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PRELIMINARY INFORMATION FORM (PIF) for INDIVIDUAL PROPERTIES

The Preliminary Information Form (PIF) constitutes an application for preliminary consideration of a property for eligibility for the Virginia Landmarks Register and the National Register of Historic Places. The PIF is **not** the same as a nomination to the Registers, but is a means for evaluating the **eligibility** of a property for listing. The PIF is evaluated by Department of Historic Resources (DHR) staff and the State Review Board and their recommendations regarding the property's eligibility will be provided to the property owner in writing.

Before Preparing a PIF

Contact DHR's Archivist for assistance in obtaining any information DHR may have on file about your property, such as a previous architectural survey record or eligibility evaluation. You are welcome to use this information in preparing your PIF. Contact DHR's Archivist by phone at (804) 482-6102, or by email at Quatro.Hubbard@dhr.virginia.gov.

Staff at one of DHR's three Regional offices are available to answer questions you may have as you begin preparing your PIF. Locations and contact information for each office is at http://dhr.virginia.gov/regional_offices/regional_offices.htm. (You also are welcome to ask DHR's Archivist for the contact information.)

Preparing a PIF

A PIF consists of three equally important parts:

1. **Form:** Complete the attached form to the best of your ability, using your own research about the property to be evaluated as well as any information that DHR has provided. Remember that DHR's Regional staff also are available to assist you. The form may be completed using Microsoft Word software, typed, or hand-written. If using MS Word, the PIF can be submitted via CD, email, ftp, or other file sharing means.

Your PIF will not be evaluated if it is missing any of the following information:

- Property owner's signature
 - Contact information for the person submitting the form (if different from the property owner)
 - Contact information for the City Manager or County Administrator where the property is located
2. **Photos:** Provide color photographs of your property's exterior and major interior spaces, with emphasis on architectural features instead of furnishings. Photos typically include views of the main building from all sides, as well as important ornamental and/or functional details; any outbuildings or secondary resources; and the property's general setting. Submit photo prints on 4" x 6" glossy photo paper and digital images on CD or other file sharing means approved by DHR's Regional staff.
 3. **Maps:** A minimum of two maps must accompany your PIF:
 - **Location map:** This map shows the exact location of your property. The map can be created using Google Maps, Google Earth, Bing, or other mapping websites. A copy of a road map also may be used as long as the property's exact location and physical address are shown on the map. DHR's Archivist can assist in providing an acceptable location map with boundaries.
 - **Sketch map:** This map shows the locations of all resources on your property, such as the main building; any secondary resources (often referred to as outbuildings); major landscape features such as a stream, formal gardens, driveways, and parking areas, and the road on which the property fronts. The sketch map can be drawn by hand, or an annotated aerial view, tax parcel map or survey map may be used.

Submitting a PIF

Once you have completed the PIF, submit it to the appropriate Regional office. The Regional staff member will inform you when DHR staff will review your PIF and answer any questions you may have about the evaluation process.

Note: All submitted materials become the property of DHR and will be retained in our permanent Archive. In addition, the materials will be posted on DHR's public website for a period of time during the evaluation process.

*Thank you for taking the time to submit this Preliminary Information Form.
Your interest in Virginia's historic resources is helping to provide better stewardship of our cultural past.*



PRELIMINARY INFORMATION FORM (PIF) for INDIVIDUAL PROPERTIES

DHR No. (to be completed by DHR staff) 129-5051

Purpose of Evaluation

Please use the following space to explain briefly why you are seeking an evaluation of this property.

The owner hopes to further study the history of the property and rehabilitate it as a mixed-use complex.

Are you interested in applying for State and/or Federal Rehabilitation Tax Credits? Yes X No ____

Are you interested in receiving more information about DHR's easement program? Yes ____ No X

1. General Property Information

Property name: Valleydale Meats Packing Plant

Property address: 710 E. 8th Street
City or Town: Salem, Virginia
Zip code: 24153

Name of the Independent City or County where the property is located: City of Salem

Category of Property (choose only one of the following):

Building X Site ____ Structure ____ Object ____

2. Physical Aspects

Acreage: 10.62

Setting (choose only one of the following):

Urban ____ Suburban ____ Town X Village ____ Hamlet ____ Rural ____

Briefly describe the property's overall setting, including any notable landscape features:

Valleydale is situated on a 10.62-acre site in an industrial section of the City of Salem, Virginia, set against the backdrop of the mountains. The surrounding neighborhood, known as East Bottom, includes worker housing that likely supported the nearby industries. The Valleydale property is bounded by 8th Street to the north, Ohio Street to the east, and Indiana Street to the west. Railroad tracks define the south side of the property. The front office section of the plant is set back from 8th Street, facing onto a grassy lawn. A concrete path flanked by two trees approaches the main entrance. Public sidewalks run along the north and west sides of the property. A chain-link fence encircles the factory section and several acres of open space behind the plant. The property includes two secondary resources, a small concrete block building and a brick building, denoted as the sewer screen house on the 1959 Sanborn Map.

3. Architectural Description

Architectural Style(s): No discernible style

If the property was designed by an architect, landscape architect, engineer, or other professional, please list here:

Unknown

If the builder is known, please list here: Unknown

Date of construction (can be approximate): 1936, 1938, 1941, 1951, 1956

Narrative Description:

In the space below, briefly describe the general characteristics of the entire property, such as its current use (and historic use if different), as well as the primary building or structure on the property (such as a house, store, mill, factory, depot, bridge, etc.). Include the architectural style, materials and method(s) of construction, physical appearance and condition (exterior and interior), and any additions, remodelings, or other alterations.

Exterior

The Valleydale Plant is a large industrial facility comprised of multiple additions, constructed between 1936 and the 1960s as a meatpacking plant. A two-story rectangular volume, which housed the lobby and office functions, fronts the plant. Dating to 1951, this wing is of concrete masonry construction with brick curtain walls. Its institutional character is typical of schools and office buildings constructed in the mid-twentieth century. The wing stands on a cast concrete foundation. The red brick curtain walls are arranged in a five-course common bond. A brick parapet capped with simple concrete coping hides the flat roof. The aluminum-frame windows are evenly spaced, with simple, cast-concrete sills.

The main entrance is situated within a tall center pavilion that protrudes slightly from the front elevation. Recessed brick around the door assembly and the double-height, aluminum-frame window above it further articulate the entrance. An aluminum canopy with rounded corners shelters the door. A sign composed of individually mounted aluminum letters reading "Valleydale Packers Inc." is located above the double-height window. A flagpole projects above the roof of the pavilion. On the wing's east elevation is a recessed loading dock with three freight openings and a personnel opening.

A later addition, which appears to date to the 1960s, is set back from the front of the 1951 addition, comprising the west end of the front elevation. The large, windowless addition also features brick curtain walls arranged in a five-course common bond and a flat roof. Across the front of the addition are large, individually mounted, brushed-aluminum letters reading "Valleydale Meat Products."

Manufacturing functions, like processing and packing, dating from 1936 to the 1960s, occurred in the areas of the plant behind the office wing. The interconnected building masses that housed the manufacturing functions range from one to three stories in height and are predominantly of fireproof, concrete construction with brick curtain walls. Some other sections are CMU or clad in corrugated metal. The earliest section of the plant was constructed in 1936. Although additions were added in 1938 and 1941, the original plant continued to be integrally related to the industrial process. The 1956 addition, located at the southwest corner of the plant, was built as a laboratory. Although sections of the plant were built at different times, there is a consistent architectural vocabulary throughout.

Interior

The front section of the plant served the administrative and distribution functions of the business. At the center of the 1951 office wing is the main lobby, with two reception windows. The rectangular space features terrazzo floors, brick wainscoting, and glazed ceramic block walls. At the center of the floor is a "V" emblem for Valleydale. A mezzanine overlooks the double-height space. Offices, arranged along single-loaded corridors,

are to the east and west of the lobby. The corridors feature linoleum tile floors and glazed ceramic block walls. The stairs to the second floor are located off the west side of the lobby. The stairs are terrazzo with a simple aluminum handrail, which curves elegantly as it winds up to the second floor. Glazed ceramic block also covers the walls of the stairwell. Additional offices line the single-loaded corridors of the second floor. Behind the first floor offices, but still in the 1951 wing, is a recessed loading dock and loading area with concrete floors, concrete columns, and glazed block walls. The elevator and stairwell are located in this section of the addition. The employee cafeteria is located above this space, on the second floor.

The interconnected spaces at the rear of the plant are physical representations of the industrial processes used to process meat. The 1959 Sanborn Map denotes workrooms for killing and cleaning and cutting, grading, and packing. The map also notes spaces for laboratory testing, employee lockers, and a machine shop. The workrooms remain intact, as well some of their associated equipment, including smokers, meat rails, and hangers. The spaces are largely open with steel and concrete columns and exposed ceiling structure. The concrete floors include drains and the walls throughout are glazed block. The surfaces throughout the plant are washable, likely due to sanitation requirements for processing meat.

Briefly describe any outbuildings or secondary resources (such as barns, sheds, dam and mill pond, storage tanks, scales, railroad spurs, etc.), including their condition and their estimated construction dates.

The property includes two secondary resources. Near the southwest corner of the property is a two-story brick building constructed as the sewer screen house in 1956. The building stands on a concrete foundation. It is constructed of red brick in a five-course common bond. A simple brick parapet hides the flat roof. A concrete ramp slopes down below grade to a garage door opening on the front elevation. West of the garage door is an at-grade personnel door. The window openings, which are filled with fixed plate glass, have rowlock brick sills. A small CMU building is located directly south of the plant. The building does not appear on the 1959 Sanborn Map. The simple building is covered with a flat, contemporary metal roof. It has no windows, only a single-leaf door and a contemporary overhead garage door.

4. Property's History and Significance

In the space below, briefly describe the history of the property, such as significant events, persons, and/or families associated with the property. Please list all sources of information used to research the history of the property. (It is not necessary to attach lengthy articles or family genealogies to this form.) If the property is important for its architecture, engineering, landscape architecture, or other aspects of design, please include a brief explanation of this aspect.

The Valleydale Meats Packing Plant at 710 E. 8th Street in Salem, Virginia, is significant as the original plant for Neuhoff Incorporated (later renamed Valleydale Packers), a major industrial operation in the Southeast and one of the largest employers in Salem. The establishment of this plant in 1936 in Salem, Virginia, helped launch the city into a new era of industrial prosperity. Lorenz Neuhoff, Jr., who founded Neuhoff Incorporated, was not only a leader in the meat packing industry in the region, but also an innovative marketer, capitalizing on the potential of television advertising in the 1950s.

The Valleydale Meats Packing Plant is eligible for listing on the National Register under Criteria A and C with significance on the local level in the areas of industry and architecture for the period 1936 to 1968, encompassing the date of construction to the 50-year mark, as Lorenz Neuhoff continued to own and operate the business into the 1980s.

History

The son of a meat packing company owner in Nashville, Tennessee, Lorenz Neuhoff, Jr. began working in the industry in 1919, at the young age of twelve. When he was seventeen his family moved to Atlanta and he became the superintendent of a Swift & Company plant, the youngest in the company's history. In 1933, at the age of twenty-six, he bought Scott Packing Company in Lynchburg, Virginia and created his own company, Neuhoff Incorporated.

In December 1935, Neuhoff expressed his interest in building a plant in Salem, Virginia, if he could get a railway siding into his proposed site on 8th Street. The Norfolk & Western Railroad quickly obliged and in 1936, Neuhoff moved his company to Salem. Construction on the plant began in March 1936 with a crew of 125 men. The local newspaper at the time heralded the 23,000-square-foot brick and stone plant as including "every modern convenience and equipment."¹ The plant began operations in July 1936, with 75 employees on the payroll. By January 1937, the payroll had increased to 110 employees.² In 1938, the first of several additions to the structure was built.

In the 1940s and 1950s, Neuhoff expanded his company throughout the Southeast by acquiring companies and packing plants in Tennessee, Florida, Virginia, North Carolina and Alabama. In 1941, Neuhoff completed a second major addition to the plant. In 1948, Neuhoff changed the company name to Valleydale Packers. Major plant additions continued to be completed in the 1950s. By 1958, annual gross sales for Valleydale Packers were in excess of 100 million dollars. By 1964, it was the fourth largest employer in Salem, after General Electric, Eaton, Yale & Towne, and Rowe Furniture.³

In 1970, Lorenz Neuhoff, Jr. resigned from his position of president of the company; however, he remained Chairman until he died in 1988. In 1992, the Neuhoff family sold the company to Smithfield Foods. Founded by Joseph W. Luter in 1936, in Smithfield, Virginia, to produce Smithfield Hams, the company is now one of the largest pork producers in the world. According to the *Washington Post*, the plant employed 200 people at the time of Smithfield's acquisition.⁴ The plant was closed in 2005, costing approximately 344 employees their jobs and costing the city \$135,000 in annual tax revenue.⁵ Smithfield Foods blamed the shutdown on "the plant's age, distance from pork suppliers and new Smithfield facilities in North Carolina, as well as estimated costs of plant upgrades."⁶

Salem's Industrial Growth

The relocation of Neuhoff Incorporated from Lynchburg to Salem helped ignite industrial growth in the small city. Only a year earlier, the Salem Chamber of Commerce was established to encourage business development as many residents believed that the city was “right at the beginning of the most prosperous period the town [had] enjoyed in many years.”⁷ The Peacock-Salem Laundry opened in 1935, the Maid Bess Garment Company opened in January 1937, and in 1938, the Chamber of Commerce created Salem Industries Inc. to raise funds to purchase land and open the Salem Full Fashioned Hosiery Mill, supported by Burlington Mills.⁸ Industries in Salem continued to prosper into the 1950s, as demonstrated by the trend of constructing major additions for plants including Valleydale Packers, Salem Full Fashioned Hosiery, Rowe Furniture, Salem Foundry and Machine Works, Peacock-Salem Laundry, Woodson Pontiac and Jobe Florists. Additionally, in 1954, General Electric pronounced it would construct a multi-million-dollar plant in Salem.

Marketing Innovation

Valleydale Packers became known not only for its meat packing success, but also for its accomplishments in marketing. In 1952, the first TV station in the area, Roanoke's WSLS, aired its first commercial, which promoted Valleydale meats.⁹ The marketing success of the company is credited to Neuhoff who realized the potential power of television advertising at an early date. The series of Valleydale commercials produced for TV in the 1950s and 1960s featured animated pigs working, singing, dancing and marching in a parade. For residents of the Roanoke Valley, these pigs would become integral to the Valleydale brand for the next half-century. These iconic pigs were prominently featured in Valleydale advertising, including advertisements in the *Washington Post* and product packaging for the next half-century. When the *Washington Post*, reported on the Smithfield acquisition of the company, it noted the brand as famed for its “marching pigs”.¹⁰ When the plant closed in 2005, the *Roanoke Times* reported that longtime area residents could still recall these original ads as well as the jingle, “Hooray for Valleydale.” Thus, the legacy of the Valleydale pigs transcends its bygone products.

Bibliography

Adams, Duncan. "Valleydale Foods in Salem will cease operations." *The Roanoke Times*. November 29, 2005.

"Digest: Economy." *The Washington Post*. September 2, 1992. F2.

"Display Ad 189 – No Title." *The Washington Post*. August 26, 1976. G7.

Middleton, Norwood C. Salem: A Virginia Chronicle. Salem Historical Society, 1986.

Stuart, Alfred Wright. 1966. *The Suburbanization of Manufacturing in a Small Metropolitan Area: Roanoke, Virginia*. Ph.D. Diss., The Ohio State University, <http://proxygw.wrlc.org/login?url=https://search-proquest-com.proxygw.wrlc.org/docview/302219130?accountid=11243> (accessed October 30, 2017).

"Valleydale's success was capitalizing on TV commercials." *Virginia Media, Inc.* January 23, 2014. <http://ourvalley.org/valleydales-success-was-capitalizing-on-tv-commercials/>

5. Property Ownership (Check as many categories as apply):

Private: Public\Local _____ Public\State _____ Public\Federal _____

Current Legal Owner(s) of the Property (If the property has more than one owner, please list each below or on an additional sheet.)

name/title: Ed Walker

organization: Indiana Street LLC

street & number: PO Box 586

city or town: Roanoke state: VA zip code: 24004

e-mail: brentgcochran@gmail.com telephone: 540-597-6914

Legal Owner's Signature: _____ Date: _____

• • *Signature required for processing all applications.* • •

In the event of corporate ownership you must provide the name and title of the appropriate contact person.

Contact person: Brent Cochran

Daytime Telephone: 540-597-6914

Applicant Information (Individual completing form if other than legal owner of property)

name/title: Katie Gutshall

organization: Hill Studio

street & number: 120 Campbell Avenue SW

city or town: Roanoke state: VA zip code: 24011

e-mail: kgutshall@hillstudio.com telephone: 540-342-5263

6. Notification

In some circumstances, it may be necessary for DHR to confer with or notify local officials of proposed listings of properties within their jurisdiction. In the following space, please provide the contact information for the local County Administrator or City Manager.

name/title: Kevin S. Boggess, City Manager

locality: City of Salem

street & number: 114 N. Broad Street

city or town: Salem state: VA zip code: 24153

telephone: 540-375-3000

¹ Valleydale Company History, 1

² Norwood, 314

³ Stuart, 161

⁴ “Smithfield Foods,” *Washington Post*, F2

⁵ Adams, 1

⁶ Ibid

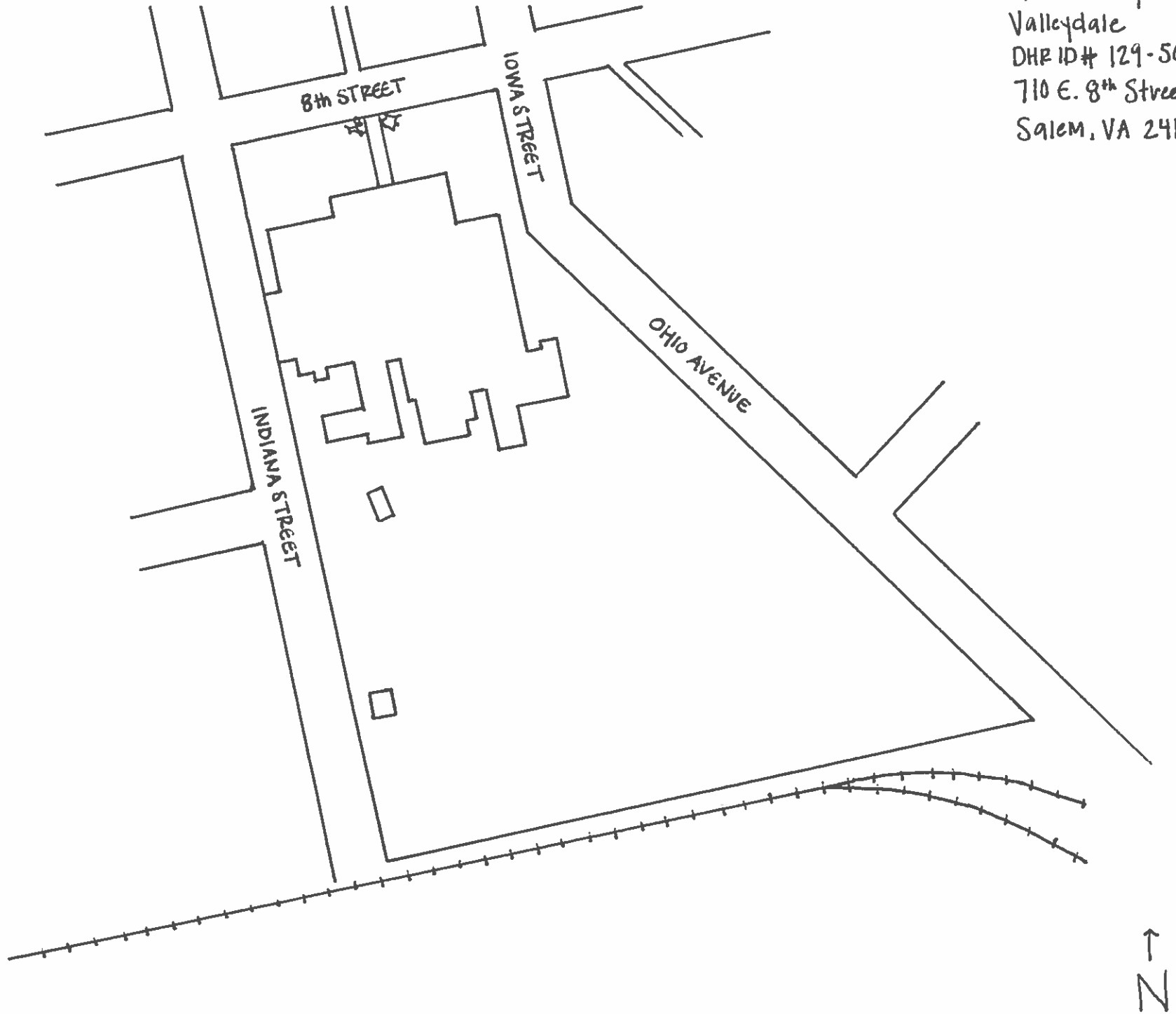
⁷ Norwood, 314

⁸ Ibid, 314-15

⁹ Ibid, 367

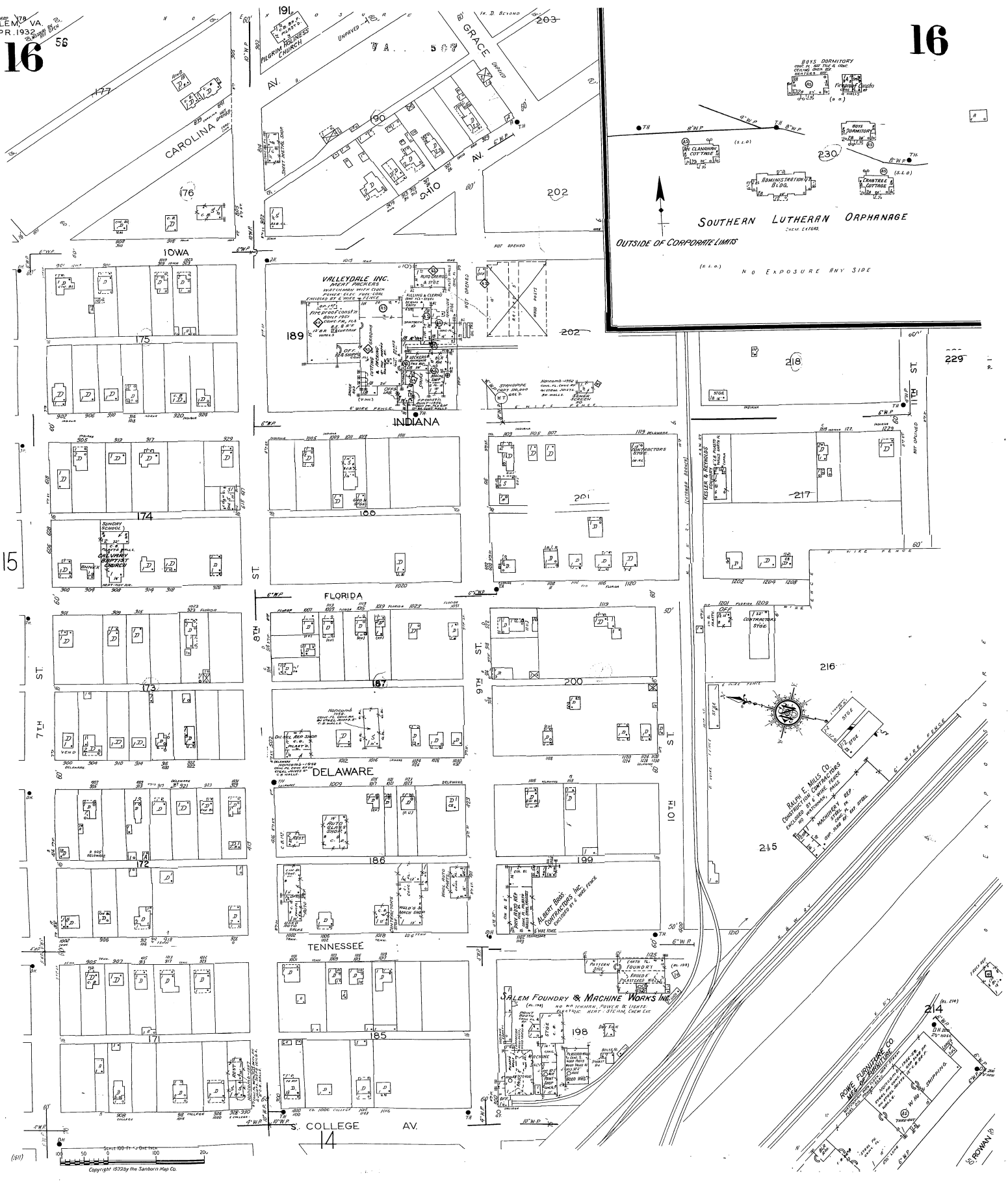
¹⁰ “Smithfield Foods,” *Washington Post*, F2

SKETCH Map
Valleydale
DHR ID# 129-5051
710 E. 8th Street
Salem, VA 24153



SALEM VA.
APR. 1932
16

16



Scale 0-200 Feet
Copyright 1959 by the Sanborn Map Co.