

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

VLR Listed: 6/21/2018
NRHP Listed: 1/31/2019

1. Name of Property

Historic name: North Broad Street Historic District
Other names/site number: VDHR#129-5050
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: North Broad Street (200 – 500 blocks)
City or town: Salem State: VA County: Independent City
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local
Applicable National Register Criteria:
 X A B X C D

<p>Signature of certifying official/Title: <u>Virginia Department of Historic Resources</u> State or Federal agency/bureau or Tribal Government</p>	<p>Date</p>
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<p>In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.</p>	
<p>Signature of commenting official:</p>	<p>Date</p>
<p>Title :</p>	<p>State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- 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.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>40</u>	<u>20</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>6</u>	<u>0</u>	objects
<u>46</u>	<u>20</u>	Total

Number of contributing resources previously listed in the National Register 1

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC: single dwelling

DOMESTIC: multiple dwelling

DOMESTIC: secondary structure

Current Functions

(Enter categories from instructions.)

DOMESTIC: single dwelling

DOMESTIC: multiple dwelling

DOMESTIC: secondary structure

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN: Italianate, Second Empire, Queen Anne

LATE 19TH AND 20TH CENTURY REVIVALS: Colonial Revival, Classical Revival

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS:

Bungalow/Craftsman

Materials: (enter categories from instructions.)

Principal exterior materials of the property: BRICK; CONCRETE; STONE; METAL (Tin),
STONE (Slate); ASPHALT

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The North Broad Street Historic District comprises a significant concentration of some of the earliest, most distinguished, and best preserved historic houses in the City of Salem. The 24-acre district consists of 39 residential properties on North Broad Street, with boundaries extending north from College Alley to roughly Hawthorn Road. The Downtown Salem Historic District (VLR 1996; NRHP 1996) borders the North Broad Street Historic District's south end. The district exemplifies the economic prosperity of Salem from the last quarter of the nineteenth century into the mid-twentieth century, with most buildings constructed between 1867 and 1950. Houses in the district represent a spectrum of nationally popular architectural styles of the period, including Second Empire, Italianate, Queen Anne, Stick, Folk Victorian, Classical Revival, Craftsman, Colonial Revival, and Minimal Traditional. Throughout the period of significance, the district almost exclusively consisted of detached single-family residences constructed of wood or brick. Most houses have hipped or gable roofs, prominent porches, and double-hung sash windows. Some of the earliest houses are concentrated at the south end of the district, closest to Main Street. Uniform setbacks, spacious yards, and paved sidewalks unify the streetscape. Historic wrought iron fences border several of the oldest properties. The district encompasses 59 buildings, of which 39 are primary resources and 20 are secondary resources. The district also includes six objects, which are significant wrought iron fences. Of the 65 total resources, 46 are identified as contributing and 20 as non-contributing. The North Broad Street Historic District retains a high level of integrity as a historic residential street with substantial and well-designed buildings set on ample and attractive lots. One building, the **Evans House** at

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213 N. Broad Street is listed individually in the Virginia Landmarks Register and the National Register of Historic Places (VLR 1972; NRHP 1972).

Narrative Description

Setting

The North Broad Street Historic District, located two blocks north of Salem's Main Street, boasts an intact collection of distinguished houses, many built by leading businessmen and local leaders of Salem. The linear district includes residential properties on both sides of North Broad Street, extending from the 200 block to the 500 block. College Alley bounds the district to the south. Other intersecting side streets include Dulaney's Alley, McClung Street, and Morton Avenue. Located just north of the Downtown Salem Historic District (VLR 1996; NRHP 1996), the North Broad Street Historic District is adjoined by residential neighborhoods to the north and west, while Roanoke College borders the district to the east.

Architectural Analysis

The North Broad Street Historic District developed over the course of almost a century, from circa 1867 to circa 1950. Most contributing buildings were constructed between 1867 and 1915, with a smaller period of growth from 1920 to 1950. Many of the earliest houses tended to concentrate toward the southern end of the district, closest to Main Street. However, some early houses are also scattered throughout the district. Houses from this early period of development drew inspiration mostly from the Italianate, Second Empire, and Queen Anne styles. Between 1920 and 1950, most of the unoccupied lots between houses were subdivided and developed. Many of the houses constructed during this later period drew inspiration from the Colonial Revival, Minimal Traditional, and Craftsman styles. Throughout the period of significance, the district has almost exclusively consisted of detached single-family residences constructed of wood or brick. Most houses have hipped or gable roofs, prominent porches, and double-hung sash windows. The district includes some of the best examples of high-style residential architecture in Salem.

In addition to its exceptional architectural character, unified streetscape and landscape features also give the historic district a distinctive sense of place. Most houses are set back a uniform distance from the street and stand on rectangular lots, with the exception of those properties located adjacent to the late-nineteenth century right-of-way for the Valley Railroad. Most of the lots feature spacious backyards. Concrete sidewalks line both sides of North Broad Street. A few houses feature stone or concrete retaining walls on their properties. While many of the properties have secondary buildings, few are historic. The district features seven historic garages and two historic sheds. Generally, the materials of the historic garages and sheds mimic the materials and detailing of their corresponding houses, although to a simpler degree. The historic garages and sheds are located to the rear or side of the main houses, demonstrating the subordinate nature of these secondary resources.

Historic ironwork distinguishes several properties developed between 1867 and 1900. There are six contributing historic iron fences in the district, the locations of which are concentrated mainly

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at the south end of North Broad Street. At 213 N. Broad Street, an iron fence in an open-loop design encloses the front yard. Cruciform posts capped by male busts support the central gate. Next door at 223 N. Broad Street, a historic iron fence with an open-loop design borders the front of the property. Three female busts cap these fence supports. Decorative ironwork was also incorporated into the designs of some houses. For example, a decorative iron balustrade extends along the first-story porch and bay window at 327 N. Broad Street. The Repass-Critz House at 220 N. Broad Street features decorative iron cresting above its bay window. Much of the ironwork in Salem, and likely all of it in the North Broad Street Historic District, was made locally at the Camden Iron Works, owned by North Broad Street resident Orran D. Oakey and opened in 1887. The Camden foundry produced balconies, railings, fences, storefronts, and columns. Interestingly, the Orran D. Oakey House at 212 N. Broad Street has one of the simplest iron fences in the district. Today, historic iron fences and architectural ornamental ironwork continue to be important streetscape elements and architectural features in the district.

The earliest house in the district is the **Rice House at 223 N. Broad Street**, built ca. 1867 for D.B. Strouse. This two-story brick house, with its simple rectangular form and low hipped roof, is an example of the Italianate style. Other Italianate features include arched ornamental hood moldings over window and door openings. A monumental Classical Revival portico with Corinthian columns dominates the front elevation. This double-height portico ties into a heavy cornice, accentuated with dentil molding. A porch with paired Ionic columns wraps around the front and side elevations. These Classical Revival elements, built in 1905 from plans Strouse's son brought back from Chicago, give the house a distinctive and impressive appearance.

The **Repass-Critz House at 220 N. Broad Street** and the **Hockman House at 233 N. Broad Street** are two other examples of the Italianate style in the district. The Repass-Critz House, constructed ca. 1875, is two stories with a side-gable slate roof and central front gable. Bargeboards accent the gable ends. Italianate features include arched windows, hooded window crowns, and the arched panels of the front door. The house also features decorative iron cresting and an iron fence with fan-shaped finials. The Hockman House, built ca. 1880, is also two stories with a side-gable roof and central front gable. Its tall, narrow windows feature hooded crowns and decorative brackets support the overhanging eaves of the roof. Both the Repass-Critz House and the Hockman House are wood-clad versions of the Italianate style.

The **Evans House at 213 N. Broad Street** was constructed ca. 1882 in the Second Empire style. The house is the only one on the street to be listed individually on the Virginia Landmarks Register and the National Register of Historic Places (VLR 1972; NRHP 1972) due to its architectural significance. The singular example of this Victorian-era style in the district, according to the National Register nomination, the Evans House "ranks as one of the richest examples of the French Empire Style."¹ As the popularity of this lavish style spanned from 1855-1885, it was rarely built in the southeast due to the region's impoverishment resulting from the Civil War. The mansard roof, bracketed cornice, dormer windows on the steep lower slopes of the mansard roof, paired windows, and projecting central pavilion of the Evans House are character-defining features. A comparatively late example of the Second Empire style, its selection is attributed to John M. Evans' French wife.

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The district boasts several other common Victorian-era styles, including Queen Anne, Stick, and Folk Victorian. These styles were popular across the nation from the 1860s through about 1910. These styles were heavily influenced by medieval precedents and were dispersed through the rapidly growing United States via industrialization, railroads, and pattern books. As manufacturing processes developed, architectural ornament became easier to produce. The proliferation of railroads during this period transported the ornament to all corners of the United States. Pattern books also widely disseminated instructions for building houses in these popular styles to homeowners in towns both big and small. The development of balloon frame construction contributed to the popularity of these styles as the new, lighter-frame technology allowed house shapes to be constructed in irregular forms.

The Queen Anne style was one of the most popular of the era, with seven examples in the district. Asymmetrical facades, complex massing, prominent porches, patterned shingles and decorative detailing in the gable fields define this style. Wall surfaces are dynamic, featuring bay windows, towers, and sleeping porches to break up the flat planes. The Queen Anne style falls under two subtypes in this historic district: Spindlework and Free Classic.²

The Spindlework subtype is characterized by delicate turned porch supports and spindlework ornamentation. The ca. 1891 **Orran D. Oakey House** at **212 N. Broad Street** exemplifies the Spindlework subtype with its polygonal tower, gable dormer, and partial width porch breaking up the front wall surface of the house. Decorative brackets accent the roof and porch cornices, gable fields, and polygonal bay of the tower. Gable detailing features wood shingles, half-timbering, and sunbursts. The porch has turned supports and spindlework detailing. Other good examples of the Spindlework subtype in the district are **316 N. Broad Street** (ca. 1885), **330 N. Broad Street** (ca. 1893), **336 N. Broad Street** (ca. 1891), and **352 N. Broad Street** (ca. 1891). Each of these houses has turned porch supports and spindlework detailing and most feature towers or polygonal bays.

The Free Classic subtype of the Queen Anne style is characterized by the use of classical columns as porch supports, Palladian windows, dentil cornices, and other classical details. This later subtype became common after 1890, inspired by the Classical theme of Chicago's Columbian Exposition of 1893. The ca. 1910 house at **513 N. Broad Street** is an example of the Free Classic subtype with its Tuscan porch columns. The gable fields feature fish scale shingles, finials, and double-hung sash with large clear panes surrounded by smaller panes. A cutaway bay window on the first story, a recessed porch on the second story, and a gabled dormer on the roof break up the façade. The houses at **312 N. Broad Street** (ca. 1889) and **400 N. Broad Street** (ca. 1910) also have classical features, such as Tuscan porch columns and Palladian windows. These houses represent the transition to the Colonial Revival style, which became the dominant style for domestic buildings in the United States during the early twentieth century.

The ca. 1890 house at **355 N. Broad Street** is the only example of the Stick style in the district. A steeply pitched front-gable roof with lower cross gables covers the two-story, frame house. Horizontal bands are raised from the wall surfaces for emphasis, which is a characteristic feature of the Stick style. A major addition to its north side has altered the original form and relocated the main entrance to the house. Although the addition blends seamlessly with the historic

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house—even matching the historic materials—the house’s form has substantially changed since the period of significance, and therefore, the house is identified as *non-contributing* to the historic district.

A handful of the houses in the district are examples of the Folk Victorian style, which adapts and simplifies detailing from various Victorian-era styles to vernacular forms. The development of railroads aided the proliferation of this style as the decorative detailing elements could be transported around the country. This applied ornamentation is typically found on the porch and cornice. The house forms are generally less complex than the Queen Anne and Gothic Revival styles that inspired them. The ca. 1876 **Coles-Duncan House** at **202 N. Broad Street** is a symmetrical example of the Folk Victorian style. The Folk Victorian detailing is limited to the carved bargeboards and circular, louvered attic vents in the gable fields. The ca. 1890 house at **307 N. Broad Street** is an excellent example of the style’s gable-front-and-wing form. Folk Victorian details are found in the decorative brackets supporting the spindlework frieze of the entry porch, as well as the flat-sawn baluster railing. Additionally, decorative vents ornament the gable fields.

After the turn of the twentieth century, Colonial Revival became the preferred style for new houses on North Broad Street. The style became popular across the nation with the Columbian Exposition in 1893, the Jamestown Bicentennial in 1907, and the reconstruction of Colonial Williamsburg in the 1930s. It was prevalent in Salem and dominant throughout Virginia in the first half of the twentieth century. There are eight examples of the style on North Broad Street, characterized by symmetrical facades, columned entrance porticoes, fanlights or sidelights accentuating front doors, multi-pane windows, and dentil or modillioned cornices. More often than not, these houses are red brick with white trim. The ca. 1937 house at **409 N. Broad Street** is a quintessential example of the Colonial Revival style. The symmetrical façade of this red brick house features the white trim of the dentil cornice and simple window surrounds. A semicircular portico, carved moldings, pilasters, a transom, and sidelights, surround and accentuate the main entrance. The ca. 1920 house at **419 N. Broad Street** is an example of the Colonial Revival style in the American Foursquare form. This red brick dwelling features simple colonial era-inspired details emphasizing the main entrance. Tuscan columns support the wraparound porch and a simple transom and sidelights surround the front door. The ca. 1910 **Sink House** at **365 N. Broad Street** deviates from the typical red brick construction of the Colonial Revival style due to its wood shingle cladding. This Bungalow form illustrates that this versatile style can be adapted to various forms and materials, while maintaining some of the defining characteristics. The façade is symmetrical and the windows feature simple, white trim and multi-pane, double-hung sashes. Tuscan columns support the one-story, full-width entry porch, and a delicately ornamented fanlight and sidelights accentuate the front entrance.

The Minimal Traditional style characterizes three of the houses in the district built in the second quarter of the twentieth century. This simple and economical style is a simplified form based on traditional cottages and bungalows stripped of ornament or detailing. The style flourished across the country in the 1940s and 1950s in response to the accelerated building of houses in post-World War II developments. Most houses built in this style have small forms, are typically one or one-and-a-half stories, and exhibit simple detailing. Low or intermediate pitch roofs with

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closed, shallow eaves characterize many houses of this style. The ca. 1938 house at **320 N. Broad Street** is a representative example of a Minimal Traditional with its simple, rectangular form, side gable roof with projecting front-facing gable, and double-hung windows. Fluted pilasters flanking the front door add interest to the façade. These later Minimal Traditional style houses illustrate the continued development of the neighborhood through 1950, by which time the available lots had been developed.

Statement of Integrity

The North Broad Street Historic District retains a high level of integrity as a historic residential street with substantial and well-designed buildings set on ample and attractive lots. The district encompasses 59 buildings, of which 39 are primary resources and 20 are secondary resources, which include garages and sheds. The district also includes six objects, which are all significant iron fences. Of the 65 total resources, 46, including 32 primary resources, are contributing and 20 are non-contributing; non-contributing statuses were based on post-1950 construction dates or, in limited cases, extensive alterations or substantial additions that diminished historic integrity. As a whole, the district maintains a high level of integrity of location and setting.

Regarding integrity of design, workmanship, and materials, the district displays limited use of substitute materials; however, there are instances where vinyl replacement window sash have been installed, and aluminum or vinyl siding is found on various residences. Despite these materials, historic fenestration patterns of individual buildings appear to have been retained. Many houses also have additions of varying sizes, both historic and non-historic, which are indicative of the ways lifestyles changed over the course of the twentieth century. For example, quarters for live-in staff have been repurposed, kitchens and master bedrooms enlarged, and additional bathrooms installed. The clearly subordinate scale and placement of such additions allow the original form and massing of a dwelling to continue to be apparent.

Concerning integrity of association, in almost all cases, even with the presence of substitute materials and additions, the properties in the district retain the visual qualities necessary to convey their historic and architectural associations. With mature landscaping, consistent setbacks, and contributing decorative elements such as the wrought-iron fences, the historic district retains integrity of feeling as an early to mid-twentieth century residential area for middle-class families. Where present, historic outbuildings, such as garages and sheds, contribute to the district's integrity of feeling and setting. Small-scale non-historic outbuildings, such as prefabricated sheds, were not found to be obtrusive within the district and therefore did not diminish the district's overall integrity.

INVENTORY

The following inventory lists the resources within the North Broad Street Historic District. It is organized alphabetically by street name and then numerically by street number. Each entry provides the address, date of construction, architectural style, current building use, VDHR File number, and the contributing status within the district. Whether a building is considered contributing or non-contributing was determined based on its integrity as it supports the historic

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Secondary Resource: Garage (Building) **Contributing Total: 1**

233 North Broad Street **129-5050-0006** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Italianate, Ca 1880
Contributing Total: 1

301 North Broad Street **129-5050-0008** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2.5, Style: Colonial Revival, Ca 1923
Contributing Total: 1
Secondary Resource: Garage (Building) **Contributing Total: 1**

306 North Broad Street **129-5050-0009** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Neo-Eclectic, Ca 2000
Non-contributing Total: 1

307 North Broad Street **129-5050-0010** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Folk Victorian, Ca 1890
Contributing Total: 1
Secondary Resource: Shed (Building) **Non-contributing Total: 2**

312 North Broad Street **129-5050-0011** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1889
Contributing Total: 1
Secondary Resource: Fence (Object) **Contributing Total: 1**
Secondary Resource: Shed (Building) **Non-contributing Total: 1**

313 North Broad Street **129-0137** *Other DHR Id#: 129-5050-0012*
Primary Resource: Single Dwelling (Building), Stories 1.5, Style: Colonial Revival, Ca 1903
Contributing Total: 1

316 North Broad Street **129-5050-0013** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1885
Contributing Total: 1

319 North Broad Street **129-5050-0014** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Folk Victorian, Ca 1902
Contributing Total: 1
Secondary Resource: Shed (Building) **Non-contributing Total: 1**

320 North Broad Street **129-5050-0015** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 1.5, Style: Minimal Traditional, Ca 1938
Contributing Total: 1

324 North Broad Street **129-5050-0016** *Other DHR Id#:*
Primary Resource: Single Dwelling (Building), Stories 2, Style: Folk Victorian, Ca 1890
Contributing Total: 1
Secondary Resource: Shed (Building) **Non-contributing Total: 1**

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8. Statement of Significance

Applicable National Register Criteria

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

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

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 grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

ca. 1867 – ca. 1950

Significant Dates

ca. 1867

ca. 1882

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Deyerle, James C.

Hockman, Noah

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The North Broad Street Historic District reflects the economic prosperity of Salem from the 1880s through circa 1950. Many of Salem's wealthiest and most influential community members chose to reside here, due in large part to the district's proximity to Main Street, the commercial, religious, and civic hub of the town. As a result, North Broad Street was often the first residential area to benefit from infrastructure improvements such as paved streets, sidewalks, and electricity, while many of its side streets are named for its influential residents. The location, fashionable housing stock, and prominent residents of North Broad Street have established this district as Salem's preeminent residential neighborhood since the 1880s. Comprised primarily of residential properties ranging in date from 1867 to 2000, the district is characterized by substantial houses designed in a variety of architectural styles that reflect the popular tastes and construction techniques of the time as well as the social status of their residents. Although varying in dates, styles, and sizes, the houses form a visually cohesive district with uniform setbacks on spacious rectangular lots connected by sidewalks lining the street. Large rear yards and secondary structures further characterize the properties in the district. The North Broad Street Historic District is locally significant under Criterion A in the area of Community Planning and Development, as it represents the residential growth and private investment spurred by the town's leaders from the late 19th century into the present. It is also locally significant under Criterion C in the area of Architecture, as it is highly regarded for its distinguished late-19th to mid-20th century collection of well-designed residential buildings that reflect the popular styles of the period. The district's defined period of significance spans from ca. 1867, which marks the beginning of construction in the district, through 1950, at which point nearly all of the lots in the district had been developed. One building, the **Evans House at 213 N. Broad Street** is listed individually in the Virginia Landmarks Register and the National Register of Historic Places (VLR 1972; NRHP 1972) for its architectural significance as an example of the French Empire style.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

EARLY HISTORY OF SALEM

The City of Salem developed on land that was once part of a tract in Botetourt County, conveyed to General Andrew Lewis from King George III on September 10, 1767. Captain William Lewis, the son of General Andrew Lewis, inherited the land upon his father's death. James Simpson, a landowner and entrepreneur, purchased 31 acres from William Lewis adjoining his previously-owned 165-acre tract in 1800.³ In 1802, Simpson formally platted the town of Salem on sixteen acres along the Great Wagon Road. The town included 40 original lots, arranged in a grid pattern. Early development was oriented along the path of the Great Road, which Simpson named Roanoke Street (now Main Street). Perpendicular cross streets and alleys separated the blocks. Broad Street, originally called Water Street, was one of the first major cross streets to be located off Roanoke Street. The town grew quickly, with

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all but two of the original forty lots sold by the end of 1804.⁴ In 1806, the Virginia General Assembly passed an act formally establishing the Town of Salem.

Throughout the antebellum years, Salem expanded and continued to develop as a transportation center. The town was chosen as the terminus for the Roanoke Navigation Company, chartered in 1816 to make the Roanoke River navigable for bateaux, and the Lynchburg and Salem Turnpike. The projects intended to improve communication and transportation connections between the eastern ports and markets to the western regions of the state. Both projects were completed to Salem in 1836, prompting rapid development. The General Assembly later authorized additional turnpikes that extended to Salem, including the Salem & New Castle Turnpike (1838), the Salem & Pepper's Ferry Turnpike (1838), the Buchanan & Salem Turnpike (1838), and the Southwestern Turnpike (1846). The increased traffic resulting from these new transit patterns resulted in an expanding population and the construction of storage warehouses, hotels, mills, and distilleries to accompany the existing artisan shops, taverns and retailers.⁵

By 1836, the Virginia legislature formally incorporated the town of Salem and, in 1838, Salem became the county seat of the newly formed Roanoke County. By 1840, Salem's population totaled approximately 450 people, an increase from the population of 290 in 1820. This prompted the construction of a courthouse and several governmental buildings at the corner of Main and College Avenue (then Walnut Street) by 1841. New law offices, businesses, dwellings, and churches located nearby as a result. Virginia Collegiate Institute—renamed Roanoke College in 1853—relocated to Salem from Augusta County in 1847, continuing the transformation of the town. In 1852, the Virginia and Tennessee Railroad laid down tracks and established a depot in Salem, increasing the population base and bringing additional economic opportunities.⁶

Although Salem was not directly affected by any major battles, the southern town nonetheless felt the impact of the Civil War. Salem's citizens organized into four volunteer companies and two local militia units that served in the Confederate States Army. Salem did not come out of the war completely unscathed. As a town along the Virginia and Tennessee Rail Road, Salem was vulnerable to Union raids, as the railroad was a main route for transporting food and supplies from the area to the battlefronts. In December 1863, Union Brigadier General William W. Averill and his troops cut the telegraph wires at the post office, burned the government building, a flour mill, a train depot and railway bridges. The Union troops also tore up at least two miles of train tracks and pillaged many businesses. Throughout the day, they also freed slaves and prisoners. Six months later, Major General David Hunter's Union troops, fleeing from a defeat in Lynchburg, raided the town on their way to West Virginia. The Union soldiers were able to burn warehouses and railroad bridges before continuing their retreat ahead of oncoming Confederate soldiers. Casualties occurred on both sides during this encounter.

NORTH BROAD STREET AS AN EARLY RESIDENTIAL AREA

Residential development on North Broad Street began in earnest after the Civil War. Almost all of the early houses were concentrated at the south end of street, on the blocks closest to Main Street. The first known house in the district was **223 N. Broad Street**, built ca. 1867 for Demetrius B. Strouse. Strouse, a graduate of nearby Roanoke College, earned a law degree from then-Washington College (today's

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Washington & Lee University) before serving in the Confederate Army during the Civil War. Strouse was immensely involved in the development and growth of Salem during the late nineteenth and early twentieth centuries. In 1871, he wrote the town charter, which was approved by the General Assembly. He also founded and served as the president of six corporations and was a founding officer or director of at least fourteen others, including Farmers National Bank and the Bank of Salem.⁷

By 1870, Salem was among the largest communities in Southwest Virginia, with a town population of 1,355.⁸ The growth of the town was reflected by a slight increase in residential development on North Broad Street in the 1870s and 1880s. The residence at **406-408 N. Broad** was built around 1870. Located several blocks north of Strouse, the house was one of the buildings on the Monteiro estate, which would become the “Monteiro Addition” subdivision in 1882. Reverend S.A. Repass, one of the first Presbyterian ministers in Salem, built his house at **220 N. Broad Street** around 1875. The house was conveniently located near Roanoke College, where Repass was a Professor of Theology. Around 1876, the house at **202 N. Broad Street** was built, belonging to Ms. Elizabeth Coles. Physical evidence suggests the house was built in part by prolific local brickmason James C. Deyerle, who likely also laid the brickwork of 213 and 223 N. Broad Street. Deyerle, based in Salem, is the only Roanoke Valley brickmaker listed in the 1871 Virginia State Business Directory.⁹ Noah Hockman, a builder and carpenter who moved to Salem to open an insulation business, built his house at **233 N. Broad Street** around 1880. Hockman also owned N. Hockman’s Sash, Door, Blind and Building Establishment, noted as the “largest and most complete in Southwestern Virginia.”¹⁰ Hockman also served as a member of the Board of Directors for the Salem Electric Light Company.¹¹ Hockman is listed in the 1870 census as a carpenter, with six unrelated carpenters living in his household, and is listed as a carpenter in the 1871 Virginia State Business Directory. However, by 1884, he promoted himself as an architect.¹² He was possibly the architect of Bittle Hall, the ornate Gothic chapel-like building on the Roanoke College campus, for which he received unspecified payment.¹³

SALEM’S BOOM PERIOD

A period of dramatic growth began in Salem around 1882, when the decision was made to form a connection between the Norfolk and Western and the Shenandoah Valley railroads near Big Lick, which would later become the City of Roanoke. The growth of the town was motivated by the general prosperity brought by the rail lines to the area. Salem’s “Great Land Boom,” a term coined by Norwood C. Middleton, described the boom period of the late 1880s and early 1890s that resulted not only from the railroad, but also from “the lure of untapped mineral resources, and the installation of electric lights, water works and sewerage.”¹⁴ From 1880 to 1890, the population significantly increased from 1,759 to 3,279 people.¹⁵ The town’s economic prosperity and escalating population inspired businessmen in the area to form land companies to develop large parcels of land for commercial, residential and industrial uses. At least twenty-four land companies were chartered during this period. Demetrius B. Strouse was one of the driving forces behind establishing The Salem Improvement Company in October 1889. The company became the most successful and long-lasting of these organizations, acquiring about 900 acres of land for development in and around the town. Together with several other land development companies, The Salem Improvement Company published an 1891 Circular of Information to promote the town of Salem to potential residents, investors, and industrialists. These land development companies were hopeful about the growth and development of Salem beyond merely the platting and subdividing of the land.

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Due to the slew of land companies, Salem became a hodgepodge of developments. One of these developments was known as the Monteiro Addition. In March 1889, S.A. Williams surveyed 216 acres of land to the north of Main Street for a new subdivision that included a large section of the North Broad Street Historic District, from Shipman Alley and McClung Street to Hawthorn Street. According to the Roanoke Times, “the lots of the Monteiro Land and Residence company are among the nearest to the business portion of the city, and among the most desirable properties there.”¹⁶ By the end of 1891, the Monteiro Land and Residence Company had laid half-a-mile of plank walks, graded the streets and planted shade trees.¹⁷ This subdivision played a major role in platting and developing N. Broad Street in the 1880s and 1890s.

According to an 1891 Circular of Information published by several land development companies, the Monteiro Addition was just one of the many areas of Salem benefitting from modern enhancements including graded and macadamized streets, brick pavements, an extended water-works, and electric streetcar service.¹⁸ Salem’s prosperity during this time is not only illustrated by the improvements to infrastructure and transportation, but also by the grand, stylish houses constructed by town leaders on N. Broad Street. The appearance of the Evans House and Strouse-Rice House in the 1891 Circular highlights their significance to the town. According to William McCauley’s *History of Roanoke County*, Broad Street was notable “for its tasteful residences with their ample and attractive yards that made it one of the handsomest thoroughfares in town.”¹⁹ Two important maps created during this time, the 1883 Gray Map and the 1891 Baist Map, feature the houses and residents on Broad Street during those years. The Gray Map in particular illustrates that the Broad Street residential lots were some of the largest in town.

Eleven houses were built between 1882 and 1893. Generally, the houses were two stories, irregular in form, and designed in the Victorian-era styles of the Queen Anne, Stick, Folk Victorian and Second Empire. Their massing is broken up by porches, cutaway bay windows, dormers, and towers. The Evans House at **213 N. Broad Street** (VLR and NRHP 1972) is the only house constructed of brick; the rest are sheathed in various types of siding: German, wood, and replacement vinyl. The houses have varying degrees of architectural ornamentation including decorative shingles, brackets, vents, and spindlework. They all have spacious rear yards, and most have brick walks from the concrete sidewalk to the front entrance. Several of the houses feature historic wrought iron fences, and the house at **327 N. Broad Street** has a historic iron balustrade along the roofline of the first floor porch and bay window. Early civic, business, and religious leaders of the community initially resided in these houses, and this street was a prime location for residents who worked, shopped, and went to church on Main Street.

Along with his neighbor, D.B. Strouse, John Evans, who resided at **213 N. Broad Street**, was a founding director of the Farmers National Bank of Salem. Evans moved to Salem after fighting for the Confederate Army as a private in the “Salem Flying Artillery.” According to the Virginia Business Directory and Gazetteer, Evans was a distinguished farmer who owned one hundred and seventy acres and operated a dry goods store on Main Street.²⁰ In 1870, Evans helped organize “the direct progenitor of today’s Salem Baptist Church,” serving as the treasurer and a deacon.²¹

Orran D. Oakey, who resided at **212 N. Broad Street**, owned Camden Iron Works, where much of the ironwork in Salem was manufactured. The predecessor of Roanoke Iron and Bridge Works, it opened around 1887, just before the boom of 1889-1890. Camden was regarded “as one of the most important industrial plants of its kind in the South.” The foundry, at Burwell and Market streets, produced

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balconies, storefronts, columns, railings, fences, and later, jails throughout the southeast. Camden's contribution to the industrial prosperity of Salem ended in 1915 when the company relocated to Roanoke, eventually becoming Roanoke Iron and Bridge Works.²² Oakey also owned a hardware supply company, co-owned the town's main hotel, ran the regionally reputable Salem Wagon Company, and served as a member of town council from 1912 to 1914. Oakey also managed Southern Bell, the dominant telephone company in town. Allegedly, Oakey even owned one of the first automobiles in Salem, and the garage behind the house is thought to be the first one in town.

In 1890, Major Libert Chandler built the house at **355 N. Broad Street**. Allegedly, Chandler was an officer in Queen Victoria's army. According to the Roanoke Times, Chandler was the City Engineer of Salem in 1891. He emigrated from England in 1857 and studied civil engineering at University College, Toronto. He worked as an engineer for various railways in Canada and around the United States before settling in Salem.²³

In the midst of the economic boom, the Valley Railroad made plans to connect Salem and Lexington by rail. By 1891, the railroad had purchased a right-of-way that went directly through North Broad Street, where the properties of 343 and 344 N. Broad Street are currently located. Emmett and Mattie Guy optimistically constructed the Salem Female Seminary at **352 N. Broad Street** in 1891, adjacent to the location of the proposed train tracks, to take advantage of this promised transportation route. Newspaper advertisements touted the advantages of the new private school on Broad. Unfortunately, by the end of the nineteenth century the railroad had failed to lay down tracks, the school closed down and its owners left town. The house has been maintained as a residence ever since.²⁴

Around 1893, William McClung built his home, a refined Queen Anne, at **330 N. Broad Street**. McClung was a well-known resident of Salem. He started out as a newspaperman, owning and editing the *Salem Sentinel*. He served as Salem's mayor from 1906-1908, gaining the reputation as a strict enforcer of punishments for juvenile crime.²⁵ In 1911, he opened Salem's first movie house, the Gem Theater, on Main Street.²⁶ In 1913, McClung Lumber Company was established, which has remained in operation for over a century.²⁷ The side street off of N. Broad Street adjacent to 330 N. Broad Street was named McClung Street as early as 1913.²⁸

One of the few healthcare professionals in town during this time, Dr. William Reynolds, a dentist, built the house at **327 N. Broad Street** in 1884. Legal professionals also made N. Broad Street their home as the twentieth century began, including Jacob Baer, an attorney in private practice, and Justice of the Peace John H. Camper. Notably, Baer, who moved into **213 N. Broad Street** after John Evans died, served as an editor of the briefly published newspaper, *The Salem Weekly Herald* in 1885.

TURN OF THE TWENTIETH CENTURY

At the end of the nineteenth century, religious influences were gaining strength in Salem. Mainstream churches were established and the town became the "center of an evangelistic fervor that radiated through a wide section of the East" by the early twentieth century.²⁹ N. Broad Street was prominently associated with many of these religious leaders and organizations. In 1896, D. B. Strouse decided to change careers and became an evangelist. Strouse founded The Tabernacle, a modest but voluminous auditorium built for religious gatherings. He also organized the Virginia Association for the Promotion of Bible Holiness to support the efforts of foreign missionaries. His son, Clarence, became an evangelist as well, and together they traveled to revivals around the east coast. William Shipman, Jr. lived at **232 N. Broad Street** (demolished sometime after 1970) and served as the minister for the

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Salem Baptist Church, located nearby at the corner of Broad and Clay Streets. The alley off N. Broad Street adjacent to this lot has been named Shipman Alley since at least 1932.³⁰ Furman Martin, a subsequent minister at the Salem Baptist Church moved to N. Broad Street during the late 19th century, likely to an earlier house on the lot at what is now **301 N. Broad Street** as it is labeled “Parsonnage” on the 1891 Baist Map. In 1892, a 16-acre site located at the northern end of Broad Street was donated by John Evans as the site for the Virginia Baptist Children’s Home. In 1897, the site expanded by 87-acres and a full-scale farming and diary operation commenced.³¹

Between 1890 and 1900, Salem’s population grew from 3,279 to 3,412.³² The efforts of the land development companies in promoting the town with the publication of the 1891 pamphlet likely contributed to this population increase. In the early twentieth century, two promotional commercial groups were established, the Salem Board of Trade and the Retail Merchants Association, to draw businesses and industries to town and provide credit checks. The Retail Merchants Association succeeded in bringing a new college to town in 1910, the Roanoke Women’s College, a Lutheran-backed school. During this time, many civic and women’s groups formed to better the community. A fair amount of construction took place in Salem between 1900 and 1914 to improve the town’s public buildings. In 1910, a new courthouse designed by local architect Henry Hartwell Huggins was completed. The town chose to build a public high school at the southern end of North Broad Street around 1912 to supplement the elementary education students received at the Academy Street School.³³

Construction was not limited to the public sphere during this time. Eleven residences were constructed on North Broad Street during the first decade of the twentieth century. While many of the houses were constructed in distinctive styles, generally they are smaller with simpler architectural ornament than the houses constructed during the late nineteenth century. Many of these houses are 1.5 – 2 stories, with the exception of **418 N. Broad Street** which is one story. Most of the houses feature full-width or wraparound porches with simple porch supports. All houses are sheathed in varying types of siding, with the exception of **365 N. Broad Street**, which is clad in cedar shakes. The dwellings at **513 N. Broad Street** and **400 N. Broad Street** are both constructed in the Free Classic type of the Queen Anne style. The houses at **425 N. Broad Street** and **319 North Broad Street** are Folk Victorian in style, and the house at **428 N. Broad Street** has been influenced in the same style with decorative trusses and porch ornament. The houses at **313 N. Broad Street** and **365 N. Broad Street** were constructed in the Colonial Revival style, which was rising in popularity during this decade.

WORLD WARS I & II (1914-1945)

Building halted in Salem during WWI, but started up again with the construction of a new post office, designed by U.S. Treasury Department architect Louis A. Simon, in 1922. Like the rest of the country, the 1920s were a time of significant growth for Salem. In 1920, Salem’s population had risen to 4,159, an increase of 310 new citizens, which led to an increasing need for modern public facilities and the construction of new buildings and additions during the 1920s. In 1922, Salem hired its first town manager, John Parran Broome, under whom many civic and street improvements were funded and planned. The appearance of the town dramatically changed as streets were paved with concrete and flanked by curbs, gutters and sidewalks. An extensive system of streetlights was implemented throughout Salem’s residential areas, including N. Broad Street, and a water purification plant and comprehensive sanitary sewerage system were designed.³⁴ Construction on Main Street extended the commercial district westward as lots that were formerly developed as residential became commercial.

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Although the town was affected by the Great Depression in the 1930s, “a diversified base of governmental, educational and industrial jobs helped sustain Salem’s economy.”³⁵ Fortunately for the town, in July 1933, the Veterans Administration pronounced that it had selected a site in Salem for its new facility. The building of this facility created jobs in the local construction industry and 300 new full-time jobs for the town’s citizens once it opened in 1935. New Deal funding in the area rebuilt U.S. 11, a highway through town that generally follows West Main Street before veering south to S College Avenue. The Civil Works Administration financed the building of stone walls to guide waters in Snyder and Dry branches through downtown.³⁶ In 1934, the Salem Business Men’s Association formed. It was reorganized as the Salem Chamber of Commerce a year later and worked (as had other business organizations in the past) to bring new businesses to Salem. The Neuhoff Meat Packing Plant (later renamed Valleydale) opened in Salem 1936 with 75 employees. By 1941, Neuhoff had expanded to employ over 100 workers. By the end of the decade, a study conducted by the Chamber of Commerce in 1940 determined that Salem was economically prosperous and stable, with a diversity of business and industry.

Few developments occurred in Salem during World War II. A control center for defense against air assaults was built next to the Municipal Building and the Roanoke County-Salem-Vinton Defense Council was formed in 1941 to organize local volunteer efforts. A cannery that had operated at the school on Broad Street during the Great Depression was returned to community service.³⁷ Another form of support for the war effort was provided through local manufacturers, such as the Comas Cigarette Machine Company, which produced specialized parts and steel casings for aircraft carriers. The Salem Foundry and Machine Company cast and machined atomic bomb casings while the Maid Bess Garment Company made “White Swan” uniforms for nurses.

Eight houses were constructed in the district during this period. These houses are all 2 stories, with the exception of the house at 320 N. Broad Street which is 1.5 stories. Their forms are generally simple and rectangular; three of the houses are rectangular in form with three bays, and two are American Foursquares. Half of the houses are sheathed in brick and half are sheathed in siding, either aluminum or vinyl. These houses are constructed in either the Colonial Revival style or the Minimal Traditional style. Thus, development on the street continued earlier trends in the district as substantial houses designed in the popular styles of the time were constructed within the linear context of N. Broad Street.

By 1920, many of the first families to build their houses on N. Broad Street continued to live in the neighborhood, including the Oakeys, Strouse-Rices, Shipmans, McClungs, Reynolds, and Norrises.³⁸ Clearly, North Broad Street was enduring well into the 20th century as a desirable neighborhood for the city’s movers and shakers. New residents were also moving into the neighborhood as the original owners began transitioning out of their houses on N. Broad Street. Industrialist Wilbur Rawles Cross moved into the residence at **233 N. Broad Street** in 1916. Before engaging in local politics, Cross managed the Worden Manufacturing Company, a pants manufacturer located in the old Bank of Salem building on College Avenue and Fourth Street.³⁹ In 1916, Cross, along with two other members, drafted a constitution and by-laws for the newly formed Salem and Roanoke County Chamber of Commerce.⁴⁰ Cross served as one of the first members of the Salem School District Board in 1922⁴¹. He would go on to serve in various political positions until eventually he became the mayor of Salem. Serving from 1934-1938, during his period in office the Veterans Administration Hospital opened in Salem. The construction of this facility greatly contributed to major economic growth in the surrounding area, even

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amidst the Great Depression. Cross escorted President Franklin D. Roosevelt during his visit to Salem to dedicate the newly constructed hospital.⁴²

While J. Frank Morton resided at **365 N. Broad Street** as early as 1920, it was in the early 1940s that his influence was strongly felt in Salem's public sphere. Morton served as a member of Salem's first municipal planning commission. In 1942, Morton became Salem's mayor and the town's first zoning ordinance was enacted under his leadership. The side street off N. Broad Street has been named Morton Avenue since at least 1932.⁴³ The house at **500 N. Broad Street** was constructed during the early 1940s at the northern end of the district. The house is setback uniformly with the earlier houses on the street and features Craftsman-style details found around the district.

John Thornton, publisher of the *Salem-Times Register*, built the house at **360 N. Broad Street** in 1934. John's son David followed in his father's footsteps and owned, edited, and managed the *Salem-Times Register* during the 1950s. Around 1960, he went back to work at Roanoke College, eventually serving as the Vice President of Development. From 1970-1975, David was a member of the Virginia State Senate. After his stint in state politics, he moved to Boston to work as a development officer at Harvard. David and his wife, Esther Thornton, were founding members of the Showtimers Community Theater in Roanoke County.⁴⁴ Esther resided on N. Broad Street until 1983, when the current owner, Donald Sutton, purchased the house. Thus, notable Salem residents chose to live on N. Broad Street throughout the 20th century.

THE NEW DOMINION (1945 – PRESENT)

With the end of World War II came a rise in economic prosperity, government activity and population in Salem. Between 1940 and 1950 a population increase of 1,100 people occurred. Many buildings downtown were renovated or replaced with new construction. From 1944-1948, several industries and businesses, including Frigid Freeze Lockers, Jeffreys Laboratories, Ralph E. Mills Company, Yale and Towne, Woodson Pontiac and two furniture manufacturers, opened in Salem. In 1949-1950, two major industries relocated from Roanoke to Salem: Graham-White Manufacturing Company and McDowall & Wood Incorporated.⁴⁵ The Veterans Administration Hospital constructed new facilities to accommodate returning soldiers. By 1952 the facility had a 2,000-bed capacity and employed almost 600 medical and support staff. By 1950, with the construction of the duplex at **203-211 N. Broad Street**, this popular residential area, which continued to be the neighborhood of choice for many of Salem's leading citizens and businessmen, was fully developed. The N. Broad Street neighborhood continues to be a desirable place to live for Salem's business, government, and educational leaders.

While demand for housing boomed after the war as veterans returned home, N. Broad Street was almost at full capacity and therefore only four houses were built after 1945 in the district. With the exception of the ranch house at **505 N. Broad Street**, these houses are all two-stories. All houses are sheathed in brick veneer and are rectangular in form. Constructed in varying styles, these houses feature little to no architectural ornament. In 1950, the duplex at **203-211 N. Broad Street** was the last contributing building to be constructed in the district. Although built as a duplex, this residence continues the appearance of the street with its red brick, front porch and Colonial Revival influences. The neighboring Salem Baptist Church has owned the building since 1965, but it is unclear who built and owned it prior to that. In 2000, the house at **306 N. Broad Street** was the last to be constructed in the district. Built in the popular Neo-Eclectic style, this house continues the construction and development trends of the neighborhood with its substantial, two-story size, design reflecting a popular

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style, uniform setback and spacious rear yard. From the earliest to most recent construction of houses, the district retains a strong architectural character, through consistent massing and setbacks as well as the use of similar materials and level of detail, while successfully demonstrating the evolution in popular styles over the last 150 years.

CRITERION A: COMMUNITY PLANNING AND DEVELOPMENT

The North Broad Street Historic District is associated with the earliest planning of the Town of Salem during the nineteenth century. Originally called Water Street, the thoroughfare was one of the first major cross streets to be located off Roanoke Street (today's Main Street). During the last three decades of the nineteenth century, North Broad Street became the location of choice for many of Salem's social, political, and financial elites. The area was desirable for its close proximity to downtown Salem, while offering spacious lots evocative of a country setting. Such suburban neighborhoods were popular in both larger cities and small towns all across Virginia during the late nineteenth century. As economic prosperity, fostered by transportation improvements, new investments in manufacturing, and extraction of natural resources, returned to urban centers, financiers, business owners, and industrialists built gracious new houses that illustrated their business acumen. Due to their proximity to the urban core and to the social status of their residents, these early residential subdivisions usually were the first to have infrastructure improvements, such as paved roads, public water, electricity, telephones, and other modern conveniences that, by 1900, had come to characterize living in a quietly prosperous part of a town or city. Areas such as North Broad Street also provided the template for expanding services to other parts of an urban area, especially neighborhoods built for middle-class families and, eventually, for lower-income residents. Provision of reliable transportation networks, whether by rail or road, had been a perennial priority for Virginians for decades, but generally was not realized until the early twentieth century, when road construction technology and methods had placed paved roads within reach of many communities. Almost simultaneously, the advent of automobile transportation spurred road construction as nothing else ever had in Virginia's history; a relic of this era can be found with Orran D. Oakey's garage at **212 N. Broad Street**, thought to have housed one of Salem's first automobiles. Today, N. Broad Street's sidewalks, streetlights, and curbs are tangible evidence of nascent community planning in Salem as well as the integration of modern infrastructure into the historic streetscape.

CRITERION C: ARCHITECTURE

The North Broad Street Historic District includes the individually-listed **Evans House at 213 N. Broad Street** (VLR & NRHP 1972). The nomination for the property asserts that the dwelling ranked among Virginia's "richest examples" of French Empire style (also known as Second Empire). The building's significance was recognized as being more than the sum of its parts – such character-defining features as a mansard roof, ornamented dormers, and a bracketed cornice – but rather as a "brilliantly executed impression of mass and grandeur" due to its "bold outline and fine proportions," which are credited to unknown but highly talented craftsmen.⁴⁶

As a whole, the district is architecturally significant as an intact collection of late nineteenth and early-to-mid-twentieth century dwellings, and a handful of historic outbuildings, displaying an array of nationally popular architectural styles. The applied ornamentation found on Queen Anne, Stick, Folk Victorian, and Colonial Revival dwellings are not only character-defining features of their respective styles. They also represent their era's rapid adoption of mass-produced elements made possible by

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technological innovation and industrial-scaled production that had matured by the 1870s. Salem's convenient location along numerous road and railroad transportation routes made it a relatively simple matter to order these materials from catalogs published by companies all along the eastern seaboard. Such accessibility and convenience offered tradesmen and property owners opportunities for creative expression that represented a melding of vernacular traditions, popular taste, and individual idiosyncrasy.

Residences dating to the early twentieth century are notable for the inclusion of newer forms, especially the American Foursquare and bungalow types, as well as their assortment of popular revival styles. These dwellings were simpler in form and massing than the Victorian-era styles, but offered the same opportunities for customizing details in the style of Colonial Revival and Classical Revival. The Craftsman style also emerged by the 1910s. At a time that machine-produced parts and standardized lumber had simplified construction methods, Craftsman proponents sought to emphasize hand-worked elements and to highlight structural members as decorative features too.

The trend toward simplifying forms continued through the mid-twentieth century. In part, this was due to the economic straits of the Great Depression, during which time comparatively few property owners had the means to build elaborate dwellings. Changing lifestyles also played a role, as even wealthy families had few, if any, live-in servants anymore, thus removing the need to provide for secondary living quarters. The modern conveniences of indoor plumbing and electricity, as well as the introduction of kitchen appliances, such as gas stoves and iceboxes, also changed residential designs. During World War II, construction materials were scarce as most were devoted to the war effort instead. Because of these trends, as well as the small number of vacant lots that remained, the North Broad Street Historic District has just four houses built during the 1930s, one in 1941, and two in the early 1950s.

Important unifying characteristics of the historic district, such as consistent setbacks, large lots, mature landscaping, sidewalks with curbs, and streetlights, provide a historic sense of place and feeling, while the variegated architectural styles, building forms, and decorative embellishments create a landscape of popular architectural trends across more than seventy years during the period of significance.

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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

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Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreege of Property 24.23 (approx.) _____

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | | |
|--------------|----------------------|------------------------|
| 1. NW Corner | Latitude: 37.299644° | Longitude: -80.063191° |
| 2. NE Corner | Latitude: 37.299238° | Longitude: -80.061001° |
| 3. SE Corner | Latitude: 37.294418° | Longitude: -80.058533° |
| 4. SW Corner | Latitude: 37.294168° | Longitude: -80.060240° |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The true and correct historic boundaries are shown on the attached Sketch Map + Photo Key. The boundaries are coterminous with the perimeter tax parcel lines of the properties within the district.

Boundary Justification (Explain why the boundaries were selected.)

The North Broad Street Historic District encompasses 39 residential properties along North Broad Street, with boundaries extending north from College Alley to 500 N. Broad Street on

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the east side of the street and 513 N. Broad Street on the west side of the street. All known historic resources associated with the district are included in the boundary, as well as the historic setting. Immediately south of the district are Salem Baptist Church and the former Broad Street School, which is now City Hall. Much of the area south of the district, which is commercial and institutional in character, is included in the boundaries of the Downtown Salem Historic District (VLR 1996; NRHP 1996). While the area north of the boundary is residential, it is not included in the district due to a lack of design continuity and unsympathetic alterations to some of the houses, as well as a difference in development patterns, particularly the scale and character of the houses and their lots and dates of construction.

11. Form Prepared By

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street & number: 120 Campbell Avenue SW
city or town: Roanoke state: Virginia zip code: 24011
e-mail: kgutshall@hillstudio.com
telephone: 540-342-5263
date: May 2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

North Broad Street Historic District
Name of Property

City of Salem, VA
County and State

Name of Property: North Broad Street Historic District
City or Vicinity: Salem (City)
State: Virginia
Photographer: Katherine Gutshall
Date Photographed: February 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo 1 of 16: 202 & 212 N. Broad Street, view NE

Photo 2 of 16: 213 & 223 N. Broad Street, view NW

Photo 3 of 16: 220 N. Broad Street, view NE

Photo 4 of 16: 223 N. Broad Street, view west

Photo 5 of 16: 301 & 307 N. Broad Street, view NW

Photo 6 of 16: 312 & 316 N. Broad Street, view NE

Photo 7 of 16: 327 & 335 N. Broad Street, view NW

Photo 8 of 16: 330 & 336 N. Broad Street, view NE

Photo 9 of 16: 300 Block of N. Broad Street looking toward McClung Street, view SE

Photo 10 of 16: 352 N. Broad Street, view NE

Photo 11 of 16: 365 N. Broad Street, view NW

Photo 12 of 16: 368 & 400 N. Broad Street, view NE

Photo 13 of 16: 409 N. Broad Street, view NW

Photo 14 of 16: 419 & 425 N. Broad Street, view NW

Photo 15 of 16: 428 & 500 N. Broad Street, view SE

Photo 16 of 16: 513 N. Broad Street, view NW

North Broad Street Historic District

Name of Property

City of Salem, VA

County and State

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

ENDNOTES

¹ National Register Nomination "Evans House"

² Virginia S. McAlester, *A Field Guide to American Houses*, 346.

³ Norwood C. Middleton. *Salem: A Virginia Chronicle*, 31.

⁴ National Register Nomination, "Downtown Salem Historic District."

⁵ Ibid

⁶ Ibid

⁷ Middleton, 192.

⁸ "Downtown Salem Historic District"

⁹ Michael Pulice, Nineteenth Century Brickwork in the Roanoke Valley and Beyond, 112-123.

¹⁰ *Salem, Virginia. Its Advantages and Attractions*, 24.

¹¹ "Salem's Creditable Showing: Over Half-a-Million in Improvements." *Roanoke Times*, December 27, 1891

¹² VA Gazetteer and Business Directory 1884-1885.

¹³ Pulice, 146.

¹⁴ Middleton, 131.

¹⁵ Ibid, Appendix 2

¹⁶ "A Strong Corporation: the Monteiro Land and Residence Company of Salem. *Roanoke Times* April 22, 1890

¹⁷ "Salem's Creditable Showing: Over Half-a-Million in Improvements."

¹⁸ *Salem, Virginia. Its Advantages and Attractions*, 18.

¹⁹ "Evans House"

²⁰ NRHP Nomination

²¹ Middleton, 140.

²² Trudy Willis, "Yesteryear's Iron Lace Still Decorates Salem." *Roanoke Times & World News*, September 3, 1978.

²³ "Seventy-five Men at Work in District No 1." *Roanoke Times*, April 5, 1891.

²⁴ Mary Crockett Hill. "Broad Street Holiday Tour Features Boom-Era Homes." *A Guide to...Historic Salem*, 3.

²⁵ Middleton, 216.

²⁶ Middleton, 266.

²⁷ Betsy Beisenbach. Untitled Report on the history of 330 N. Broad St.

²⁸ 1913 Sanborn Map

²⁹ Middleton, 187.

³⁰ 1932 Sanborn Map

³¹ Middleton, 143.

³² Ibid, Appendix 2

³³ "Downtown Salem Historic District"

North Broad Street Historic District
Name of Property

City of Salem, VA
County and State

-
- ³⁴ Middleton, 278.
³⁵ “Downtown Salem Historic District”
³⁶ Ibid.
³⁷ “Downtown Salem Historic District”
³⁸ U.S. Federal Census Records: 1880, 1900, 1910, 1920
³⁹ Middleton, 238.
⁴⁰ Ibid, 257.
⁴¹ Ibid, 292.
⁴² Ibid, 312-13.
⁴³ 1932 Sanborn Map
⁴⁴ “David F. Thornton, ’48.” Roanoke College Alumni Medalists Archive.
⁴⁵ Middleton, 338-339.
⁴⁶ “Evans House.”

Legend

Digital Location Map

North Broad Street Historic District
VDHR ID # 129-5050
Salem, VA

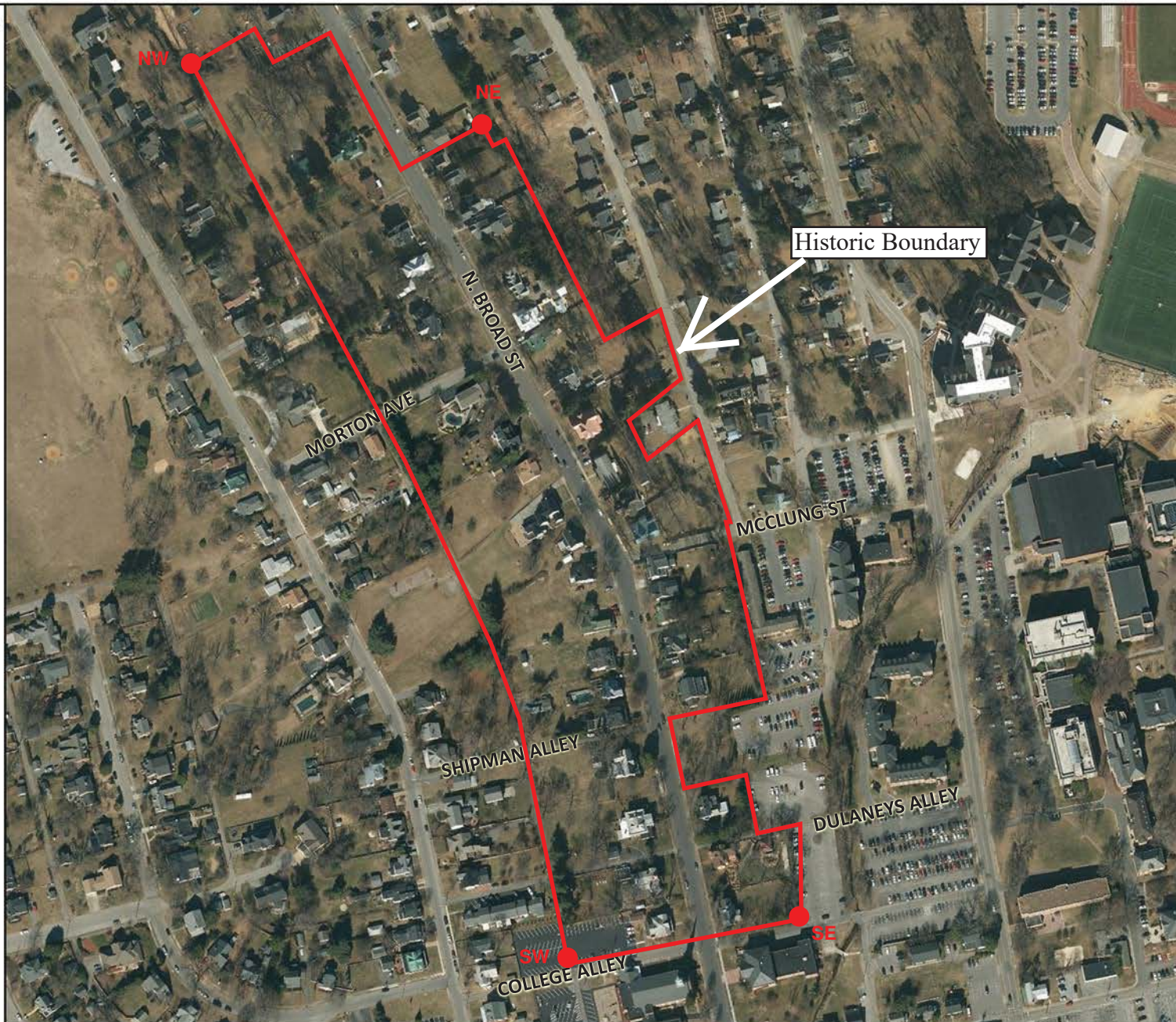
NW Corner
Latitude: 37.299644° Longitude: -80.063191°

NE Corner
Latitude: 37.299238° Longitude: -80.061001°

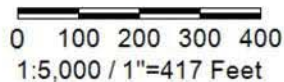
SE Corner
Latitude: 37.294418° Longitude: -80.058533°

SW Corner
Latitude: 37.294168° Longitude: -80.060240°

WGS84
Map Source: VCRIS



Feet

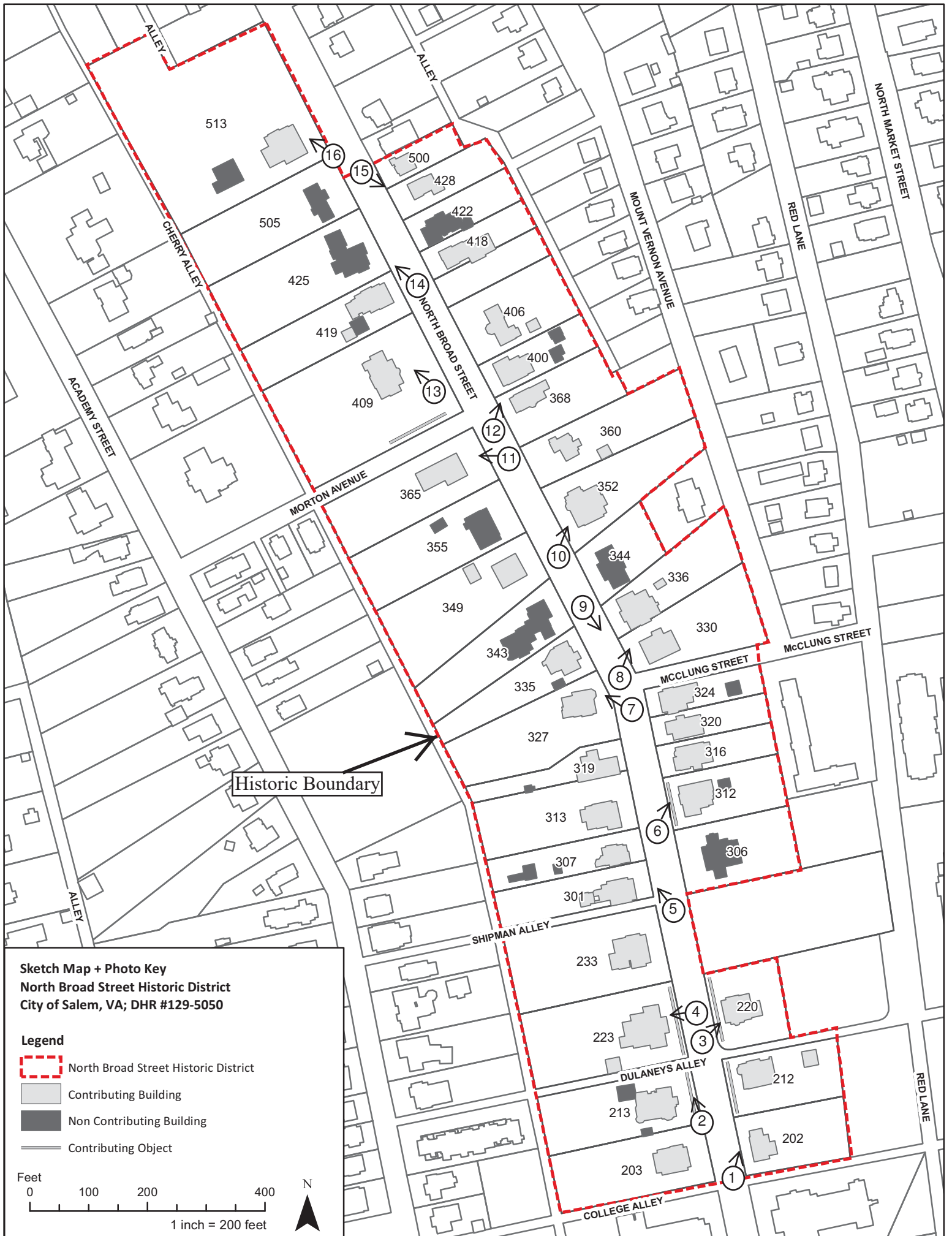


Title: North Broad Street Historic District

Date: 2/19/2018

DISCLAIMER: Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions. The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice of AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.



Sketch Map + Photo Key
North Broad Street Historic District
City of Salem, VA; DHR #129-5050

Legend

- North Broad Street Historic District
- Contributing Building
- Non Contributing Building
- Contributing Object

