

VLR 6/6/07  
NRHP 8/8/07

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Salem Avenue / Roanoke Automotive Commercial Historic District  
other names/site number VDHR # 128-6065

2. Location

street & number generally Salem Ave., Rorer Ave., Campbell Ave. between 3<sup>rd</sup> & 6<sup>th</sup> Streets not for publication   
city or town Roanoke vicinity   
state Virginia code VA county City of Roanoke code 770 zip code 24011

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant  nationally  statewide  locally. (  See continuation sheet for additional comments.)

Signature of certifying official \_\_\_\_\_ Date \_\_\_\_\_  
Virginia Department of Historic Resources  
State or Federal Agency or Tribal government

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

 \_\_\_\_\_ Date 6/25/07  
Signature of commenting official/Title \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

3. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
- See continuation sheet.
- determined eligible for the National Register
- See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

Signature of the Keeper \_\_\_\_\_

Date of Action \_\_\_\_\_

5. Classification

Ownership of Property (Check as many boxes as apply)

- X private
public-local
public-State
public-Federal

Category of Property (Check only one box)

- building(s)
X district
site
structure
object

Number of Resources within Property

Table with 2 columns: Contributing, Noncontributing. Rows: buildings, sites, structures, objects, Total.

Number of contributing resources previously listed in the National Register 0

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

6. Function or Use

Historic Functions (Enter categories from instructions)

Table with 2 columns: Cat, Sub. Lists various categories like Commerce/Trade, Government, Industry, Domestic and their sub-categories like Specialty store, Department store, Restaurant, etc.

Current Functions (Enter categories from instructions)

Table with 2 columns: Cat, Sub. Lists various categories like Commerce/Trade, Government, Industry, Vacant and their sub-categories like Specialty store, Department store, Restaurant, etc.

7. Description

Architectural Classification (Enter categories from instructions)

- Commercial Style
Art Deco
Neoclassical Revival
No Style

Materials (Enter categories from instructions)

- foundation concrete
roof Other: membrane
walls brick
other

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

=====  
**8. Statement of Significance**  
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**Applicable National Register Criteria** (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

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

**Criteria Considerations** (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance** (Enter categories from instructions)

Commerce  
Industry  
Community Planning & Development  
\_\_\_\_\_

**Period of Significance** 1909 - 1958

**Significant Dates** 1909, 1919

**Significant Person** (Complete if Criterion B is marked above) N/A

**Cultural Affiliation** N/A

**Architect/Builder** N/A

**Narrative Statement of Significance** (Explain the significance of the property on one or more continuation sheets.)

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**9. Major Bibliographical References**  
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(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS)**

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary Location of Additional Data**

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

Name of repository: Virginia Department of Historic Resources

**10. Geographical Data**

**Acreage of Property** approximately 20 acres

**UTM References** (Place additional UTM references on a continuation sheet)

Zone	Easting	Northing									
1. 17	592820	4125500	2. 17	592800	4125280	3. 17	593320	4125280	4. 17	593260	4125420

See continuation sheet.

**Verbal Boundary Description** (Describe the boundaries of the property on a continuation sheet.)

**Boundary Justification** (Explain why the boundaries were selected on a continuation sheet.)

**11. Form Prepared By**

name/title Sherry Joines Wyatt and Lori Tolliver-Jones

organization Historic Preservation Consultant date March 9, 2007

street & number 21 E. Main St., Ste. 202 telephone 540/381-3336

city or town Christiansburg state VA zip code 24073

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs** Representative black and white photographs of the property.

**Additional items** (Check with the SHPO or FPO for any additional items)

**Property Owner**

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

name Ms. Darlene Burcham, City Manager

street & number 215 Church Avenue, S.W., Room 364 telephone 540 / 853-2333

city or town Roanoke state VA zip code 24011

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.). A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number.

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 36 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the INational Register of Historic Places, National Park Service, 1849 C St., NW, Washington, DC 20240.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section   7   Page   1  

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**7. Summary**

Located in the southwestern part of the City of Roanoke in Southwest Virginia's Roanoke Valley, the Salem Avenue/Roanoke Automotive Commercial Historic District contains fifty-one buildings dating from 1909 through 1958 with only one building built 40 years later, in 1995. Most of the buildings are small-scale, one or two-story brick or concrete block buildings, although a few larger buildings are also present. These resources generally do not carry strong stylistic references though some buildings are in the Neoclassical Revival, Art Deco, and Commercial styles. Typical details include flat roofs with parapets, corbelled cornices, and other decorative brickwork such as soldier course lintels. Because of their automotive, warehouse, and light industrial uses, many of the buildings feature garage bays on their facades, some of which retain historic wooden garage doors.

**Description**

The City of Roanoke, with a population of about 95,000 people, is located in the Roanoke Valley of southwestern Virginia. The Roanoke River flows through this broad valley, which is immediately west of the Blue Ridge. The city's topography is relatively flat, but is framed by mountain vistas. Interstate 581 runs along the western edge of the modern city and the older routes of U.S. 11 and U.S. 220 also serve it. The streets of downtown Roanoke are laid out in an irregular grid with "avenues" running roughly east-west and "streets" running roughly north-south. U.S. 220 and U.S. 11 cut through the grid at odd angles. The railroad tracks and the massive rail yards define the northern boundary of the historic commercial area, which is concentrated at Campbell Avenue and Jefferson Street. The Roanoke River bounds the historic core on its southern side.

The Salem Avenue/ Roanoke Automotive Commercial Historic District, southwestern section of the city, is surrounded by areas of commerce to the east and south, residential development to the west, and railroad and industrial areas to the north. Much of this development is historic and is contained within one of several historic districts in downtown Roanoke. The Salem Avenue/Roanoke Automotive Commercial Historic District is contained within approximately seven city blocks and lies primarily along Salem and Rorer avenues with additional buildings on the north side of Campbell Avenue, SW as well as on 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> streets. The district encompasses fifty-one buildings and one ancillary building. All but five of these are contributing to the historic district. Today, the buildings in the district are almost exclusively commercial or light industrial, with virtually no residential development. Historically, all the district's buildings were built for commercial or light industrial use except for two apartment buildings located at the corner of Campbell Avenue and 5<sup>th</sup> Street and the Roanoke Fire Department No. 3, on 6<sup>th</sup> Street. The buildings within the district date from 1909 through 1995. Other than five buildings, the majority of the buildings were built between c.1920 and c.1954.

The commercial buildings are found primarily in the 300 block of Salem Avenue and on Campbell Avenue, while those with a light industrial character including automotive garages and machine shops tend to be on Rorer Avenue and in the 400 and 500 blocks of Salem Avenue. The 300 block of Salem Avenue features a mix of commercial buildings that reflect the popular commercial architecture of the early 1920s with one and two-story brick buildings with minimal stylistic references. These are also among the earliest buildings in the district and are in some ways an extension of the typical late-nineteenth and early twentieth-century commercial buildings found to the east of the district. One of the most architecturally distinctive buildings in the 300 block is the c.1930 building at 356 Salem Avenue (VDHR# 128-6065-0005). Decorative brickwork highlights this two-story building with a double, corbelled cornice that surmounts the blind brick arch above the two center second floor windows. Pilasters with cast concrete finials frame the building and a cornice of decorative molded brick is above the altered storefront. At 340 Salem Ave

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 2

(VDHR# 128-6065-0001), is another c.1930 commercial building. This modestly scaled, two-story building is of common bond brick construction with a yellow brick veneer. Details are typical of the period with a corbelled and pressed metal cornice above the storefront. The central entry has a transom and is flanked by two-light storefront windows. Windows above the storefront on the second floor are metal hopper-style. Even more simplified, is the architecture of 358 Salem Avenue (VDHR# 128-6065-0007), which was built about 1936. This one-story building is constructed of five-to-one common bond brick and ornamented with a simple single-step parapet on the facade.

Two of the earliest buildings in the district are found at 342-344 and 346-348 Salem Avenue (128-6065-0002 & 128-6065-0003). Built about 1924, these twin, two-story buildings feature corbelled cornices and metal hopper-style windows on the second floor. Portions of the original pressed metal cornice over the storefronts are also extant as are the storefront transoms. The buildings have been altered with modern garage bays. Further west in the district, commercial buildings are less frequently found, but one well preserved example is found at 601 Salem Avenue (VDHR# 128-6065-0024). Built about 1930, this six-to-one common bond brick building was built in two phases, but the earlier (east) section of this one-story building features a stepped parapet with concrete coping. The pilasters dividing the facade into three bays have ornamental blue tile diamond motifs and smaller blue tiles highlighting the corner of the header course-framed panels in the two outer bays. Unlike its counterparts in the 300 block of Salem Avenue, however, this building is situated on a large lot, and with the historic addition on its west side, presents a broad facade to the street.

At the corner of Salem Avenue and 4<sup>th</sup> Street, 360 Salem Avenue (VDHR# 128-6065-0008) serves as a transition between the commercial buildings of the 300 block of Salem Avenue and the light industrial buildings typical of the west end of the district. This c.1926 building is one-story, but large, with a wide facade featuring a stepped parapet and large (twenty-five-light) hopper-style metal windows. Architectural detailing is minimal including tile coping, a parged sign panel, and soldier course lintels.

The light industrial character within the district is defined by several factors that vary somewhat with period of construction. In the 1920s through the early 1940s, light industrial buildings tended to be relatively large with broad facades featuring stepped parapets like 360 Salem Avenue. Another intact example is 616 Salem Avenue (VDHR# 128-6065-0025), built about 1942. This one-story brick building has concrete coping on the facade's stepped parapet. It is constructed using a variant of common bond consisting of one Flemish course to every eight stretcher courses; this variant is also found in six-course increments and is very common within the district. Windows in 616 Salem Avenue are found at the first floor and clerestory levels and are six and nine-light metal. Ornamentation is limited to the quoins at the building corners and the central recessed sign panel flanked by square recessed panels. A similar building is found at 502 Rorer Avenue (VDHR# 128-6065-0027).

Many, though not all, of the district's light industrial buildings feature one or more garage bays on their facade reflecting their use in automotive repair and in businesses requiring frequent transfer of goods. Garage bays are also common on the sides of these buildings. The c.1933 building at 420 Rorer Avenue (VDHR# 128-6065-0028), for example, retains two historic overhead garage doors with wooden panels and two rows of single-light windows on its yellow brick-veneered facade with stepped parapet. Similarly, 508 Rorer Avenue (VDHR# 128-6065-0028), built about 1931, has a two-bay facade where the eastern bay carries original, double-leaf wooden garage doors with nine lights and x-pattern panels. The western bay is a storefront with three-light transom. Header-row lintels carry over each bay. The building's interior is also well-preserved with skylights and several historic machines still in operation including a gear cutter, drill press, band saw, and shaper, all run by a belt drive system powered by an electric drive motor. The Price Filler Machine and Manufacturing Company has occupied this building since at least 1940.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 3

The presence of the railroad one block north of the historic district spawned industrial development in the area during the historic period, particularly on Norfolk Avenue outside of the district. This development spilled over into Salem Avenue during the 1910s and early 1920s with the construction of three large industrial/warehouse buildings. The Lindsay Robinson Company corn mill and mixed feed mill building at 365 Salem Avenue (VDHR# 128-6065-0009) is the earliest of these and is the second earliest building in the district dating to about 1915. This four-story masonry building has a running bond brick facade with a simple corbelled cornice. The two-over-two sash windows have segmental arch heads; there are some one-over-one replacements at the first floor. The loading bay at the east side of the facade retains its original wooden door, which is topped with a segmental arch and shielded by a contemporary metal awning. Next door to the east at 357 Salem Avenue (VDHR# 128-6065-0006) is a two-story building built around 1920. The facade of this brick building is even more simple with a modestly corbelled cornice and segmental arch window heads on the the second story. The first story has two loading bays, one with original wooden rolling door with a multi-light transom above. To the west of the Lindsay Robinson building is another four-story brick building also built about 1920. The stark facade of this common bond brick building does not carry a cornice, but is ornamented only with the paired windows with segmental arch heads.

Further west on Salem Avenue is another large industrial building, the Roanoke Sunlight Bakery building (VDHR# 128-6065-0015, 501 Salem Avenue) from c.1928. Located at the corner of 5<sup>th</sup> and Salem Avenue, this large, two-story building rests on a raised, poured concrete foundation. The building is encircled by a dropped cast concrete cornice carried over a soldier course. Pilasters ornament the 5<sup>th</sup> Street elevation and raised brick panels are located between the first and second story windows on both the Salem Avenue and 5<sup>th</sup> Street elevations. Two large additions extend from the west side of the building on Salem Avenue.

Many of the businesses in the historic district during the period of significance were automobile-related. These ranged from auto dealerships to garages and parts suppliers. The garages vary greatly in size and detail. One of the most notable is located at 419 Salem Avenue (VDHR# 128-6065-0013). Built about 1932, this one-story masonry building has an unusual Y-shaped footprint and a stepped parapet topped with concrete coping. Ornamenting the facade are three solid course-defined panels and multi-light transoms. Creating the Y is a shorter, one-story, stuccoed wing situated at an angle to the main building. It has subtle Art Deco details in its pilasters and stepped parapet. Representative of the district's garage buildings is the one-story concrete block building located at 523 Rorer Avenue (VDHR# 128-6065-0033). Built about 1950 and occupied by Star City Garage in 1951, it has a brick veneer facade and tile coping. On the facade is a garage bay with historic wooden door (multi-paneled with two rows of windows), a single entry door, and an eight-light wooden window. Hopper-style metal windows are found along the west side of the building.

The auto dealerships in the district vary greatly in scale, but their detailing tends to follow the same simple models found in the garages and other light industrial buildings in the area. The building at 400 Salem Avenue (VDHR# 128-6065-0010) is perhaps the largest example. Built about 1928 for Fulton Motor Company Auto Sales & Service, this large brick building has metal hopper-style windows at the second story, cast concrete coping, and a dropped cornice with corbelling and a soldier course carried across pilasters. Similar, though at a smaller scale, is c.1927 Lacy Edgerton Motor Company, an Oakland and Pontiac dealership at 351 Campbell Avenue (VDHR# 128-6065-0036). One-story in height, this masonry building has a brick veneer facade and stepped parapet with concrete coping. The only ornament are three recessed panels situated across the facade. A garage door is in the west bay and the remainder is a modern storefront with a single entry surmounted by a transom. Displaying still simpler details is the building at 548 Salem Avenue. Built about 1946 for Roanoke Motor Car Company, a Hudson dealership, the one-

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 4

story building is constructed of concrete block with a textured brick front section capped by tile coping. The aluminum-framed storefront windows flank a center entry with single-light transom.

Among the district's most architecturally notable buildings are two apartment buildings at 425 and 501 Campbell Avenue (VDHR# 128-6065-0043 and 128-6065-0044). 425 Campbell dates to about 1934 and displays subtle Art Deco styling in its castellated cast concrete parapet. 501 Campbell, however, features subtle Neoclassical Revival detailing in its heavy metal cornice with modillions, star-pattern attic window mullions, and arched fanlight over a single light door leading to a wrought iron balcony. Another architecturally notable building is found at 302 5<sup>th</sup> Street (VDHR# 128-6065-0049, c.1921). Constructed of yellow brick this light industrial building has an unusual footprint with angled corner entry on Fifth Street and a broad elevation on Rorer Avenue with two garage bays in the full basement level and metal hopper style windows above. The Fifth Street elevation has fixed windows with small transoms. An ornate cornice with of projecting soldier header topped with concrete coping is found on both elevations. Below the cornice are header-framed recessed panels with tile corners.

Perhaps the most architecturally distinctive building in the district is the 1909 Fire Department No. 3 at 301 6<sup>th</sup> Street (VDHR# (128-6065-0050). This Neoclassical Revival brick building stands two-stories tall and has a six-to-one common bond pattern and is topped with a heavy, denticulated cornice. The facade has two, segmental arch garage bays, with a third bay located at the south side. The arches consist of unusual voussoirs of vertical brick. The paired six-over-six windows have paneled cast concrete keystones surmounted by cast concrete panels with star pattern inserts below. Quoins at the corners extend across the first floor elevations. A one-story wing is located at the north side of the building and has a single entry with a brick keystone and fan pattern above and a cast concrete balustrade with star pattern at the roofline. It has an ashlar-pattern foundation.

The architecture within the Salem Avenue/Roanoke Automotive Commercial Historic District represents the simply-adorned commercial, industrial and light industrial buildings typical of the early and mid-twentieth century. These buildings are illustrative of the importance of the impact of the automobile in the city and represent the importance of the many small industrial enterprises that helped fuel the city's economy during this period.

**Inventory List**

The following inventory is organized by street beginning with streets running east-west followed by streets running north-south. Each property is noted as Contributing or Non-contributing to the historic district. Dates were derived from City of Roanoke records posted on the GIS mapping system, city directories, and Sanborn Fire Insurance maps.

**128-6065-0001      Commercial Building, 340 Salem Ave, SW      c. 1930      Contributing**  
This modestly scaled, two-story commercial building is common bond brick construction with a brick veneer facade. Details include a corbelled cornice and a pressed metal cornice above the storefront, which has a transomed central entry flanked by two-light storefront windows. Windows above the storefront on the second floor are metal hopper-style. Appears on 1951 Sanborn map. City records indicate a c.1930 construction date. The building housed Motor Parts Company in that year.

**128-6065-0002      Commercial Building, 342-344 Salem Ave, SW      c.1924      Contributing**  
Two-stories in height, this large brick building has a corbelled cornice and metal hopper-style windows on the second floor. The two-bay building has two storefronts. The eastern bay is original with pressed metal cornice, transom, and side passage entry with transom. The western bay has been altered and partially enclosed with brick and an altered

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET****Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**Section 7 Page 5

aluminum transom. Appears on 1933 Sanborn map and city directories indicate the building housed Goad & Company auto repair shop and Standard Motor Service filling station in 1930 and Dooley's Tire Shop and Carr's Garage in 1924.

**128-6065-0003 Commercial Building, 346-348 Salem Ave, SW c.1924 Contributing**

Very similar to 342-344 Salem Avenue, this common bond brick building has matching details such as the corbelled cornice and metal hopper-style windows. The storefronts in this two-bay building each have a garage bay, a single entry with transom and two-light plate windows with an altered transom above. The Building appears on 1933 Sanborn map and City records that it was built about 1924. It is listed as housing an office and "finishing" in 1924 and as Loebel Dye Works Inc., cleaners in 1930.

**128-6065-0004 Commercial Building, 354 Salem Ave, SW c.1936 Non-contributing**

This two-story building was originally a one-story brick building that has received a frame second floor addition. Greatly altered, the storefront has been enclosed with board and batten like wood and the side passage entry has a modern door. The second floor is sheathed in vinyl and has one-over-one windows. City records indicate that the building was built about 1936, but city directory and Sanborn records indicate an earlier construction date around 1930. It housed V&P Motor Company in 1930 and is listed as an auto repair shop on the 1933 Sanborn. The building was known as the Prescott Building.

**128-6065-0005 Commercial Building, 356 Salem Ave, SW c.1930 Contributing**

Decorative brickwork highlights this two-story building with a running bond brick facade. Pilasters with cast concrete finials frame the building and a double, corbelled cornice surmounts the blind brick arch above the two center second floor windows. These windows are one-over-one and have cast concrete lintels. A cornice of decorative molded brick is above the storefront, which has been enclosed with painted brick and glass block. City records indicate that the building was built about 1932, but it appears to be earlier. The address is listed as housing Acorn Motor and Lottie Bowman's furnished rooms (356 ½) in the 1930 city directory. The 1933 Sanborn map shows it as a restaurant and the 1940 city directory indicates it housed the Virginia Lunch Restaurant.

**128-6065-0006 Industrial Building, 357 Salem Avenue, SW c.1920 Contributing**

This two-story brick building has a corbelled cornice at the facade. Windows are one-over-one replacements with segmental arches at the second story. The first story has two loading bays, one with original door and transom above and the other modified with a modern door; both bays have metal canopies and are located on a raised concrete platform. The first floor window is enclosed. Constructed c.1920, the building housed Victory Specialty Company in that year. The building appears on the 1933 Sanborn map as address #355, a wholesale machinery supply house. A building housing Roanoke Seed & Supply Company is in this location on the 1919 Sanborn, but is set back from street and is likely not the same building. City records indicate a c.1912 construction date, but this does not match the Sanborn maps.

**128-6065-0007 Commercial Building, 358 Salem Avenue, SW c.1936 Contributing**

One-story in height, this five-to-one common bond brick building features a stepped parapet at the facade with tile coping. The building has a storefront enclosed with T-111 siding and a single doorway with wood-covered transom. City records indicate the building was constructed about 1930 as a commercial building. City records suggest a 1936

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 6

construction date and the building appears on 1951 Sanborn map. The 1940 city directory shows the building housing Campbell Repair Shop, bicycle repairs.

**128-6065-0008 Light Industrial Building, 360 Salem Avenue, SW c.1926 Contributing**

One-story in height, this building's facade has a stepped parapet with tile coping and retains twenty-five-light hopper style windows and a parged sign panel at the facade. The six-to-one common bond pattern has a soldier course above the hopper windows. The single door entry and single bay side entry have been altered. City records indicate this building was constructed c. 1926 and it appears on the 1933 Sanborn map as housing auto body spray painting. The 1930 city directory shows Martin & Akers, Inc. autos and the 1940 directory lists Magic City Motor Corporation repair shop.

**128-6065-0009 Lindsay-Robinson & Co. Building, 365 Salem Avenue, SW 1918 Contributing**

This four-story masonry building has a running bond brick facade with corbelled cornice. Windows are two-over-two with segmental arch, with some one-over-one replacements at the first floor. The entry, reached via a concrete platform has three sections, including a one-light, two-panel door and a segmental arch above. The loading bay retains its original door, which is topped with a segmental arch and shielded by contemporary metal awnings. City records indicate that this building was constructed c.1903, but it does not appear on the 1907 Sanborn map. It is shown on the 1919 Sanborn map when it housed Lindsay Robinson Company corn mill and mixed feed mill (successor to Gambill & Co.) and is dated 1918 in the company's advertisement in *The Roanoke Diamond Jubilee* souvenir program from 1957. This company was still in the building in 1930 and operating as a wholesale grocery firm. The building was home to Roanoke Public Warehouse in 1940.

**128-6065-0010 Light Industrial Building, 400 Salem Avenue, SW c.1928 Contributing**

Metal hopper style windows are featured at the second story of this two-story, six-to-one common bond brick building. Details include cast concrete coping and corbelling and a soldier course surmounts the dropped cornice which carries across pilasters. At the first floor, are plate glass windows topped with multi-light transoms and soldier course lintels. City records indicate the construction date of this building to be c.1928 and the building appears on the 1933 Sanborn map as an auto sales and service house. It originally housed the Fulton Motor Co. Auto Sales & Service and the 1930 city directory lists McPhee Motor Company operating here. In 1940, it was the home of Magic City Motor Corporation. The adjacent parking lot was the former location of the 1892 Academy of Music which was demolished ca. 1940.

**128-6065-0011 Warehouse, 403 - 409 Salem Avenue, SW c.1920 Contributing**

Standing four-stories tall, this brick, six-to-one common bond brick building has paired, segmental arch windows with one-over-one sash. Tile coping caps the facade's parapet. The original double entry, with segmental arch head, has been modified with wood infill and a single glass door. City records indicate this building was constructed in 1917, but it does not appear on the 1919 Sanborn map. It does, however, appear on the 1933 map as part of Roanoke Public Warehouse (see #365) A twentieth-century one-story metal addition is on the west side of the building and is attached at its rear to an older, one-story brick section with stepped parapet roof. The rear brick section is listed as being constructed in 1910 in city records and appears on the 1951 Sanborn map as an auto truck depot. The ca. 1907 Hotel Kimball (aka Academy Hotel), previously stood on this site.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section   7   Page   7  

**128-6065-0012      Light Industrial Building, 416 Salem Avenue, SW      c.1930      Contributing**  
This one-story building is constructed using eight-to-one common bond brick that is now painted. Tile coping tops the parapet at the sides of the building while cast concrete coping is across the facade. Fixed, plate glass windows are flanked by a modern single door and the single garage bay which has been altered with a modern door and T-111 infill. A soldier course lintel is located above the window. At the rear of the building (Rorer Avenue) is a single entry and a single garage bay. City records indicate this building was constructed c.1938, but it appears on the 1933 Sanborn map as an electric supply house. The address was vacant in 1930 and housed Tristate Electrical Supply Company, Inc. wholesalers in 1940.

**128-6065-0013      Filling Station & Garage, 419 Salem Avenue, SW      c.1932      Contributing**  
Featuring an unusual Y-shaped footprint, this one-story building is constructed of six-to-one common bond brick with a stepped parapet topped with concrete coping. A gable roof is behind the parapet. Three soldier course defined panels sit above the plate glass windows and multi-light transoms. The entry has been altered with plywood infill and modern door. A shorter, one-story, stuccoed wing is situated at an angle to the west and features a transomed storefront and three single entries (two transomed). There are also two garage bays in this area, one on the angle elevation and a second on the side of the Salem-facing section. Pilasters and stepped parapet with concrete coping are featured on the angled elevation. There are a series of additions at the rear of the building. Appearing as a filling station on the 1933 Sanborn map, city records indicate that this Art Deco-style building was constructed in 1932. It is probably an unnumbered building listed in the 1940 city directory as Goodrich Silvertown Stores auto supplies.

**128-6065-0014      Commercial Building, 426 Salem Avenue, SW      c.1946      Contributing**  
Standing two-stories, this building is constructed using a variant of common bond consisting of one Flemish course to every six stretcher courses. The brickwork is currently painted. Tripartite metal casement windows are at the second floor above the modern pent roof, which is situated over the three-light, plate glass window at the first floor. A single light transom is above a modern entry door, which is situated off-center to the east. A wing on the east is set back from the street and is one-and-one-half stories with metal casement windows. City records indicate this building was constructed about 1907 with remodeling done in 1946 and c.1970 (probably when a section to the west, #428, was removed). Sanborn maps from 1919 illustrate a dwelling at this location and the architecture appears to be primarily from the 1946 period. It did, however, appear on the 1933 Sanborn map as a store and dwelling and is listed in the 1940 city directory as Najeeb Corhan's Grocery.

**128-6065-0015      Industrial Building, 501 Salem Avenue, SW      c.1928      Contributing**  
Located at the corner of 5<sup>th</sup> and Salem Avenue, this large, two-story building rests on a raised, poured concrete foundation. Concrete coping is found at the top of the parapet on the Salem Avenue and Fifth Street elevations as is the dropped concrete cornice carried over a soldier course. Pilasters ornament the Fifth Street elevation. Raised brick panels are located between the first and second story windows on both elevations, but the windows are enclosed with brick infill. The modified entry facing Fifth Street has a modern glass door with a concrete canopy above. Two large additions are at the rear (north) of the building. Additionally, a one-story, six-to-one common bond brick section on the west has an arched parapet suggesting a barrel vault roof. The parapet features concrete coping and this section contains two enclosed garage bays. A taller window-less one-story brick addition further west has a six-to-one common bond pattern of textured brick and concrete coping. The large metal structure that once held a sign is still

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 8

located atop the building. City records indicate that this building was constructed in 1928 and it appears on the 1933 Sanborn map housing American Bakeries Company. The 1930 city directory shows that it was the Roanoke Sunlight Bakery, Inc.

**128-6065-0016 Commercial Building, 506 Salem Avenue, SW c.1940 2 - Contributing**

Situated on a large lot and set back at an angle to the street, this small, one-story concrete block building with concrete coping has metal casement windows and two modern doors. A one-story, two-bay, concrete block garage is located to the west of the building. City records indicate a 1940 construction date and the small building appears on 1951 Sanborn map as housing an auto sales business; the ancillary garage appears on the 1955 map.

**128-6065-0017 Light Industrial Building, 520 Salem Avenue, SW c.1939 Contributing**

This one-story brick building is constructed with seven-to-one common bond and has tile coping. The facade holds two garage bays flanked by two large windows that are enclosed with T-111 siding. Cedar shingle pent roofs are above the windows. Soldier course-lined panels surmount each bay of the facade. A 1960s metal sign extends from the center of the facade above the roofline. The building appears on 1951 Sanborn map and is vacant in the 1939 city directory. In 1940, J. Preston Ballard's Virginia Trade School was housed here in #518 and Ballard's Auto Aligning and Body Service in #520.

**128-6065-0018 Light Industrial Building, 521 Salem Avenue, SW c.1954 Contributing**

Standing one-story in height, this brick building is constructed using a variant of common bond consisting of one Flemish course to every seven stretcher courses. The stepped parapet is topped with concrete coping. An aluminum canopy shields the central entry, which is modified with a modern door, sidelights, and vinyl infill. The window bays have been enclosed with brick. Appearing on 1955 Sanborn map, city directories indicate a construction date of c.1954 with the first occupant being Lloyd Electric Company operated by J. Lewis Lloyd. The firm did electrical contracting, motor and armature repair and winding, and general machine work.

**128-6065-0019 Light Industrial Building, 522 Salem Avenue, SW c.1946 Contributing**

Built using six-to-one common bond brick, this one-story building has two storefronts and a garage bay on its facade. The eastern storefront has a modern glass door and plate glass window topped by a glass block transom and the central storefront has a modern glass door with a three-light plate glass window topped by a three-light transom. The garage door is in the west bay of the facade. City records indicate it was built in 1946, when it housed the Auto Parts Company owned by Frank Newcomb. The building appears on 1951 Sanborn map.

**128-6065-0020 Commercial Building, 534 Salem Avenue, SW c.1953 Contributing**

This building has a concrete block rear section with a brick veneer front section. The one-story building follows the topography to allow a full, walk-out basement at the rear. The facade features a Modernist aluminum storefront with grooved aluminum bulkhead panels at the recessed entry. The west bay of the facade has a garage door. The side elevation features hopper style windows. City records indicate it was built in 1953, but it seems to have been earlier. The building appears in the 1955 city directory as W.B. Clement's Inc., wholesale autos and it is shown on the 1955 Sanborn map.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 9

- 
- 128-6065-0021 Office Building, 538 Salem Avenue, SW c.1995 Non-contributing**  
One-story in height, this metal building has a substantial brick veneer facade with stepped parapet capped with concrete coping, a corbelled cornice, and a soldier course over the window. Windows are paired, one-over-four light and the entryway is recessed in the slightly projecting center section.
- 128-6065-0022 Commercial Building, 543 Salem Avenue, SW c.1930 Contributing**  
Located at the corner of Salem Avenue and Sixth Street, is this two-story, six-to-one common bond painted-brick building. The cornice, which is dropped below the parapet's tile coping, features corbelling, dogtooth, and dentil-like brickwork. The storefront is partially enclosed with T-111 infill and modern fixed windows and the recessed entry has a modern door and multi-light transom. The upper story's paired windows are one-over-one replacements. A one story, side-gable addition, from the late-twentieth century is on the east side of the building. The addition has a recessed porch with metal posts on brick piers shielding two entries and plate glass windows. A third single entry and plate glass window is located at the eastern bay of the facade. The two-story section is listed in the 1930 city directory as #545, Joseph's Grocery, owned by Mrs. Amelia Joseph.
- 128-6065-0023 Commercial Building, 548 Salem Avenue, SW c.1946 Contributing**  
This one-story building is constructed of concrete block with a textured brick front section with tile coping. The aluminum-framed storefront windows flank a center entry with single light transom. The right hand (west) side of the building is brick and has metal, hopper style windows with formed concrete sills and a concrete block addition in the rear. City records indicate that the building was built in 1946 and it first appears in that year's city directory as Roanoke Motor Car Company, Inc., a Hudson dealership owned by L.G. Wilkerson. The building appears on the 1951 map.
- 128-6065-0024 Graybar Electric Building, 601 Salem Avenue, SW c.1927 Contributing**  
Constructed of six-to-one common bond brick, the earlier (east) section of this one-story building features a stepped parapet with concrete coping. The pilasters dividing the facade into three bays have ornamental blue tile diamond motifs and smaller blue tiles highlighting the corner of the header course-framed panels in the two outer bays (center bay covered by sign). The entry, in the west bay has glass block sidelights, an original central entry has been enclosed with glass block, but the six-light transom is extant. Windows in the east bay of the facade are plate glass with multi-light transoms. A one-story historic addition is located on west side of the building and has a bank of five plate glass windows with multi-light transom and soldier course lintel. The building first appears in the 1930 city directory as Graybar Electric Company, Inc., managed by W. Edward James. City records indicate a 1925 construction date and Raymond Barnes in his *A History of Roanoke*, stated that the company located on Salem Avenue in 1927.
- 128-6065-0025 Light Industrial Building, 616 Salem Avenue, SW c.1942 Contributing**  
This one-story brick building has tile coping at its the side and concrete coping on the facade's stepped parapet. It is constructed using a variant of common bond consisting of one Flemish course to every eight stretcher courses. Windows, which are found at the first floor and clerestory levels, are six-light metal and nine-light metal. There is a metal awning over the central entry and quoins at the building corners. The central recessed sign panel is flanked by square recessed panels. City records indicate a 1941 construction date and the building appears as Blue Ridge Beverage Company, Inc. a beer distributorship owned by R.W. Thornton in 1942.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 10

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**Rorer Avenue, SW**

**128-6065-0026 Light Industrial Building, 420 Rorer Avenue, SW c.1933 Contributing**  
This one-story building is constructed of concrete block with a yellow brick veneer on the facade. The stepped parapet has concrete coping. The facade also holds two historic garage doors with wooden panels and two rows of single-light windows. A six-panel, single entry door lies between the garage doors. City records indicate a 1935 construction date, but the building first appears in the 1933 city directory as Secrist and Finger auto repair, owned by Andrew Secrist and George Finger. The building appears on the 1951 Sanborn map.

**128-6065-0027 Light Industrial Building, 502 Rorer Avenue, SW c.1940 Contributing**  
This one-story brick building is constructed using a variant of common bond consisting of one Flemish course to every six stretcher courses. The stepped parapet has concrete coping at the facade and tile coping at the east side. The facade has two, single garage bays and a single, centered entry. A band of windows on the west side of the facade are at clerestory level and are both metal hopper style and fixed, nine-light windows over a white brick panel. The building was built in 1940 according to city records and is in the 1942 city directory as Booze Truck Lines, of with Robert Spiers was treasurer-manager. The building appears on the 1951 Sanborn map.

**128-6065-0028 Light Industrial Building, 508 Rorer Avenue, SW c.1931 Contributing**  
Standing one-story in height, this brick building is constructed using a variant of common bond consisting of one Flemish course to every six stretcher courses. Header row lintels top the eastern garage bay which features original double-leaf wooden doors with nine lights. The eastern bay is transomed and has a single entry and a two-light plate window. A painted sign sits just below the stepped parapet with a recessed panel and tile coping. The interior of the building retains original skylights and several original machines still in operation These include a gear cutter, drill press, band saw and shaper, all run by a belt drive shaft and electric drive motor. City records indicate a 1920 construction date, but the building does not appear on the 1933 Sanborn map. City directories indicate a c.1931 construction date with Webb Hubert Auto Repair appearing as occupant in 1932. Price Filler General Machinists, the current occupant, has been at this location is at least 1940.

**128-6065-0029 Light Industrial Building, 510 Rorer Avenue, SW c.1928 Contributing**  
One-story in height, this brick building is constructed with ten-to-one common bond. Tile coping tops the parapet below which are two recessed sign panels. The facade is divided into two bays with transoms. The east bay has been altered with the addition of a double garage one bay of which is now infilled with brick leaving a single garage door. The transom in this section has been shortened to three lights to provide height for the garage door. This section also contains a single entry is with a transom. The western bay of the building has a band of six-light transoms over enclosed storefront windows enclosed with parged masonry. Above both of the transoms is a soldier course lintel. City records indicate a 1920 construction date, but the city directory suggests a date of 1928, when the building first appears housing Roanoke Showcase Company, owned by M.P. Watkins, Jr. The building is on the 1933 Sanborn map.

**128-6065-0030 Light Industrial Building, 516 Rorer Avenue, SW c.1930 Contributing**  
This one-story brick building with eight-to-one common bond construction has decorative projecting header rows at the cornice and two recessed sign panels. At the east bay is a single garage door and a single entry with transom

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET****Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**Section 7 Page 11

infilled by T-111. The west bay has a storefront window infilled with T-111. City records indicate a 1930 construction date and the building appears on 1933 Sanborn map, the first city directory entry is in 1938 when the building was used by Pepsi-cola Bottling Company, managed by W. Emmett Norment.

**128-6065-0031 Light Industrial Building, 520 - 536 Rorer Avenue, SW c.1936 Contributing**

A very large building, this structure holds seven bays. It has a tall fake front with textured metal sheathing and pressed tin cornice. Each of the seven bays are partially enclosed with modern brick, plywood, or T-111 infill, but several retain a garage bay opening. Wood-sheathed pilasters separate the bays and a metal cornice surmounts the bays. The rear of the building seen from Campbell Ave. reveals brick construction and gabled roofs. The building is listed in City records as dating to 1905, but it does not appear on the 1919 Sanborn map, it does appear on the 1933 Sanborn map. City directories first show the building in 1936 when some of the units were vacant. In 1937, 520 housed Pepsi-cola Bottling Company, 526 housed Fruehauf Trailer Sales Co., 528 housed Gibson's Welding Shop, 5302 housed Novick Transfer Company, and 536 housed Universal Envelope and Printing Company.

**128-6065-0032 Light Industrial Building, 521 Rorer Avenue, SW c. 1933 Contributing**

Standing one-story, this small brick building is a seven-to-one common bond construction. It has a metal cornice/coping at the facade and tile coping along the east side of the building, which is stepped. Two garage bays are in the facade. City records indicate a 1937 construction date as do the city directories which show the first occupant as Austin Auto Repair. However, the building seems to appear on 1933 Sanborn map as an auto repair shop.

**128-6065-0033 Light Industrial Building, 523 Rorer Avenue, SW c.1950 Contributing**

This one-story concrete block building has a brick veneer facade and tile coping. The garage bay door is wooden, multi-paneled with two rows of windows. There is a single entry door and an eight-light wooden window in the facade also. Hopper style windows are along the west side of the building. City records suggest a 1925 construction date, but the building does not appear on the 1933 Sanborn map and city directories first listed the building as vacant in 1950 and Star City Garage in 1951.

**128-6065-0034 Light Industrial Building, 525 – 527 Rorer Avenue, SW c.1937 Contributing**

This one-story building has a brick veneer facade with tile coping at the roofline. The two-unit facade holds two garage bays and two single entry doors and a single metal, hopper style window in the western unit. There are also hopper style windows on the west side of the building. The eastern part of the building is painted. The building appears on the 1951 Sanborn map. City records suggest a 1937 construction date as does the city directory when it lists John T. Morgan and Company roofers.

**Campbell Avenue, SW****128-6065-0035 Commercial Building, 347 Campbell Avenue, SW c.1923 Non-contributing**

This, significantly altered, one-story building has a modern brick veneer facade and a stepped roofline at the side with tile coping. The facade has a single entry door with modern multi-light surround and four, fixed plate windows with retractable awnings. City records indicate a 1920 construction date. This is supported by the 1923 city directory showing the building housing Roanoke Motor Company. The building appears on the 1933 Sanborn map.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 12

**128-6065-0036 Commercial Building, 351 Campbell Avenue, SW c.1927 Contributing**  
This one-story masonry building has a brick veneer facade and stepped parapet with concrete coping. Three recessed panels are situated across the facade. A garage bay is in the west bay and the remainder is a modern storefront a single entry with single light, fixed transom. City records suggest a 1910 construction date, but the building does not appear until the 1933 Sanborn map. City directories show a c.1927 construction when the building was home to Lacy Edgerton Motor Company, Oakland and Pontiac dealership with L. Edgerton, president; R.L. Peck, vice president; Kathleen Jacobs, secretary.

**128-6065-0037 Commercial Building, 355 Campbell Avenue, SW c.1952 Contributing**  
One-story in height, this building is constructed using a variant of common bond consisting of one Flemish course to every six stretcher courses. The stepped parapet has concrete coping. The single central entry has a modern, eight panel door and windows include four-over-four light and plate. The building appears on the 1951 Sanborn map and is first listed as Auto Finance Company Incorporated of Virginia with Harry L. Turner as president in 1952.

**128-6065-0038 Commercial Building, 401 – 405 Campbell Avenue, SW c.1955 Contributing**  
This building spans the block between Campbell Avenue and Rorer Avenue with a two-story facade on Campbell and four-stories facing Rorer. The rear elevation has two garage bays and two single entries at the street level and ten-over-ten light windows at the second and third story. The fourth floor has been modified with aluminum siding and louver windows. The Campbell Avenue facade has a rough-hewn granite bulkhead. Above the two recessed entry storefronts are exposed aggregate concrete panels over fluted concrete pilasters. The second story has green metal siding with aluminum panels. An entry at the west bay of the façade has a pierced concrete screen above an aluminum canopy and modern aluminum doors. City records suggest a 1946 construction date and the first city directory entry is with the building being under construction in 1955. In 1956 it housed Roanoke Equipment and Supply Company, a restaurant supplier owned by Albert Alouf. A building appears on the 1951 Sanborn map, but it appears in its present form on the 1955 map.

**128-6065-0039 Commercial Building, 415 Campbell Avenue, SW c.1929 Contributing**  
Standing one-story in height, this brick building has a header-row cornice at the facade with a corbelled dropped cornice also. The east side of the building has a stepped roofline with brick coping. The modern storefront has a recessed entry and a fixed, fabric awning. City records indicate a 1928 construction date and the building first appears as Reed's Cleaners and Dyers, Inc. with C.A. Reed, vice president, in the 1929 city directory. The building appears on the 1933 Sanborn map.

**128-6065-0040 Commercial Building, 417 Campbell Avenue, SW c.1953 Non-contributing**  
This one-story building has a modern concrete panel facade with fixed modern windows. The slightly recessed glass entry has a fixed transom and narrow sidelights. A single, solid door entry is just to the left of the main entry. City records suggest a 1953 construction date and the building appears on the 1955 Sanborn map, but has been significantly altered in recent years.

**128-6065-0041 Commercial Building, 419 Campbell Avenue, SW c.1946 Non-contributing**  
This building stands two-stories in height and has a modern brick veneer façade with a corbelled cornice and two

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 13

segmental arch, three-part, entries surmounted by corbelling. The east wall is concrete block with tile coping. City records indicate a 1946 construction date and the building appears on the 1951 Sanborn map, but has been significantly altered in recent years.

**128-6065-0042 Commercial Building, 423 Campbell Avenue, SW c.1948 Contributing**

This two-story building has a c.1960 pink and black granite facade with two panels of glass block above the recessed storefront. The recessed entry has a single glass door, fixed transom, and narrow sidelights. The building was constructed in 1948 according to city records and appears on the 1951 Sanborn map as #421. The first city directory entry in 1953 finds the building occupied by Friden Inc. business machines.

**128-6065-0043 Commercial and Apartment Building, 425 Campbell Ave., SW c.1934 Contributing**

This two-story Art Deco building has a yellow brick veneer with a cast concrete castellated parapet that extends along the Fifth Street elevation as well. Vertical porcelain enamel panels separate the two recessed storefronts on the façade and single glass entry. The single entry has a large transom and narrow sidelights while the recessed storefronts have painted transoms and bulkheads. The building appears on the 1933 Sanborn map and has a 1934 construction date in City records. The first city directory listing in 1938 is for Parkway Apartments.

**128-6065-0044 Commercial and Apartment Building, 501 Campbell Avenue, SW c.1919 Contributing**

Two-stories tall, this brick veneer building exhibits subtle Neoclassical Revival detailing and is ornamented with a large metal cornice with modillions. The tripartite windows flanking the center bay in the second floor feature star-pattern attic window mullions. In the center bay, is an arched fanlight over a single light door with multi-light sidelights flanked by six-over-one light windows. A wrought iron balustrade creates a small balcony. Other windows are tripartite six-over-one. The double-leaf, center entry is topped with a glass block transom and is flanked by aluminum storefronts that have been altered with enclosed transoms and partially enclosed plate glass. There is corbelling above the storefronts. City records indicate a 1930 construction date, but the building appears as Davis Apartments in the 1922 city directory. It also appears on the 1919 Sanborn map.

**128-6065-0045 Commercial Building, 505 Campbell Avenue, SW c.1958 Contributing**

This one-story, concrete block building has a brick veneer facade and stepped parapet with tile coping. A metal awning sits above the plate glass windows with header lintels. The single-light entry is located between the windows and has an enclosed transom. City records indicate a 1958 construction date and the 1959 city directory shows Aesy's Confectionary, owned by Mrs. Bessie Aesy a widow living at 609 Campbell.

**4<sup>th</sup> Street, SW**

**128-6065-0046 Light Industrial Building, 208 4<sup>th</sup> Street, SW c.1930 Contributing**

This one-story brick building is set on a raised basement of poured concrete. Constructed with six-to-one common bond brick the building features a stepped parapet with tile coping. The windows are enclosed with wood infill. A single recessed entry accessed by a short set of steps and a one-bay garage area also on the façade. The entry has a three-light transom. Windows at the north side include plate glass and metal hopper style. City records indicate a 1930 construction date. The building appears on the 1933 Sanborn map and is in the 1932 city directory as being vacant and

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 7 Page 14

was Nelms Brothers Delivering, parcel delivery, owned by C. Campbell Nelms , O. Walker Nelms, and J. William Nelms in 1933.

**128-6065-0047 Light Industrial Building, 210 4<sup>th</sup> Street, SW c.1930 Contributing**  
Similar to #208, this one-story brick building has painted six-to-one common bond construction with a stepped parapet with tile coping. The facade holds a single-bay garage, a slightly recessed single entry with single light transom, and wood-enclosed windows. Windows on the south side of the building are also enclosed. City records indicate a 1930 construction date. This building appears on the 1933 Sanborn map and is listed as Martin and Akers, Inc. in the 1930 city directory.

**5<sup>th</sup> Street, SW**

**128-6065-0048 Light Industrial Building, 214 5<sup>th</sup> Street, SW c.1921 Contributing**  
Standing two-stories in height, this building is yellow brick veneer with concrete coping. T-111 and vinyl enclose the storefront and two garage bays facing 5<sup>th</sup> Street while one garage bay retains its double-leaf wooden, x-pattern doors. The upper story windows are fixed single lights. At the rear (south) of the building is one garage bay and metal, hopper style windows. A short, two-story brick addition stands at the southeast corner of the building. The addition has a garage bay, with soldier course above, and metal, hopper style windows with concrete lintels. The building was built in 1921 according to city records, and it appears on 1933 Sanborn map, but it is not in the city directory until 1928 when it housed Republic Truck Sales Company, owned by L. L. and B.F. Johnson.

**128-6065-0049 Light Industrial Building, 302 5<sup>th</sup> Street, SW c.1921 Contributing**  
This one-story yellow brick building has an unusual footprint with angled corner entry on Fifth Street. There is a broad elevation on Rorer Avenue as well with T-111 enclosed windows and two garage bays in the full basement level and metal hopper style windows above. The Fifth Street elevation has fixed windows with small transoms and T-111 enclosed basement windows. The building is constructed of nine-to-one common bond with an ornate cornice with projecting soldier header topped with concrete coping. Below the cornice are header-framed recessed panels with tile corners. City records indicate a 1921 construction date and the building appears on the 1933 Sanborn map as a bottling works. It housed Roanoke Nehi Bottling by at least 1950.

**6<sup>th</sup> Street, SW**

**128-6065-0050 Fire Department #3, 301 6<sup>th</sup> Street, SW RFD #3 1909 Contributing**  
This Neoclassical Revival, brick building stands two-stories tall and has a six-to-one common bond pattern and is topped with a heavy, denticulated cornice. The facade has two, segmental arch garage bays, with a third bay located at the south side. The arches consist of interesting voussoirs of vertical brick. The paired six-over-six windows have a cast concrete, paneled keystone above and cast concrete panels with star pattern inserts below. Quoins at the corners extend all the way across the first floor faces. A one-story wing is located at the north side of the building and has a single entry with a brick keystone and fan pattern above and a cast concrete balustrade with star pattern at the roofline. It has an ashlar pattern foundation.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section   7   Page  15 

---

**128-6065-0051      Shop Building, 306 6<sup>th</sup> Street, SW      c.1932      Contributing**

This one-story veneered building is constructed using a variant of common bond consisting of one Flemish course to every six stretcher courses. The stepped and peaked parapet features concrete coping. Brick is laid in a chevron-like pattern within three panels across the facade. Slightly projecting, brick pilasters separate the three enclosed plate windows, enclosed with vinyl, and single garage bay, and carry the projecting soldier course header. A single door entry is located at the southern corner of the facade and has a two-vertical-light transom. Windows on the north side are metal hopper style, and those on the south side are enclosed with concrete brick. The foundation is a poured concrete. City records indicate a 1925 construction date and the building appears on the 1933 Sanborn map. The first city directory entry in 1932 shows Roanoke City Schools Repair Shop.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section   8   Page  16 

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**8. Significance Summary**

The Salem Avenue / Roanoke Automotive Commercial Historic District is located in the southwestern part of the City of Roanoke. This downtown section began as a residential neighborhood in the 1880s, but by 1919 had developed into an area characterized by small retail businesses, light industrial firms, and warehouses. The earliest building in the district is the 1909 Roanoke Fire Department No. 3, which is illustrative of the necessity for an expanding fire department in a city that was growing exponentially throughout the late nineteenth and early twentieth centuries.

The location of the district near the railroad was a primary factor in its eventual commercial/industrial transformation. One of the earliest industries to locate in the district was the Lindsay-Robinson flour mill and wholesale grocery firm, which built a building at 365 Salem Avenue in 1918. The huge amount of goods coming in and out of the city and the ease of their transportation on the railroad brought about thriving firms in the areas of wholesale, warehouse, and transportation. In fact two large warehouse/industrial buildings were built about 1920 flanking the Lindsay-Robinson mill.

By the 1920s, the automobile had become an important aspect of the city's character and numerous automobile service businesses and dealers came into being. Several of these established themselves on Salem and Campbell avenues. In fact, at least seven of the district's buildings originally housed an automobile-related business. One of the largest of these buildings, 400 Salem Avenue, was built about 1928 for Fulton Motor Company and later housed Magic City Motors for many years. On Rorer Avenue, were several light industrial firms including the moderately-sized plant at the corner of Rorer and 5<sup>th</sup> Street was built about 1921 and housed the Nehi Bottling by at least 1950. Smaller in scale, were businesses such as Price-Filler Machine and Manufacturing, which came to 508 Rorer Avenue by 1940 and is still operates at that location.

Together, the buildings within the Salem Avenue / Roanoke Automotive Commercial Historic District are representative of typical commercial and light industrial buildings of their day and illustrate the impressive growth in the city during the early twentieth century. Though generally without distinctive architecture, these buildings illustrate the manner in which the city's economy blossomed to incorporate a wide range of firms, many of them quite small in scale. The automobile-related businesses are among the most numerous of these and speak to the proliferation of the automobile during this period. The district is eligible for the National Register under Criterion A for its association with the planning and development of the town and for its significance in the history of local commerce and industry. The period of significance begins in 1909, the date of the earliest building in the district, and ends in 1958 with the construction of the most recent contributing commercial building continuing the "commerce and industry" theme well into the 20<sup>th</sup> century. The last building built was in 1995 and is an office building.

**Historical Background, Community Development, Industry, and Commerce Contexts**

The city of Roanoke, situated in the Roanoke Valley of southwestern Virginia, developed near a natural salt marsh. Early on, this area was frequented by Native American hunters in search of the elk, buffalo, and deer drawn to the salt lick. Over many generations, Native Americans established camps and trails here making it a natural gathering place in the center of the valley. The name Roanoke was derived from the Indian word "Rawrenock," which referred to the small beads worn by Algonquin Native Americans and used as trade goods and a type of currency.

European settlers began explorations west of the Blue Ridge Mountains as early as 1669, but it was not until 1730 that the first land grants occurred. Mark Evans and Tasker Tosh, among others, came to the Roanoke Valley from Pennsylvania in 1742 and claimed land near the salt licks and soon a small town was developing. The Great Trail, or the "peaceful passage" route, promised to the Iroquois by the Treaty of Lancaster passed through the area and would be instrumental in the settlement patterns of the Roanoke Valley.<sup>1</sup>

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 8 Page 17

The Town of Salem, located at the western end of the Roanoke Valley, was flourishing by the end of the eighteenth century. Further east, near the center of the broad valley, was the small community of Pate's Mill, which had been established before 1801. A tavern, store and grist mill were located at the present intersection of Orange Avenue and I-581. In 1834, sixty-eight acres were laid out in lots and put up for auction, and despite lawsuits over the fairness of process, the Town of Gainesborough was chartered in 1835. The name Gainesborough was used only in the tax records as the town was generally known as Big Lick after the salt lick. In 1838, the county of Roanoke was formed from Botetourt County with Salem, which then had a population of approximately 200 people, as the county seat. The population of Gainsborough/Big Lick numbered about fifty residents.<sup>2</sup>

By 1850, Big Lick had grown into an important transportation hub. The Great Wagon Road, which connected Philadelphia and the Shenandoah Valley, followed the Roanoke River through the Blue Ridge Mountains at Roanoke Gap near Big Lick. This gap was an important route for settlers making their way to the Carolina piedmont. It also served as the branching-off point of the Wilderness Road, which continued southwest to Tennessee and Kentucky. In 1852, the Virginia and Tennessee Railroad (V&T) was built through the valley a short distance from Big Lick. In an effort to take advantage of the new line, town officials moved the community closer to the tracks. The original settlement became known as Old Lick, and the town of Big Lick was chartered in 1874.<sup>3</sup>

Roanoke grew exponentially during the 1860s and 1870s after the 1852 establishment of the V&T depot in Big Lick. The early businesses near the depot included William Raines' blacksmith shop, the Western and Union Telegraph Company, and a hotel built in 1855. Early industrial development included the construction of Isham M. Furguson's tobacco factory by 1858 and the establishment of a cannery in 1868. By 1860, warehousing and processing tobacco was the chief industry.<sup>4</sup>

The young town sustained minimal damage during the Civil War and in the years following 1865 the railroad began a surge of growth. First, the V&T merged with Southside Railroad and the Norfolk and Petersburg Railroad, to form the Atlantic, Mississippi & Ohio Railroad (AM&O) that extended from Norfolk to Bristol, Virginia. The financial panic of 1873 took its toll on the AM&O, however, forcing it into receivership. It was purchased by E.W. Clark & Company, a private banking firm from Philadelphia, who also controlled the Shenandoah Valley Railroad (SVRR) that was then under construction northward through the valley to Hagerstown, Maryland. Frederick J. Kimball, a civil engineer and partner in the Clark firm, became the head of the AM&O and the SVRR. It was with this consolidation in 1882 that the railroad became the Norfolk and Western Railway (N&W) with headquarters in Roanoke.<sup>5</sup>

During the 1870s and early 1880s, merchants clamored for the best business locations in the burgeoning town. The northeast section of the town was developed to house employees of the business section then flourishing along Commerce Street (current 2<sup>nd</sup> Street, Southwest). Salem Avenue was established as a new street that connected the old town center of Big Lick with the new town of Roanoke and also led to the important Lynchburg-Salem Turnpike. Rorer Hall was constructed on the corner of Campbell Avenue and Third Street, Southwest, and served as the first town hall, city jail, and fire station.<sup>6</sup>

Illustrating this period of growth, the town boasted five churches, three hotels, five tobacco factories, a post office, a bank, two saloons and ten stores, including a shoemaker and druggist serving a population of 669 by 1880. Additionally, the bank of Virginia was organized in 1881 and the First National Bank was chartered in 1882. In 1881, the Roanoke Land and Improvement Company was formed to acquire lands for the new railroad and its associated workers. The company was to purchase and improve lands, including the laying out of streets and to "build and equip a hotel [with a] capacity of about 20 rooms." These actions ultimately determined the future site and shape of Roanoke. A site north of the railroad, overlooking the Long Lick area, was selected for the hotel and the depot was built at the foot of the hill. Once again, the town moved to the train station. The plethora of construction in Roanoke

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 8 Page 18

caused one newspaper to declare that “Roanoke was the most dug-up town in Virginia.” This move ultimately located two of the primary commercial streets, Salem and Campbell avenues, in the middle of the Long Lick. Also in 1882, Big Lick changed its name to Roanoke.<sup>7</sup>

As the streets were laid out by the land company, growth continued at a frenzied pace. Between February 1881 and June 1882 there were seventy-eight frame and sixty brick houses built by the land company. Along with this real estate development was the development of services for new residences including a local gas and water company.<sup>8</sup>

The Roanoke Machine Shops were established in 1881 by the SVRR and were purchased by the N&W in 1883. The shops were the city's largest employer with 1,000 workers during the early 1880s and became one of the most important factors in the industrial growth of the town. Other businesses establishing themselves in Roanoke during this period included the Lindsey-Robinson Company flour mill, which began as the J.M. Gambill Company in 1875 at 3<sup>rd</sup> Street and Norfolk Avenue and moved to 365 Salem Avenue (VDHR #128-6065-0009) in 1918. The Marsteller Marble Works was established in 1887 on South Jefferson Street and moved to East Campbell in 1897, while the Roanoke Marble and Granite Company was founded in 1895. The Roanoke Street Railway Company was formed in 1887 and built a car and animal house on Norfolk Avenue near 3<sup>rd</sup> Street, eventually establishing stables (demolished) in the 500 Block of Rorer Avenue. The street railway was one of the city's largest employers between 1900 and 1910. 1888 also saw the establishment of the Hammond Printing and Lithographic Works, Nelson Hardware Company, Bowman's Bakery, Double Envelope Company, and Roanoke Steam Laundry. The Roanoke Steam Laundry was located in a now-demolished building in the 400 Block of Salem Avenue, SW by 1919. In 1889, the Hotel Ponce de Leon was built at Campbell Avenue and 2<sup>nd</sup> Street, Southwest.<sup>9</sup>

While many of these businesses were located to the north and east of the historic district, Roanoke's growth was occurring in every direction with a concentration of residences west of the commercial section town on Campbell and Church avenues. The street railway influenced the character of the city as developers hastened to obtain service for their new residential subdivisions. As the Hotel Roanoke took shape, businesses began to be established along Norfolk Avenue, south of the railroad tracks. Even though development was taking hold on all around the historic district, Salem Avenue was still described as “a marsh [where] rabbits could be hunted on the ground where Hotel Roanoke was to rise.”<sup>10</sup>

The tremendous increase in jobs and population (5,300 by 1884) in Roanoke earned it the moniker the “Magic City.” The exponential growth culminated in the chartering of Roanoke as an independent city in 1884. This surge of growth continued throughout the 1880s and 1890s and by 1890, the city had a population of 16,159 reaching 21,495 in 1900.<sup>11</sup>

The boom-town character of Roanoke is reflected in the large number (6,029) of building permits issued for homes and businesses, between 1900 and 1911. The highest number of permits, 736, was issued in 1907. This growth was reflected in the construction of the city's third fire department (VDHR# 128-6065-0050) on 6<sup>th</sup> Street in 1909. Roanoke's growth was volatile during this period, however, as businesses were founded and failed at a rapid rate. The 1907 N&W annual report found that a “severe national financial and industrial revulsion” was occurring with many businesses reducing their workforce and smaller industries being recruited for establishment in Roanoke. Among the successful enterprises was yet another railroad, the Tidewater Railroad Company (Virginian Railway), that was constructed through the city in 1909; it was incorporated into the N&W system in 1960. Business failures were common, however. The 1929 *Roanoke Industrial Survey* reported that in 1891, thirty-two industrial plants were operating in the city, but by 1912 only sixteen were documented with only two of those being the same firms that operated in 1891.<sup>12</sup>

The instability of businesses in the city did not hinder the growth in population as Roanoke reached 38,874 people in 1910. Population increase quickened in the 1910s to reach 50,842 by the 1920 census. An important impetus

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET****Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**Section 8 Page 19

for this growth came in 1917 when the Viscose Company of Marcus Hook, Pennsylvania built a branch plant in Roanoke. The firm produced rayon, which was sometimes called artificial silk during the historic period, and the plant soon became the city's second largest industry. Clothing manufacturers followed this development and included Roanoke Mills and Puritan Mills, Inc., both were founded by Marshall Field & Company in 1918.<sup>13</sup>

The 1929 *Roanoke Industrial Survey* found that there were a total of ninety-nine industries in the city in 1920. Those with the most firms included six bread and bakery product establishments, six lumber and planing mills, six mineral and carbonated water businesses, six printing companies, four confectioneries, three railroad car construction and repair shops, and three ice manufacturers. By 1927, the overall number of firms had increased to 113. This growth in industry in the 1920s was accompanied by the city's largest increase in Roanoke's population between its founding and 1942 as 18,264 new residents moved into the city between 1920 and 1930. This was accompanied by record-breaking construction as forty-eight new business buildings were built in 1924 and an additional fifty in 1925.<sup>14</sup>

An important aspect of Roanoke's industrial economy was its role as a wholesaling and warehousing center. The presence of excellent rail service made the transfer of goods easy and by about 1925, there were sixty-one wholesale firms in the city. These included seven firms dealing in groceries; six flour/hay/feed firms; five firms dealing in candy/confections and five in meat products; four dry goods/notions and fruit / produce firms; three hardware firms and three seed/farm equipment firms; two firms dealing in auto parts and accessories, two selling millinery supplies and many others dealing in a wide range of items such as cakes and crackers, barber supplies, billiard supplies, drugs, glass, hats, paper, shoes, and tobacco. By about 1926, the city was the point of distribution for more than sixty rail cars of bulk express goods each day.<sup>15</sup>

The growth in commerce and industry continued into the modern era as the 1939 Census of Manufactures listed 105 manufacturing plants in Roanoke city and county. A 1942 Chamber of Commerce report found the city to be home to 170 industries. Also in 1939, there were 130 wholesale establishments. These firms, along with nine others in Roanoke County and Salem, sold \$38,521,000 worth of goods during the census year. Finally, there were 1,277 in Roanoke city/county in 1939. The connection of this industry with the railroad was noted in the 1942 WPA book which stated, "Roanoke's industrial growth parallels that of the Norfolk and Western Railway, and the extent of it is indicated by the Railway's employment roll and production." At this time there were 7,000 N&W employees earning \$14,500,000 in 1941. The Viscose plant continued as the city's second largest employer with a staff of 4,000. Other important industries included iron and bridge works, lumber products, marble and granite, flour and feed mills, textiles, and printing.<sup>16</sup>

By the 1950s, the *Diamond Jubilee* souvenir program claimed that a Roanoker who had not been to the city since 1945, would "scarcely recognize the Star City of 1957." Like cities across the country, Roanoke was growing increasingly outward with the proliferation of the automobile and the suburban development it made possible. The estimated population was 100,000 people, but though the N&W was still an important entity, it no longer dominated the city's economy. New industries during this period included General Electric. The program touted that "the biggest change [since 1945] has been the growth of smaller manufacturing concerns and warehouses. Roanoke has become the distributing center for a huge area stretching into North Carolina, West Virginia, and Kentucky. . . selling everything from buttons to bulldozers."<sup>17</sup>

**History of the Automobile in Roanoke**

As early as 1899, automobiles were being mentioned in Roanoke newspapers with illustrations of what "madame must wear when motoring [sic]" that encouraged both men and women to wear linen dusters. One of the earliest service businesses for automobiles must have been the garage for "steamer" cars established by local resident John Waynick and his mother in 1899. Though the *Roanoke Times* reported on the city's first automobile parade in

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 8 Page 20

1904 on Campbell Avenue, acceptance of the automobile came to the city slowly. A cow ordinance was passed in 1904 to keep bovine off of the streets and out of the way of vehicular traffic, but it was many years before it was completely enforced. Additionally, streetcar usage peaked in the first decade of the century allowing riders to depend on this public transportation rather than a personal automobile. As late as 1914, the Boyd-Sweeney Company, hardware and sporting goods store (304 South Jefferson), was advertising bicycle ownership to the public pointing out that “riding a wheel was economical, pleasant, convenient (no long waits for street cars), and furnished much needed exercise.”<sup>18</sup>

The automobile became increasingly popular as the second decade of the century wore on, however, and by 1915, Roanoke had over 1,300 automobiles creating conflict on the streets with streetcars as well as horse-drawn vehicles. The popularity of automobile ownership increased during the 1910s, but the onset of World War I made it somewhat difficult to acquire automobiles. In July 1916, the Chalmers auto was priced at \$1,090 in Detroit and the Maxwell car was \$595. Dealers were making promises on deliveries day to day, stating they “had cars or can get them now, [but] this may not hold good tomorrow.” By 1920, the city had 1,728 licensed motor vehicles, a figure that increased rapidly to 5,242 in 1924 and reached 7,807 in 1928. The rapid proliferation of automobiles was due in part to the moderate prices available. Roanoke Motor Company advertisements from 1925, for example, touted Chevrolet coupes for \$675, lower than the previous price of \$715. Yet, even with the continued increase of automobiles, it was not until 1926 that traffic control signals were installed at major downtown intersections.<sup>19</sup>

The popularity of the automobile increased demand for better roads and J. H. Marsteller, a Roanoke businessman, was influential in the good roads movement in the city. He also helped to secure the construction of the National Highway from New York to Atlanta, with Roanoke to be the half-way point. The completion of this road resulted in the establishment of many garages and auto repair shops in the city. In conjunction with this enterprise, Marsteller, who was an “enthusiastic automobilist,” suggested that a “first class garage be built for tourists as well as local business.” About 1910, the Model Garage, literally envisioned as a model for this new business type, was built at 16 East Church Avenue. It stood three stories tall and was purported to be “one of the handsomest and best equipped garages in the whole country.”<sup>20</sup>

Though few garages were built at the scale of the Model Garage, automobile-related businesses flourished in the 1920s. As noted in the 1929 industrial survey, the number of businesses associated with the motor vehicle industry, specifically for bodies and parts, was three by 1927, while the number of shop operations for railroad repair had dropped from three in 1920 to two, suggesting the transition of rail travel to road travel. Further illustration of the strong presence of automobiles in the city were the thirty-one automotive dealers and garages and five automotive wholesale businesses. Comparatively, there were twenty-one automotive firms listed in Winston-Salem, and twenty-six in Lynchburg, which were similarly-sized cities at the time. When the survey data was collected in 1927 – 1928, there were more auto-related businesses in Roanoke than any other businesses with the exception of grocery stores, which numbered 145. Most of the garages and auto dealerships were small businesses, with relatively few employees, and yet, the value of the automobile industry in Roanoke in 1926 was \$26,000,000.<sup>21</sup>

The automobile grew in importance nationally in the 1920s and 1930s and by the 1940s and 1950s it was quickly becoming the primary mode of personal transportation. Additionally, with road improvement and interstate highway construction during this period, it was also becoming an important method for the transport of goods. These trends are illustrated in Roanoke by advertisements for two automotive trade groups in the 1957 *Diamond Jubilee* souvenir program. There were twelve members of the Roanoke Automotive Dealers Association in 1957 and at least one of these, Magic City Motor Corporation, was located within the historic district. The Roanoke Automotive Jobbers Association had six members and at least two were located in the district in 1957: W.B. Clement's, wholesale auto parts and Auto Parts Incorporated, also a wholesaler.<sup>22</sup>

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 8 Page 21

**History of the Salem Avenue/Roanoke Automotive Commercial Historic District**

Ferdinand Rorer, a business man and entrepreneur, settled in Big Lick with his wife Julia Ann Hannah about 1850. Here they acquired over 1,000 acres of land, primarily at the west end of town. Rorer became involved in railroad contracting and iron ore properties after the Civil War and as the town quickly developed, he laid out lots on his property and employed the city's first real estate agent, J.A. Dalby, to sell them. The first lots were situated in an oak grove fronting Commerce Street (present day 2<sup>nd</sup> Street) and extended southeastward to present-day Franklin Road. This development also included streets running westward, parallel to the N&W on the north and Ferdinand Avenue to the south. Many of these streets were named for Rorer's family members. Among the earliest streets to be laid out were Earnest Avenue (current day Norfolk), 1<sup>st</sup> Avenue (current day Salem Avenue), Ferdinand Avenue and Rorer Avenue.<sup>23</sup>

The boom of the 1880s saw the rapid growth of Salem and Norfolk avenues with a few brick stores and many wooden, false-front ones built to impress passengers riding on the train. In 1882, Salem and Norfolk were newly graded streets, and even though they became muddy each time it rained, construction of new businesses did not slow. Many businesses were concentrated on these two streets between present day 1<sup>st</sup> and 2<sup>nd</sup> Street, Southwest. One of these, lot number 15, belonged to J.T. Engleby who came to Roanoke in 1881. This lot ran through the block to Norfolk Avenue, and his storefront, a tinning business, had to be on Norfolk because the Salem Avenue elevation opened onto a marsh. In the 1890s, Salem and Campbell avenues were filled in with rock to a depth of six to eight feet and Engleby moved his store front moved to the Salem Avenue elevation. A reporter commented sarcastically of the conditions of Salem Avenue west of 3<sup>rd</sup> Street, SW, in 1886: "ducks were inhabiting the lake and a boat club should be formed," he wrote, "for such unhealthy sites should serve some healthy purpose." Although part of Salem Avenue was paved in 1892, it was not until 1896 that Salem Avenue west of 5<sup>th</sup> Street was cobbled.<sup>24</sup>

During the street's early days it was known as a "center of the city's night life" because of the many barrooms, saloons, and perhaps even brothels in the area. The atmosphere of Salem Avenue at this time is captured in a period account that noted many men were coming to town without wives or family and were without care. It was noted that "more than once, some feverish soul would 'likker up,' climb aboard his horse and rollick down Salem Avenue on the sidewalk, cutting loose with a pistol."<sup>25</sup>

By the late 1880s, however, this rowdy character had begun to shift as an increasing number of residences were constructed in the area. The 1889 *Sanborn Fire Insurance* map shows a few boarding houses and one or two stores clustered in the 300 Block of Salem Avenue near its intersection with 4<sup>th</sup> Street. Yet, Salem, Rorer and Campbell avenues between 3<sup>rd</sup> and 6<sup>th</sup> Streets by this date were almost wholly residential in character. Businesses were concentrated to the east between 1<sup>st</sup> and 2<sup>nd</sup> streets and near the railroad. Despite the general demand for the streetcar in the late 1880s, some of the business men fought to keep Salem Avenue streetcar free, which limited the commercial growth there.<sup>26</sup>

The Academy of Music (demolished) opened 7 October 1892, in the 400 block of Salem Avenue. The Academy of Music Company, which had R.H. Woodrum as its president, W.H. Baker for Secretary and J.W. Coon serving as treasurer, offered a venue for a variety of well-known performers. The elaborate building was erected by F.J. Amberg and had electric and gas lighting. The dome was an impressive 80 feet above the street and the "French-style" or Beaux Arts architecture gave the neighborhood a more urbane appearance. By 1893, several boarding houses and a few churches had been constructed on Salem, Rorer, and Campbell avenues. Five years later, in 1898, the area encompassed by the historic district included a number of houses, boarding houses, two churches, three groceries, a feed store, a Chinese laundry, a store offering "fancy goods and pictures," a confectionery and Old Dominion Preserving Company had established at the corner of Rorer Avenue and 5<sup>th</sup> Street.<sup>27</sup>

The fall from fashion of the district as a residential area was beginning to take place as early as 1903 when

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET****Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**Section 8 Page 22

several boarding houses were converted into tenements and a bottling works was established across from the Academy of Music. The area remained primarily residential through 1907, however, as the Sanborn maps show six stores, an office, the Academy Hotel, and Davis-Gray Company Steam Laundry, all in the 300 and 400 blocks of Salem Avenue with the Academy of Music. The remainder of the district was still residential. Interestingly, the bottling works was converted into the Academy Hotel by this time.<sup>28</sup>

The 1919 Sanborn map shows the increased pace of commercial and industrial construction in the district with the establishment of Roanoke Steam Laundry across the street from the Academy of Music and the Lindsay-Robinson & Company Corn and Feed Meal Mill at 365 Salem Avenue (VDHR #128-6065-0009).<sup>29</sup> Between 1919 and 1933, the district underwent a significant transformation from a residential area to become a business district. Fourteen of the district's buildings date from the 1920s and it is probably not coincidental that Roanoke also saw its most intense growth in population during the decade of the 1920s. As the economy of the city grew, new industry, services, and other businesses were spawned pushing the residential areas further away from the early commercial core. This trend continued and gained intensity during the first part of the 1930s with another fourteen buildings within the district being constructed between 1930 and 1935.

The automobile industry, which was experiencing strong growth in the city during this period, was well established in the district by 1933 with a number of auto repair shops and a few auto sales businesses on Salem and Campbell avenues. Two of the earliest of this type of business may have been Dooley's Tire Shop and Carr's Garage, which were located at 342-344 Salem Avenue (VDHR #128-6065-0002) in 1924. Goad & Company auto repair shop and Standard Motor Service filling station were located here by 1930. Also in 1930, 356 Salem Avenue (VDHR #128-6065-0005), was the home of Acorn Motor and Lottie Bowman's furnished rooms (356 ½). Other early automotive businesses in the district were Roanoke Motor Company at 347 Campbell Avenue (VDHR# 128-6065-0035) in 1923, 351 Campbell Avenue, (VDHR #128-6065-0036), was home to Lacy Edgerton Motor Company (Oakland and Pontiac dealers), from 1927 until about 1935, and Fulton Motor Company Auto Sales & Service, which located at 400 Salem Avenue around 1928 (VDHR# 128-6065-0010). In all, city directories show that at least seven buildings within the district originally housed automobile or truck sales and six housed garages or auto repairs shops. Two other buildings were for firms dealing in auto parts.<sup>30</sup>

A variety of other businesses were also established in the district during the 1920s and 1930s including Roanoke Sunlight Bakery (VDHR #128-6065-0015), which built their new plant at the corner of 5<sup>th</sup> Street and Salem Avenue about 1928. 346 Salem Avenue (VDHR #128-6065-0003), built about 1924 housed Loeble Dye Works and Cleaners, an industrial dyer and dry cleaner, by 1930 and Graybar Electric Co., Inc. is listed in the 1930 city directory at 601 Salem Avenue (VDHR #128-6065-0024). Several residences still remained interspersed with the expanding businesses in 1933 however, particularly in the 500 Block of Salem Avenue.<sup>31</sup>

Between 1935 and 1945 growth in the district slowed, but eight new commercial buildings were constructed during this period, often replacing earlier residences or expanding into undeveloped areas at the western end of the district. Automotive-related businesses remained an important part of the district's character. The 1940 city directory shows Magic City Motors in the former Fulton Motor building at 400 Salem Avenue (VDHR#128-6065-0010), with the company's repair shop at 360 Salem Avenue (VDHR #128-6065-0008). The firm would remain here through 1960. At 520 Salem Avenue (VDHR#128-6065-0017) was J. Preston Ballard's Ballard's Auto Aligning and Body Service, which would operate here through about 1950-1955 when the building was taken over by Roanoke Auto Alignment.<sup>32</sup>

The district was home to a wide range of firms by 1940 including nine automotive-related businesses, eight distributors or warehouses, six other industrial or light industrial firms, four stores, and one restaurant. The light industrial firms included Price Filler Machine & Manufacturing Company, which established business at 508 Rorer

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 8 Page 23

Avenue (VDHR #128-6065-0028) by 1940 and remains in business today. One of the warehouses was McKesson & Robbins Incorporated wholesale drugs, which remained at 365 Salem Avenue (VDHR #128-6065-0009) from 1940 until at least 1960.

Thus, the entire area of Salem, Rorer and Campbell avenues between 3<sup>rd</sup> and 6<sup>th</sup> Streets was completely transformed into a commercial and light industrial area by 1951. There were only five houses remaining in the district at this time and types of businesses ranged from automobile sales and service to soft drink bottling works and various warehouses. The Academy of Music was demolished in 1953 and the site remains vacant today. The 1955 Sanborn map shows the continued importance of the automobile industry for the district then had nineteen businesses that were related to the automobile. Additionally, Roanoke Nehi Bottling works occupied several buildings at the intersection of Rorer Avenue and 5<sup>th</sup> Street including 302 5<sup>th</sup> Street (VDHR #128-6065-0049) by 1955. There were a few transfer companies and motor freight companies in the district by this time as well, including Pitzer Transfer Corporation in the c.1920 Roanoke Public Warehouse building at 403-409 Salem Avenue (VDHR # 128-6065-0011).<sup>33</sup>

Although many prior firms are no longer in business in the district today, many buildings are still extant revealing an important part of the development of the Salem and Rorer Avenue area. Business concerns are still varied, with a number of automobile- related firms such as the Star City Auto Body Shop at 502 Rorer Avenue (VDHR #128-6065-0027) and Hannabass & Rowe Auto Body shop at 419 Salem Avenue (VDHR #128-6065-0013). Other businesses range from machinists, like Price Fuller Machine and Manufacturer Company, to the Habitat for Humanity Re-Store, which occupies 403 - 409 Salem Avenue (VDHR #128-6065-0011) and the Samaritan Inn located at 543 Salem Avenue (VDHR #128-6065-0022).

The history of the district is in many ways a summary of the history of the city of Roanoke beginning with the early days of the railroad, which brought a plethora of businesses and housing to accommodate workers and was followed by industrial and warehouse development encouraged by the railroad. This culminated with the national rise of the automobile as the primary transportation mode bringing about a significant auto-related service industry and opportunities for a variety of firms that relied on trucks for the transportation of goods.

<sup>1</sup> Writers' Program of the Work Projects Administration in the State of Virginia, *Roanoke, Story of County and City* (Roanoke City School Board, Roanoke, VA, 1942), 32.

<sup>2</sup> White, Clare, *Roanoke, 1740-198* (Roanoke: Roanoke Valley Historical Society, 1982), 35 and 37.

<sup>3</sup> Bruce, Carolyn Hale, *Roanoke: a pictorial history* (Norfolk, Va.: Donning, c.1976).

<sup>4</sup> McCauley, William, ed., *History of Roanoke county, Salem, Roanoke city, Virginia, and representative citizens* (Chicago: Biographical Publishing Company, 1902), 150-152; Writer's Program, 133; and White, 57.

<sup>5</sup> White, 57 and Bruce, 28.

<sup>6</sup> *Roanoke Times* 21:4, 1961; Barnes, Raymond P., *A History of Roanoke*. (Radford, VA: Commonwealth Press Incorporated, 1968), 96; *Roanoke Diamond Jubilee; souvenir program and history, celebrating seventy-five years of progress, June 14-23, 1957* (Roanoke, 1957).

<sup>7</sup> Dalmas, James E, *The Street Railways of Roanoke, Virginia 1887-1948* (Roanoke, Va. : Historical Society of Western Virginia, 2006), iv; Bruce, 31; and White, 57, 65 and 67.

<sup>8</sup> *Diamond Jubilee*, 49.

<sup>9</sup> Writer's Program, 201-212 and Dalmas, 1.

<sup>10</sup> Dalmas, iv and *Diamond Jubilee*, p. 49.

<sup>11</sup> Dalmas, 5; Bruce; and Technical Advisory Corporation, Consulting Engineers, *Roanoke Industrial Survey for the Chamber of Commerce of Roanoke, VA, Vol. I & II*. (New York: Campbell Scott Press, 1928), XI-2; and *Roanoke Diamond Jubilee*, 93.

<sup>12</sup> Jack, George S. and E.B. Jacobs, *History of Roanoke County; History of Roanoke city and history of the Norfolk & Western Railway Company* (Roanoke: Stone, c.1912); *Roanoke Diamond Jubilee*, 93; and Technical Advisory Corporation, XI-2 and I-7.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

**Section 8 Page 24**

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- <sup>13</sup> *Roanoke Diamond Jubilee*, 93; Technical Advisory Corporation, XI-2; Writer's Program, 206 and 212; and *Sanborn Fire Insurance Map*, 1951.
- <sup>14</sup> Technical Advisory Corporation, XV-9 and XV-14; Chamber of Commerce, "Roanoke, Virginia, c.1925," vertical files, Clare White Library, Roanoke Historical Society; and Chamber of Commerce, "Roanoke, Virginia, c.1926," vertical files, Clare White Library, Roanoke Historical Society;
- <sup>15</sup> Chamber of Commerce, c.1925 and c.1926.
- <sup>16</sup> Writers Program, 202-208.
- <sup>17</sup> *Diamond Jubilee*, 105-109.
- <sup>18</sup> Barnes, 329; *Diamond Jubilee*, 61 and 85; and Roanoke Times & World News, *Roanoke:100, A Centennial Edition Reprint*, 18 April 1982.
- <sup>19</sup> *Roanoke 100*, 11; City Planning & Zoning Commissions, E.J. Stone, Chairman, John Nolen, City Planner, *Comprehensive City Plan* (Cambridge, MA: H.J. Walker, J.R. Hartzog Associates, 1928), 23; and Dalmas, 81.
- <sup>20</sup> Writer's Program, 16 and Jack., 130
- <sup>21</sup> Technical Advisory Group, XV-8, XV-14-15, XVI-3, and XVI-18.
- <sup>22</sup> *Diamond Jubilee*, 66 and 122.
- <sup>23</sup> Jack, p. 132.
- <sup>24</sup> *Diamond Jubilee*, 51; White, 70; and Barnes, 159, 256, and 297.
- <sup>25</sup> *Diamond Jubilee*, 55; *Roanoke Times & World News*, 30 Jan 1979; and White, 70.
- <sup>26</sup> Dalmas, 11.
- <sup>27</sup> Barnes, 257 and *Sanborn Fire Insurance Map, Roanoke VA*, July 1898.
- <sup>28</sup> *Sanborn Fire Insurance Maps*, 1903 and 1907.
- <sup>29</sup> *Sanborn Fire Insurance Insurance Map*, 1919
- <sup>30</sup> *Sanborn Fire Insurance Map*, 1933, and City Directories 1915-1960.
- <sup>31</sup> *Sanborn Fire Insurance Map* 1933, and City Directories 1930 and 1935.
- <sup>32</sup> City Directories, 1940-1960
- <sup>33</sup> *Sanborn Fire Maps*, 1951 and 1955 and City Directories 1945-1960.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section   9   Page  25 

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**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section 10 Page 26

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**Verbal Boundary Description**

The boundary of the Salem Avenue / Roanoke Automotive Commercial Historic District is shown as a solid line on the accompanying scaled historic district map entitled, "Salem Avenue / Roanoke Automotive Commercial Historic District."

**Boundary Justification**

The boundary of the Salem Avenue / Roanoke Automotive Commercial Historic District encompasses the greatest concentration of contributing resources within their appropriate historic settings. Most boundary lines follow roads and property lines.

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

**Salem Ave./Roanoke Automotive Commercial Historic District  
Roanoke, Virginia**

Section photo Page 27

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All photographs are of:

Salem Avenue / Roanoke Automotive Commercial Historic District (VDHR# 128-6065) City of Roanoke, Virginia

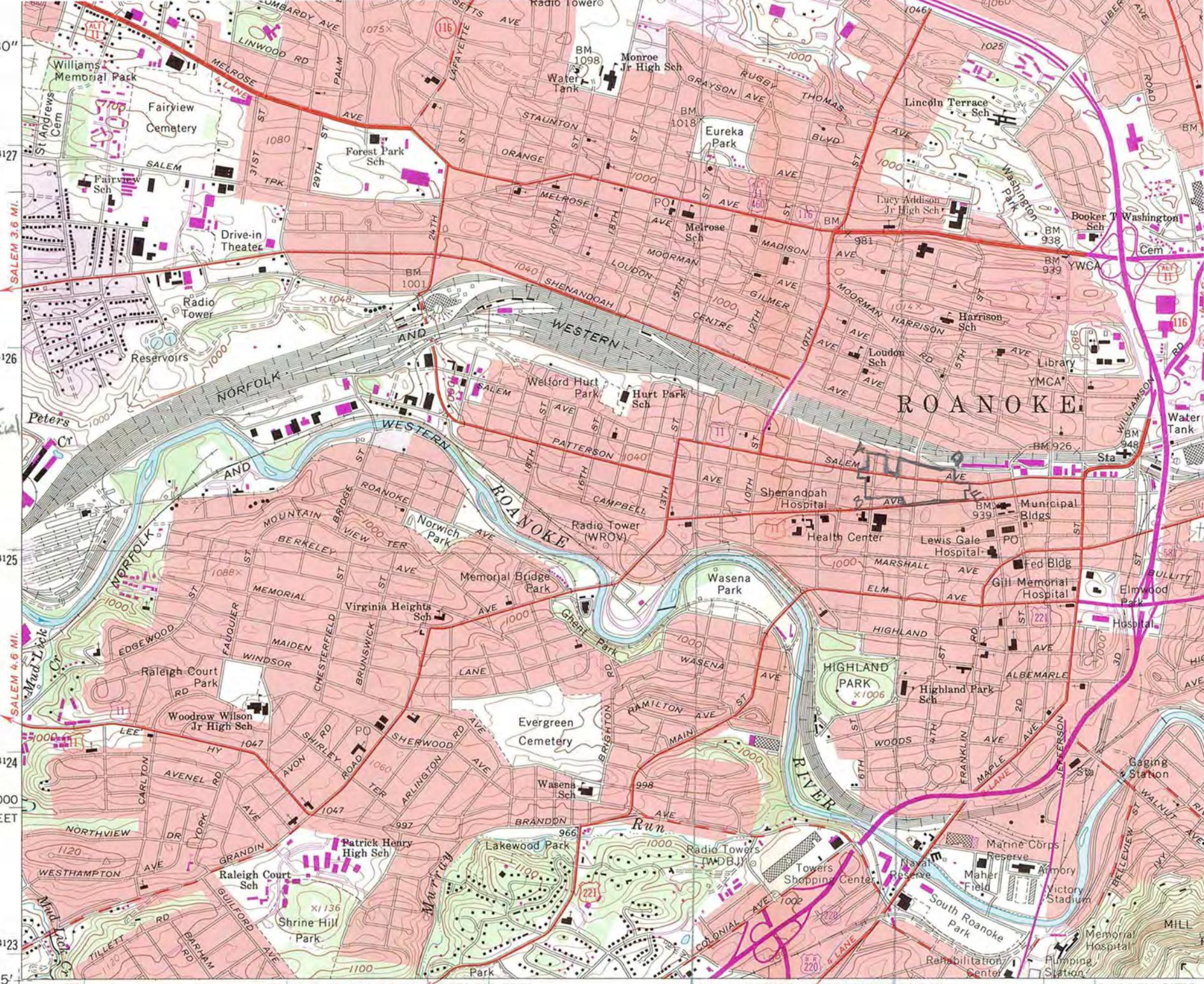
Date: September 2006      Photographer: Lori Tolliver-Jones

Location of negatives: VDHR, Richmond

1. VIEW OF: 300 Block Salem Ave., SW, looking east  
Neg. No. 23185
2. VIEW OF: 400 Block Salem Ave., SW, looking east  
Neg. No. 23185
3. VIEW OF: 500 Block Rorer Ave., SW, looking east  
Neg. No. 23185
4. VIEW OF: Fire Department No. 3, 301 6<sup>th</sup> St., SW  
Neg. No. 23185
5. VIEW OF: 601 Salem Ave., SW  
Neg. No. 23183
6. VIEW OF: 357, 365, and 403-409 Salem Ave., SW  
Neg. No.23183
7. VIEW OF: 420 Rorer Ave., SW  
Neg. No. 23183



17'30"  
4127  
4126  
4125  
4124  
340 000  
FEET  
4123  
37° 15'



Salem Ave / Roanoke  
Automotive Commercial  
Historic District

- A 592820  
4125500
- B 592900  
4125280
- C 593320  
4125280
- D 593260  
4125420

590 CAVE SPRING 1.7 MI. FLOYD 38 MI. 1 570 000 FEET

592 57'30" CLEARBROOK 4.5 MI. BOCKY MOUNT 21 MI.

(GARDEN CITY)