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.

1. Name of Property

Historic name: Southwest Historic District (2020 Boundary Increase)
Other names/site number: VDHR# 128-6472
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: Campbell Avenue (800 block, 1600 block, 1900 block), Chapman Avenue (1900 block), Day Avenue (100 block, 300 block), Elm Avenue (10 block), Ferdinand Avenue, Janette Avenue (500 block, 600 block), Jefferson Street (1000 block, 1200 block), Luck Avenue (500 block), Maple Avenue (1200 block), Marshall Avenue (400 block, 500 block), Norfolk Avenue (1000 block, 1100 block), Patterson Avenue (700 block, 800 block, 1000 block, 1100 block, 1200 block, 1300 block, 2000 block), Rorer Avenue (800 block), Salem Avenue (800 block, 1000 block, 1100 block, 1200 block, 1800 block, 1900 block), Walnut Avenue (10 block), Westview Avenue (1900 block), 3rd Street (800 block, 1200 block), 5th Street (600 block), 8th Street (300 block), 10th Street (100 block), 18th Street (100 block), 19th Street (100 block)

City or town: Roanoke State: VA County: Independent City

Not For Publication: N/A Vicinity: N/A

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

Signature of certifying official/Title: Date

Virginia Department of Historic Resources

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: **Date**

Title: **State or Federal agency/bureau or Tribal Government**

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

Private:	X
Public – Local	
Public – State	
Public – Federal	

Category of Property

Building(s)	
District	X
Site	
Structure	
Object	

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
93	20	buildings
0	0	sites
0	0	structures
3	0	objects
96	20	Total

Number of contributing resources previously listed in the National Register 1

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6. Function or Use
Historic Functions
(Enter categories from instructions.)

DOMESTIC: single dwelling
DOMESTIC: multiple dwelling
DOMESTIC: secondary structure
COMMERCE/TRADE: business
COMMERCE/TRADE: restaurant
COMMERCE/TRADE: department store
RELIGION: religious facility
SOCIAL: civic
LANDSCAPE: street furniture/object

Current Functions
(Enter categories from instructions.)

DOMESTIC: single dwelling
DOMESTIC: multiple dwelling
DOMESTIC: secondary structure
COMMERCE/TRADE: business
COMMERCE/TRADE: restaurant
COMMERCE/TRADE: department store
RELIGION: religious facility
LANDSCAPE: street furniture/object
VACANT/NOT IN USE
WORK IN PROGRESS

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE VICTORIAN: Queen Anne
LATE 19TH AND 20TH CENTURY REVIVALS: Colonial Revival, Italian Renaissance
LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Bungalow/Craftsman, Commercial Style

Materials: (enter categories from instructions.)
Principal exterior materials of the property:

FOUNDATION: BRICK, CONCRETE, STONE
WALLS: WOOD (Weatherboard, Shake), BRICK, METAL (Aluminum), SYNTHETICS (Vinyl)
ROOF: METAL (Tin), 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 Southwest Historic District 2020 Boundary Increase comprises twenty (20) separate areas, a total of 67.5 acres, located along the periphery of the original Southwest Historic District (128-0049, NRHP 1985). Located west of downtown, south of the Norfolk Southern railroad tracks, and north of the Roanoke River, the 2020 Boundary Increase areas are directly associated with the development and history of the Southwest Historic District. The areas range from a single property to several blocks, totaling 99 primary resources, 88 of which contribute to the district. Consistent with the original district, the 2020 Boundary Increase areas primarily consist of single-family residences, which range from large, high-style houses for railroad officials and leading businessmen to more modest workforce housing, with small-scale commercial buildings and churches scattered throughout the three neighborhoods of Old Southwest, Mountain View, and Hurt Park that comprise the Southwest Historic District. Resources in the 2020 Boundary Increase areas are generally one- to two-stories, of frame or masonry construction, and represent a range of popular late-nineteenth to mid-twentieth century architectural styles. The 2020 Boundary Increase areas continue the development patterns of the original district with gridded streets bordered by public sidewalks and houses with uniform setbacks that feature residential yards. Contributing resources within the 2020 Boundary Increase areas date from 1890 to 1958, with a few non-contributing resources built after this period.

Narrative Description

Detailed Description of Boundary Increase Areas

The 2020 Boundary Increase includes twenty (20) separate areas to include all resources associated by date of construction and function with the historic development of the Southwest Historic District.

Boundary Increase Area #1 is located along the eastern edge of the district and includes a ca. 1930 commercial building at 1003 Jefferson Street SW. This Main Street Commercial-style building served as a grocery store, typical of the small-scale, independently owned grocery stores that developed throughout the district to support the surrounding neighborhoods.

Boundary Increase Area #2 includes five resources in the 1200 block of Jefferson Street SW, the 1200 block of Maple Avenue SW, and the 10 block of Walnut Avenue SW at the southeastern edge of the district. These resources, which date from ca. 1920 to ca. 1960, include an Italian Renaissance Revival-style apartment building (ca. 1920), a Colonial Revival-style church (ca. 1930), a non-contributing restaurant (ca. 1946), a non-contributing office building (ca. 1950), and a non-contributing Post Modern commercial building (ca. 1960). Located in the area initially developed with highly articulated houses by the Virginia Company, the building types, dates, and styles of contributing resources are consistent with other buildings in this historically upper-class section of the neighborhood.

Boundary Increase Area #3 consists of two ca. 1900 Queen Anne-style houses at 1223 and 1225 3rd Street SW. Located in the area initially developed with highly articulated houses by the Virginia Company, these resources are similar in function, style, and date to surrounding buildings in this historically upper-class section of the neighborhood.

Boundary Increase #4 is located along the southern edge of the district and includes five Ranch-style houses built in 1952 in the 500 block of Janette Avenue SW that demonstrate the continued residential development in the southwest quadrant of Roanoke following World War II.

Boundary Increase Area #5 is located along the southern edge of the district and contains two vernacular single-family dwellings constructed ca. 1900 at 611 and 615 Janette Avenue SW. These houses are consistent in function, form, and date with other early vernacular frame dwellings in the district.

Boundary Increase Area #6 consists of a low rough-cut limestone wall constructed by the City in 1937 along Ferdinand Avenue SW at the southern edge of the district. The wall is similar in design to the stone retaining walls that define residential front lawns in the surrounding area.

Boundary Increase Area #7 consists of one single-family dwelling at 1605 Campbell Avenue SW along the western edge of the district. Built ca. 1920, this two-story vernacular dwelling is an example of the American Foursquare form found throughout the Southwest Historic District.

Boundary Increase Area #8 consists of three primary resources in the 1900 block of Chapman Avenue SW at the southwestern edge of the district. This area includes a Craftsman-style bungalow (ca. 1927), a Colonial Revival style house (ca. 1930), and a non-contributing commercial building (ca. 1974). The two houses are typical of the modest single-family residential development at the western end of the district.

Boundary Increase Area #9 includes five primary resources in the 2000 block of Patterson Avenue SW at the western edge of the district. The four vernacular dwellings range in date from ca. 1890 to ca. 1945 and draw influence from the Folk Victorian, Craftsman, and Minimal Traditional styles. The one light-industrial resource is the ca. 1958 C&P Telephone building, which relates to the increased demand for

telephone service as the residential development of Roanoke expanded following World War II. The residential and commercial resources are similar in function, date, and design to other buildings found throughout the district.

Boundary Increase Area #10 is located at the northwestern edge of the district and consists of twelve resources in the 1800-1900 blocks of Salem Avenue SW, the 1900 block of Westview Avenue SW, the 100 block of 18th Street SW, and the 100 block of 19th Street SW. In addition to one ca. 1950 commercial building, the area includes eleven single-family dwellings ranging in date from ca. 1915 to 1956. These houses, which are one, one-and-a-half, and two stories in height, include vernacular forms drawing influence from the Colonial Revival, Craftsman, and Ranch styles. The modest residential resources in this area are similar in function, date, and design to other houses found in this part of the district.

Boundary Increase Area #11 is located at the northern edge of the district and consists of 21 primary resources in the 1000 and 1100 blocks of Norfolk Avenue SW, the 1000, 1100, 1200 blocks of Salem Avenue SW, the 100 block of 10th Street SW. The thirteen residential resources, concentrated near the railroad tracks and associated industries, mostly consist of modest "shotgun" houses with front-gable roofs with little or no detailing and bungalows. The area also includes a 1952 Colonial Revival-style church, a ca. 1935 service station, three commercial buildings dating to 1910, 1925, and 1945, and two light industrial buildings that date to 1925 and 1935. The modest residential, commercial, and light industrial resources in this area are similar in function, date, and design to other resources found in this historically working-class section of the district.

Boundary Increase Area #12 consists of seven primary resources on the 1200 and 1300 blocks of Patterson Avenue SW and the 300 block of 12th Street. All of the resources serve commercial functions with the exception of a single dwelling. The two contributing commercial buildings, a restaurant and former grocery store, date to 1940 and 1945, respectively, and are typical of the small-scale, independently owned grocery stores and restaurants that developed throughout the district to support the surrounding neighborhoods. The ca. 1925 dwelling is an American Foursquare, a form found throughout the district, drawing influence from the Colonial Revival style.

Boundary Increase Area #13 includes a single-family dwelling at 1105 Patterson Avenue SW and a commercial building at 1027 Patterson Avenue SW. The ca. 1905 house is two stories and is an example of one of the most prevalent house types in the district, representing the transition between the Queen Anne and Colonial Revival styles. The ca. 1930 commercial building is noteworthy for its dominant two-story porch and Colonial Revival-style influences. The residential and commercial resources are similar in function, date, and design to other buildings found throughout the district.

Boundary Increase Area #14 is located along the northern boundary of the district and consists of 18 primary resources including one on the 800 block of Campbell Avenue SW, two on the 700 and 800 blocks of Patterson Avenue SW, seven on the 800 block of Rorer Avenue SW, two on the 800 block of Salem Avenue SW, and six on the 300 block of 8th Street SW. The area includes a full range of building types–including houses, commercial buildings, and the Colonial Revival-style 1941 Salvation Army Citadel. Most of the houses date to the early twentieth century and are modest, vernacular one- and two-story dwellings with limited examples of Folk Victorian or Colonial Revival. The commercial buildings range in date from early-to-mid twentieth century with examples of the Colonial Revival and Main Street Commercial styles. Several commercial buildings are typical of the small-scale, independently owned

grocery stores and restaurants that developed throughout the district to support the surrounding neighborhoods.

Boundary Increase Area #15 is located at the eastern edge of the district and includes eight primary resources along the 500 block of Luck Avenue SW, the 400 and 500 blocks of Marshall Avenue SW, and the 600 block of 5th Street. Six of the buildings are commercial, including one non-contributing, and two are residential. The vernacular houses are two stories and date to ca. 1900 and ca. 1915. The commercial buildings range in date from the early-to-mid-twentieth century and include good examples of the Main Street Commercial style as well as an example of the Art Deco style.

Boundary Increase Area #16 includes the dwelling at 412 Marshall Avenue SW. Built ca. 1915 as a the single-family residence, with Colonial Revival-style influences, the two-story frame building now serves as an eight-unit rooming house. It is similar in type, date, and style to other houses in the district.

Boundary Increase Area #17 contains a single resource at 311 Day Avenue SW. This two-story dwelling was built ca. 1905 and is an example of one of the most prevalent house types in the district, representing the transition between the Queen Anne and Colonial Revival styles.

Boundary Increase Area #18 consists of a single resource at 805 3rd Street SW. This two-story dwelling was built ca. 1910 and is similar to other gable-front houses of the same period in the district with Colonial Revival influences.

Boundary Increase Area #19 consists of two single-family dwellings in the 100 block of Day Avenue SW. Both two stories in height, the ca. 1910 house at 114 Day Avenue SW has no discernible style while the ca. 1890 house at 120 Day Avenue is an example of the Queen Anne style. Both houses are similar in function, date, and design to other houses found throughout the district.

Boundary Increase Area #20 consists of a single commercial building at 17 Elm Avenue SW. This two-story, brick-veneer building was constructed ca. 1952 as a dance studio and is typical of mid-century commercial buildings in the 2020 Boundary Increase.

Setting

Located along the periphery of the Southwest Historic District, the 2020 Boundary Increase areas are in the southwest quadrant of the city of Roanoke and generally bounded by: Norfolk Southern railroad tracks to the north and west; the Roanoke Downtown Historic District (128-5761, NRHP 2002) and Jefferson Street to the east; and the Roanoke River to the south and west. Properties in the twenty (20) Boundary Increase areas are situated along sidewalk-lined streets that extend the grid pattern of the Southwest Historic District; this street pattern expands and converges with the meandering of the river. The avenues of Norfolk, Salem, Rorer, Patterson, Campbell, Marshall, Day, Elm, Maple, Janette, and Chapman run east to west while Jefferson and the numbered streets run north to south with Jefferson, 5th, 10th, and 13th streets connecting across the railroad and/or river via bridges. The topography of the southwest quadrant varies with several ridges between the low points of the river and the railroad. A stone wall runs along the south side of Ferdinand Avenue and Riverside Boulevard, between the Wasena Bridge and Cleveland Avenue along the southern boundary of the district (Boundary Increase Area #6). The grade drops off steeply to the railroad tracks and the Roanoke River in this area. The low stone wall of random rough-cut limestone, which features a rectangular capstone and ruled or "grapevine" mortar joints, was constructed by the City in 1937 and extends along the public sidewalk. The residential lots along Norfolk, Salem, and Rorer avenues at the northern edge of the district—which developed as more modest worker housing close to the railroad—tend to be smaller while lots further south and west (particularly along the main thoroughfares of Campbell and Patterson avenues) are larger. Within each Boundary Increase area, the setback of residential lots is uniform while the commercial, industrial and institutional buildings disrupt this pattern with buildings often sited immediately adjacent to the sidewalks and parking lots located to the rear, side or front of the lot.

Architectural Analysis

Residential Buildings

Most buildings in the 2020 Boundary Increase areas are single-family residences built between the years 1900 and 1925, although residential development continued through the late 1950s. As in the original district, the houses range from modest workforce housing to large and stylistically sophisticated dwellings for railroad officials and local businessmen. While the majority of these dwellings feature few, if any decorative or stylistic elements and therefore tend to defy categorization, some houses are designed in popular styles of the period, including Queen Anne, Colonial Revival, Craftsman, American Foursquare, and Ranch.

Earlier houses are vernacular frame dwellings of simple one- and two-story forms with a hipped or gable roof and often a full-width porch. Stylistic influences are commonly seen in detailing in the gable ends and porches. The two ca. 1900 houses at 611 and 615 Janette Avenue SW (Boundary Increase Area #5) are examples of the one-story type with a side-gable roof, while the ca. 1910 house at 1108 Norfolk Avenue SW (Boundary Increase Area #11) features a hipped roof. Two-story examples with front-gable roofs include the ca. 1900 house at 529 Marshall Avenue SW (Boundary Increase Area #15), five ca. 1905-1910 houses at 304, 306, 310, 311, 312 8th Street SW (Boundary Increase Area #14), and the ca. 1910 house at 805 3rd Street SW (Boundary Increase Area #18). The influence of the Colonial Revival style is evident in the cornice returns of the front gables and Tuscan columns on some of the porches of these houses. Another vernacular form that is found throughout the original Southwest Historic District is the two-story, L-plan house with intersecting-gable roof and include the ca. 1905 houses at 810 and 820 Rorer Avenue SW (Boundary Increase Area #14). An earlier example at 831 Rorer Avenue SW, built ca.

1890, features minimal Folk Victorian detailing in the vertical siding and decorative vent in the gable end, as well as a one-story commercial addition (Boundary Increase Area #14).

Although there are numerous houses in the original Southwest Historic District designed in the Queen Anne style, the 2020 Boundary Increase areas contain only a few such examples, as many of the houses are either more modest in design or were built during a later period. The best examples of the Queen Anne style are found in the ca. 1900 houses at 1223 and 1225 3rd Street SW (Boundary Increase Area #3) with their complex massing and roof forms, projecting polygonal bays, decorative siding, stained-glass windows, and decorative brackets and vergeboards in the gable ends. These two houses are situated in the southern section of the district where the Virginia Company built other highly articulated houses around the turn of the century. Less articulated examples of the Queen Anne style include the ca. 1905 house at 802 Rorer Avenue SW (Boundary Increase Area #14) and ca. 1890 house at 120 Day Avenue SW (Boundary Increase Area #19). These houses are modest one- and two-story examples of the Queen Anne style with their complex roof forms and projecting polygonal bays.

As described in the original Southwest Historic District nomination, one of the most prevalent house types in the district is a two-story, three-bay vernacular frame or brick dwelling built throughout the southwest quadrant of the city between 1900 and 1910. Simple in its square massing, the house is capped by a tall, pyramidal hipped roof that typically features a central gabled dormer with a Palladian or tripartite window. Either a full-width or wraparound porch extends across the asymmetrical, three-bay façade. The transition between the Queen Anne and Colonial Revival styles is evident in the classical columns, turned or squared balustrades, and a pediment or gable over the entrance bay that often articulates the porch. Examples of this type include the ca. 1905 house at 311 Day Avenue SW (Boundary Increase Area #17), the ca. 1915 house at 412 Marshall Avenue SW (Boundary Increase Area #16), the ca. 1915 house at 430 Marshall Avenue SW (Boundary Increase Area #15), and the ca. 1905 house at 1105 Patterson Avenue SW (Boundary Increase Area #13).

Post-World War I development occurred primarily west of 10th Street SW on Norfolk, Salem, Campbell, Patterson, and Chapman avenues and was dominated by two new house forms – the bungalow and the American Foursquare. These modest house forms were popularized in the 1920s as they became accessible and affordable through published house plans or construction kits from mail-order catalogues. Companies such as Sears, Roebuck and Company and the Aladdin Redi-Cut Home Company combined designs for modest homes with new building technologies and materials—such as balloon-frame construction, drywall, asphalt shingles, and plans for plumbing and electricity—with the capabilities of mass production and rail transport to make well-built homes available for the masses.

Modest one and one-and-a-half story bungalows are wood frame and often feature a mixture of brick veneer and wood weatherboard or shingle siding with Craftsman-style detailing. The roof is typically side gable with large shed or gabled dormers and overhanging eaves supported by elbow brackets. Tripartite windows often fenestrate the asymmetrical façade. The full- or partial-width porches, which are often integrated under the main roof, are typically supported by either brick piers or tapered wood columns on brick piers with a solid railing wall of brick, shingles, or siding. The ca. 1925 houses at 105 and 121 18th Street SW and 110 19th Street SW are examples of bungalows with Craftsman-style detailing (Boundary Increase Area #10). Another example is the ca. 1927 house at 1911 Chapman Avenue (Boundary Increase Area #8). As in the original district, more modest "shotgun" houses with front-gable roofs and bungalows with little or no detailing are concentrated near the railroad tracks and associated industries. Examples of this modest worker housing are found in Boundary Increase Areas #10 and #11 and include the ca. 1925 houses along the first blocks of 10th Street SW (105, 107, and 109), 101 and 105 19th Street SW, 1829

Salem Avenue SW, and the 1000 block of Norfolk Avenue SW (1008, 1010, 1011, 1013, and 1015).

The American Foursquare was another popular new house form during the post-World War I period, often made available through published plans or mail-order kits, and is one of the most prevalent house types found throughout Roanoke. As described by its name, the American Foursquare is a two-story house that is basically square in plan and elevation with a two- or three-bay façade surmounted by a low-hipped roof with central front dormer. A full-width porch often extends beyond the house to create a porte-cochere. Typically clad in brick veneer or weatherboards, influences from the Colonial Revival, Craftsman, and Prairie styles can be found in the porch detailing, the door and window types, and the dormers. Basic examples without stylistic detailing are found scattered throughout the 2020 Boundary Increase areas to the west of the original district and include the ca. 1925 houses at 1105 Salem Avenue SW (Boundary Increase Area #11), 1906 Westview Avenue SW (Boundary Increase Area #10), and 2022 Patterson Avenue SW (Boundary Increase Area #9). The house at 1209 Patterson Avenue SW, also built ca. 1925, exhibits influences from the Colonial Revival style in the pedimented entry-bay of the full-width porch and the three-quarter light door with sidelights (Boundary Increase Area #12).

Unlike the original Southwest Historic District, there are very few houses within the 2020 Boundary Increase areas that are designed in the Colonial Revival style. The ca. 1915 house at 1825 Salem Avenue SW (Boundary Increase Area #10) and the ca. 1930 house at 1905 Chapman Avenue SW (Boundary Increase Area #8) both show the influence of the Dutch Colonial Revival style with their gambrel roof forms.

The only apartment building located in the 2020 Boundary Increase areas is the Lorraine Apartments at 1221 Jefferson Street SW (Boundary Increase Area #2). Constructed in 1920 in the Italian Renaissance Revival style, the three-story building features a low-hipped roof with a small cupola and wide overhanging eaves supported by decorative brackets. Tuscan columns support the central entrance portico with a wooden balustrade embellishing the roofline. This unique example of the Italian Renaissance Revival style is located near other more articulated buildings such as the Queen Anne-style houses at 1223 and 1225 3rd Street SW (Boundary Increase Area #3) and the Colonial Revival style St. Paul's Evangelical and Reformed Church at 1217 Maple Avenue SW (Boundary Increase Area #2). These areas in the southeastern section of the district, situated away from the railroad tracks and industries, initially were developed by the Virginia Company as an upper-class area of the neighborhood.

The most common post-World War II housing type in the boundary increase areas are small Ranch-style houses, sometimes called Ranchettes or Minimal Ranches.[1] Sited on smaller lots typical of older, urban neighborhoods these houses are narrower than typical Ranches and feature shallower eaves. This variation of the Ranch style is often only differentiated from the Minimal Traditional style, another popular style of the post-World War II era, by the presence of a front picture window. Five examples of the Ranch style were built in a row on the 500 block of Janette Avenue in 1952 (Boundary Increase Area #4). Another example, built in 1956, is located at 1901 Salem Avenue (Boundary Increase Area #10). Each house is one-story with simple detailing and a picture window. These later houses illustrate the continued development of the neighborhood on remaining lots through the 1950s.

Religious Buildings

The two churches and Salvation Army Citadel in the 2020 Boundary Increase areas are designed in the Colonial Revival style. The ca. 1930 St. Paul's Evangelical and Reformed Church at 1217 Maple Avenue SW (Boundary Increase Area #2) is a good example of a church designed in the Colonial Revival style.

Constructed of brick laid in Flemish bond, the nave-plan church features a pedimented front-gable roof and projecting central bell tower with a denticulated cornice. Tuscan pilasters and a classical entablature surround the central entrance. In addition to the round-arched stained-glass window over the entrance, which is flanked by six-over-six sash windows, eight-over-eight sash windows topped by round-arched transoms of stained glass fenestrate the side elevations. The Jerusalem Baptist Church, built in 1952 at 1014 Norfolk Avenue SW (Boundary Increase Area #11), is a more modest example of the Colonial Revival style. The building is T-shaped in form with a rear wing for offices and classrooms. The front-gable roof features a central spire (added in 2004) and the exterior walls are clad in a six-course common bond with Flemish variant. The side elevations feature brick pilasters with cast-concrete caps and round-arched stained-glass windows. The Salvation Army Citadel (Boundary Increase Area #14), a mission facility for the Universalist Church designed in 1941 by the Roanoke firm of Eubank & Caldwell, is an excellent example of the late Colonial Revival style with its symmetrical, three-part façade and classical detailing. Constructed of red brick laid in a Flemish bond with corner quoins, cut stone provides contrasting detailing at the entrance, water table, cornice, and jack arches of the windows. The recessed central entrance with fanlight features a cut-stone surround with an arched opening with keystone and a pediment supported by pilasters.

Commercial Buildings

Although the original Southwest Historic District included only a few commercial buildings, there are 17 in the 2020 Boundary Increase areas. As in the original district, these commercial buildings are small-scale, family-owned grocery stores, shops and restaurants that serve the residents of the surrounding neighborhood. The earliest of these, built between 1910 and 1915, are located at 602 and 604 5th Street SW and 1132 Salem Avenue SW (Boundary Increase Area #15). Two-stories in height and constructed of brick, these early Main Street Commercial style buildings emulate the scale and detailing of the adjacent residential structures with double-hung, sash windows on the upper levels where families often lived. Their siting along the sidewalk as well as the large, storefront display windows flanking a central, recessed entrance identify their commercial function. Later examples of similar commercial buildings in the Main Street Commercial style include the ca. 1925 Acorn Bank Company building at 1019 Salem Avenue SW (Boundary Increase Area #14), the ca. 1925 Souma Grocery at 803 Patterson Avenue SW (Boundary Increase Area #14), ca. 1930 Murray's Cash Grocery at 829 Salem Avenue SW (Boundary Increase Area #14), the ca. 1930 Piggly Wiggly Grocery Store at 1003 Jefferson Street SW (Boundary Increase Area #1), and the ca. 1941 Kroger Grocery Store at 1201 Patterson Avenue SW (Boundary Increase Area #12). The ca. 1935 one-story, brick commercial building at 501 Marshall Avenue SW is another example of the Main Street Commercial style that consisted of five storefronts and features a clipped corner entrance (Boundary Increase Area #15).

Perhaps the most unique commercial building in the 2020 Boundary Increase is the Double Envelope Corporation building constructed ca. 1925, with matching addition in 1937, in the Art Deco style at 532-534 Luck Avenue SW (Boundary Increase Area #15). The façade of this one-story, brick-veneer building features a stepped central tower that projects above the flat roof, fluted engaged pilasters with concrete caps at the corners, and sophisticated geometric brickwork, arranged in parallel vertical lines, and punctuated with decorative elements of cast concrete. Another commercial building with stylistic influences is the two-story, brick commercial building at 1027 Patterson Avenue SW. Built ca. 1925, the building includes Colonial Revival style detailing with a molded cornice, patterned brickwork, decorative vents in the parapet, and a two-story porch (Boundary Increase Area #13).

One of the earliest commercial buildings to be constructed as a restaurant was the ca. 1940 Commodore

Inn at 307 12th Street SW (Boundary Increase Area #12). Although simple in form and detailing, the one-story brick tavern featured a large neon sign of a clipper ship, which has since been removed for refurbishment and relocation. Two other restaurant buildings, which are similar in their simple one-story form with little or no detailing, are the ca. 1945 N&J Grill at 1202 Salem Avenue SW (Boundary Increase Area #11) and the ca. 1954 Buzzo's Drive-in at 735 Patterson Avenue SW (Boundary Increase Area #14). Another notable commercial resource in the 2020 Boundary Increase is a gas station at 1030 Salem Avenue SW (Boundary Increase Area #11). Built ca. 1935 for the American Fuel Company, the building has been altered but appears to adhere to the residential-type of gas stations that attempted to fit in with the scale, massing and materials of the surrounding neighborhood with its hipped roof, sash windows (replaced) and masonry construction with stuccoed finish.

Light-Industrial Buildings

As the 2020 Boundary Increase includes areas along the railroad tracks, there are several light-industrial buildings located in Boundary Increase Areas #9 and #11. The Garst Brothers Dairy, Inc. was built ca. 1925 at 1112 Salem Avenue SW (Boundary Increase Area #11) and employed many of the nearby residents.[2] The two-story building is brick laid in five-course common bond with a flat roof accented by a stepped parapet and corbelled brickwork at the cornice. The ca. 1935 building at 1201 Salem Avenue SW (Boundary Increase Area #11) was occupied by Roanoke Welding & Equipment Company in the 1940s and the Oren fire truck manufacturers in the 1950s. This one-story building is brick laid in a five-course, Flemish-variant bond on the front elevation with simpler, five-course common bond on the side and rear elevations. Brick pilasters with concrete caps express the structural bays along the side elevations. A stepped parapet with concrete coping accents the flat roof. In addition to the main, single-leaf entrance, a vehicular entrance is located on the façade, although both entrances now contain non-historic doors. Industrial, steel-sash windows fenestrate the side and rear elevations. The C&P Telephone Company building was constructed in 1958 at 2001 Patterson Avenue SW (Boundary Increase Area #9). This two-story, rectangular-massed building is sheathed in five-course common bond brick with a Flemish variant. Its steel windows have a central hopper and stand on brick sills.

Statement of Integrity

The Southwest Historic District 2020 Boundary Increase, composed of twenty (20) separate areas, includes 88 contributing primary resources with most of the secondary resources consisting of garages as well as a few sheds. A total of 11 primary resources are identified as non-contributing due to either their post-1958 date of construction or extensive alterations that have resulted in a loss of physical integrity. Minor alterations found throughout the twenty increase areas include the addition of synthetic siding, replacement of window sash and original roofing materials, as well as modifications to porches and storefronts. However, these alterations do not significantly diminish the physical integrity of the resources as they continue to retain integrity of location and setting as well as sufficient integrity of design, workmanship and materials to convey the feeling of a late-nineteenth to mid-twentieth century residential neighborhood with supporting commercial, institutional and industrial buildings associated with the history and development of the Southwest Historic District.

INVENTORY

The following inventory lists the resources within the Southwest Historic District 2020 Boundary Increase areas. Each increase area is organized alphabetically by street name and then numerically by street number. Each entry provides the address, date of construction, architectural style, building type, VDHR File number, and the contributing status within the district. Whether a resource is considered contributing or non-contributing was determined based on its integrity as it supports the historic district's significance under Criterion A (Community Planning and Development; Commerce; Ethnic Heritage: African American and Lebanese) and Criterion C (Architecture) during the Period of Significance (1882 - 1958). Resources are keyed to the Sketch Map/Photo Key by the last four digits of the resource's inventory number (i.e. -0001).

Boundary Increase Area #1

Jefferson Street

SW 1003 Jefferson Street **128-5240** *Other DHR Id#: 128-6472-0017*
Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1930**
Contributing *Total:* 1

Boundary Increase Area #2

Jefferson Street

SW 1221 Jefferson Street **128-5244** *Other DHR Id#: 128-6472-0018*
Primary Resource: **Multiple Dwelling (Building), Stories 3, Style: Italian Renaissance Revival, Ca 1920**
Contributing *Total:* 1
Secondary Resource: **Fence (Object)** **Contributing** *Total:* 1

Maple Avenue

SW 1217 Maple Avenue **128-6472-0021** *Other DHR Id#:*
Primary Resource: **Church/Chapel (Building), Stories 2, Style: Colonial Revival, Ca 1930**
Contributing *Total:* 1

SW 1225 Maple Avenue **128-5383** *Other DHR Id#: 128-6472-0022*
Primary Resource: **Commercial Building (Building), Stories 1, Style: Post Modern, Ca 1960**
Non-contributing *Total:* 1

SW 1234 Maple Avenue **128-5250** *Other DHR Id#: 128-6472-0023*
Primary Resource: **Office/Office Building (Building), Stories 1, Style: No discernible style, Ca 1950**
Non-contributing *Total:* 1

Walnut Avenue

11 Walnut Avenue **128-5378** *Other DHR Id#: 128-6472-0076*
Primary Resource: **Restaurant (Building), Stories 1, Style: No discernible style, Ca 1946**
Non-contributing *Total:* 1

Boundary Increase Area #3

3rd Street

SW 1223 3rd Street **128-5397** *Other DHR Id#: 128-6472-0079*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1900**
Contributing *Total:* 1

SW 1225 3rd Street **128-5398** *Other DHR Id#: 128-6472-0080*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1900**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Contributing** *Total:* 1
Secondary Resource: **Secondary Dwelling (Building)** **Contributing** *Total:* 1

Boundary Increase Area #4

Janette Avenue

SW 520 Janette Avenue **128-5229** *Other DHR Id#: 128-6472-0010*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Ranch, Ca 1952**
Contributing *Total:* 1

SW 524 Janette Avenue **128-5230** *Other DHR Id#: 128-6472-0011*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Ranch, Ca 1952**
Contributing *Total:* 1

SW 528 Janette Avenue **128-5231** *Other DHR Id#: 128-6472-0012*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Ranch, Ca 1952**
Contributing *Total:* 1
*Secondary Resource: S***hed (Building)** **Non-contributing** *Total:* 1

SW 532 Janette Avenue **128-5232** *Other DHR Id#: 128-6472-0013*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Ranch, Ca 1952**
Contributing *Total:* 1

SW 536 Janette Avenue **128-5233** *Other DHR Id#: 128-6472-0014*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Ranch, Ca 1952**
Contributing *Total:* 1

Boundary Increase Area #5

Janette Avenue

SW 611 Janette Avenue **128-5234** *Other DHR Id#: 128-6472-0015*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1900**
Contributing *Total:* 1

SW 615 Janette Avenue **128-5235** *Other DHR Id#: 128-6472-0016*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1900**
Contributing *Total:* 1
Secondary Resource: **Shed (Building)** **Non-contributing** *Total:* 2

Boundary Increase Area #6

Ferdinand Avenue

SW Ferdinand Avenue **128-6472-0099** *Other DHR Id#:*
Primary Resource: **Wall (Object), Stories 0, Style: No discernible style, 1937**
Contributing *Total:* 1

Boundary Increase Area #7

Campbell Avenue

SW 1605 Campbell Avenue **128-5712** *Other DHR Id#: 128-6472-0002*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1920**
Contributing *Total:* 1

Boundary Increase Area #8

Chapman Avenue

SW 1901 Chapman Avenue **128-5208** *Other DHR Id#: 128-6472-0003*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No Discernable Style, Ca 1972**
Non-contributing *Total:* 1

SW 1905 Chapman Avenue **128-5209** *Other DHR Id#: 128-6472-0004*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Colonial Revival, Ca 1930**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Contributing** *Total:* 1

SW 1911 Chapman Avenue **128-5210** *Other DHR Id#: 128-6472-0005*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Craftsman, Ca 1927**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Contributing** *Total:* 1

Boundary Increase Area #9

Patterson Avenue

SW 2001 Patterson Avenue **128-5310** *Other DHR Id#: 128-6472-0047*
Primary Resource: **Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1958**
Contributing *Total:* 1

SW 2002 Patterson Avenue **128-5311** *Other DHR Id#: 128-6472-0048*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Folk Victorian, Ca 1890**
Contributing *Total:* 1

SW 2006 Patterson Avenue **128-5312** *Other DHR Id#: 128-6472-0049*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1932**
Contributing *Total:* 1

SW 2022 Patterson Avenue **128-5316** *Other DHR Id#: 128-6472-0050*
Primary Resource: **Multiple Dwelling (Building), Stories 2, Style: No discernible style, Ca 1925**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Non-contributing** *Total:* 1

SW 2030 Patterson Avenue **128-5317** *Other DHR Id#: 128-6472-0051*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Minimal Traditional, Ca 1945**
Contributing *Total:* 1

Boundary Increase Area #10

Salem Avenue

SW 1815 Salem Avenue **128-5364** *Other DHR Id#: 128-6472-0070*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Craftsman, Ca 1920**
Contributing *Total:* 1

SW 1817 Salem Avenue **128-5363** *Other DHR Id#: 128-6472-0071*
Primary Resource: **Office/Office Building (Building), Stories 1, Style: Commercial Style, Ca 1950**
Contributing *Total:* 1

SW 1825 Salem Avenue **128-5365** *Other DHR Id#: 128-6472-0072*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Colonial Revival, Ca 1915**
Contributing *Total:* 1

SW 1829 Salem Avenue **128-5367** *Other DHR Id#: 128-6472-0073*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Craftsman, Ca 1920**
Contributing *Total:* 1

SW 1901 Salem Avenue **128-5370** *Other DHR Id#: 128-6472-0074*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Ranch, Ca 1956**
Contributing *Total:* 1

SW 1907 Salem Avenue **128-5371** *Other DHR Id#: 128-6472-0075*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

Westview Avenue

SW 1906 Westview Avenue **128-6472-0077** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

18th Street

SW 105 18th Street **128-6472-0094** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Craftsman, Ca 1925**
Contributing *Total:* 1

SW 121 18th Street **128-6472-0095** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: Craftsman, Ca 1925**
Contributing *Total:* 1

19th Street

SW 101 19th Street **128-6472-0096** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 105 19th Street **128-6472-0097** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 110 19th Street **128-6472-0098** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Craftsman, Ca 1925**
Contributing *Total:* 1

Boundary Increase Area #11

Norfolk Avenue

SW 1008 Norfolk Avenue **128-5273** *Other DHR Id#: 128-6472-0029*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1010 Norfolk Avenue **128-5275** *Other DHR Id#: 128-6472-0030*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1011 Norfolk Avenue **128-5276** *Other DHR Id#: 128-6472-0031*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1013 Norfolk Avenue **128-5279** *Other DHR Id#: 128-6472-0032*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1014 Norfolk Avenue **128-5278** *Other DHR Id#: 128-6472-0033*
Primary Resource: **Church/Chapel (Building), Stories 1, Style: Colonial Revival, Ca 1952**
Contributing *Total:* 1

SW 1015 Norfolk Avenue **128-5280** *Other DHR Id#: 128-6472-0034*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1106 Norfolk Avenue **128-5286** *Other DHR Id#: 128-6472-0035*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1108 Norfolk Avenue **128-5287** *Other DHR Id#: 128-6472-0036*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1910**
Contributing *Total:* 1

Salem Avenue

SW 1019 Salem Avenue **128-5353** *Other DHR Id#: 128-6472-0061*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1925**
Contributing *Total:* 1

SW 1030 Salem Avenue **128-5354** *Other DHR Id#: 128-6472-0062*
Primary Resource: **Service Station (Building), Stories 1, Style: No discernible style, Ca 1935**
Contributing *Total:* 1

SW 1101 Salem Avenue **128-5355** *Other DHR Id#: 128-6472-0063*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1920**

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

SW 1105 Salem Avenue **128-5356** *Other DHR Id#: 128-6472-0064*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 1112 Salem Avenue **128-5358** *Other DHR Id#: 128-6472-0065*
Primary Resource: **Factory (Building), Stories 2, Style: Commercial Style, Ca 1925**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Non-contributing** *Total:* 2

SW 1132 Salem Avenue **128-5359** *Other DHR Id#: 128-6472-0066*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1910**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Non-contributing** *Total:* 1

SW 1201 Salem Avenue **128-5361** *Other DHR Id#: 128-6472-0067*
Primary Resource: **Warehouse (Building), Stories 1, Style: Commercial Style, Ca 1935**
Contributing *Total:* 1

SW 1202 Salem Avenue **128-5362** *Other DHR Id#: 128-6472-0068*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1945**
Contributing *Total:* 1

SW 1210 Salem Avenue **128-6472-0069** *Other DHR Id#:*
Primary Resource: **Warehouse (Building), Stories 1, Style: No discernible style, Ca 1987**
Non-contributing *Total:* 1

10th Street

SW 101 10th Street **128-6472-0090** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1925**
Contributing *Total:* 1

SW 105 10th Street **128-6472-0091** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1920**
Contributing *Total:* 1

SW 107 10th Street **128-6472-0092** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1920**
Contributing *Total:* 1

SW 109 10th Street **128-6472-0093** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 1.5, Style: No discernible style, Ca 1920**
Contributing *Total:* 1

Boundary Increase Area #12

Patterson Avenue

SW 1201 Patterson Avenue **128-5302** *Other DHR Id#: 128-6472-0041*
Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1945**
Contributing *Total:* 1

SW 1209 Patterson Avenue **128-5303** *Other DHR Id#: 128-6472-0042*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Colonial Revival, Ca 1925**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Contributing** *Total:* 1

SW 1223 Patterson Avenue **128-5304** *Other DHR Id#: 128-6472-0043*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1974**
Non-contributing *Total:* 1

SW 1227 Patterson Avenue **128-5305** *Other DHR Id#: 128-6472-0044*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1952**
Non-contributing *Total:* 1

SW 1301 Patterson Avenue **128-5306** *Other DHR Id#: 128-6472-0045*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1953**
Non-contributing *Total:* 1

SW 1303 Patterson Avenue **128-6472-0046** *Other DHR Id#:*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1969**
Non-contributing *Total:* 1

12th Street

SW 307 12th Street **128-5418** *Other DHR Id#: 128-6472-0020*
Primary Resource: **Restaurant (Building), Stories 1, Style: No discernible style, Ca 1940**
Contributing *Total:* 1

Boundary Increase Area #13

Patterson Avenue

SW 1027 Patterson Avenue **128-5296** *Other DHR Id#: 128-6472-0039*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Colonial Revival, Ca 1930**
Contributing *Total:* 1

SW 1105 Patterson Avenue **128-5298** *Other DHR Id#: 128-6472-0040*
Primary Resource: **Multiple Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1905**
Contributing *Total:* 1

Boundary Increase Area #14

Campbell Avenue

SW 801 Campbell Avenue **128-5292** *Other DHR Id#: 128-6472-0001*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1925**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Contributing** *Total:* 1

Patterson Avenue

SW 735 Patterson Avenue **128-5294** *Other DHR Id#: 128-6472-0037*
Primary Resource: **Restaurant (Building), Stories 1, Style: No discernible style, Ca 1954**
Contributing *Total:* 1
Secondary Resource: **Sign (Object)** **Contributing** *Total:* 1

SW 801-803 Patterson Avenue **128-5295** *Other DHR Id#: 128-6472-0038*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1925**
Contributing *Total:* 1

Rorer Avenue

SW 802 Rorer Avenue **128-5321** *Other DHR Id#: 128-6472-0052*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: Queen Anne, Ca 1905**
Contributing *Total:* 1

SW 806 Rorer Avenue **128-5151** *Other DHR Id#: 128-6472-0053*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1930**
Contributing *Total:* 1

SW 810 Rorer Avenue **128-5322** *Other DHR Id#: 128-6472-0054*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1905**
Contributing *Total:* 1

SW 820 Rorer Avenue **128-5324** *Other DHR Id#: 128-6472-0055*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1905**
Contributing *Total:* 1

SW 830 Rorer Avenue **128-5327** *Other DHR Id#: 128-6472-0056*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Other, Ca 1905**
Contributing *Total:* 1

SW 831 Rorer Avenue **128-5152** *Other DHR Id#: 128-6472-0057*
Primary Resource: **Mixed: Commerce/Domestic (Other), Stories 2, Style: Folk Victorian, Ca 1890**
Contributing *Total:* 1

SW 834 Rorer Avenue **128-6472-0058** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, 2010**
Non-contributing *Total:* 1

Salem Avenue

SW 821 Salem Avenue **128-5343** *Other DHR Id#: 128-6472-0059*
Primary Resource: **Office/Office Building (Building), Stories 2, Style: Colonial Revival, Ca 1941**
Contributing *Total:* 1

SW 829 Salem Avenue **128-5344** *Other DHR Id#: 128-6472-0060*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1930**
Contributing *Total:* 1

8th Street

SW 304 8th Street **128-5407** *Other DHR Id#: 128-6472-0084*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1905**
Contributing *Total:* 1

SW 306 8th Street **128-5408** *Other DHR Id#: 128-6472-0085*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1905**
Contributing *Total:* 1

SW 310 8th Street **128-5409** *Other DHR Id#: 128-6472-0086*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1905**
Contributing *Total:* 1

SW 311 8th Street **128-5031** *Other DHR Id#: 128-6472-0087*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1910**
Contributing *Total:* 1

SW 312 8th Street **128-5411** *Other DHR Id#: 128-6472-0088*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1905**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Non-contributing** *Total:* 1

SW 315 8th Street **128-5412** *Other DHR Id#: 128-6472-0089*
Primary Resource: **Single Dwelling (Building), Stories 1, Style: No discernible style, Ca 1910**
Contributing *Total:* 1

Boundary Increase Area #15

Luck Avenue

SW 532-534 Luck Avenue **128-6472-0019** *Other DHR Id#:*
Primary Resource: **Commercial Building (Building), Stories 1, Style: Art Deco, Ca 1925**
Contributing *Total:* 1

Marshall Avenue

SW 430 Marshall Avenue **128-5845** *Other DHR Id#: 128-6472-0025*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No Discernable Style, Ca 1915**
Contributing *Total:* 1

SW 434 Marshall Avenue **128-5846** *Other DHR Id#: 128-6472-0026*
Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1952**
Contributing *Total:* 1

SW 501 Marshall Avenue **128-5405** *Other DHR Id#: 128-6472-0027*
Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1930**
Contributing *Total:* 1

SW 529 Marshall Avenue **128-5251** *Other DHR Id#: 128-6472-0028*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1900**
Contributing *Total:* 1
Secondary Resource: **Garage (Building)** **Non-contributing** *Total:* 1

5th Street

SW 601-611 5th Street **128-5404** *Other DHR Id#: 128-6472-0081*
Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1978**
Non-contributing *Total:* 1

SW 602 5th Street **128-5830** *Other DHR Id#: 128-6472-0082*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1915**
Contributing *Total:* 1

SW 604 5th Street **128-5831** *Other DHR Id#: 128-6472-0083*
Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1915**
Contributing *Total:* 1

Boundary Increase Area #16

Marshall Avenue

SW 412 Marshall Avenue **128-5843** *Other DHR Id#: 128-6472-0024*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Colonial Revival, Ca 1915**

Contributing *Total:* 1

Boundary Increase Area #17

Day Avenue

SW 311 Day Avenue **128-6472-0008** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1905**
Contributing *Total:* 1

Boundary Increase Area #18

3rd Street

SW 805 3rd Street **128-5391** *Other DHR Id#: 128-6472-0078*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Colonial Revival, Ca 1910**
Contributing *Total:* 1

Boundary Increase Area #19

Day Avenue

SW 114 Day Avenue **128-6472-0006** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: No discernible style, Ca 1910**
Contributing *Total:* 1

SW 120 Day Avenue **128-6472-0007** *Other DHR Id#:*
Primary Resource: **Single Dwelling (Building), Stories 2, Style: Queen Anne, Ca 1890**
Contributing *Total:* 1

Boundary Increase Area #20

Elm Avenue

SW 17 Elm Avenue **128-5216** *Other DHR Id#: 128-6472-0009*
Primary Resource: **Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1950**
Contributing *Total:* 1

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.)

- [x] 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.
- [x] 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

Areas of Significance
(Enter categories from instructions.)

ARCHITECTURE
COMMUNITY PLANNING AND DEVELOPMENT
COMMERCE
ETHNIC HERITAGE: African American, Lebanese

Period of Significance
1882-1958

Significant Dates
N/A

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

Cultural Affiliation
N/A

Architect/Builder
Eubank & Caldwell
J.M. Turner

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 Southwest Historic District 2020 Boundary Increase includes additional areas and properties sharing a similar history and development pattern with those of the original historic district. The Southwest Historic District in Roanoke, Virginia, was listed in the National Register of Historic Places in 1985 under Criteria A and C with significance on the local level in the areas of Architecture, Community Planning, and Transportation for the period 1882 to ca. 1935. The district is a large and intact urban residential neighborhood located in the southwest quadrant of the city, to the south and west of the commercial core of downtown. Developed primarily by land companies between the years 1882 and 1935, a period of tremendous growth and prosperity in the city, the district is Roanoke's most architecturally cohesive residential neighborhood. Single-family residences comprise most of the existing district with several churches and small-scale commercial buildings, as well as two schools, scattered throughout the neighborhoods. Residences range from modest vernacular workforce housing to large mansions for railroad officials and businessmen. Architectural styles include the Queen Anne, Shingle, Colonial Revival, Craftsman, and Tudor Revival that reflect the popular tastes of the late-nineteenth and early-twentieth century. The district comprises three distinct neighborhoods: Old Southwest, Mountain View, and Hurt Park. Together they grew in response to the tremendous demand for housing after the merger of the Shenandoah Valley and Norfolk and Western railways in 1882 with the new headquarters located in Roanoke, which paved the way for intensive industrial and commercial development in the city.

The boundaries of the Southwest Historic District have not been updated since the district was listed in 1985. In 2020, the full extent of the 1985 district boundary was examined, and 20 areas identified to expand the Southwest Historic District. The areas range from a single property to several blocks. Additionally, the period of significance for the 2020 Boundary Increase has been extended to 1958 to include the post-World War II boom in population when the few remaining lots in the neighborhoods were developed as single-family houses and small-scale commercial buildings supporting the surrounding neighborhoods. The following year, the population of Roanoke began to decline for the first time after dramatic changes by the two largest employers resulted in a reduction to the local workforce. In 1959, the Norfolk and Western Railway reduced employment by 2,000 with the transition from steam to diesel locomotives and the American Viscose Plant closed. Beginning in the 1960s, new development in both the original Southwest Historic District and the 2020 Boundary Increase areas shifted to multiple-family housing and larger-scale commercial buildings and medical offices. Located generally along the northwestern and southeastern edges of the existing district, the areas of the 2020 Boundary Increase serve to include resources historically associated with the development of the existing Southwest Historic District that were not included in the original 1985 boundaries due to their post-1935 date of construction and/or lack of connectivity. The 2020 Boundary Increase, which identifies resources dating between 1935 and 1958 as contributing, also utilizes clearly identifiable boundaries—such as the railroad, Jefferson Street and the Roanoke River, as well as the adjacent Roanoke Downtown Historic District (NRHP 2002) and the Salem Avenue–Roanoke Automotive Commercial Historic District (NRHP 2007)—to define the extent of the boundary expansion. The areas of the 2020 Boundary Increase and the buildings within them are associated with the existing district's significant development patterns and architecture. The Boundary Increase areas are locally significant under Criterion A and C in the areas of Community Planning and

Development, Commerce, Ethnic Heritage (African American and Lebanese), and Architecture for the period 1882 to 1958.

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

Historical Background

As with the original Southwest Historic District, the land included in the areas of the 2020 Boundary Increase was originally farmland lying in Roanoke County just south of the town of Big Lick. In 1874, the area that would become the southwest quadrant of Roanoke City was owned by Ferdinand Rorer, Thomas Lewis, William Coon, George Howbert, Patterson Hannah, Benjamin Tinsley, and Peyton Terry.[3] Following the merger of the Shenandoah Valley Railroad with the Norfolk and Western line in 1882, the new railroad company selected Big Lick as the location for its headquarters. In response to the anticipated growth and development, the town expanded its boundaries to encompass approximately 3.5 square miles covering much of the Southwest Historic District and the 2020 Boundary Increase areas. As the population increased to 5,276, Big Lick became the City of Roanoke on February 3, 1882.

The Roanoke Land and Improvement Company, a subsidiary of the Shenandoah Valley Railroad, was the first land company organized to take advantage of the anticipated growth of the city. Established in 1881, the land company initially focused its efforts on the northeast section of the city where it purchased land from Peyton Terry to build the Norfolk and Western shops, the Hotel Roanoke, the depot, and railroad offices, as well as housing for workers.

The first development in the southwestern section of the city began in late 1882 when Ferdinand Rorer advertised 2,500 lots for sale in the area that he owned west of 2nd Street between Salem and Ferdinand avenues. The residential lots were sited along streets that extended the existing grid pattern of downtown and were named for members of the Rorer family: Ferdinand, Patterson, Rorer, and Chapman.[4] While many of the initial buildings, which were often poor quality due to their hasty construction, did not survive a devastating snow storm in the winter of 1890, the ca. 1890 Folk Victorian house and store at 831 Rorer Avenue (Boundary Increase Area #14) appears to date to this early development by Ferdinand Rorer.

According to the *Perspective Map of the City of Roanoke in 1891,* there were nineteen land companies doing business in the city. The development of the southwest section continued as access improved with the construction of bridges over the railroad tracks at 1st, 3rd, and 5th (Park) streets. Additionally, the first streetcar line to the West End began operations in 1890 and served to further connect the residential neighborhoods of southwest Roanoke with the railroad headquarters in the northeast section of the city.[5] After the initial boom of development, the pace slowed towards the turn of the century; however, the neighborhoods in the southwest section continued to develop as the desired place of residence for railroad officials and business men as well as workers employed by the railroad and other nearby industries.

The Norfolk and Western Railway continued to speculate in land development with the creation of the Virginia Company as a real-estate subsidiary in 1889. The Virginia Company constructed large and ornate houses between Jefferson and 3rd streets and Mountain and Walnut Avenues, including Boundary Increase Areas #2 and #3. The ca. 1900 Queen Anne style houses at 1223 and 1225 3rd Street SW were part of this development. The city expanded its limits again between 1890 and 1891 with the annexation of the Lewis Addition. This land, which was owned by Colonel Thomas Lewis, comprised most of the

land south of Marshall Avenue and west of Franklin Road. The Janette Land Company (named for the Colonel's mother, Jane Lewis) developed the land in partnership with the Exchange Building and Investment Company.[6] Although not constructed until 1900-1915, the houses on Day Avenue (311), Marshall Avenue (412, 430, and 529), Janette Avenue (611 and 615), and the commercial buildings at 602 and 604 5th Street SW were built on land that was part of the Lewis Addition (Boundary Increase Areas #5, #15, #16, #17).

At the western edge of the district, the land along Salem, Rorer, Patterson, Campbell, and Chapman avenues between 18th and 21st streets (Boundary Increase Areas #8, #9, #10) was platted as the Riverview subdivision in 1889. This area, which was located near the Roanoke River and Norfolk and Western shops at Shafer's Crossing, developed with more modest houses for workers at the nearby railroad and industries such as the Crozer Steel and Iron Company, West End Furnace, and the Rorer Iron Works. The earliest surviving house in the Riverview area is the ca. 1890 Folk Victorian house at 2002 Patterson Avenue SW. Many of the lots in this subdivision, however, did not develop until the mid-1920s and feature Craftsman-style bungalows and modest Colonial Revival-style houses.

More modest worker housing also developed along Norfolk, Salem, and Rorer avenues near the railroad and associated industries (Boundary Increase Areas #11 and #14). Ferdinand Rorer built "rows of flimsy frame cottages" along Rorer and Salem avenues for railroad workers.[7] In 1883, Dr J.W. Webb purchased the land along Salem, Norfolk, and Jackson avenues between 6th and 12th streets. The earliest buildings still extant on this land are the house at 1108 Norfolk Avenue SW and commercial building at 1132 Salem Avenue SW, both built ca. 1910. The Jamison Company, a local grocery-store chain (and later Kroger and Ferris Monsour Grocery) occupied 1132 Salem Avenue SW and was one of several grocery stores to serve the surrounding area.[8] To the south of Dr. Webb's land, the 700 and 800 blocks of Salem, Rorer, Patterson, and Campbell avenues were platted as the "Taylor Lands" in 1904. The majority of the houses in the 300 block of 8th Street were built ca. 1905-1910 as two-story dwellings with front-gable roofs that exhibit influences from the Colonial Revival style with cornice returns on the gable ends and Tuscan columns on some of the porches. Four houses in the 800 block of Rorer Avenue also date to ca. 1905. African American workers, employed by the railyards, also resided in this area along Jackson and Norfolk avenues. This black community established the Jerusalem Baptist Church at 1014 Norfolk Avenue SW ca. 1907 when they purchased a frame church from First Presbyterian and moved it to Norfolk Avenue (later replaced by the current ca. 1952 brick Colonial Revival-style church). This area along Jackson and Norfolk avenues between 5th (Park) and 11th streets became Segregation District 3 in a 1915 City of Roanoke ordinance. This zoning ordinance, which was determined unconstitutional in 1917, sought to keep neighborhoods racially segregated by making it illegal for whites or blacks to sell property to (or purchase it from) one another.[9]

As the streetcar lines expanded and additional bridges were constructed, new land companies began to develop residential suburbs south of the Roanoke River during the first quarter of the twentieth century. Many of the residents of the turn-of-the-century neighborhoods of Old Southwest, Mountain View and Hurt Park migrated to the new neighborhoods of Ghent, Virginia Heights, South Roanoke, Wasena, and Raleigh Court. In 1919 and 1926, the City of Roanoke annexed these suburbs located to the south, as well as Villa Heights and Melrose-Rugby to the north of the district. However, the deeds for the properties in these early-twentieth century suburbs often included restrictions that prohibited the sale of property to ethnic groups, including African Americans, Italians, Syrians, and Greeks, among others.[10] This type of deed restriction was eventually ruled unconstitutional by the US Supreme Court in 1948. However, these deed restrictions would have a lasting influence on not only the settlement patterns of the new suburbs, but those of the older neighborhoods as well. The fact that many of the whites left the older southwest neighborhoods to move to the new suburbs combined with ethnic groups not being allowed in these

suburbs, resulted in an increased number of blacks and other ethnic groups (many of whom were Lebanese) living in the early neighborhoods of southwest Roanoke.

Despite the migration to the new suburbs, development continued in the Southwest Historic District following World War I with the addition of a number of commercial buildings to the primarily residential neighborhoods. A total of four grocery stores opened in the various areas of the Boundary Increase, including the ca. 1925 Souma Grocery (803 Patterson Avenue SW), the ca. 1930 Murray's Cash Grocery (829 Salem Avenue SW), the ca. 1930 Piggly Wiggly Grocery (1003 Jefferson Street SW), the ca. 1930 A&P Food Store (501 Marshall Avenue SW), and the ca. 1941 Kroger Grocery Store (1201 Patterson Avenue SW). These small-scale, neighborhood stores were simple in design and typically followed the Main Street Commercial style with a three-bay storefront of large display windows flanking a recessed central entrance. The ca. 1930 Largen Brothers and the Roanoke Clearance House, a furniture repair outlet and used furniture store at 1027 Patterson Avenue SW (Boundary Increase Area #13), was a larger commercial building that utilized detailing influenced by the Colonial Revival style and a two-story porch to fit in with the residential buildings of the neighborhood. The Lorraine Apartments, built in 1920 at 1221 South Jefferson Street, and St. Paul's Evangelical and Reformed Church, built in 1930 at 1217 South Jefferson Street, added diversity in terms of building type and style to the southeastern section (Boundary Increase Area #2) of the district. The design of the Italian Renaissance Revival style apartment building and the Colonial Revival style church continue the high level of stylistic articulation established in the residential development by the Virginia Company in this area at the turn of the century. In a more stylistically progressive manner, the Double Envelope Corporation constructed a one-story Art Deco building in 1925 (with a large addition in 1937) across from Jefferson High School at 532-534 Luck Avenue SW (Boundary Increase Area #5).

Although the segregation districts were determined illegal by 1917, African American residents continued to live and work in the neighborhood just south of the railroad tracks (Boundary Increase Area #11) and built several one-story, gable-front "shotgun" houses and bungalows along 10th Street and Norfolk Avenue in the 1920s. The neighborhood also expanded to nearby streets as well. Dr. J.H. Pinkard, a prominent black herb doctor and businessman, established the Acorn Bank Company at 1019 Salem Avenue SW in 1925 to support the African American residents of the area.[11] His drugstore, The Acorn, was located nearby at 1018 Salem Avenue SW; the building has been significantly altered and is outside the Boundary Increase area. Pinkard also built several houses in Roanoke, including 1101 and 1105 Salem Avenue SW, erected in the 1920s (Boundary Increase Area #11).[12] The Garst Brothers Dairy, Inc. (later Pet Dairy) located at 1112 Salem Avenue SW in 1925 and provided employment to both black and white residents in the neighborhood.[13] The Roanoke Welding & Equipment Company occupied the ca. 1935 building at 1201 Salem Avenue SW in the 1940s and the Oren fire truck manufacturers occupied the building in the 1950s.

Since the late-nineteenth and early-twentieth century, Roanoke has had a large population of Lebanese immigrants. During the Ottoman occupation of what would become modern-day Lebanon and Syria in the late-nineteenth century, many fled their native land to escape oppression and find new opportunities in the United States. A second wave of Lebanese immigrants came as a result of a severe famine between 1915 and 1918. Immigrants without jobs or sponsors were often sent by the officials at Ellis Island Port of Entry to areas of industry where employment would be available. With the tremendous growth spurred by the railroad and associated industries, Roanoke became the destination for many Lebanese immigrants. By the early 1900s, the Lebanese population in Roanoke numbered approximately 250 with many operating neighborhood dry goods and grocery stores throughout the city. By 1902, there were 53 Lebanese-owned stores in Roanoke.[14] In the 2020 Boundary Increase areas, several Lebanese businesses, including Souma Grocery (803 Patterson Avenue SW), Murray's Cash Grocery (829 Salem Avenue SW),

Ferris Monsour Grocery and Miss Libby's Restaurant (1132 Salem Avenue SW), the Commodore Inn (307 12th Street SW) and Buzzo's Drive-In (735 Patterson Avenue SW) were just some of those located in the area around Salem and Patterson avenues near 12th Street. Additionally, many of the large houses along the 1400 through 1900 blocks of Patterson Avenue in the original district and the 2020 Boundary Increase became occupied by Lebanese families following World War II.[15]

The 500 block of Janette Avenue SW (Boundary Increase Area #4) also saw changes after World War II. This area, which forms the southern boundary of the district near the Roanoke River and Norfolk and Western Railway tracks, was purchased by George S. Via in 1937. Following his death, his heirs subdivided the land and developed it with the construction of single-family, Ranch-style houses in 1951-1952.[16] This development represents the last large-scale development in the Old Southwest neighborhood and reflects the continued growth of Roanoke following World War II. The mid-century style of the Ranch house offered an informal, open floor plan that accommodated a modern lifestyle as well as the integration of new building elements such as the picture window. The continued residential development, changing lifestyles and the proliferation of the telephone led to the construction of the C&P Telephone building at 2001 Patterson Avenue SW (Boundary Increase Area #17) in 1958.

Areas of Significance

Criterion A: Community Planning and Development

The Southwest Historic District 2020 Boundary Increase is eligible for listing on the National Register under Criterion A on the local level for significance in the area of Community Planning and Development as it was developed by several early land companies. As did most of the city, the Southwest Historic District, including the areas of the 2020 Boundary Increase, developed in the late-nineteenth and early-twentieth centuries during a period of tremendous growth and prosperity directly associated with the merger of the Shenandoah Valley and the Norfolk & Western railways and the construction of the new headquarters in Roanoke. In response to the population boom that resulted from the intense industrial and commercial development of the city, a number of land companies formed in the 1880s and 1890s to develop the rural land surrounding Roanoke into residential neighborhoods. The 2020 Boundary Increase in southwest Roanoke encompasses land that was annexed to the city in 1882 and 1890 and represents the developments of several land companies – including the Roanoke Land and Improvement Company, The Virginia Company, and the Janette Land Company as well as individual speculators, such as Ferdinand Rorer and Dr. J.H. Webb. This area of southwest Roanoke between the Norfolk & Western Railway tracks and the Roanoke River developed rapidly to provide housing for the infusion of railroad workers and officials as well as other leading citizens of the new city. The original grid pattern of streets laid out in the commercial core of downtown as well as the Southwest Historic District remain intact with many bearing the names of the early speculators and their families. Reflective of the real estate boom that gave Roanoke the nickname "Magic City," the majority of the lots in the Southwest Historic District and 2020 Boundary Increase were developed by the mid-1920s with continued development into the late 1950s.

In addition to the impact land companies had on the development of the area, a 1915 Roanoke City segregation district ordinance identified an area immediately adjacent to the railroad tracks between 5th and 11th streets as an area for African American residents only. While the ordinance was determined unconstitutional by 1917, the segregated settlement patterns continued into the mid-twentieth century.[17]

Criterion A: Commerce

The 2020 Boundary Increase is eligible under Criterion A on the local level in the area of Commerce as a network of small-scale, independently owned grocery stores, shops, and restaurants developed throughout the area to support the surrounding neighborhoods. As many residents worked at the nearby railroad and other industries, they did not frequent the commercial core of downtown and relied on neighborhood stores within walking distance. These commercial buildings date from the early twentieth century to the mid-1950s and represent the progression from the traditional Main Street Commercial style—with its two-story, brick form, retail space on the first floor with large display windows flanking a recessed entrance, and living quarters above with residential-style, sash windows—to the more progressive Art Deco style and simple, one-story, brick-veneer buildings with little or no detailing that served as restaurants and clubs following World War II. In addition to the commercial buildings, the 2020 Boundary Increase areas are significant for the number of Lebanese-owned businesses. These industrious immigrants came to Roanoke in the late-nineteenth and early-twentieth centuries to escape the oppression of the Ottoman Empire and to seek new opportunities. By 1902, Lebanese immigrants operated 53 stores throughout the city with many new stores opening in the 1940s and 1950s. Many of the commercial buildings in the 2020 Boundary Increase areas along Salem, Rorer, and Patterson avenues and 5th Street SW were owned and operated by Lebanese families.

Criterion A: Ethnic Heritage (African American and Lebanese)

In addition to the reasons discussed above, the 2020 Boundary Increase is also eligible on the local level in the area of Ethnic Heritage for the African American and Lebanese communities that lived, worked, and operated businesses in the areas along Norfolk, Salem, Rorer, Campbell, and Patterson avenues west of 5th Street SW. Primarily in Boundary Increase Area #11, this area is located just south of the railroad tracks where many African Americans and Lebanese worked at either the Norfolk & Western Railway or other nearby industries within walking distance. Specifically, the area along Norfolk Avenue SW between 5th and 11th streets was codified as an African American neighborhood in the 1915 City of Roanoke segregation district ordinance. This zoning ordinance sought to maintain segregation by making it illegal for whites and blacks to live in the same area or to transfer property across races.[18] Although the segregation districts were determined illegal by 1917, African Americans continued to live and work in the area and expanded to other nearby streets as well. As new suburbs were developed in the early-twentieth century, many of the original residents of the southwest neighborhoods migrated to the newer houses. These new suburbs, however, often used deed restrictions to prohibit the sale of property to African American and people of other ethnic descent. Between the migration out of the earlier southwest neighborhoods and the exclusion of certain races and ethnic groups from the newer suburbs, the Southwest Historic District, particularly the areas just south of the railroad and to the west, became home to many African Americans and Lebanese Americans or immigrant families.

Criterion C: Architecture

The district is also eligible for listing under Criterion C with significance on the local level in the area of Architecture as the buildings comprising the 2020 Boundary Increase represent the full complement of building types, styles, materials and construction dates to convey an understanding of the development of the southwest neighborhoods by land companies and speculators between the late-nineteenth and mid-twentieth centuries. With the rapid growth associated with the establishment of the Norfolk & Western headquarters, the number and repetition of house types dating between 1890 and 1910 reflects this building boom. The broad range of housing types, from modest workforce housing to larger and more

ornate houses designed in popular architectural styles, also represents the full spectrum of employment the new city offered. As the railroad and neighborhoods grew, the types of buildings expanded to include industries, churches, and stores to provide a full-service community. A second and third wave of development occurred after World Wars I and II with the construction of additional houses, churches and stores as well as new industries, a gas station, an apartment building, a mission, a telephone company, and restaurants. These new building types and functions, as well as the introduction of the Craftsman, American Foursquare, and Ranch styles, give testimony to the continued growth and prosperity of the Southwest Historic District into the mid-twentieth century.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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"Trustee's Sale of 536 Janette Avenue, S.W. Roanoke, Virginia 24016." The Roanoke Times, October 12, 1992.

"The Syrian-Lebanese Cuisine of the Appalachian City Whose Mayor Doesn't Want Refugees." https://www.vice.com/en_us/article/78maze/the-syrian-lebanese-cuisine-of-the-appalachian-city-whose-mayor-doesnt-want-refugees

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Walsh's Roanoke, Virginia City Directory. Roanoke, Virginia: The Stone Printing and Manufacturing Company, 1900, 1910.

Previous documentation on file (NPS):

____ preliminary determination of individual listing (36 CFR 67) has been requested
_1__ 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:
__X_ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: Virginia Department of Historic Resources, Richmond, VA

Historic Resources Survey Number (if assigned): DHR File No. 128-6472

10. Geographical Data

Acreage of Property 67.5 acres (approximate)

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: 37.277662	Longitude: -79.975657
2. NE Corner	Latitude: 37.277662	Longitude: -79.940388
3. SE Corner	Latitude: 37.257664	Longitude: -79.940388
4. SW Corner	Latitude: 37.257664	Longitude: -79.975657

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 include all tax parcels as indicated within the boundary lines on the attached Sketch Map entitled "Sketch Map/Photo Key, Southwest Historic District (2020 Boundary Increase)."

Boundary Justification (Explain why the boundaries were selected.)

The twenty (20) areas of the Southwest Historic District 2020 Boundary Increase include resources historically associated with the development of the Southwest Historic District (128-0049, NRHP 1985) that were not included in the original 1985 boundaries due to their post-1935 date of construction and/or lack of connectivity at the time. The 2020 Boundary Increase, which identifies resources dating between 1935 and 1958 as contributing, also utilizes clearly identifiable boundaries – such as the railroad, Jefferson Street, and the Roanoke River, as well as the adjacent Roanoke

Downtown Historic District (128-5761, NRHP 2002) and the Salem Avenue – Roanoke Automotive Commercial Historic District (128-6065, NRHP 2007) – to define the extent of the boundary expansion. The 2020 Boundary Increase areas and the buildings within them are associated with the Southwest Historic District's significant development patterns, building types, materials and methods of construction, and architectural character.

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11. Form Prepared By

name/title: Alison Blanton, Katie Gutshall, Kate Kronau
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city or town: Roanoke state: Virginia zip code: 24011
e-mail: ablanton@hillstudio or kgutshall@hillstudio.com
telephone: 540-342-5263
date: May 2020

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

Name of Property: Southwest Historic District (2020 Boundary Increase)

City or Vicinity: Roanoke (City)

County: NA State: Virginia

Photographer: Kate Kronau

Date Photographed: May 20, 2020

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

1 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0001
Boundary Increase Area 1. Jefferson Street and Highland Avenue, view SW.

2 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0002
Boundary Increase Area 2. Maple Avenue and Jefferson Street, view SW.

3 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0003
Boundary Increase Area 3. 3rd Street, view SW.

4 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0004
Boundary Increase Area 4. Janette Avenue and 6th Street, view SE.

5 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0005
Boundary Increase Area 5. Janette Avenue, view SE.

6 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0006
Boundary Increase Area 6. Ferdinand Avenue, view NE.

7 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0007
Boundary Increase Area 7. Campbell Avenue and 16th Street, view West.

8 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0008
Boundary Increase Area 8. Chapman Avenue, view East.

9 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0009
Boundary Increase Area 9. Patterson Avenue and 20th Street, view West.

10 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0010
Boundary Increase Area 10. Salem Avenue and 19th Street, view NW.

11 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0011
Boundary Increase Area 10. Salem Avenue and 19th Street, view NE.

12 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0012
Boundary Increase Area 11. Salem Avenue and 12th Street, view East.

13 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0013
Boundary Increase Area 11. Salem Avenue and 12th Street, view West.

14 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0014
Boundary Increase Area 11. Salem Avenue and 11th Street, view West.

15 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0015
Boundary Increase Area 11. Salem Avenue and 11th Street, view East.

16 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0016
Boundary Increase Area 11. Norfolk Avenue and 11th Street, view SW.

17 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0017
Boundary Increase Area 11. Norfolk Avenue and 10th Street, view West.

18 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0018
Boundary Increase Area 12. Patterson Avenue and 12th Street, view NW.

19 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0019
Boundary Increase Area 13. Patterson Avenue and 11th Street, view West.

20 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0020
Boundary Increase Area 14. Salem Avenue and 9th Street, view East.

21 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0021
Boundary Increase Area 14. Rorer Avenue and 9th Street, view East.

22 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0022
Boundary Increase Area 14. Rorer Avenue and 8th Street, view SW.

23 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0023
Boundary Increase Area 14. 8th Street, view NE.

24 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0024
Boundary Increase Area 14. Patterson Avenue, view West.

25 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0025
Boundary Increase Area 15. Luck Avenue, view SW.

26 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0026
Boundary Increase Area 15. 5th Street and Marshall Avenue, view SE.

27 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0027
Boundary Increase Area 15. Marshall Avenue, view SW

28 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0028
Boundary Increase Area 15. Marshall Avenue, view East.

29 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0029
Boundary Increase Area 16. Marshall Avenue, view SW.

30 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0030
Boundary Increase Area 17. Day Avenue, view NE.

31 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0031
Boundary Increase Area 18. 3rd Street, view South.

32 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0032
Boundary Increase Area 19. Day Avenue, view SW.

33 of 33. VA_RoanokeCity_SouthwestHistoricDistrict2020BoundaryIncrease_0033
Boundary Increase Area 20. Elm Avenue, view NW.

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] McAlester, 2013: 600-602.
[2] Ferris.
[3] Hildebrand, 1968
[4] Division of Historic Landmarks Staff, 1985: Section 8, Page 1
[5] Dalmas, 2006:12
[6] Division of Historic Landmarks Staff, 1985: Section 8, Page 2
[7] Ibid: Section 8, Page 3
[8] Ibid: Section 8, Page 3
[9] Mattos, 2005: 1
[10] Roanoke County Deed Books.
[11] Jones, 16.
[12] Ibid, 18.
[13] Ferris.
[14] Barnes, 1968: 350
[15] Hudson, Virginia Wheby. Telephone Interview, June 6, 2020.
[16] "Trustee's Sale of 536 Janette Avenue, S.W. Roanoke, Virginia 24016," *The Roanoke Times*, October 12, 1992.
[17] Mattos, 2005: 1
[18] Ibid.

Virginia Dept. of Historic Resources

V-CRIS

Virginia Cultural Resource Information System

Legend

Location Map
Southwest Historic District
(2020 Boundary Increase)
Roanoke, VA | DHR ID # 128-6472

Southwest Historic District

Boundary Increase Areas

NW Corner
Latitude: 37.277662 Longitude: -79.975657

NE Corner
Latitude: 37.277662 Longitude: -79.940388

SE Corner
Latitude: 37.257664 Longitude: -79.940388

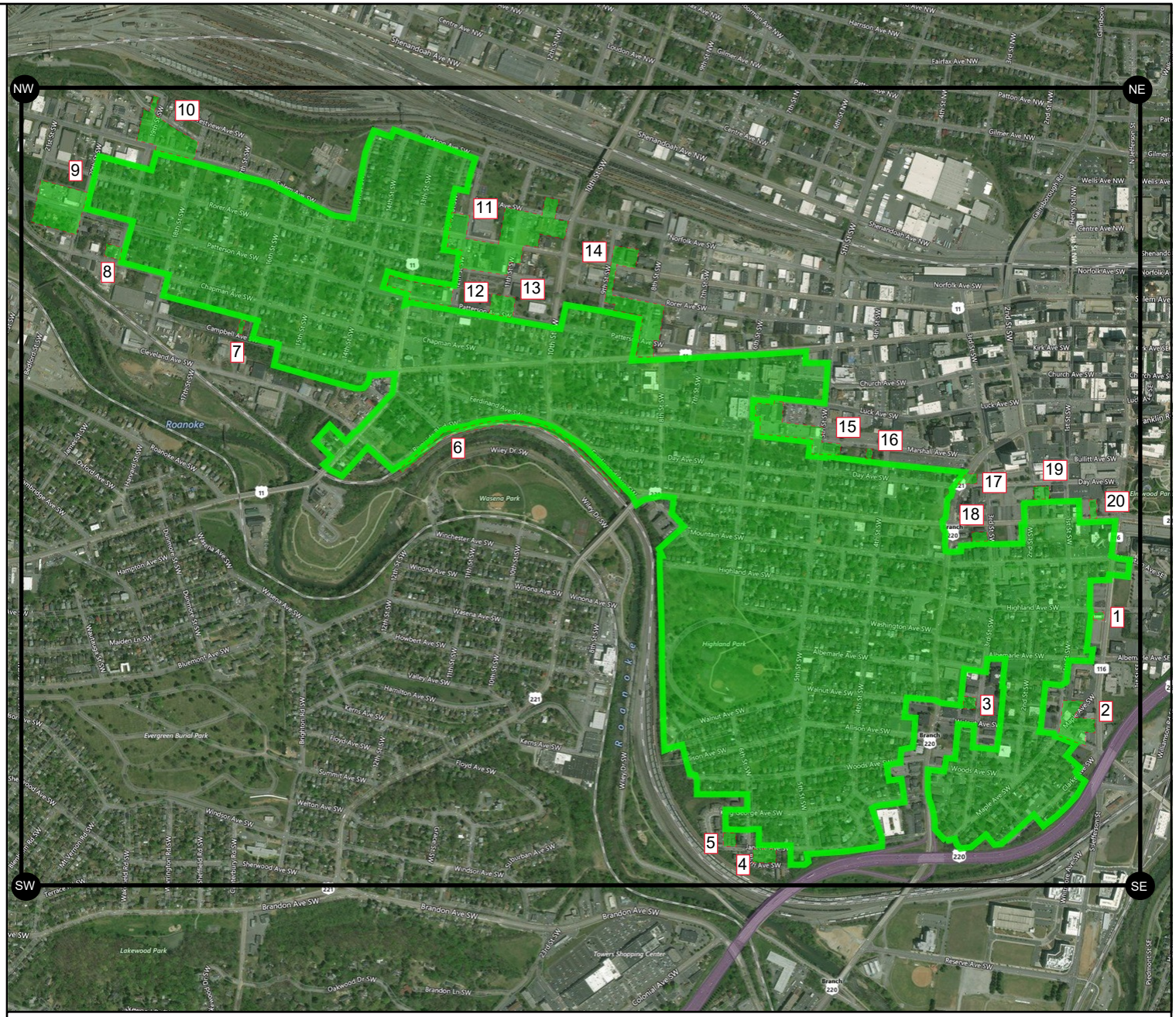
SW Corner
Latitude: 37.257664 Longitude: -79.975657

N

Feet

0 500 1000 1500 2000

1:20,750 / 1"=1,729 Feet

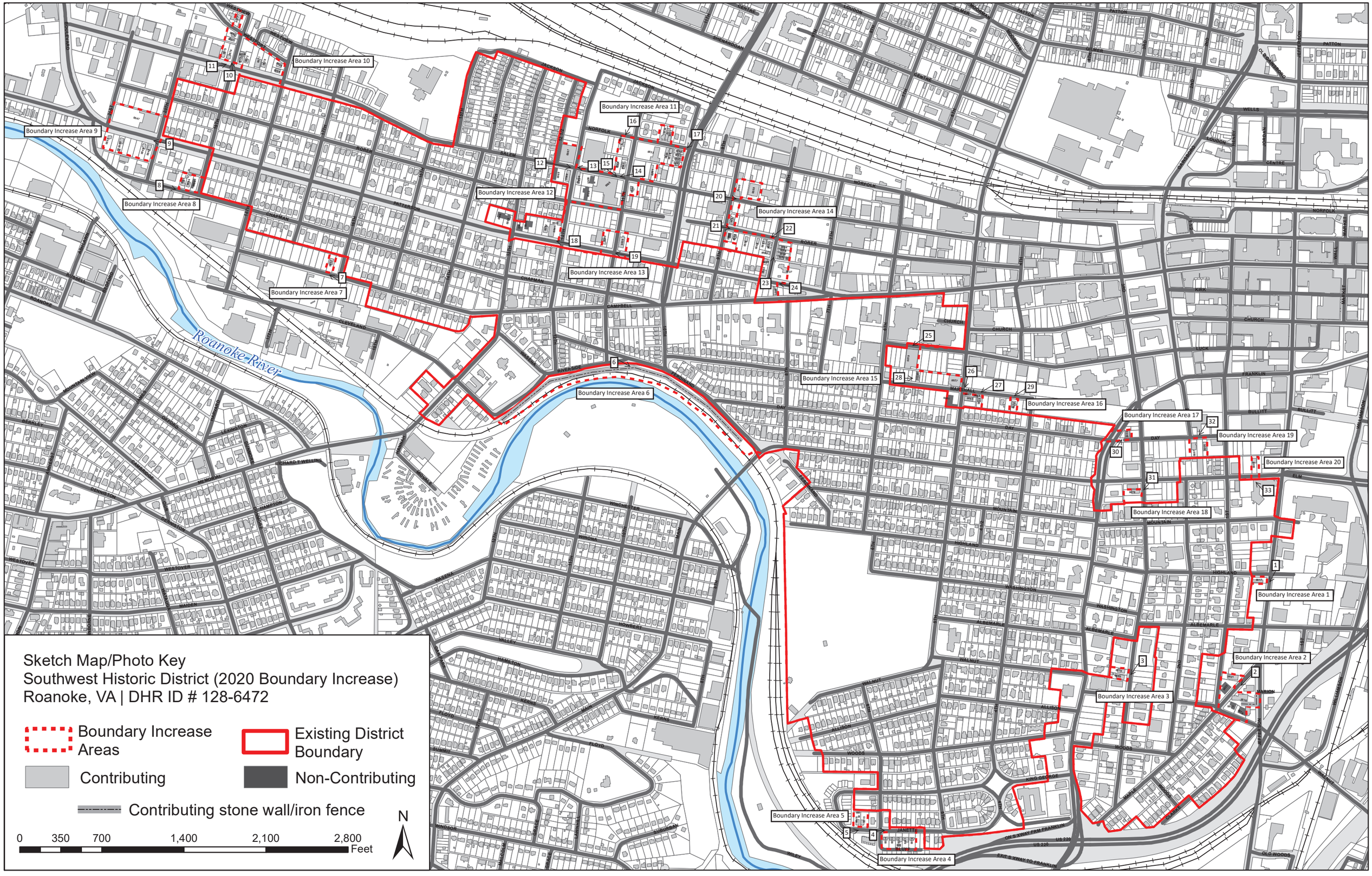


Title:

Date: 6/4/2020

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 if 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
Southwest Historic District (2020 Boundary Increase)
Roanoke, VA | DHR ID # 128-6472
Boundary Increase Areas
Existing District Boundary
Contributing
Non-Contributing
Contributing stone wall/iron fence
0 350 700 1,400 2,100 2,800 Feet
N
Roanoke River
Boundary Increase Area 1
Boundary Increase Area 2
Boundary Increase Area 3
Boundary Increase Area 4
Boundary Increase Area 5
Boundary Increase Area 6
Boundary Increase Area 7
Boundary Increase Area 8
Boundary Increase Area 9
Boundary Increase Area 10
Boundary Increase Area 11
Boundary Increase Area 12
Boundary Increase Area 13
Boundary Increase Area 14
Boundary Increase Area 15
Boundary Increase Area 16
Boundary Increase Area 17
Boundary Increase Area 18
Boundary Increase Area 19
Boundary Increase Area 20