

VLR - 9/16/82
NRHP - 4/20/83

Expansion:
VLR - 9/2/01
NRHP - 6/6/02

128-46
OMB NO. 1024-0018
EXP. 12/31/84

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

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See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic City Market District

and/or common Roanoke City Market Historic District (preferred)

2. Location

street & number Williamson Road, Norfolk Avenue, South Jefferson Street, Church Avenue N/A not for publication

city, town Roanoke N/A vicinity of congressional district

state Virginia code 51 county (in city) code 770

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple Ownership

street & number N/A

city, town Roanoke N/A vicinity of state Virginia

5. Location of Legal Description

courthouse, registry of deeds, etc. Roanoke City Hall

street & number N/A

city, town Roanoke state Virginia 24010

6. Representation in Existing Surveys (2) (See Continuation Sheet #1)

title City of Roanoke has this property been determined eligible? yes no

date 1981 federal state county local

depository for survey records Roanoke City Hall

city, town Roanoke state Virginia 24010

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved date <u> N/A </u>
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

SUMMARY DESCRIPTION

The Roanoke City Market Historic District, a six-block area in downtown Roanoke, is bounded by Norfolk Avenue, Williamson Road, South Jefferson Street and Church Avenue. The district is comprised of over sixty buildings, the great majority of which are one-to-three-story commercial structures. The buildings preserve a rich and varied group of architectural styles and detailing ranging in date from the late 1880s to the present. Along with the use of brick as the most prevalent construction material, the district's architecture is characterized by buildings of two or more bays with roof cornices of wood, metal, or corbeled brick. The structures generally have segmental or flat arch openings and flat roof pitched to the rear. The focal point of the area's grid-plan is the City Market Building of 1922 set in the middle of the central Market Square. Recently, the City of Roanoke has enhanced the appearance of the area outside the market building where farmers have traditionally gathered to sell their produce. The square has been repaved with brick and partially canopied, and new lighting and benches have been installed on the surrounding streets. Granite curbing is used throughout the area which also has concrete sidewalks and tar paved roads.

ARCHITECTURAL ANALYSIS

With few exceptions, the present Roanoke City Market Historic District appears as it did nearly fifty years ago, and its basic building type, the commercial two to three story, two or more bay commercial structure has changed little since the second World War. Wedged between Roanoke's most heavily traveled thoroughfares and the city's main financial street, the district provides a marked contrast to the tall skyscrapers found on South Jefferson Street and the low, one-story contemporary buildings and parking lots found along Williamson Road. Partially set in a small valley, the district now contains a highly concentrated number of structures confined within the present six-block area.

The Market District follows a grid plan with the City Market Building as the main focal point occupying a central square. The Market is approached axially by First Street which jogs to the right to frame the building's east side. The area's main streets, Campbell Avenue, Salem Avenue and Wall Street frame the market building's other three sides. The concept of the market within a square was given added emphasis recently when the space on Campbell Street immediately in front of the Lampros Building and the McGuire Building was repaved in brick with benches installed by the city. At the same time, a permanent canopy was erected on the west side of the 200 block of First Street where vendors market their produce. A canopy appears in photographs of the market area taken in the late 19th or early 20th century when the first market building was still standing. Like its predecessor which was built in 1886, the present modified Georgian Revival, three-story building sets the commercial tone of the neighborhood. The structure's first story was intended for meat dealers' stalls and the second floor as a community meeting hall. The city plans to renovate the market building's upper floors for use as offices.

When the first City Market was erected in the 1880s, the Italianate, Second Empire, and Richardsonian Romanesque styles were the fashion of America's commercial architecture. The Roanoke City Market Historic District preserves a number of buildings within the idiom of the late 19th-century revivals. Although the buildings in the district are

(See Continuation Sheet #1)

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates N/A

Builder/Architect N/A

Statement of Significance (in one paragraph)

STATEMENT OF SIGNIFICANCE

A city's tangible links with its past are manifested in its older buildings and the special sense of place they create. In Roanoke, the historic fabric of the city's Market District lends such a special identity to the city's downtown, having served as the primary marketplace for Roanoke and the surrounding six-county area for over a century. The centerpiece of the district, which comprises more than sixty structures displaying the full range of late 19th-century-to-early 20th-century commercial styles, is the City Market Building on Market Square, one of Roanoke's major landmarks, constructed in 1922 to replace the city's first market building erected on the same site in 1886. The district is also notable for its harmony of materials and appealing human scale. Brick, two-to-three-story commercial buildings frame the open public space of the central market square defined by First Street, Campbell Avenue, Salem Avenue, and Wall Street. In recent years, the district has become the main target of the city's centennial revitalization efforts, which combine innovative design concepts and local historic district zoning with strong public and private backing for such major preservation projects in the district as the planned adaptive reuse of the City Market Building and Fire Station No. 1, and the renovation of the McGuire Building as a regional cultural and science center.

HISTORICAL BACKGROUND

Although the Roanoke market was established in 1874,¹ it was not until some ten years later that anything resembling a city serving facility appeared. Since the population of Roanoke, then named Big Lick, was less than a thousand during the 1870s, this original market place must have been of only neighborhood importance. As Roanoke grew and prospered during the 1880s, the need for a permanent market building became apparent. By 1884 the population of Roanoke was slightly more than 5,000 and the town was chartered as the City of Roanoke.² This original charter formally authorized the establishment of a municipally operated city market. In the following year a bond issue was passed to provide funds for several needed facilities within the new city; as a part of these funds, \$10,000 was set aside for the construction of a market building.³ Land near downtown was immediately acquired, and in 1886 the building was completed and dedicated.⁴

This two-story, brick structure was built within a few feet of the present building, and it became the city's main food distribution center. The second floor was used as an opera house, the ground floor was devoted entirely to meat dealers' stalls, and the space around the periphery of the building was then as today occupied by farmers selling fruits and produce to the city residents and was partially sheltered by a canopy.⁵

The rapid growth of the City of Roanoke at the end of the 19th century and in the early years of the present century was followed closely by expansion of the market area.

9. Major Bibliographical References (See Continuation Sheet #4)

- Almond, R.E. "Roanoke's City Market." Virginia Municipal Review XL (August 1963): 143.
 Barnes, Raymond P. Interview, 1980.
 Flora, J.B. "History of the Roanoke Public Produce and Fruit Market, 1920 to 1956." Department of Agriculture, September 12, 1956.
 Geary, Iva, J. "The Food Market of Roanoke, Virginia." Federal Writers Project. Roanoke, Virginia, 1936.

10. Geographical Data

Acreage of nominated property 16 acres

Quadrangle name Roanoke, VA

Quadrangle scale 1:24000

UMT References

A

1	7	5	9	4	1	8	0	4	1	2	5	4	8	0
Zone	Easting				Northing									

B

1	7	5	9	4	1	7	0	4	1	2	5	1	9	0
Zone	Easting				Northing									

C

1	7	5	9	3	9	3	0	4	1	2	5	1	4	0

D

1	7	5	9	3	9	3	0	4	1	2	5	4	9	0

E

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F

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G

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H

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Verbal boundary description and justification Roanoke Market Historic District is bounded by a line beginning at a point at the intersection of Norfolk Ave. and Williamson Rd. running S down the center of Williamson Rd. to a point at the intersection of Williamson Rd. and Church Ave.; then running W along the center of Church Ave.; then heading S on Church

List all states and counties for properties overlapping state or county boundaries (See Continuation Sheet #5)

state N/A code county N/A code

state N/A code county N/A code

11. Form Prepared By

name/title Virginia Historic Landmarks Commission Staff

organization Virginia Historic Landmarks Commission date September 1982

street & number 221 Governor Street telephone (804) 786-3144

city or town Richmond state Virginia 23219

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

H. Bryan Mitchell
 H. Bryan Mitchell, Executive Director

title Virginia Historic Landmarks Commission

date SEP 16 1982

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I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

United States Department of the Interior
National Park Service

National Register of Historic Places
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ROANOKE CITY MARKET HISTORIC DISTRICT, ROANOKE, VA

Continuation sheet #1

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6. REPRESENTATION IN EXISTING SURVEYS

- (2) Virginia Historic Landmarks Commission Survey
1982 State
Virginia Historic Landmarks Commission
221 Governor Street
Richmond, Virginia 23219

7. DESCRIPTION -- Architectural Analysis

generally eclectic in their combination of stylistic detailing, certain structures in the market area do convey a strong impression of a specific style. Likewise, the district contains a number of salient examples of 20th-century styles with Beaux Arts Classicism and Art Deco styles well represented.

Campbell Avenue, which runs immediately in front of the City Market Building, contains a number of outstanding examples of Italianate commercial architecture. Particularly noteworthy are 10, 12, and 22 Campbell Avenue whose second stories are arched and whose roof lines are marked by heavy bracketed cornices. 118 Campbell Avenue is the district's only example of Richardsonian Romanesque influence; its second story is ornamented with a rough-hewn stone blind arcade. Two late 19th-century structures on Salem Avenue are also expressive of the Renaissance Revival style. The structures at 19 and 21 Salem Avenue have especially detailed cornices and corbeled and pressed brick accents.

Beaux Arts Classicism proved especially popular in American commercial architecture during the late 19th and early 20th centuries, and the district has several distinguished examples. The classically inspired Lampros Building at 108-114 Campbell Avenue has a full Doric entablature, pedimented window heads, its bays defined by pilasters. 304-306 First Street features detailing similar to that of the Lampros Building. The cornice at 107-109 Campbell Avenue shows Beaux Arts classical influence as does the cornice at 315 First Street.

The Georgian Revival style, which also proved popular in Virginia's commercial architecture of the early 20th century is represented in the Market District by two prominent Roanoke landmarks: The Fire Station Number 1 (individually listed on the National Register), and the City Market Building. Built in red brick, the 1922 market building has a central pedimented pavilion, dentiled cornice, and round arch windows on the second story. Also of red brick, the 1906 firehouse has a richly detailed bell tower, a modillion and dentiled cornice, and rusticated first-story openings. Both buildings lend a strong visual appeal to the neighborhood.

One of the finest and best preserved examples of late Art Deco commercial architecture in Virginia is found within the market area on Campbell Avenue. Built in 1946 as an A & P Supermarket, the E & M Market retains its carrara glass front and stylized signage.

(See Continuation Sheet #2)

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7. DESCRIPTION -- Architectural Analysis

Starkly modern at the time of its execution in 1914, the McGuire Building at 209 First Street shows a complete abandonment of a Revival-style vocabulary. It is the only industrial building in the district and is presently undergoing rehabilitation for use as a cultural center for Roanoke Valley. Presently, the most contemporary building within the district is the structure at 16 Church Avenue, completed in 1980. Two stories in height, it too maintains the scale of its neighbors.

Density and lot sizes vary within the district. While First and the north side of Campbell Avenue remain almost intact, parking lots are found in all other blocks. The parking lots on Church Avenue, east of First Street, and Salem Avenue, the largest in the area, are on the district's north and south edges.

While the streets are uniformly paved with asphalt, the lesser maintained alleys have vestiges of late 19th-century, spall block paving. Most streets provide for one-way traffic with pedestrian traffic most heavily concentrated on First Street, where farmers' produce is sold. The city intends to install more benches on Campbell Avenue. Although most of the street furniture is relatively new, an ornamental cast-iron horse fountain survives on First Street near the market area. Considered a landmark by city residents, the fountain has a dog's head from which the water flows into a small basin. The base of the fountain is richly decorated with fruit and foliage.

Although a large number of buildings are in a state of disrepair, the market area is presently undergoing a major revitalization. The City of Roanoke, together with merchants' associations, is presently working to promote the district as a viable downtown commercial space. Recent rehabilitation of a number of buildings and the plans of local developers suggest that the future of the area as commercial space is almost certainly assured. In this regard, the City of Roanoke has designated the Market District as a local city historic district with the intention of preserving the remaining buildings for future rehabilitation and restoration.

As indicated on the enclosed map, the boundaries of the proposed Market District are generally defined by Williamson Road, Norfolk Avenue, South Jefferson Street and Church Avenue.

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ROANOKE CITY MARKET HISTORIC DISTRICT, ROANOKE, VA

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8. SIGNIFICANCE -- Historical Background

Squares used for produce marketing developed in front of the market building, two of which are in use at this very day. Grocery stores and other allied businesses, many serving the visiting rural populace, grew up around the market. During these years the market was the scene of intense activity during most of the daylight hours. Farmers, many of whom had traveled for two days from the more remote areas of the surrounding six-county region, arrived at the market early in the morning; they were met by the many grocerymen and buyers for hotels and restaurants.⁶ Throughout the day, the area was active with housewives doing their daily marketing. So great was the magnitude of market trade in this period that the average August business amounted to 86,000 wagonloads of produce between 1905 and 1924.⁷

Throughout most of its history, the City Market was faced with competition arising from the creation of similar facilities elsewhere in the city. In 1905 Randolph Street Market was initiated, but failing to gain popularity, closed in 1907.⁸ About 1927 the West End Market, located twelve blocks to the west of the existing market, was opened by the City of Roanoke. But because of the public's long established habit of buying food at the original market, this facility also failed.⁹ Again, in 1932 another market was built.¹⁰ This privately financed produce outlet, called the Arcade Market, was constructed within the southeastern block of the present market area. This market remained in operation until shortly after the end of World War II when declining business forced its closing, showing once again that the popularity of the original marketplace, with its central location, enabled the market to survive and prosper, despite increasing congestion and frequent attempts at encroachment on its business. That the old market area was a complete center for all types of food distribution also gave it a favorable advantage over competitors.

By 1920 the old market building was judged to be completely inadequate for 20th-century Roanoke. The venerable structure was razed in 1921, and replaced in 1922 by the existing building at a cost of \$210,000.¹¹ The physical appearance of the market area changed little in the two decades preceding the second World War, the most active years of the market. It was during this period that the wholesale produce trade tended to dominate the area. The vast majority of farmers using the market sold most of their produce through wholesale channels, and there developed a large complex of food wholesale dealers within the area.¹²

During 1978 the market area underwent a dramatic change, with the inauguration of many small businesses along First Street and Campbell Avenue. The first annual Market Festival, held in October, 1978, directed new attention to the district, as did the establishment of local historic district zoning for the market area on September 17, 1979. With the technical assistance of the Virginia Historic Landmarks Commission and the financial assistance of the federal urban development action block grant program, plans are currently underway for the adaptive reuse of the City Market Building as a center for retail specialty food shops and the conversion of Fire Station No. 1 as a restaurant. Cultural activities are being integrated with the traditional market activity of the district, as the Southwest Virginia Center for the Allied Arts and Sciences begins to execute its plan to renovate the McGuire Building as a cultural and science center for the region. The recent certification of the local design control ordinance for the district by the Secretary of the Interior can be expected to sustain the growing interest of investors in the area's redevelopment.

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ROANOKE CITY MARKET HISTORIC DISTRICT, ROANOKE, VA

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8. SIGNIFICANCE -- Historical Background (Footnotes)

¹John L. Wann et al., Farmers' Produce Markets in the United States (Washington: United States Department of Agriculture, 1948), p. 110.

²George S. Jack and E.B. Jacobs, History of Roanoke County, Roanoke City, and the Norfolk and Western Railway Company (Roanoke: George S. Jack and E.B. Jacobs, 1912), p. 95.

³Interview with Raymond P. Barnes.

⁴R.E. Almond, "Roanoke's City Market," Virginia Municipal Review, XL (August, 1963): 143.

⁵Interview with Raymond P. Barnes, September 1965.

⁶Ibid.

⁷Technical Advisory Corporation, "Agriculture," Roanoke Industrial Survey (New York: Technical Advisory Corporation, 1928), Part IX, p. 24.

⁸Interview with Raymond P. Barnes.

⁹Iva J. Geary, "The Food Market of Roanoke, Virginia" (Federal Writers Project, Roanoke, Virginia, 1936), p. 2.

¹⁰Ibid.

¹¹Technical Advisory Corporation, "Agriculture," Roanoke Industrial Survey (New York: Technical Advisory Corporation, 1928), Part IX, p. 25.

¹²J.B. Flora, "History of the Roanoke Public Produce and Fruit Market, 1920 to 1956," Department of Agriculture, September 12, 1956.

9. BIBLIOGRAPHICAL REFERENCES

Jack, George S., and Jacobs, E.B. History of Roanoke County, Roanoke City, and the Norfolk and Western Railway Company. Roanoke: Jack & Jacobs, 1912.

Maxton, J.L. "The Fruit and Vegetable Market of Roanoke Virginia." Agricultural Extension Division, VPI, July 1941.

Technical Advisory Corporation, "Agriculture." Roanoke Industrial Survey, Part IX. New York: Technical Advisory Corporation, 1928.

Wann, John L., et al. Farmers' Produce Markets in the United States. Washington: U.S. Department of Agriculture, 1948.

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10. GEOGRAPHICAL DATA -- Verbal Boundary Description

Ave. and following the boundaries of City of Roanoke Fire Station No. 1 to a point in the center of Church Ave.; then moving W along the center of Church Ave. to another point in the center of Church Ave.; then running N along the rear (E) boundary of properties fronting onto Jefferson St. to a point in the center of Kirk Ave.; then heading E along center of Kirk Ave. to the western boundary of City Tax Map No. 4010808; then to a point in the center of Campbell Ave.; then heading W along the center of Campbell Ave. to another point in the center of Campbell Ave.; then heading N along the rear (E) boundary of properties fronting onto Jefferson St. to a point in the center of Salem Ave.; then heading W to a point at the intersection of Jefferson St. and Salem Ave.; then heading N along the center of Jefferson St. to the intersection of Jefferson St. and Norfolk Ave.; then following the center of Norfolk Ave. to the point of origin at Williamson Rd.

Boundary Justification: As indicated on the enclosed map, the boundaries of the proposed Market District are defined by Williamson Road, Norfolk Avenue, South Jefferson Street and Church Avenue.

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7. DESCRIPTION -- Inventory

(128-45)

CAMPBELL AVENUE, SE

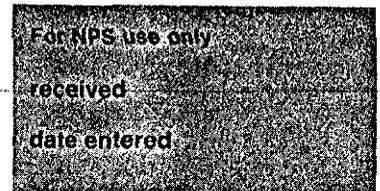
0-99 Block

- 1 10: brick (stretcher bond); 2 stories; flat roof; 4 bays. Commercial (store). Romantic Revival. Ca. 1900. Heavy cornice and scrolled brackets, arched windows, arches supported by Doric pilasters.
- 2 12: brick (stretcher bond); 2 stories; flat roof; 3 bays. Commercial (store). Romantic Revival. 1900. Strong cornice line with heavy brackets and rising parapet, two circular devices between triple arched windows.
- 3 14: brick (stretcher bond); 3 stories; flat roof; 5 bays. Commercial (store). Romantic Revival. 1900. Strong cornice line, six pilasters used to divide window openings, now blocked.
- 4 18: brick (irregular-course American bond); 3 stories; flat roof; 2 bays. Commercial (store). Romantic Revival. 1900. Brackets and dentils used in cornice line, strong first level course line using rich decorative patterns, simple squared windows.
- 5 20: brick (stretcher bond); 3 stories; flat roof; 3 bays. Commercial (store). Romantic Revival. 1897. Strong cornice line, semi-elliptical arches with keystones over windows, first level cornice with brackets.
- 6 22: brick (stretcher bond); 2 stories; flat roof; 2 bays. Commercial (store). Romantic Revival. 1902. Strong cornice with brackets, arched windows with keystones, circular design with grill in enclosed arch over window.
- 7 23: brick (side, 5-course American bond); 2 stories; flat roof; 3 bays. Commercial (store). Neo-Classical Revival. 1920. Dentil cornice, stone lintels, glass store front.
- 8 24: brick (stretcher bond); 3 stories; flat roof; 4 bays. Commercial (store). Art Deco. 1923. Simple rectilinear commercial structure, overhang covering street at first level cornice line design with dentils, circular medallion design on cornice, original site of one of oldest saloons in area.
- 9 32: brick (stretcher bond); 3½ stories; hipped roof (standing seam metal); pedimented dormers; 11 bays; shed roof canopy. Commercial (store). Georgian Revival. 1922. Balance in style achieved by absolute symmetry of all its design elements. Horizontal emphasis created by the consistent proportions of the cornice line, course line, window organization, etc. This is complemented by triangular roof line of the entrance wings, the arched curves of the windows in the central core and the arched areas of cement over the entrance wing windows. The metal awning covering the exterior street stalls relates to the surrounding stalls of the individual farmers' curbside truck stalls. The ground floor is devoted entirely to meat dealers' stalls and the second floor has an auditorium.

(See Continuation Sheet # 7)

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ROANOKE MARKET HISTORIC DISTRICT, ROANOKE, VA
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7. DESCRIPTION -- Inventory (continued)

CAMPBELL AVENUE, SE (continued)

100 Block

- 10 108-114: (Lampros Building): brick (stretcher bond); 2 stories; flat roof; 14 bays. Canopies. Commercial (store). Beaux Art. 1909. This building is older than City Market building, total visual harmony in style and scale with the surrounding buildings, strong horizontal emphasis, huge tin cornice along three sides, most windows with plain horizontal heads, two windows on Campbell Avenue side have triangular pediments complimenting the vertical lines of the pilasters.
- 11 109-107: brick (stretcher bond); 2½ stories; flat roof; 6 bays. Commercial (store). Beaux Art Classicism. Ca. 1909. Twin building with heavily accented cornice line with large brackets, Palladian windows, strong Beaux Arts classical details.
- 12 115-111: parking lot.
- 13 117: brick (stretcher bond); 1 story; flat roof; 3 bays. Commercial (store). Art Deco. 1940. Rusticated brick to resemble quoins, paneled parapet.
- 14 118: brick (stretcher bond); 2 stories; flat roof; 4 bays. Commercial (store). Romanesque Revival. Ca. 1900. Rounded arches forming arcade over windows, rock masonry lintels, heavy cornice with dentils, simulated quoins made of brick.
- 15 120-122: brick (stretcher bond); 1 story; flat roof; 3 bays. Commercial (store). Art Deco. 1935. Oversize cornice with dentils, pilasters defining bays.
- 16 121: glass and metal; 1 story; flat roof; 3 bays. Commercial (store). Art Deco. 1930. Standard facade for state ABC store.
- 17 123: brick (stretcher bond); 2½ stories; flat roof; 5 bays. Commercial (store). 1920. Grilles in attic openings, metal store front.
- 18 124-132: brick (stretcher and side American bond); 3 stories; flat roof; 3 bays. Commercial (store). Romantic Revival. 1900. Twin three-story buildings connected at the first-floor cornice level by a one-story structure. Cornice with dentils, Doric pilasters, straight fronted building with projecting window hood molds.
- 19 125: brick (stretcher bond); 1 story; flat roof; 3 bays. Commercial (store). Brick Commercial. 1940. Two different stores divided by a central entrance.
- 20 127: brick and carara glass facade; 1 story; flat roof; 2 bays. Commercial (store). Art Deco. 1940. Carara glass front may constitute a later addition.

(See Continuation Sheet # 8)

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7. DESCRIPTION -- Inventory (continued)

CAMPBELL AVENUE, SE (continued)

100 Block (continued)

-21 131: brick (stretcher bond); 3 stories; flat roof; 3 bays. Commercial (store).
Beaux Art. 1900. Strong cornice line with dentils, pilasters in antis (Doric out, ionic inside) simulated plinth.

CHURCH AVENUE, SE

00-99 Block

-22 10: brick (stretcher bond); 4 stories; flat roof; 3 bays. Commercial (store).
Commercial Classicism. Ca. 1900. Strong projecting cornice with dentils, Corinthian pilasters, original storefront now blocked with brick; second through fourth story openings retained.

(also 128-33)

-23 13: (Fire Station No. 1): brick (stretcher and 5-course American bond sides);
2½ stories; flat roof; 3 bays. Fire station. Georgian Revival. 1906. The building is on State and Federal Historic Landmark Registers. On the front, the bell tower rises above the flat roof. Bell can be seen through arched openings. The facade has pressed metal Corinthian cornice at eaves with modillions and dentils and terra cotta Corinthian pilaster capitals, all painted white. On the facade, two large wood, double doors (original) in both bays for fire engines. The windows are large, painted wood frames with sashes and stone sills. Gently sloping metal roof is concealed on facade and sides by a brick parapet. The building has been in continuous use as a fire station since 1906.

-24 14: carriage park.

-25 16: simulated marble and glass and metal; 2 stories; flat roof; 7 bays.
Contemporary Commercial. 1980. Charles Lunsford & Assoc. (Architect/builder). Glass and metal contain wall behind exterior stone piers of simulated marble.

-26 20: brick (stretcher bond); 3 stories; flat roof; 3 bays. Commercial (store).
Commercial Classicism. 1920. First story renovated, ca. 1981. Parapet, brick lintels.

-27 24: brick (painted); 1½ stories; flat roof; 3 bays. Commercial (store).
1890. Strong cornice line with brackets and curved dentils, drop corbels of brick, semi-elliptical arches over windows with keystones (partially bricked over), course line above first level with curved dentils with heavy brackets (tryglyphs).

(See Continuation Sheet # 9)

United States Department of the Interior
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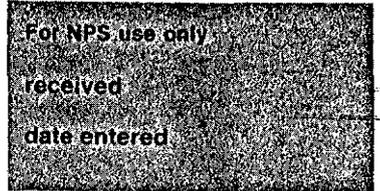
National Register of Historic Places
Inventory—Nomination Form

ROANOKE MARKET HISTORIC DISTRICT, ROANOKE, VA

Continuation sheet # 9

Item number 7

Page 6



7. DESCRIPTION -- Inventory (continued)

CHURCH AVENUE, SE (continued)

100 Block

-28 100: Allright Parking.

FIRST STREET, SE *Roanoke Market St.*

100 Block

-29 101-107: brick (stretcher bond); 2 stories; flat roof; 4 bays. Canopy. Commercial (store). Neo-Classical. Ca. 1897. Simulated plinth for first level, some brick design for decoration mainly unadorned, brick course line at first level, possible wrought iron railings for decoration on the second level windows.

200 Block

-30 200: parking lot.

-31 209: brick (stretcher bond); 5 stories; flat roof; 6 bays. Commercial (store). 1914. Course line over first story has egg and dart molding, and Greek key for design, diapering at five story, Doric pilasters with square design over pilasters, simple cornice line.

-32 210-214: brick (stretcher bond); 1 story; flat roof; 3 bays. Commercial (store). Art Deco. Ca. 1940. Commercial structure houses three separate stores with individual entrances.

-33 213-215: brick (stretcher and 6-course American bond); 3 stories; flat roof; 6 bays. Commercial (store). Romantic Revival. 1913. Strong cornice line with drop dentils, Doric pilasters, some brick patterning to make triple course line, first level banding on course line for horizontal influence.

300 Block

-34 301: brick (stretcher bond); 2 stories; flat roof; 2 bays. Commercial (store). Romantic Revival. 1907. Rounded arch with keystone forming arcade over squared windows, delicate cornice line with molded brick for design, Doric pilasters, semielliptical arches with keystones over side windows.

-35 302: brick (American bond); 2 stories; flat roof; 2 bays. Canopy. Commercial (store). Romantic Revival. 1901. Bricks laid in the common or American bond pattern, decorative brickwork under cornice line, two side windows with semi-elliptical arches.

(See Continuation Sheet #10)

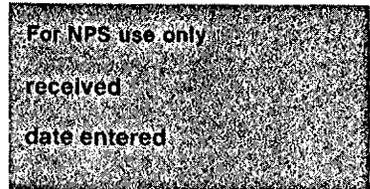
United States Department of the Interior
National Park Service

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Inventory—Nomination Form

ROANOKE MARKET HISTORIC DISTRICT, ROANOKE, VA

Continuation sheet # 10

Item number 7



Page 7

7. DESCRIPTION -- Inventory (continued)

~~FIRST STREET, SE~~ (continued) *CURRENTLY MARKET ST*

300 Block (continued)

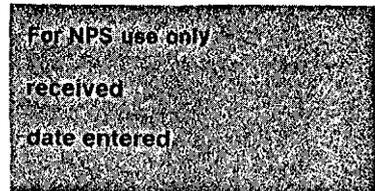
- 36 303: brick (irregular American bond); 3 stories; flat roof; 3 bays. Commercial (store). 'Art Deco. Pre-1919. Simple design with diamond, square and circular patterns at top of building, one original sliding window left.
- 37 304-306: brick (stretcher bond); 2½ stories; flat roof; 7 bays. Commercial (store). Romantic Revival. Post 1907. Cornice line with dentils, raised parapet, course line, cement scored lintels, some design in brick, simulated plinth of rusticated brick.
- 38 307-309: brick (stretcher bond); 2 stories; flat roof; 3 bays. Commercial (store). Art Deco. Pre-1919. Simple cornice line, decorative effect with diapering, diamond design in pilasters, was first grocery in area (Kroger).
- 39 310-308: parking lot.
- 40 311: brick (stretcher bond); 2 stories; flat roof; 2 bays. Commercial (store). Romantic Revival. 1904. Heavy cornice line of metal with parapet, semielliptical arches with keystones over windows, anthemion one-half circle fouguettes under cornice, banding or course line above first floor.
- 41 312: brick (stretcher bond); 2 stories; flat roof; 4 bays. Commercial (store). Beaux Art. Post 1907. Lowered cornice line, possibly made of metal, recessed windows with pilasters, brick banding enclosing windows, diamond design in brick, raised parapet over cornice line, course line at first level used linear design.
- 42 313: brick (irregular, 5-course American bond); 2 stories; flat roof; 2 bays. Romantic Revival. 1904. Segmental arch inscribed with the date 1904 at the top, overscaled brackets of the crowning cornice, arches over the windows and the row of corbels.
- 43 315: brick (stretcher bond); 3 stories; flat roof; 2 bays. Commercial (store). Pre-1907. Cornice with molded arch motif, drop brackets, scored cement lintels-second level (above 1st floor) cornice line or banding uses Greek pet design, heavy brackets or triglyphs with floral design.
- 44 316: brick (stretcher bond); 3 stories; flat roof; 4 bays. Commercial (store). Romantic Revival. 1911. Simple unadorned dentilated and modillioned cornice line design, straight lintels, egg and dart molding used at course line for first level, corner angled entrance.

(Also 314 MARKET ST?)

(See Continuation Sheet #11)

United States Department of the Interior
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ROANOKE MARKET HISTORIC DISTRICT, ROANOKE, VA

Continuation sheet # 11

Item number 7

Page 8

7. DESCRIPTION -- Inventory (continued)

SALEM AVENUE, SE

00-99 Block

- 45 9: brick (stretcher bond); 1 story; flat roof; 6 bays. Commercial (office). Modern. 1970. The building is the Salem Street rear entrance for a structure fronting on Jefferson Avenue (United Diamond Exchange). Non-contributing.
- 46 11: brick (painted); 2 stories; flat roof; 3 bays. Commercial (store). Classical Commercial. 1930. Dentiled cornice, carara glass shop front.
- 47 13-15: brick (5-course American bond); 3 stories; flat roof; 6 bays. Commercial (store). Modern Commercial. 1940. Glass front. Present facade over older facade. Former fenestration visible on 2nd and 3rd stories.
- 48 17: parking lot.
- 49 19: brick (stretcher bond and painted); 2 stories; flat roof; 4 bays. Commercial (store). Romantic Revival. 1897. Heavy cornice with brackets, and decorative scrolled or curved brackets, semielliptical arches with keystones, corbeling, heavy course line above first level.
- 50 21: brick; 3 stories; flat roof; 3 bays. Commercial (store). Romantic Revival. 1893. Richly ornate, heavy cornice with dentils and brackets, semielliptical arch, frieze decoration with swags, triangular parapet above cornice line, strong decorative patterning on surface brick between rounded arches forming arcades enclosing two floors of windows, heavy brackets used in course line above first level, rusticated or rock faced masonry under heavy brackets.
- 51 22-20: Allright Parking lot.
- 52 24-30: brick (5-course American bond); 1 story; flat roof; 13 bays. Commercial (store). Art Deco. Ca. 1946. Carara glass facade, Art Deco style lettering, arched facade.

100 Block

- 53 102: brick (stretcher bond); 4 stories; flat roof; 5 bays. Commercial (store). Hotel. Romantic Revival. 1900. Heavy cornice line with brackets, simple straight edges, lintels of scored cement, Doric pilasters, leaded glass transoms.
- 54 108: brick (stretcher bond); 3 stories; flat roof; 2 bays. Commercial (store). Commercial Classicism. Ca. 1910. Simple cornice some brick patterning, pilasters, leaded glass transom under simple course line above first level.

(See Continuation Sheet # 12)

United States Department of the Interior
National Park Service

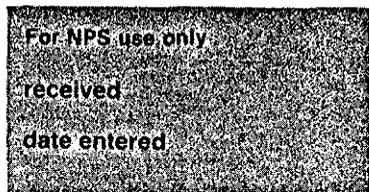
National Register of Historic Places
Inventory—Nomination Form

ROANOKE MARKET HISTORIC DISTRICT, ROANOKE, VA

Continuation sheet # 12

Item number 7

Page 9



7. DESCRIPTION -- Inventory (continued)

SALEM AVENUE, SE (continued)

100 Block (continued)

-55 109: brick (stretcher bond); 2 stories; flat roof; 8 bays. Commercial (store).
Beaux Art, Classicism. 1909. Different facade from rest of building, cornice
line used Greek keyfret, egg and dart molding, dentils and modillions, rusticated
brick to look like rock or stone, squared arch over windows to form arcade
keystones, pierce lintels over windows, second course line over first level uses
egg and dart molding.

-56 110: brick (stretcher bond); 3 stories; flat roof; 4 bays. Commercial (store).
Commercial (store). Romantic Revival. Ca. 1895. Heavy cornice, diamond
design repeated between window levels, concrete simulated to look like stone,
corbeling, brick pattern for decoration.

-57 117-123: glass and metal; 1 story; flat roof; 15 bays. Commercial (store).
Modern Commercial. 1950. Carara glass facade. Building slopes down Salem
Avenue creating irregularity in height.

-58 125-131: brick (stretcher bond); 3 stories; flat roof; 8 bays. Hotel.
Commercial Classicism. 1900. Strong, bold, cornice, paired brackets, flat
surface to facade with projecting window hood sill, diapering for decoration
on surface with contrasting colored bricks.

WILLIAMSON ROAD, SE

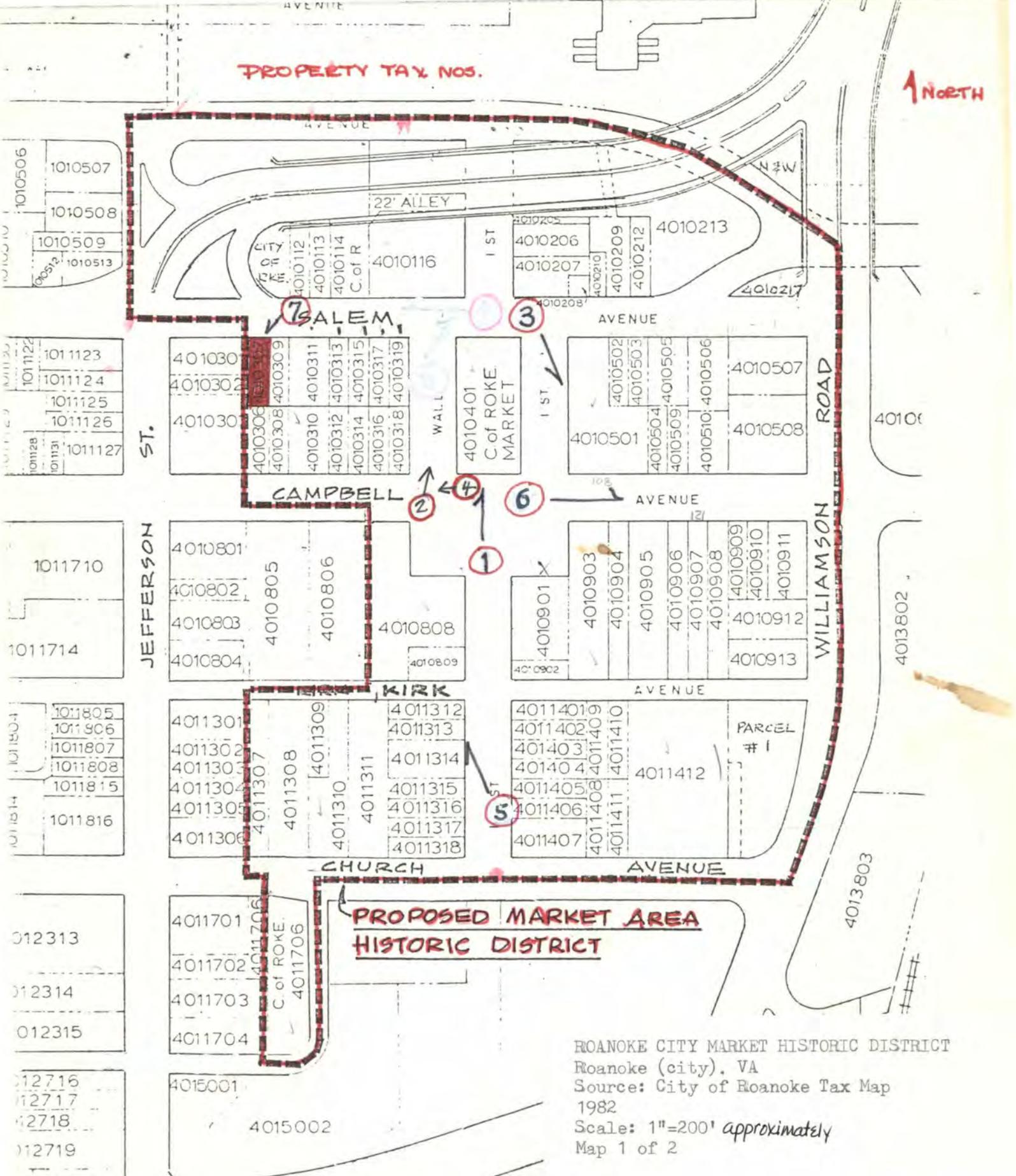
200 Block

-59 209: vacant parking lot.

-60 213: brick (random-course American bond); 2½ stories; flat roof; 3 bays.
Commercial (store). Commercial Classical. 1900. Old lettering on side
of building, rectangular openings.

PROPERTY TAX NOS.

NORTH



**PROPOSED MARKET AREA
HISTORIC DISTRICT**

ROANOKE CITY MARKET HISTORIC DISTRICT
 Roanoke (city), VA
 Source: City of Roanoke Tax Map
 1982
 Scale: 1"=200' approximately
 Map 1 of 2

USGS 7.5' quadrangle
Roanoke, VA (scale:1:24000)
1963 (PR 1978)

ROANOKE CITY MARKET HISTORIC DISTRICT,
Roanoke (city), VA

UTM References:

A 17/594180/4125480 B 17/594170/4125190
C 17/593930/4125140 D 17/593930/4125490

2 of 2

PRING 1.7 MI. 1 570 000 FEET
FLOYD 38 MI.

592

57'30"

CLEARBROOK 4.5 MI.
ROCKY MOUNT 21 MI.

(GARDEN CITY)
5058 III NW

595

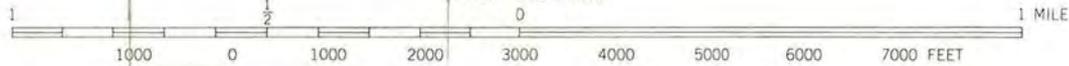
596

55'

BURNT CHIMNEY (VA)

logical Survey

SCALE 1:24 000



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MN