaux-Arts style to take advantage of its corner siting. The three-story brick building with contrasting cast-concrete detailing features paired, arched windows with keystones and surrounds on the ground floor as well as quoins on the prominent corner with its arched entrance.

The period after World War I introduced the more streamlined vocabulary of the Moderne and Art Deco styles. The **United Cigar Company (1-5 Campbell Avenue)**, constructed in 1929 at the city’s most prominent intersection, stood as a deviation from the Neoclassical bank buildings across the street. The nine-story **Medical Arts Building (26 Franklin Road)**, constructed in 1929, and the 1940 **Appalachian Electric Power Building** next door stand as an impressive collection of the new styles, with their vertical emphasis and intricate brickwork in geometric patterns. The prominence of the
downtown department store continued as N.W. Pugh Department Store (35 Campbell Avenue), which had been located at the corner of Campbell and First Street since the early 1900s, built a new store in 1931 on that location after a fire destroyed the original building. Designed in the Art-Deco style, the grayish-brick building features intricate geometric patterning in the recessed window bay. Although the building has been covered with a brick veneer, stylized iron downspouts are still visible at the rear of the building. The Crystal Tower Building (131 Campbell Avenue) stands as another example of the style with its emphasis on verticality with pilasters that extend to the stylized parapet wall. One of the most modern buildings in design and function was the WDBJ Building (124 Kirk Avenue), constructed in 1937 in the Moderne style as the second licensed broadcasting station in the state (Barnes, 1968:770). The tall narrow windows with panels of geometric brickwork above and below give this two-story an unusually strong vertical effect.

The immediate post-World War II era was also a prosperous time for Roanoke with industries reaching peak productions and the population increasing. One of the civic improvements noted in its citation as an All American City in 1952 was the construction that year of a new Roanoke City Public Library (706 South Jefferson Street) on the site of the original library in Elmwood Park. This mid-20th century building was designed by Frantz and Addkinson in the International Style using simple forms and detailing. After more than a decade of decline after the closing of the American Viscose Plant and the downsizing of Norfolk & Western with the conversion to diesel engines, civic improvements were planned again in the 1970s, including the Roanoke Civic Center and the large addition to the 1915 City Hall/Municipal Building in 1970. Designed by Hayes, Seay, Mattern and Mattern, the Municipal Building Annex borrows its massing and forms from the 1915 Neoclassical design but substitutes a variety of textures for the decorative detailing of the earlier design (Whitwell and Winborne, 1982:129).

**STATEMENT OF INTEGRITY**

Many of the commercial buildings in the district have had their first-floor storefronts altered, but most of the upper facades are still intact. Several buildings have been completely remodeled. Non-contributing buildings in the district are those with irrevocably altered storefronts, those that maintain little of their historic integrity, or those built post-1952. There are a few historic buildings that have had modern applications on their upper facades; where these are determined to be removable without damaging the character-defining features of the façade, the buildings were considered contributing elements in the historic district. Several of these buildings, however, have been covered with brick veneer and the condition of the historic fabric cannot be determined. In these cases, the historic building is determined at this point to be a non-contributing element in the district. If these modern facades are successfully removed in the future and the historic fabric remains intact, their contribution to the district should be reconsidered.
INVENTORY OF SITES

The sites listed below are organized alphabetically and numerically by street address. The VDHR site number is listed directly below the address. All sites are keyed to the city base map by address and tertiary VDHR site number. Historic names are listed when they could be substantiated. Tax parcel numbers are listed after the VDHR site number. Please note the following abbreviations:

CB = Contributing Building
NB = Non-contributing Building
NS = Non-contributing Structure
NO = Non-contributing Object

Campbell Avenue, S.W. (NORTH SIDE)

<table>
<thead>
<tr>
<th>Address</th>
<th>Name</th>
<th>Year</th>
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<tr>
<td>1-5 Campbell Avenue, S.W.</td>
<td>United Cigar Co.</td>
<td>1929</td>
</tr>
<tr>
<td>128-5761-0001</td>
<td>1011127</td>
<td>CB</td>
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<tr>
<td>7-9 Campbell Avenue, S.W.</td>
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<td>1910</td>
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<tr>
<td>128-5761-0002</td>
<td>1011137/1011128</td>
<td>NB</td>
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<tr>
<td>13 Campbell Avenue, S.W.</td>
<td>Asberry Building</td>
<td>1980c</td>
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<tr>
<td>15 Campbell Avenue, S.W.</td>
<td>Oak Hall/Rosenbaum &amp; Son</td>
<td>1890c</td>
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<tr>
<td>21 - 23 Campbell Avenue, S.W.</td>
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<td>1990c</td>
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<td>25 Campbell Avenue, S.W.</td>
<td>Campbell Court</td>
<td>1920c</td>
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<tr>
<td>27 Campbell Avenue, S.W.</td>
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<td>1980c</td>
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<td>128-5761-0003</td>
<td>1011117-1011120</td>
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A collection of 6 commercial building facades that serve as false fronts to a large parking garage/bus terminal building. The facades, ranging in style from the High Victorian to the Renaissance- and Classical-Revivals, represent some of the earliest buildings in the city. The facades feature decorative parapets and cornices; arched and rectangular windows with keystones, decorative lintels and colonnetes; and intricate stone and brick detailing. The windows and storefronts have been altered. Two of the buildings were too
deteriorated to salvage and new infill buildings were constructed.

29 Campbell Avenue, S.W. Kress & Company 1925
128-5761-0004 101116 NB
Commercial. Three-story, four bay brick commercial building with stepped parapet and classical cornice with modillions. Corbelled bricks and contrasting stone accentuate the bays and stories with tablets and end blocks. Windows replaced and storefront altered with arched infill and recessed plate-glass-and aluminum entrance.

31-35 Campbell Avenue, S.W. N.W. Pugh & Co./ Grand Piano 1930
128-5761-0005 1011101 NB
Commercial. Three-story brick commercial building originally designed in the Art Deco style with geometric brick patterns and incised detailing. The building was remodeled in 1965 by Grand Piano with brick veneer, molded cornice and large Palladian style faux window flanked by single arched faux windows. Investigation from the original window openings on the interior indicates that the brick veneer has been applied with an anchor system set out from the original façade and could be removed to expose the historic Art Deco façade. Original iron drain spouts designed in the Art Deco style are exposed on the rear of the building.

101 Campbell Avenue, S.W. McGee’s Pharmacy 1910
128-5761-0006 1011029 NB
Commercial. Three-story, three bay brick commercial building. Remodeled with brick veneer, molded cornice, 6/6 sash windows with shutters and a central round window Modern storefront with molded cornice.

105 Campbell Avenue, S.W. Garland & Caldwell 1910
128-5761-0007 1011028 CB
Renaissance Revival. Three-story, five-bay brick commercial building with flat roof, molded cornice with modillions

109 Campbell Avenue, S.W. Vest Furniture Co. 1910c
128-5761-0008 1011027 CB
111 West Campbell Avenue       Phillip Levy Furniture Co.   1924  
128-5761-0009   1011026       NB  

117 Campbell Avenue, S.W.       H. Kessler Furs   1924  
128-5761-0010   1011025       CB  
Commercial. Two-and-half story, four-bay brick commercial building with gabled parapet roof and heavy cornice supported by large corner brackets. Attic windows are louvered and 2nd story windows are shuttered. Storefront cornice over new angled storefront of multi-light show windows and double-leaf paneled wood doors. Interior retains much of original finishes, including decorative metal ceilings and wainscoting.

121 Campbell Avenue, S.W.       Liberty Clothing Co.   1920c  
128-5761-0011   1011023       CB  
Commercial. Three-story, two-bay brick commercial building covered with stucco. Heavy cornice supported by brackets, brick quoins, storefront cornice with brackets. Triple 1/1 sash windows on 3rd story, paired windows on 2nd. One bay of windows removed to create a recessed balcony. Storefront altered.

123-129 Campbell Avenue, S.W.   Parking Structure   1960s  
128-5761-0012       NS  
Parking lot with a one-story, one-bay brick structure with flat roof for attendant.

131 Campbell Avenue, S.W.       Ponce de Leon /Crystal Towers   1931  
128-5761-0013   1011021       CB  
Art Deco. Eight-story, eleven-bay brick hotel and office building built on the foundation of the earlier 1888 Ponce de Leon Hotel that burned in 1931 and located on the site of the early 19th century Trout House and spring that served as an early tavern in original settlement of Big Lick. …. Chevron patterns in the window spandrels. Five-story addition on Campbell Avenue and two-story addition along 2nd street with entrance marquee. Storefronts altered with drivet infill above windows. Recessed entry with terrazzo tile with star pattern and two single-leaf aluminum doors.

201 Campbell Avenue, S.W.       The Roanoke Times   1910/1980s  
128-5761-0014       NB  
Commercial. Three-story brick building with concrete façade, ribbon windows, and columns on the ground floor.
301 Campbell Avenue, S.W.  Kennett Building  1926
128-5761-0015  1010838  CB
Commercial. Three-story, six-bay brick commercial building with a copper cornice with
dentils and floral terra cotta detailing in the entablature. Storefront cornice with a
recessed corner entrance and transoms. Storefront altered with fixed multi-light
windows. Entrance on 3rd street to upper floors.

305 Campbell Avenue, S.W.  1969
128-5761-0016  1010837  NB
Commercial. One-story, three-bay brick commercial building with flat roof and minimal
detailing limited to vertical corbelling in the bays. Flush storefront of aluminum-and-
plate glass with a single-leaf entrance.

309 Campbell Avenue, S.W.  Vest Furniture Co.  1922
128-5761-0017  1010836  CB
Commercial. Four-story, four-bay brick office building with flat roof and heavy molded
cornice with modillions. Belt course at attic and 3rd story. Paired 1/1 sash windows.
Aluminum storefront with fixed windows and transoms. Two single-leaf wood doors
with broken transoms and sidelights with fluted pilaster surround. Interior remains intact
on 1st floor with mezzanine and decorative tin ceiling.

313-317 Campbell Avenue, S.W.  1922
128-5761-0018  1010835  CB
Commercial. Two-story, eight-bay brick commercial building with flat roof with parapet
and molded cornice. Windows replaced with 1/1 vinyl sash windows. Minimal
storefront cornice. Storefronts altered with stone veneer infill, new wood paneled single-
leaf doors, and fixed multi-light windows.

319 Campbell Avenue, S.W.  Alsop & Chambers, Inc. Autos  1930c
128-5761-0019  1010834  CB
Commercial. Two-story, five-bay brick automobile dealership with flat roof with parapet
and corbelled brick cornice. Five bays of fixed, multi-light, metal windows with central
casements. Metal storefront cornice. Storefronts include two multi-light wood garage
doors and three single-leaf doors with transoms and fixed show windows.

325 Campbell Avenue, S.W.  Johnson Chevrolet Co.  1930
128-5761-0020  1010833  CB
Commercial. Two-story, eight-bay brick automobile dealership similar to 327 Campbell
Avenue, S.W. with flat roof with stepped parapet with coping and simple brick corbelling
below. Diamond stone insets accent the building. Storefront has been altered with one
bay infilled with brick veneer and four paired casement windows. West bay is recessed with aluminum system of two single-leaf doors and fixed show windows.

327 Campbell Avenue, S.W.  Auto Investment & Loan Co.  1930  
128-5761-0021  1010832  CB  
Commercial. Two-story, eight-bay brick automobile dealership similar to 325 West Campbell with the exception of a slightly higher roofline. Stepped parapet roof with coping and simple brick corbelling below. Diamond stone insets accent the building. Storefront has been infilled and covered with stucco. One multi-light wood garage door and one single-leaf, flush metal door.

CAMPBELL AVENUE, S.W. (south side)

16 Campbell Avenue, S.W.  Schultz United 5 & 10  1928  
128-5761-0037  1011707  CB  

22 Campbell Avenue, S.W.  1953  
128-5761-0036  1011706  NB  

24-26 Campbell Avenue, S.W.  Woolworth’s  1920s  
128-5761-0035  1011705  CB  
Art Deco. Two-story, three-bay brick commercial building with flat roof accented by pilasters extending above the roofline. Concrete chevrons top the metal casement windows in their recessed bays. Carrera glass signboard with metal bands at rounded ends extends across the front. Aluminum storefront with base of small ceramic tiles. Two double-leaf aluminum-and-plate glass doors.

30 Campbell Avenue, S.W.  1930c  
128-5761-0034  1011703  CB  
Commercial. Three-story, four-bay brick commercial building with flat roof and minimal brick detailing at the cornice. Brick pilasters at corners and panels of diagonal bricks over the windows. Three-light transoms top the 3/3 vertical lights sash windows. First and second stories covered with Carrera glass and tile. Aluminum-and-plate-glass
storefront with recessed single-leaf door.

34 Campbell Avenue, S.W.  First Campbell Street  1956
128-5761-0033  1011701  NB

102-104 Campbell Avenue, S.W.  Ferguson/State & City Building  1910/1925
128-5761-0032  1011519  CB
Commercial.  Eight-story, three-bay brick bank building with rusticated ashlar base (1st and 2nd story), two intermediate cornices (2nd and 3rd story), attic level with metope detailing and metal cornice topped with elaborate cresting.  Building originally consisted of 3-1/2 stories before shaft of five stories added.  Paired 1/1 wood windows.  Ground level has been altered with that application of stucco, new smaller show windows, and new single-leaf aluminum door with green marble surround.

106 Campbell Avenue, S.W.  Glenn-Minnick Clothing  1905
128-5761-0031  1011518  CB
Commercial.  Two-story, two-bay brick commercial building that has been covered with drivet.  The building retains its primary historic features, including the stepped parapet with pedimented cornice supported by brackets, large arched window openings, and molded storefront cornice.  In addition to the addition of drivet on the façade, new windows and entrance door have been installed.

108 Campbell Avenue, S.W.  Giles Bros. Furniture Co.  1900c
128-5761-0030  1011517  CB
Commercial.  Four-story, three-bay brick office building with a heavy metal cornice supported by large brackets dividing the four bays and intermediate modillions with egg-and-dart molding below.  Fourth story features recessed corner panels and rusticated stone jack arch over the windows.  Third story includes a corner quoins, a smaller, molded cornice and arched surrounds of molded bricks over the windows.  The second story consists of rusticated stone.  A molded cornice marks the storefront level, which has been altered to consists of an arcaded front with recessed entrance.

110 Campbell Avenue, S.W.  Montgomery Ward  1930
128-5761-0029  1011516  CB
Art Deco.  Three-story, eight-bay brick commercial building with patterned brick and cast-stone detailing in geometric patterns in the cornice, vertical piers, and recessed window spandrels that reflect the Art Deco style.  Metal 1/1 sash windows.  Storefront
116 Campbell Avenue, S.W.  American Savings Bank  1901
128-5761-0028    1011513    NB
Commercial.  Two-story, three-bay commercial building that has been altered with a new façade.

118 Campbell Avenue, S.W.  Voight Building   1906
128-5761-0027    1011512    CB
128-0206    Campbell Avenue Complex  NRHD
Beaux Arts.  Three-story, three-bay, gray brick commercial building features a decorative parapet of cast stone with a central arch with a neoclassical swag and corner finials.  A cast stone cornice with modillions, egg-and-dart molding, and corner brackets supports the parapet.  Four Ionic pilasters with bellflowers under the capitals divide the façade.  The middle bay features a large round arch of rusticated stone with an entablature extending across the flanking windows to create a Venetian window.  The tympanum of the arch features stained glass.  Circular medallions of raised brick flank the arch.  Raised spandrels between the windows also feature egg-and-dart molding.  The storefront has been rehabilitated and retains its central, recessed entrance with single-leaf door flanked by wood apron walls and show windows of plate glass.  The tile entrance remains as well as a central tile runner on the interior of the building and the pressed metal ceiling.

120 Campbell Avenue, S.W.  Roanoke Times/Davis Photo  1909
128-5761-0026    1011511    CB
128-0206    Campbell Avenue Complex  NRHD
Commercial.  Three-story, two-bay painted brick commercial building with a simple parapet and molded cornice with dentils.  Recessed bays feature paired 1/1 windows topped by a segmental arch and keystone of rusticated stone on the 3rd floor.  The storefront has been rehabilitated and features a smaller cornice with dentils, a recessed entrance with single-leaf door and wood apron walls with plate glass windows.  The buildings at 120 and 122 West Campbell have been connected on the interior.

122 Campbell Avenue, S.W.   The Roanoke Times   1892
128-5761-0025    1011510    CB
128-0206    Campbell Avenue Complex  NRHD
Commercial.  Three-story, three-bay painted brick commercial building with stepped parapet with corner large corner and smaller intermediate brackets, finials, and a date tablet in the center.  Corner piers frame the building.  Cast-stone surrounds with keystones and drip molds top the segmental-arched windows on the upper floors.  Spandrels of diapered brick work separate the window bays at each level.  Three bands of molded brick top the 3rd story.  The storefront has been rehabilitated and consists of a
smaller molded cornice over Queen-Anne style transom windows with stained glass around the perimeter and a fixed, two-light wood show window on a wood apron wall. One single-leaf wood door open into the 1st floor and a second door opens into a staircase leading to the upper floors. The buildings at 120 and 122 have been connected on the interior.

124 Campbell Avenue, S.W. John M. Oakey, Inc. 1895
128-5761-0024 1011509 CB
128-0206 Campbell Avenue Complex NRHD
Commercial. Three-story, four-bay brick funeral parlor constructed of dark red natural brick features a heavy bracketed cornice and a stepped parapet with the inscription “Funeral Directors.” A belt course of molded bricks separates the slightly recessed 2nd and 3rd stories. Cast-stone keystones and corner blocks accent the segmental arched windows on the upper floors. The storefront has been renovated with a wood system of recessed central entrance and angled show windows with transoms. A secondary door leads to the upper floors. The original tile entry with “J.M. Oakey” is intact.

126-128 Campbell Avenue, S.W. Angell Building/Central Hotel 1904
128-5761-0023 1011508 CB
128-0206 Campbell Avenue Complex NRHD
Commercial. Three-story, eight-bay commercial building constructed of red-brown natural brick. Decorative parapet features molded cornice with heavy brackets that form a central elliptical arch over the name R. H. Angell. Corbelled brick extends below the entablature and decorative round vents accent the attic level. The 3rd story windows are grouped into two bays of 4 windows each with a rusticated stones forming a segmental arch over the two central windows and flat jack arch over the flanking windows. Round arches of rusticated stone top the windows on the 2nd story. The storefront has been altered.

132 Campbell Avenue, S.W. Roanoke Gas&Water/People’s Perpetual Bank 1895c
128-5761-0022 1011506 NB
Commercial. Three-story, two-bay brick commercial building that has been altered with the application of an oversized, shingled mansard overhang with a “chalet” style intersecting metal gable with two fixed 20-light windows with railings. The storefront consists of two single-leaf wood doors with a single light and three fixed multi-light windows. The building may be considered contributing if the modern façade can be removed and the historic façade is intact underneath.

CHURCH AVENUE, S.W. (north side)

Church Avenue, S.W. Parking Structure 1960c
128-5761-0052 NS
One-story, one-bay concrete block structure with flat roof.

17 Church Avenue, S.W. Horne Millinery/Ewald-Clark 1922
128-5761-0053 1011813 CB
Commercial. Three-story brick commercial building with parapet roof. Façade has been infilled with brick. Storefront altered.

19 Church Avenue, S.W. 1971
128-5761-0054 1011812 NB
Commercial. Two-story, three-bay brick veneer building with drivet accents. Two central Doric columns flank entrance and support 2nd story overhang.

23 Church Avenue, S.W. Meeker & Evans Hat Co./Fallon Florist 1920c
128-5761-0055 1011810 CB

23 Church Avenue, S.W. / Tudor’s Biscuit World 1920c
128-5761-0056 1011811 CB
Commercial. Two-story, two-bay brick commercial building with simple cornice and minimal brick detailing over the 2nd story windows. Altered storefront.

25 Church Avenue, S.W. 1958
128-5761-0057 1011819 NB

27 Church Avenue, S.W. 1952
128-5761-0058 1011809 CB
Commercial. One-story, one-bay masonry building covered with Dryvit. Aluminum storefront and entrance.

37 Church Avenue, S.W. BB&T 1973
128-5761-0059 1011817 NB
Commercial. Thirteen-story, steel-frame skyscraper with glass curtain wall and marble
veneer.

121 Church Avenue, S.W.  Municipal Parking Garage  1978
128-5761-0060  NB
Nine-story, reinforced concrete structure with open decks, elevator tower and rounded exit ramp at west end. Storefronts along ground floor.

Church Avenue, S.W.  Parking Structure  1960s
128-5761-0061  NS
One-story, one-bay concrete block structure with flat roof.

215 Church Avenue, S.W.  Municipal Building  1915/1971
(210 Campbell Avenue, S.W.)
128-5761-0062  1011401  CB
128-0042
Neoclassical. Four-story, five-bay stone and brick municipal building on raised base with three projecting bays of colossal Ionic columns. Central bay features monumental staircase and columns in antis. Flat roof with parapet wall and large entablature with molded cornice and dentils and a terra-cotta frieze. Designed by Frye and Chesterman. Steel-frame and concrete addition designed in 1971 by Hayes, Seay, Mattern & Mattern to emulate the forms and rhythms of the Neoclassical style in a pared-down, modern interpretation.

CHURCH AVENUE, S.W. (south side)

16 Church Avenue, S.W.  S&W Cafeteria  1951
128-5761-0076  1012318  NB
Commercial. Two-story brick building with flat roof, minimal detailing and a large central bay with glass curtain wall. Marble veneer frames the recessed curtain wall. Revolving door.

22 Church Avenue, S.W.  Brown Reams Furniture Co.  1927
128-5761-0075  1012317  NB
Commercial. Three-story brick commercial building that has been covered with a new brick façade covering the windows on the upper levels. Recessed wooden storefront not original.

24 Church Avenue, S.W.  Huffman Tire Co.  1930c
128-5761-0074  1012307  CB
Commercial. Two-story brick commercial building with flat roof and no detailing. Windows on 2nd story have been replaced with fixed, single-light windows with applied muntins and arched surrounds. Recessed wooden storefront features fixed windows with
transoms and a 15-light, single-leaf door.

26 Church Avenue, S.W.  1957
128-5761-0073  1012306  NB
Commercial. One-story brick commercial building with flat roof and no detailing. Flush wooden storefront with fixed 9-light windows with transoms and a recessed, single-leaf entrance.

28 Church Avenue, S.W.  1955
128-5761-0072  1012305  NB

30 Church Avenue, S.W.  1972
128-5761-0071  1012303  NB

38 Church Avenue, S.W.  First Federal S&L/Valley Bank  1958/1981
128-5761-0070  1012301  NB
Commercial. Eight-story, steel-frame and glass curtain wall building with flat roof, spandrel glass and minimal detailing.

106 Church Avenue, S.W.  First Citizen’s Bank  1980
128-5761-0069  1012211  NB
Commercial. Five-story, steel-frame and brick bank building with inset curtain wall that wraps around the primary corner. Brick frames the end corners and roofline with a row of ribbon windows along the top floor.

114 Church Avenue, S.W.  Texas Tavern  1930c
128-5761-0068  1012208  CB

116 Church Avenue S.W.  Roanoke Stamp & Seal Co./Cuba Pete’s  1930c
128-5761-0067  1012207  CB

120 Church Avenue, S.W.    Macado’s            1970s
128-5761-0066              1012206                NB

122 Church Avenue, S.W.    Richardson-Wayland Electric Corp.  1940c
128-5761-0065              1012204                CB
Art Deco. Two-story, three-bay, pre-cast concrete office building with stepped façade and parapet. Art Deco designs in the window lintels and above the openings accent the three bays of paired casement windows. Aluminum storefront with recessed, single-leaf entrance. Neon sign vertically attached on upper floor and signboard across storefront.

130 Church Avenue, S.W.    Roanoke Sanitary Supply Co.  1940c
128-5761-0064              1012203                NB

220 Church Avenue, S.W.    U.S.P.O. and Courthouse  1932
128-5761-0063              1012103                CB
Roanoke Valley War Memorial  NO
Beaux-Arts. Three-story, 15-bay brick and stone building with flat roof with parapet wall, molded cornice and wide entablature. Corners are set back from projecting section of Ionic stone pilasters. Stone base with arched window and door openings. Robert E. Lee Plaza stands on the N.E. corner of the property and contains the Roanoke Valley War Memorial, which was constructed in the 1980s to commemorate those who lost their lives in war during the last century.

**FIRST STREET, S.W. (east side)**

302 First Street, S.W.    Horton Building/    1910
128-5761-0131              101201                CB
and sills on fixed, triple-light wood windows. Storefront has been altered with carrera
glass (covering transoms) and aluminum-and-plate-glass windows and entrances.

410 First Street, S.W. /McCleod & Co. 1950
128-5761-0130 1012308 CB
Commercial. Three-story, two-bay brick veneer commercial building with parapet and
molded cornice with entablature at attic level. Two bays with three windows each,
flanked by louvered shutters. Fixed 24-light storefront window with metalmansard
overhang. Recessed entry with broken pediment surround and fluted pilasters.

414 First Street, S.W. /Merrick’s Optical 1905
128-5761-01219 1012309 CB
Commercial. One-story, three-bay brick commercial building with parapet and minimal
detailing. Recessed single-leaf door flanked by fixed wooden storefront windows on
brick base. Awning across front.

418 First Street, S.W. /American General Financial 1904
128-5761-0128 1012310 CB
Commercial. Two-story, four-bay brick commercial building with pilastered walls that
extend above the parapet. Jack arches over replacement vinyl windows. Soldier bricks
around aluminum signboard. Aluminum storefront with glazed yellow brick base.
Recessed single-leaf entrance.

FIRST STREET, S.W. (west side)

209 First Street, S.W. Rankin Jewelers/Carillon Health Plans 1920c
128-5761-0132 1011526 CB
Commercial. Four-story, four-bay brick commercial building with bracketed cornice.
Inset cross designs over windows. Round arch detail over 4th floor windows. New
storefront cornice of exaggerated brackets that extends across alleyway. Arched window
and door openings on ground floor with recessed single-leaf door.

211-213 First Street, S.W. Lakeland Lodge/A+E 1911
128-5761-0133 1011527 CB
Commercial. Four-story, five-bay brick commercial building and social hall. Decorative
parapet with inset metal panels and Masonic seal at center. Fourth floor features large
arched windows with tile insets in the spandrels. Paired 6/6 sash windows on 2nd and 3rd.
Smaller windows at end bays. Molded storefront cornice with dentils. Art Deco
storefront with recessed entrance, two single-light doors and terrazzo entry. Side
entrance to lodge with pediment.

301 First Street Anchor Building/Shenandoah Building 1911
Commercial. Seven-story, five-bay brick office building with copper cornice with modillions, decorative frieze and large scrolled brackets. Elaborate terra cotta cornice and frieze at 2nd and 3rd stories as well. Five bays of three 1/1 sash windows each with transom. Top four floors added in 1921. Frieze over storefronts. Storefronts vary. Marble surround at main office entrance.

411 First Street, S.W.  Bolling Building, Roanoke Printing Co.  1925c

413 First Street, S.W.  1970s
Commercial. One-story brick veneer building with flat roof, minimal detailing, aluminum-and-plate-glass windows and entrance.

605 First Street, S.W.  Y.W.C.A.  1926
Beaux Arts. Three-story brick building with clipped corner and contrasting stone detailing in the corner quoins, cornice, belt course, entrance and window surrounds. Main entrance at corner with double-leaf doors, arched fanlight, and stone surround. Arched secondary entrance at three-bay stone veneer bay on Franklin Road. Interior features extensive tile work and includes a restaurant(original cafeteria), swimming pool, auditorium and a gym. Designed by Eubank & Caldwell.

FRANKLIN ROAD, S.W. (north side)

9 Franklin Road, S.W.  /Century Payroll  1920c

15 Franklin Road, S.W.  Price-Glenn Ins./Paul’s Restaurant  1922
Commercial. Two-story, eight-bay brick commercial building with parapet and corbelled brick cornice. Cast-concrete sill and corner blocks frame two bays of four windows each on 2nd story. Two storefront bays with wood cornice with dentils, fixed windows and paneled wood. Three single-leaf doors within recessed entry. Storefront not original.

17 Franklin Road, S.W. /H.C. Baker Sales 1930c
128-5761-0083 1012714  CB


21 Franklin Road, S.W. Jefferson Electric Co./Valley Investors 1926
128-5761-0084 1012713  CB


23 Franklin Road S.W. /Woltz & Associates 1956
128-5761-0085 1012712  NB

Commercial. Two-story, three-bay, marble-faced brick building with central bay accented by molded cornice with dentils and large, Palladian style window and entrance with Doric columns. Fixed aluminum windows and storefront with double-leaf entrance.

25 Franklin Road, S.W. /Commercial Insurance Services 1966
128-5761-0086 1012711  NB

Commercial. One-story, one-bay brick commercial building with minimal detailing. Wood siding extends above the storefront and stone veneer covers the brick at either end. Aluminum-and-plate-glass storefront with recessed single-leaf entrance.

29 Franklin Road, S.W. /Frith, Anderson & Peake 1922
128-5761-0087 1012710  CB


101 Franklin Road, S.W. 1961
Commercial. Two-story modern steel-frame commercial building with metal panel system and marble veneer on ground level.

117 Franklin Road, S.W. Economy Printing Co./Junior Lunch 1935c

Commercial. One-story, three-bay brick commercial building with stepped parapet with concrete coping, accent corner blocks, and altered aluminum storefront with single-leaf entrance.

FRANKLIN ROAD, S.W. (south side)

Franklin Road, S.W. Parking Structure 1960c

No style. One-story, one-bay concrete block structure with flat roof, windows, and two sliding, single-leaf doors.

24 Franklin Road, S.W. Shenandoah Club 1957

No style. Three-story brick building with flat roof, ribbon windows, and recessed double-leaf entrance. Site of earlier Shenandoah Club.

26 Franklin Road, S.W. Medical Arts Building 1929


40 Franklin Road, S.W. American Electric Power 1930c

Art Deco. Six-story, five-bay brick office building with pilastered bays, paired windows with geometric brickwork in the spandrels and aluminum storefront. Large entrance with marble surround.

106 Franklin Road, S.W. 1952

Commercial. One-story, four-bay brick commercial building with stepped parapet and two single-leaf entrances and store windows that are boarded.
JEFFERSON STREET SOUTH (east side)

128-5761-0106 4010802/4010801 CB
128-0044 NR
Commercial. Twelve-story, six-bay office building with a three-story side addition. Designed in the typical early skyscraper form with a granite ashlar base of three floors, a unornamented, gray-enamed brick, and a two-story capital at the top of brick with terra cotta decorations and a heavy molded cornice with modillions. A molded cornice and entablature separates each section. Main entrance features double-leaf aluminum doors with a three-light transom and scroll and molding surround. Moorish-style lanterns flank the entrance and a copper clock projects from the corner of the building. Five large windows on Campbell Ave. side reflect the influence of the modern movement. Designed by Frye and Stone (Wells: 161).

210 Jefferson Street, S.E. 1947
128-5761-0105 4010803 NB
Commercial. Altered with all upper-level windows infilled and covered with a modern concrete slab veneer.

302 Jefferson Street S.E. Strickland Bldg/Mountain Trust Bank 1915c
128-5761-0104 4011301 CB

306 Jefferson Street, S.E. 1910c
128-5761-0103 4011302 CB

308 Jefferson Street, S.E. Spigel, Inc./ 1910c
128-5761-0102 4011303 CB
Commercial. Three-story, three-bay brick commercial building with parapet and heavy
cornice with modillions and entablature. Doric pilasters. Jack arches over 15/15 windows with keystones and end blocks. Storefront altered.

310 Jefferson Street, S.E. Patterson Drug Co./Fink’s 1910c
128-5761-0101 4011304 CB
Commercial. Three-story, three-bay painted brick commercial building with parapet and heavy molded cornice with modillions and entablature. Doric pilasters. 15/15 sash windows. Molded storefront cornice with sign tablet and recessed entrance.

312 Jefferson Street, S.E. Martha Washington Candies/ 1910c
128-5761-0100 4011305 CB

316 Jefferson Street, S.E. 1907
128-5761-0099 4011306 CB
Commercial. Three-story, five-bay brick commercial building with stepped parapet, corbelled brick cornice, paired triple-sash windows and altered storefront.

402 Jefferson Street, S.E. /Hallmark 1950s
128-5761-0098 4011701 NB
Commercial. One-story, four-bay brick commercial building covered with Dryvit with flat roof, minimal detailing and aluminum storefront.

410 Jefferson Street, S.E. 1970c
128-5761-0097 4011702 NB
Commercial. Three-story, one-bay brick commercial building with flat roof and stone veneer. Large central curtain wall with double-leaf entrance.

412 Jefferson Street, S.E. Meals & Burke Building/Davidson’s 1912
128-5761-0096 4011703 CB

416 Jefferson Street, S.E. Boxley Building 1922

JEFFERSON STREET SOUTH (west side)

7 Jefferson Street, S.W. /Rutherfords 1937
128-5761-107 1010508 CB
Commercial. Three-story, four-bay commercial building with flat roof and minimal detailing. Corbelled brickwork. Metal medallions. Replaced windows, entrances and storefront. Large side addition sits back from street and includes a glass elevator/stair tower and a two-story brick section.

11 Jefferson Street, S.W. Kirk Building/Murchns 1920c
128-5761-0108 1010509 CB
Commercial. Three-story, four-bay brick commercial building with stepped parapet and sign tablet. Row of soldier bricks and corner blocks accent windows. Original storefront with recessed entrance featuring a central showcase flanked by single-leaf doors.

15 Jefferson Street, S.W. J.C. Sheets & Son 1956
128-5761-109 1010513 NB
Commercial. Two-story brick building with flat roof, minimal detailing and curved façade. Aluminum storefront and entrances.

101 Jefferson Street, S.W. First National Bank/Liberty Trust Bldg. 1910
128-5761-0110 1011123 CB
128-0040 NR
Classical Revival. Seven-story, four-bay bank and office building with balustraded parapet, and heavy terra-cotta cornice supported by paired brackets that end in frets, and pendants molded into a patterns of grapes. Designed in the typical form of early skyscrapers with rusticated granite base, buff-colored brick shaft with rusticated banding and inset brick panels below the paired windows, and an elaborately decorated capital with rosettes, rectangular panels, and guilloches. Carved stone cornice above 1st and 2nd stories. Elaborate main entrance with Roman Ionic columns. Doors are not original.

105 Jefferson Street, S.W. Caldwell-Sites Co./Alexander’s 1902
128-5761-0111 1011124 CB

107 Jefferson Street, S.W.  Brotherhood Mercantile Co./Corned Beef  1900c  
128-5761-0112  1011125  CB  
Commercial. Three-story, four-bay brick commercial building with parapet and molded cornice supported by brackets. 3rd story windows infilled. Transoms and jack arches with keystones over 2nd story windows. Molded storefront cornice. Art Deco storefront with single-leaf recessed entrance, tile base, butt-glazing, and terrazzo entry with “Brotherhood” and a chevron pattern.

109 Jefferson Street, S.W.  Eatwell Lunch/Corned Beef  1920c  
128-5761-0113  1011126  CB  
Commercial. One-story, three-bay brick commercial building with stucco veneer and a rooftop patio with a metal railing. Marquee. Two single-leaf doors with transoms flank central bay of four windows.

201-213 Jefferson Street, S.W. National Exchange Bank/First Union Bldg  1911/1933  
128-5761-0114  1011710/1011714  CB  
Neoclassical. Original three-story, three-by-seven-bay structure was expanded in 1933 with a side addition along Jefferson Street. Classical cornice with dentil molding, attic above and frieze and entablature below. Colossal, fluted Ionic pilasters. Copper grillwork in Roman lattice pattern cover window bays. Molded cornice crowns supported by brackets above ground floor windows and entrances. Designed by Wyatt and Nolting of Baltimore (Wells:131, 493). Large, twelve-story, steel-frame and curtain wall addition constructed to the south.

301 Jefferson Street, S.W.  Family Shoe Store/B-In-Touch  1920c  
128-5761-0115  1011805  CB  
Commercial. Three-story, three-bay commercial building with parapet and heavy cornice supported by brackets. Transoms over 2nd story windows. Molded storefront cornice. Aluminum storefront not original.

303 Jefferson Street, S.W.  Davidson’s/  1920c  
128-5761-0116  1011806  CB  
<table>
<thead>
<tr>
<th>Address</th>
<th>Name/Owner</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>305 Jefferson Street, S.W.</td>
<td>Forman 5 &amp; 10/S.F.C.S.</td>
<td>1910c</td>
</tr>
<tr>
<td>128-5761-0117</td>
<td>1011807</td>
<td>CB</td>
</tr>
<tr>
<td>Commercial. Three-story,</td>
<td>Three-bay brick commercial building with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>stepped parapet and molded cornice</td>
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</tr>
<tr>
<td></td>
<td>with modillions and entablature. Receded</td>
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</tr>
<tr>
<td></td>
<td>window bays with keystones above and inset</td>
<td></td>
</tr>
<tr>
<td></td>
<td>brick panels below. Molded storefront</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cornice. Altered storefront.</td>
<td></td>
</tr>
<tr>
<td>307 Jefferson Street, S.W.</td>
<td>Harrison Jewelry/S.F.C.S.</td>
<td>1915c</td>
</tr>
<tr>
<td>128-5761-0118</td>
<td>1011808</td>
<td>CB</td>
</tr>
<tr>
<td>Commercial. Three-story,</td>
<td>Three-bay brick commercial building with</td>
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</tr>
<tr>
<td></td>
<td>stepped parapet and heavy molded cornice</td>
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</tr>
<tr>
<td></td>
<td>with entablature supported by Ionic</td>
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<tr>
<td></td>
<td>pilasters. Jack arches with keystone over</td>
<td></td>
</tr>
<tr>
<td></td>
<td>windows. Molded storefront cornice. Altered</td>
<td></td>
</tr>
<tr>
<td></td>
<td>storefront.</td>
<td></td>
</tr>
<tr>
<td>309 Jefferson Street, S.W.</td>
<td>Grand Piano Co./Jefferson Recreation Parlor</td>
<td>1910c</td>
</tr>
<tr>
<td>128-5761-0119</td>
<td>1011809</td>
<td>CB</td>
</tr>
<tr>
<td>Commercial. Three-story,</td>
<td>Two-bay brick commercial building with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>parapet, molded cornice with modillions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and entablature. Recessed sign tablet.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jack arch with keystone over tripartite</td>
<td></td>
</tr>
<tr>
<td></td>
<td>windows with transoms (infill on 3rd story).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Storefront cornice. Altered storefront</td>
<td></td>
</tr>
<tr>
<td></td>
<td>with clerestory windows.</td>
<td></td>
</tr>
<tr>
<td>401 Jefferson Street, S.W.</td>
<td>S.H. Heironimus Co./The Emporium</td>
<td>1914</td>
</tr>
<tr>
<td>128-5761-0120</td>
<td>1012313</td>
<td>CB</td>
</tr>
<tr>
<td>Commercial. Four-story,</td>
<td>Six-bay brick department store with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>parapet and molded cornice with modillions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Patterned brickwork. Large, tripartite</td>
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</tr>
<tr>
<td></td>
<td>windows. Modern façade recently removed.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Altered storefront with marble veneer and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>arched openings.</td>
<td></td>
</tr>
<tr>
<td>405 Jefferson Street, S.W.</td>
<td>F.W. Woolworth Co./The Emporium</td>
<td>1920c</td>
</tr>
<tr>
<td>128-5761-0121</td>
<td>1012314</td>
<td>CB</td>
</tr>
<tr>
<td>Commercial. One-story brick</td>
<td>commercial building with stepped parapet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and end pilasters. Modern façade has been</td>
<td></td>
</tr>
<tr>
<td></td>
<td>removed. Altered storefront with marble</td>
<td></td>
</tr>
<tr>
<td></td>
<td>veneer and arched openings.</td>
<td></td>
</tr>
<tr>
<td>415 Jefferson Street, S.W.</td>
<td>ABC Store</td>
<td>1970c</td>
</tr>
<tr>
<td>128-5761-0122</td>
<td>1012315</td>
<td>NB</td>
</tr>
<tr>
<td>Commercial. One-story,</td>
<td>two-bay brick veneer commercial building</td>
<td></td>
</tr>
<tr>
<td></td>
<td>with standing-seam metal overhang</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and aluminum-and-plate-glass windows and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>entrance.</td>
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</tbody>
</table>

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Commercial. Two-story, four-bay brick commercial building with modern façade alteration of brick veneer with molded cornice at roof and storefront. Triple 2/1 windows with segmental arch and keystone. Recessed arched entry.

505 Jefferson Street, S.W. 1920c
128-5761-0124 1012718 CB

511 Jefferson Street, S.W. Knights of Pythias/ 1919
128-5761-0125 1012721 CB
Commercial. Three-story, four-bay brick commercial building and social hall with molded cornice and elaborate terra cotta frieze. Paired metal hopper windows with 6 horizontal lights. Terra cotta frieze at storefront.

601 Jefferson Street, S.W. Coulter Building 1926
128-5761-0126 1013308 CB
Commercial. Four-story, seven-bay brick office building with clipped corner and heavy molded cornice with modillions. Windows, storefront and entrance replaced with aluminum system.

617 Jefferson Street, S.W. Patrick Henry Hotel 1925
128-5761-0127 1013313 CB
128-0235 NR
Colonial Revival. Ten-story, eight-bay brick and concrete hotel designed by noted New York hotel designer, William Lee Stoddard. Ashlar foundation; dark-red brick walls in Flemish bond with glazed headers; contrasting cast-concrete detailing in the elaborate cornice and friezes at the roof and 3rd story. Paired windows (replacement) with elaborately detailed arched surround on the 10th floor. Enclosed cast-iron balcony with brackets and cresting extends over the entrance and sidewalk on front. Storefronts and entrances have been altered. Interior lobby and mezzanine intact.

KIRK AVENUE, S.W. (north side)

15 Kirk Avenue, S.W. Parking Structure 1960c
128-5761-0038 1011713 NS
No style. One-story, one-bay concrete block structure.

113-115 Kirk Avenue, S.W. Perkinson Law Office 1938
128-5761-0039 1011524 CB
Commercial. Two-story, four-bay brick office building with flat roof and stepped parapet with minimal brick detailing. Wood sash windows with 6/1 lights flanked by shutters. Altered storefront with aluminum fixed show windows, infilled transom and two single-leaf wood paneled doors.

123 Kirk Avenue, S.W. J.M. Oakey, Inc. 1910c
128-5761-0040 1011521 CB

127-129 Kirk Avenue, S.W. Kennard Pace Co. 1920c
128-5761-0041 1011520 CB

131-133 Kirk Avenue, S.W. 1910c
128-5761-0042 1011505 NB

**KIRK AVENUE, S.W. (south side)**

14 Kirk Avenue, S.W. SFCS 1970s
128-5761-0051 1011804 NB

16 Kirk Avenue, S.W. 1925c
128-57661-0050 CB

18-20 Kirk Avenue, S.W. 1930c
128-5761-0049 CB

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22-28 Kirk Avenue, S.W. 1940c
128-5761-0048 1011803 CB
Commercial. Two-story, six-bay brick commercial building with simple parapet and minimal detailing. Shutters flank the 12/12 wood sash windows. Shallow metal awning over storefront. Four aluminum storefronts with fixed store windows, transoms, and recessed single-leaf doors.

112 Kirk Avenue, S.W. Davis-Stephenson Building 1912
128-5761-0047 1011609 CB

114 Kirk Avenue, S.W. 1942
128-5761-0046 1011608 CB
Commercial. Two-story, five-bay, yellow brick commercial building with simple stepped parapet roof and minimal brick detailing. Panel of patterned brick below the 6/1 wood sash windows. Flush aluminum storefront with transom and three single-leaf doors. Identical to 118-120 Kirk Avenue, S.W.

118-120 Kirk Avenue, S.W. 1942
128-5761-0045 1011607 CB
Commercial. Two-story, five-bay, yellow brick commercial building with simple stepped parapet roof and minimal brick detailing. Panel of patterned brick below the 6/1 wood sash windows. Flush aluminum storefront with transom infilled and two single-leaf doors. Identical to 114 Kirk Avenue, S.W.

124 Kirk Avenue, S.W. WDBJ 1937
128-5761-0044 1011605 CB
Art Deco. Two-story, six-bay brick commercial building. Tall, narrow windows with panels of stylized brick patterns accent the façade. Carrera glass design fills one window bay. Corbelled brick frames the recessed main entrance with terrazzo entry and double-
leaf wood doors with stylized, diagonally-set metal handles. Storefront features marble base, fixed aluminum windows and a single-leaf recessed entry.

128 Kirk Avenue, S.W. J.M. Oakey, Inc. 1915c 128-5760-0043 1011604 CB

LUCK AVENUE, S.W. (north side)

109 Luck Avenue, S.W. Scott Motor Co. 1925c 128-5761-0077 1012218 CB
Commercial. One-story commercial building with flat roof and no detailing. Flat metal awning extends over flush aluminum storefront with single-leaf door.

LUCK AVENUE, S.W. (south side)

22 Luck Avenue, S.W. Weldners Garage 1920c 128-5761-0080 1012706 CB

Luck Avenue, S.W. Parking Structure 1960c 128-5761-0079 NS
No style. One-story, one-bay concrete block structure with gable roof, single-leaf door and sliding aluminum window.

120 Luck Avenue, S.W. Turner Motor Co. 1920c 128-5761-0078 1012606 CB

SECOND STREET, S.W. (east side)
302 Second Street, S.W. Southern Virginia Savings Bank 1974
128-5761-00143 1011502 NB
Commercial. Five-story, steel-frame bank building with curtain wall, elevator tower, and recessed corner entry.

308 Second Street, S.W. / Jaro House 1907
128-5761-0142 1011503 CB

310 Second Street, S.W. / Angler’s Café 1907
128-5761-0141 1011504 CB

312 Second Street, S.W. Phelps-Armistead Furn/Grand Piano/Kirk’s 1920c
128-5761-0140 1011601 CB

402 Second Street, S.W. St. Mark’s / Greene Memorial M.E. Church 1890
128-5761-0139 1012201 CB

502 Second Street, S.W. 1936
128-5761-0138 1012601 CB
STATEMENT OF SIGNIFICANCE

The Roanoke Downtown Historic District is located in the historic center of Roanoke, a commercial and transportation center that developed in the late 1800s with the location of the Norfolk & Western Railway headquarters. Originally known as Big Lick for the area’s salt licks, the development of Roanoke has always been closely associated with transportation - from the early animal and Indian trails, to the major routes of the Great Road and the Carolina Road in the late 1700s and early 1800s, and culminating with the construction of the Norfolk & Western Railway headquarters in 1882. With the direct link to ports in the Chesapeake Bay, Big Lick was renamed Roanoke in 1882 and became a major shipping hub and center for local commerce and government. The district is situated at the financial, commercial and governmental center of the city. Bounded by Campbell Avenue S.W., South Jefferson Street, Franklin Road, and Third Street, the district consists of 49 acres and includes relatively intact blocks of government and commercial buildings dating from the late 19th to the mid-20th century. These buildings, with their wide range of 19th and 20th century styles, including notable examples by well-known architects, reflect the prosperity of the city throughout this period. The district qualifies for listing on the National Register under Criteria A and C with local significance in the areas of architecture, commerce, and politics/government from 1881 to the mid-20th century.

HISTORICAL BACKGROUND

Colony to Nation (1750-1789)
Permanent settlement of the Roanoke Valley began in the 1740s, nearly 70 years after the first expedition west of the Blue Ridge by Thomas Batts and Robert Fallam. The area, which was then part of Orange County and first referred to as "Big Lick" in court records in 1746, was settled primarily by the Germans and Scotch-Irish who came south from Pennsylvania and Maryland through the Great Valley and engaged in subsistence farming (Kegley 1938:36, Barnes 1968:6). Research by Barnes and mapmaker J.R. Hildebrand indicates that the earliest patents for land in today’s downtown area were held by Archibald Campbell, Thomas Tosh, and John Smith. Although the French and Indian War interrupted settlement of the Roanoke Valley from 1754 to 1764, the population of the area continued to grow following the war, prompting the formation of Botetourt County from Augusta in 1770.

Early National Period (1789-1830)
The Roanoke Valley continued to be settled during the late 18th and early 19th century by Germans and Scotch-Irish emigrating south through the Great Valley and by Tidewater Virginians of English descent moving westward with their slaves along the Warwick Road through the Blue Ridge Mountains (along present-day Route 460). This settlement consisted of large tracts of land and self-sustaining farms with no settled communities in the area. Ordinaries along the main transportation routes, mills and
churches served as the primary gathering places during this period. One of the earliest structures in the area was the Stover House, constructed by William Stover ca. 1794 at the site of a “bold spring” on the original Archibald Campbell lands at the corner of present-day Campbell Avenue and Second Street. The site of this house, later known as the Trout House, which served as an inn on the Carolina Roan, is presently occupied by the Crystal Tower building (White, 1982: 18).

As the region became more populated, several attempts were made to establish towns in the early 1800s. In 1801, Samuel Adams laid out the town of New Antwerp at the intersection of two primary transportation routes (present-day Williamson Road and Orange Avenue) just north of the Big Lick with 108 lots selling for thirty dollars each. Unfortunately, the marshy conditions of the salt lick as well as the lack of a good water source made this venture unsuccessful (White, 1982:30-31). Another attempt to establish a town was associated with plans by the Roanoke Navigation Company to build a canal system linking the Roanoke River to railroads and ports of the east coast. Charles Johnson purchased land along Tinker Creek to establish the town of Prestonville, however, neither the canal system nor the town ever materialized (White, 1982: 33-34). The town of Salem, which was also laid out in the early 1800s at the juncture of major transportation routes, was the only one of these early towns to survive.

**Antebellum Period (1830-1860)**

The years prior to the Civil War marked a period of great prosperity and growth in Virginia. Settlement in the Roanoke Valley reflected this as the farms in the area became more established and the early log houses began to be replaced with more substantial and permanent brick dwellings. At the southeast end of downtown, Thomas Tosh constructed the brick dwelling Elmwood in 1830 on 230 acres (White: 51). This dwelling would later serve as the city’s first public library.

In 1834 the community of "Big Lick" developed around John and Cornelius Pate's store, tavern and mill on the Warwick Road to the northeast of what would become downtown Roanoke (at the intersection of present-day Interstate 581 and Orange Avenue). After William Rowland purchased the property in 1834, a town was laid out and lots were auctioned. In 1835, the town was chartered as Gainesborough, named after Rowland's partner, Major Kemp Gaines (Barber 1991:27). The area and the surrounding region continued to grow in population, warranting the creation of Roanoke County in 1838. At this point, tax records indicated four buildings in Gainesborough and an additional 6 in Big Lick (White: 39).

The most significant event that would influence the immediate and future growth of Big Lick was the formation of the Virginia and Tennessee Railroad in 1848 to run from Lynchburg to Bristol. With the tracks completed from Lynchburg to Big Lick in 1852, the Roanoke Valley became connected to the ports of Norfolk and the Chesapeake Bay through the various railroad lines (Jack and Jacobs 1912:27). The few stores and businesses of Gainesborough began to move south to the Big Lick Depot on Commerce (Second) Street and the railroad tracks, the site of present-day downtown Roanoke. By
the time of the Civil War, the settlement of Big Lick consisted of approximately five commercial buildings, including a tobacco factory, and five dwellings (Jack and Jacobs 1912:27).

**The Civil War (1861-1865)**
During the Civil War, the presence of the railroad attracted the Union Army to the area to destroy this important supply line. The first attack occurred in December 1863 when Union General Averill attacked Salem, burning the depot and destroying the railroad tracks and bridges in the area. In June 1864, Union troops under General Hunter burned the Big Lick Depot and tracks as well as nearby factories in their retreat from Lynchburg to West Virginia (White: 57). The area was attacked again in 1865 during Stoneman’s Raid through Southwest Virginia.

**Reconstruction and Growth (1865-1917)**
After the Civil War, Big Lick recovered quickly with the reconstruction of the railroad. In 1874, the town of Big Lick was chartered with a population of approximately 600 and boundaries that encompassed one square mile with the depot at the center. By 1876, Big Lick consisted of three churches, seven dry goods stores, a drug store, a bank, five tobacco factories, three tobacco warehouses, a flour mill, a foundry, a tinware manufacturer, a harness maker, a wagon and plow factory, two blacksmith shops, two photograph galleries, and three saloons. Land at this time was valued at $30 per acre (Jack and Jacobs, 1912: 93).

The reconstruction of the railroads after the war prompted the consolidation of many of the smaller lines. In 1881, the Shenandoah Valley Railroad from Hagerstown, Maryland merged with the east-west Atlantic, Mississippi & Ohio Railroad (formerly the Vinian and Tennessee Railway) to form the Norfolk & Western Railway Company. With the announcement that Big Lick would become the intersecting point and headquarters for the new line, the town became a primary shipping point for the region (Jack and Jacobs 1912:27-28). In exchange for local subscriptions totaling $10,000 to pay for right of ways for the tracks, the railroad company planned to construct the tracks, shops, a hotel, and other buildings along the tracks. The boundaries of the town were expanded in 1882 to 3.5 square miles and the population of Big Lick had soared from 669 in 1880 to over 5,000 by 1884 (Jacks and Jacobs, 1912:95). In honor of this and in anticipation of the future growth and importance of the new town as an important railroad center, the citizens elected in 1882 to rename the town. After declining offers to name the town in his honor, Frederick J. Kimball, president of the Shenandoah Valley Railroad, suggested the town be named "Roanoke."

Between 1880 and 1890, the incredible population boom continued, increasing 2,415% from 669 to 16,154 as the railroad brought thousands of workers to the area. The town of Roanoke became a city in 1884 and expanded its boundaries again in 1890 to accommodate this rapid growth. The construction by the railroad of the Hotel Roanoke and the new depot near the intersection of Jefferson Street and the railroad in 1882 prompted expansion of the commercial district to the east from Commerce (Second) Street. This shift was further emphasized by 1900 with the renaming of the north-south
streets to First, Second, Third, etc. with Jefferson as the center point. Campbell Avenue and Jefferson Street became the nucleus of the new downtown that emerged to provide goods and services for the quickly growing town. The City Market Building (1886/1922) served as an anchor to the east of Jefferson (now the City Market Historic District) and the Courthouse (1887, later City Hall, 1915) at Campbell and Second Street served as the anchor to the west. The First National Bank of Roanoke was chartered in 1882, originally located on Commerce (Second) Street before moving to the Terry Building at Jefferson Street and Campbell Avenue by 1900. In 1910, the bank constructed its own 7-story brick building, **First National Bank, at 101 South Jefferson**. By 1890, six more banking institutions were operating in Roanoke, including the National Exchange Bank (201 South Jefferson Street), founded in 1889, which constructed a Neoclassical building in 1911. Other early commercial buildings constructed further east towards Jefferson Street included the Asberry Building and the E.H. Stewart Furniture Company, both built ca. 1890 in the first block of West Campbell Avenue.

The infrastructure of the city improved as well during this period. The Southern Bell Telephone and Telegraph Company began operations in 1884 and the Roanoke Daily Times published its first paper in 1886 before moving into the building at **122 West Campbell Avenue** in 1892. Other services established in the city by 1890 included the Y.M.C.A., the Vigilante Fire Company, the Roanoke Street Railway Company, the Roanoke Electric Light & Power Company, the Allegheny Institute, and the National Business College. In 1886, citizens passed a $90,000 bond for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school (White 1982:72). The city adopted a new charter in 1892 that expanded the boundaries once again and provided for a board of public works, a police force, and a city auditor. The Board of Trade, predecessor to today’s Chamber of Commerce, was also established in 1892 with 164 members. The growth of Roanoke as a business center prompted John M. Oakey to move his funeral service business from Salem and construct a new building in Roanoke in 1895 at **124 West Campbell Avenue**.

As is typical of a "real estate boom", Roanoke also suffered some "bust" years. Many of the real estate development companies had a short life span. A devastating snowfall in 1890 that caused tremendous property damage followed by a nation-wide financial panic in 1893 slowed down the speculative growth. As influential and successful as many of the early financiers were, they could come and go quickly. The Roanoke City Directory listed two development companies and thirteen investment companies in 1890, but only three such companies a decade later. By 1896 P.L. Terry -- builder of Roanoke's first skyscraper, the Terry Building (1892) -- and his son-in-law S.W. Jamison went broke when their bank The Roanoke Trust, Loan and Safe Deposit Company failed due to bad real estate investments (White 1982:84).

By the early 20th century, the city experienced another surge in real estate development with a 62% increase in population in the first decade. In 1900, the population of Roanoke reached 21,500, making it the largest city in Southwest Virginia (Kern:14). This growth would increase an additional 80% to 38,874 in 1910. Despite a national financial
depression in 1907, the businesses of Roanoke continued to prosper and build new quarters in downtown. City directories confirm this rebound, documenting an increase from 70 to 190 incorporated companies and from four land companies to 22 between 1900 and 1910. The Roanoke Times reported an increase in building permits with an impressive total of 415 new houses and eighteen commercial buildings under construction in 1905 as well as a new Norfolk & Western passenger station (Barnes 1968:405). The progressive development of the city as it entered into the 20th century can be credited to the prominent and civic-minded businessmen who promoted the city in its early days and helped to establish the necessary business institutions. As a founding member with Edward L Stone and William C. Stephenson of the Young Men’s Investment Company, Junius B. Fishburn helped to establish the National Exchange Bank in 1889 as well as the Times World Corporation, which published both of Roanoke’s daily newspapers. Fishburn was involved in a number of manufacturing concerns and businesses in Roanoke, including the Shenandoah Life Insurance Company, from which he purchased the first policy in 1916 (Bruce, 1982:168). Testimony to his business acumen is the fact that all three of these enterprises continue to operate today in some fashion.

City directories and Sanborn Fire Insurance maps show that the downtown area had fully developed as a commercial district by the 1920s. The banks helped establish Jefferson Street and Campbell Avenue as the primary thoroughfares of downtown. The First National Bank moved into its new seven-story skyscraper at 101 South Jefferson in 1910 and the National Exchange Bank constructed a building on the next corner at 201 South Jefferson in 1911. The Colonial Bank and Trust Company opened in 1910 at 116 West Campbell Avenue. In 1914, the American National Bank formed from the Bank of Commerce and located in the Ferguson Building at 102 West Campbell Avenue in 1919 (Barnes, 1968:513,562). A number of larger office buildings were also constructed in the early 20th century, including the Horton Building (304 First Street) in 1909 on the former site of a livery stable to house the newly chartered Grand Piano Company. Other large buildings on First Street dating to this period include the 1911 Lakeland Masonic Lodge/Reams, Jones & Blankenship Furniture Company (211 First Street) and the Anchor Building/Shenandoah Building at 301 First Street, which was constructed initially as a three-story building in 1910 before five additional stories were added in 1921 (Barnes, 1968:603). Jefferson Street continued as a major thoroughfare, developing further south from Campbell Avenue during this period. A number of three-story, three-bay brick commercial buildings lined Jefferson Street by 1910. Larger buildings, such as the six-story Strickland Building/Mountain Trust Bank (302 South Jefferson) and the Thurman and Boone/S.H. Heironimus Building (401 South Jefferson), both constructed in 1915, began to occupy the prominent corners of Jefferson. Further west on Second Street, the Phelps and Armstrong Furniture/Grand Piano Company Building was erected ca. 1916. Land development companies as well as service professionals, such as attorneys, doctors, and insurance agents occupied many of the upper floors of the commercial buildings in Roanoke while retail stores operated out of the ground floors.

Civic improvements continued as well in the early 20th century. The Women’s Civic
Betterment Club formed in 1906 as part of a national movement of women becoming more involved in the welfare of their cities. One of their initial projects was to bring the Boston landscape designer John Nolen to Roanoke to develop a comprehensive plan for the city. Although this progressive plan was never adopted, the club did champion a wide range of projects that included city parks, better schools, better sanitation, street paving, a library, a juvenile court, a nursery school for working mothers and a local chapter of the American Cancer Society (White, 1982:87). The new City Hall/Municipal Building, designed in 1915 by noted Virginia architects Edward G. Frye and Aubrey Chesterman, illustrates the influence of the City Beautiful movement with its spacious setting on an entire city block between Second and Third streets on Campbell Avenue and its imposing Neoclassical style.

Church Avenue became the address of a number of churches in the early 20th century as the city’s population grew. The 1900 City Directory lists First Christian (344 Church Avenue), Greene Memorial Church (402 Second Street), First Presbyterian Church (Third and Church Avenue), St. Mark’s Lutheran Church (Second and Church Avenue); and Trinity Methodist Church (401 Church Avenue). As congregations grew and needed more space, many of these churches moved to the nearby suburbs in the 1920s.

World War I and World War II (1917-1945)
The 1920 population of 50,842 increased to 69,287 in 1940 with annexations to the city in 1919, 1926, and 1943. While most of the new development was residential and occurred in the suburbs, the businesses and government of Roanoke continued to be located in the downtown area. The new City Hall/Municipal Building, constructed in 1915, and the 1932 United States Post Office and Courthouse on Campbell Avenue and Church Avenue between Second and Third streets confirmed this area as the governmental center of the city and a western anchor to downtown. The general prosperity of the times provided for a number of public buildings and services in the 1920s, including: the establishment of a city library in the old Terry House in Elmwood Park; the construction of Jefferson High School in 1928; and the new City Market Building in 1922. In 1928, city officials invited John Nolan to return to update the comprehensive plan for the city. This plan recognized the growth of Roanoke and provided for improved street systems as well as parks and other public amenities.

The commercial district continued to be centered on Jefferson Street and Campbell Avenue, where a number of new office buildings, hotels, banks, and department stores were constructed during this prosperous period. In 1921 W.W. Boxley, a prominent local businessman, developer and mayor of Roanoke, contracted Edward G. Frye and Frank Stone to construct the eight-story Boxley Building (416 Jefferson Street). Boxley came to Roanoke in 1906 as a surveyor and construction worker and quickly allied himself with the railroad construction business. In association with the railroad construction business, he opened quarries that continue to operate today. Active in both politics and business, Boxley served on City Council and was mayor from 1919 to 1922, a period of progress and prosperity for Roanoke. He helped to found the Shenandoah Life Insurance Company, the Colonial American Bank, the Liberty Trust Company and served as the president of the Chamber of Commerce. The Boxley Building stands as a reminder of this
progressive era and a tribute to its owner (Kuthy and Whitwell, 1983). As president of the Business Extension Corporation, which formed in the 1920s to help with development ventures in the city, Boxley was also directly involved in the construction of the Patrick Henry Hotel (617 Jefferson Street) in 1925. Roanoke’s position as the banking hub of southwest Virginia was strengthened in 1927 with the construction of the Colonial National Bank (202 Jefferson Street). Located at the corner of Jefferson and Campbell Avenue, this twelve-story building designed by Frye and Stone, reiterated the prominence of this intersection as the center of downtown and stood as the tallest building in Roanoke for half a century. The bank merged with American National Bank in 1929 to become Colonial American National Bank. Directly across the street, the National Exchange Bank (201 Jefferson Street) expanded its 1911 building with a large addition in 1935.

While the designs of the 1920s were typically classical in style, the 1930s introduced the more streamlined vocabulary of the Moderne and Art Deco styles. The United Cigar Company (1-5 Campbell Avenue), constructed in 1929 at the city’s most prominent intersection, stood as a deviation from the Neoclassical bank buildings across the street. The Medical Arts Building (26 Franklin Road), constructed in 1929 to house doctor’s and dentist’s offices, is another example of this new style with its intricate brickwork in geometric patterns. The N.W. Pugh Department Store (35 Campbell Avenue), which had been located at the corner of Campbell and First Street since the early 1900s, updated their image after a fire with the construction of a new Art-Deco building in 1931. The Crystal Tower Building (131 Campbell Avenue) replaced the Ponce de Leon Hotel after it was destroyed by fire in the 1930s. One of the most modern buildings in design and function was the WDBJ Building (124 Kirk Avenue), constructed in 1937 in the Moderne style as the second licensed broadcasting station in the state (Barnes, 1968:770). The Appalachian Electric Power Building (Franklin Road and First Street) was constructed in 1940 in the Moderne style and illustrates the prominence of this utility at the time.

The New Dominion (1945 to Present)
The 1950s began as a prosperous time for Roanoke with post-war populations increasing by 32% during this time of general prosperity. In 1952, Roanoke was named one of eleven All-American Cities based on a host of civic improvements it had accomplished, including: four million dollars in new school construction; the establishment of Mill Mountain Zoo; a new health center; and a new sewage disposal system (White, 1982:112). A new Roanoke City Public Library was constructed in 1952 on the site of the original library in Elmwood Park. The construction of the Hunter Viaduct in 1956 caused the demolition of a number of early downtown buildings, particularly in the first block of South Jefferson Street. In 1957, the city celebrated its Jubilee Anniversary of 75 years. However, this marked the end of the boom as the American Viscose Plant closed in 1958 resulting in the loss of 1,750 jobs. During that same year, the Norfolk & Western Railway converted from steam to diesel engines and another 2,000 jobs were lost. The closing of these two operations had a devastating effect on the city’s economy. Statistics show that the population began to decrease for the first time ever during this period and virtually no new buildings were constructed downtown until the urban
revitalization efforts of the 1970s. Towers Shopping Center and Crossroads Mall, both constructed in the early 1960s as the first suburban shopping malls, became a direct competition for the downtown retail stores. The construction of the new main Post Office in 1966 on redevelopment land in northeast also had a negative impact on downtown as this major government institution moved out of downtown. In spite of this slow decline in the second half of the 20th century, downtown Roanoke has survived. Early redevelopment efforts also helped the area. The Downtown East project brought several new office buildings to the eastern edge of downtown, the main library was expanded with a large addition, and the Center in the Square project planned to revitalize an existing building in the City Market area as a cultural arts center. In 1966, plans were approved for the Roanoke Civic Center (completed 1971), to be located in an area slated for urban renewal directly northeast of downtown. In the 1970s, downtown began to revive with the construction of several new bank buildings, particularly at the intersection of Church Avenue and First Street. Government commitment to downtown returned with a large addition to the 1915 City Hall/Municipal Building in 1970 and the Poff Federal Building was constructed in 1974 at the southwest edge of downtown.
PHOTOGRAPHS

Photo 1 of 14

201 South Jefferson Street and 202 South Jefferson Street
National Exchange Bank and Colonial National Bank
looking SE

19239-5
Photo 2 of 14  
1-29 Campbell Avenue, SW  
Looking NW  
19239-3
Photo 3 of 14

118-128 Campbell Avenue, SW
Campbell Avenue Complex Historic District
looking SW
19239-6
Photo 4 of 14

210 Campbell Avenue, SW/215 Church Avenue, SW
Roanoke City Municipal Building
looking SE
19239-11
Photo 5 of 14

300 block, Campbell Avenue, SW, north side
Looking NW
19239-12
Photo 6 of 14

220 Church Avenue, SW and 402 Second Street, SW
U.S. Post Office and Courthouse and Greene Memorial Methodist Church looking SE  19239-13
Photo 7 of 14

301-305 First Street SW and 211-213 First Street, SW
Anchor/Shenandoah Building and Lakeland Masonic Lodge looking NW
19239-9
124 Kirk Avenue, SW, 128 Kirk Avenue, SW and 312 Second Street SW WDBJ, J.M. Oakey Inc., and Phelps-Armistead Furniture
looking SW
19239-10
116-130 Church Avenue, SW and 402 Second Street SW
Texas Tavern, Roanoke Stamp & Seal Co., Macado’s, Richardson-Wayland Electric Co., and Greene Memorial Methodist Church
looking SW
19239-20
Photo 10 of 14

9-21 Franklin Road, SW and 511 South Jefferson Street
Jefferson Electric Co. and Knights of Pythias Building
Looking NE
19239-14
Photo 11 of 14

617 and 601 South Jefferson Street
Patrick Henry Hotel and Coulter Building
Looking NW
19239-16
Photo 12 of 14  410-416 South Jefferson Street
Meals & Burke Building and Boxley Building
Looking SE
19239-18
Photo 13 of 14

300 block South Jefferson Street, east side
Looking NE
19239-19
Photo 14 of 14
302-316 South Jefferson Street
Strickland Building (302 South Jefferson Street)
Looking SE
19239-4
CHAPTER 4: SURVEY FINDINGS OF THE ROANOKE DOWNTOWN HISTORIC DISTRICT

Data Sharing System (DSS) Database

Statistical information based upon the survey findings can be produced by running computer-generated reports. Some of this information is factual, based upon numbers collected from the survey, while other information is evaluative, based upon Hill Studio's understanding and evaluation of architectural and historical information collected during the survey. The computer-generated reports represent both factual and evaluative information and provide statistics on important trends and aspects of the history and development of Roanoke. The following summary and analysis has been prepared by architectural historians and preservation planners at Hill Studio and reflects their professional understanding of the resources surveyed within the context of the city's history. The information presented attempts to address the needs and concerns of the Roanoke City Office of Planning and Community Development, property owners and VDHR. Other types of statistical reports may be of interest to particular groups, such as property owners, community groups, the historical society, or school groups, and can be generated from the DSS database.

Summary of Survey Findings

As expected in the urban setting of Roanoke, the 46.5 acre Roanoke Downtown survey is represented nearly 100% by buildings, rather than sites, structures or objects. Of the 145 properties surveyed within the district, there were 138 buildings, six structures, and one object. The six structures were all non-contributing attendant’s structures on parking lots. The majority of the buildings surveyed were constructed during the period between the late 19th century and the mid-20th century. The breakdown of buildings constructed by decade was as follows:

<table>
<thead>
<tr>
<th>Decade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre 1900</td>
<td>4.76%</td>
</tr>
<tr>
<td>1900</td>
<td>8.84%</td>
</tr>
<tr>
<td>1910</td>
<td>19.9%</td>
</tr>
<tr>
<td>1920</td>
<td>26.5%</td>
</tr>
<tr>
<td>1930</td>
<td>12.9%</td>
</tr>
<tr>
<td>1940</td>
<td>3.4%</td>
</tr>
<tr>
<td>1950+</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

Buildings in the district represent a variety of styles from the different periods, including the High Victorian, Neoclassical, Classical Revival, Renaissance Revival, Colonial Revival, Gothic Revival, Beaux Arts and Art Deco styles. The Commercial Style was most prevalent, representing 79% of buildings surveyed. Of the 145 resources surveyed in the district, 100 (70%) are contributing and 45 (30%) are non-contributing.
CHAPTER 5: RECOMMENDATIONS

Based on the survey and nomination of the Roanoke Downtown Historic District in the City of Roanoke, Hill Studio recommends the following actions be taken to promote the stewardship of the historic resources of the district as well as the City of Roanoke:

- Historic Tax Credit workshops to help property owners prepare applications;
- Façade improvement program to remove many of the late-20th century alterations;
- The local government should strive to utilize vacant historic buildings within the district and/or City for their own space and program needs;
- The City should work closely with the Roanoke Valley Preservation Foundation and Downtown Roanoke Inc. to recognize preservation and rehabilitation efforts in the downtown area.
- Sponsor a brown-bag lunch series focusing on architecture and history of downtown as well as opportunities for preservation and rehabilitation.
- Develop a preservation resource center either in the City of Roanoke Planning Department or the Virginia Room of the Roanoke City Library.
- Create a Development Advisory District (DAD) to provide voluntary guidelines for new development within the historic district.
- Conduct a survey to determine potential eligibility of a light industrial/warehouse district to the north and east of the downtown district for listing on the state and national registers.
- Sponsor walking tours and architectural treasure hunts to be used by local civic groups, school groups and tourists to heighten awareness of the architecture of downtown.
- Develop a series of plaques commemorating historic buildings that have been demolished.
BIBLIOGRAPHY


