

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 PropertyHistoric name: Vinton Downtown Historic DistrictOther names/site number: DHR #149-5010Name of related multiple property listing: N/A

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

2. LocationStreet & number: S. Pollard Street, Lee Avenue, W. Jackson Street, S. Maple StreetCity or town: Vinton State: VA County: RoanokeNot For Publication: Vicinity: **3. State/Federal Agency Certification**

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

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

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

___ national ___ statewide X local

Applicable National Register Criteria:

X A ___ B X C ___ D

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

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4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

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

Category of Property

(Check only **one** box.)

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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>27</u>	<u>8</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>27</u>	<u>8</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business

COMMERCE/TRADE: professional

COMMERCE/TRADE: financial institution

COMMERCE/TRADE: restaurant

COMMERCE/TRADE: specialty store

COMMERCE/TRADE: department store

GOVERNMENT: post office

HEALTH CARE: medical business/office

RELIGION: religious facility

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business

COMMERCE/TRADE: professional

COMMERCE/TRADE: financial institution

COMMERCE/TRADE: restaurant

COMMERCE/TRADE: specialty store

COMMERCE/TRADE: department store

GOVERNMENT: post office

RELIGION: religious facility

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style,
Colonial Revival
MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE, BRICK, METAL, SYNTHETICS

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 Vinton Downtown Historic District encompasses the commercial downtown area in the town of Vinton in Roanoke County, Virginia. Located in the northeast area of the county, the incorporated town is situated in the Valley of Virginia between the Blue Ridge and the Alleghany Mountains. The approximately 6.38-acre district centers around the intersection of S. Pollard Street and Lee Avenue with sections of W. Jackson Avenue and S. Maple Street also included. The district is bounded by residential neighborhoods to the north and east, light industrial properties and an active rail line to the west, and non-historic municipal buildings to the south. Relatively flat, the topography of the district gently slopes up to the south and east with the streets laid out in a grid pattern lined with curbs and public sidewalks. The district features a collection of commercial and municipal buildings – including buildings that historically operated as a post office, a bank, restaurants, department stores, barbershops, hardware stores, and drug stores – typical of a downtown commercial district in Southwest Virginia that developed over the course of the 20th century. Although the town charter dates to 1884, the existing buildings were constructed between 1900 and 1986, with approximately 50% dating to the twenty-year period following World War II. Generally one- and two-stories in height and of masonry construction with no setback, the majority of the commercial buildings exhibit the evolution of the Main Street Commercial style. The district comprises 35 buildings, all of which are primary resources. Of these, 27 resources are identified as contributing with a relatively high to moderate level of integrity and eight are non-contributing, thereby giving the overall district a relatively high level of integrity for the period of significance from ca. 1900 to 1971.

Narrative Description

The Vinton Downtown Historic District is in the incorporated town of Vinton, the only town in Roanoke County. Located in Southwest Virginia, Roanoke County lies in the Valley of Virginia between the Blue

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Ridge Mountains to the southeast and the Allegheny Mountains to the west. The incorporated town limits of Vinton occupy 3.2 square miles in the northeast section of the county. The independent city of Roanoke is located immediately to the west. Vinton is bounded by Glade Creek to the north-northwest, Tinker Creek to the southwest, the Roanoke River to the south, and Wolf Creek to the east with railroad tracks running along the western edge of town. Although relatively flat, the topography of the downtown area slopes up gradually to the north along S. Pollard and to the east along Lee Avenue and W. Jackson Avenue.

The downtown district consists primarily of commercial buildings centered around the intersection of S. Pollard Street and Lee Avenue, including the 100-300 blocks of S. Pollard Street and the 100 blocks of Lee Avenue to the east and west, as well as an adjacent bank building at 200 S. Maple Street and a church at 111 W. Jackson Avenue. The streets are laid out in a grid pattern with concrete curbs and sidewalks. The one- and two-story buildings in the district, which date from the early-1900s to the mid-1980s, are of brick or concrete block construction with little or no setback from the public sidewalk. Featuring a hybrid of materials and detailing typically associated with commercial architecture, the buildings reflect the evolution of the Main Street Commercial style throughout the 20th century. Simple in their rectangular forms, the masonry buildings feature common detailing such as corbelled brickwork, decorative pressed metal cornices, flat or stepped parapets, recessed entrances flanked by large storefront display windows, and, in many cases, rockface concrete-block facades. This material, which was used in many of the earlier buildings in Vinton, may have been the product of J.H. Upson, a local business man listed in various directories and histories of Vinton as operating a furniture store, a hardware store, and a general store. According to local resident Kelly Swain, Upson owned a business that produced the rockface blocks used on many of the buildings, walls, and fences (which were often topped with concrete spheres) in Vinton.¹

The community known initially as Gish's Mill first developed west of the railroad tracks around the mill, railroad depot, and general store established by the Gish family in the mid-19th century. The 1893-1894 Chataigne's Virginia Gazetteer and Classified Business Directory, a statewide business directory that provides one of the earliest descriptions of Vinton, listed two land companies, eight carpenters (or builders), an iron foundry, an insurance agent, one attorney, one butcher, one carriage, coach and wagon builder, one coal agent, one druggist, a dentists, seven general merchants, three grocers, two grist mills, two lumber mills, two millwrights, two notaries, three physicians, one saddler and harness maker, one school, two saloons, one dealer in stoves and tinware, and fourteen farmers operating in the new town of Vinton following its charter in 1884.² These businesses reflect a focus on industry, land development, and construction as well as the provision of services and goods for the surrounding rural community during the nascent years of the town.

In response to the increased economic development of the area, particularly in the nearby city of Roanoke, Vinton grew rapidly in the first few decades of the 20th century. By 1907, the Sanborn Fire Insurance Map shows that the commercial center of town had shifted east from the depot to the intersection of Lee Avenue and First (later renamed S. Pollard) Street. The town consisted of twelve one- and two-story commercial buildings concentrated around this intersection, including three grocery stores, two general stores, a grain and hay warehouse, a drugstore, a post office, a doctor's office, a furniture store, one vacant store, and a blacksmith shop. The wood-frame Star of Bethlehem "Colored" Baptist Church, established in 1883, was under construction to replace the former log structure on W. Jackson Street. The remainder of the district consisted of single-family residences. By 1919, the Sanborn map shows that the commercial center of town had grown to twenty-one buildings with the addition of several grocery stores, offices, stores (vacant), warehouses, and a bank. Notably, the blacksmith shop no longer appears on the map.

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The earliest extant buildings in the district are located in the 100 block of E. Lee Street. These four buildings, which date to the first decade of the 20th century, exemplify the one- and two-story form of the Main Street Commercial style with large display windows flanking the recessed primary entrance, upper-level sash windows, and decorative detailing – such as cornices, belt courses, or corner quoins and pilasters – framing the building and delineating the floor levels. Notably, three of the four earliest buildings are constructed of rockface block. The two-story White Front Pharmacy (149-5010-0014) was built ca. 1900 by J.H. Upson at 131 E. Lee Avenue and features rockface block construction with decorative, pressed-metal cornices at the roofline and above the storefront.³ The rockface block walls are laid in a pattern resembling Flemish bond with varying shapes of block interspersed. The central, recessed entrance is flanked by wood-frame storefront windows and transoms. The ca. 1910 commercial building at 116 E. Lee Avenue (149-5010-008), is constructed of rockface block as well with delineation provided by a belt course and corner quoins of contrasting, smooth-faced block. The two-story building also features a storefront, comprised of a recessed main entrance with transom flanked by large display windows on the ground level, and sash windows on the upper level. A one-story grocery store, dating to ca. 1910, stands at 118 E. Lee Avenue (149-5010-0010). The rockface block façade with its central recessed entrance flanked by large display windows is accented by diamond-shaped, ornamental blocks at the roofline. Another ca. 1910 grocery store at 125 E. Lee Avenue (149-5010-0012) differs in its brick, rather than rockface block, construction. The two-story building features corbelled brickwork above the storefront and at the roofline as well as jack arches over the upper-floor sash windows.

While two of the four extant buildings constructed during the 1920s in the district continued to exemplify the Main Street Commercial style, two notable exceptions date to this period. The First National Bank of Vinton (149-5010-0028), subsequently known as the Peoples Bank of Vinton and the Vinton branch of Mountain Trust Bank, was built ca. 1920 at 201 S. Pollard Street. Prominently located at the intersection of S. Pollard Street and W. Lee Avenue, the bank originally featured a stately brick Neoclassical Revival-style façade prior to a modernist renovation in 1958 that resulted in a new facade comprised of expanses of glass and granite. The Star of Bethlehem Church (149-0060), later known as First Baptist Church, was built ca. 1922 at 111 W. Jackson Avenue to replace an earlier frame structure and stands as the only church currently located within the district. Built by local tradesman Albert Woods, this simple rectangular-form building with projecting entry bay and front-gable roof with steeple features the same rockface block construction found on many of the commercial buildings downtown. Two one-story brick grocery stores in the district were also constructed during the 1920s and illustrate the continued influence of the Main Street Commercial style. The ca. 1928 Kroger Grocery and Baking Company (149-5010-0005) at 109 E. Lee Street is a one-story brick building constructed of brick laid in stretcher bond accented by a course of soldier bricks extending above the storefront as well as modest brick corbeling and concrete coping at the flat parapet. The ca. 1920 Scott Grocery Co. (149-5010-0009) at 117 E. Lee Avenue is similar in form; however extensive alterations and the addition of a steeply pitched roof obscure the historic storefront and roofline to a point that renders this historic building as non-contributing to the district.

By 1934, the Sanborn maps show a total of thirty-three commercial buildings in downtown Vinton with residences continuing to occupy the remainder of the district. Notable additions include a town hall with fire department and jail as well as two filling stations. Another change was the renaming of First Street to S. Pollard Street in 1941 to honor the town's first mayor. In spite of economic hardships during the Great Depression, a total of seven commercial buildings in the district – including a department store, two hardware stores, a grocery store, and a confectioner's/restaurant – date to the 1930s and early-1940s. Simple forms, masonry construction, modest detailing, flat roofs with parapets, and recessed entrances flanked by large display windows – typical of the Main Street Commercial style, continue to characterize these one- and two-story commercial buildings. The one-story rockface block façade of the ca. 1930 store at 129 E.

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Lee Avenue (149-5010-0013) is distinguished by the addition of concrete spheres projecting above the corners of the flat parapet. A more typical example is the Goode's Department Store (149-5010-0006), built ca. 1932 as William C. Hughes Dry Goods at 111 E. Lee Avenue. The façade of this one-story, stretcher-bond brick building is accented by a row of soldier bricks above the storefront and modest brick corbelling at the parapet. The two-story, ca. 1940 Dixie Hardware Company (149-5010-0035) at 301 S. Pollard Street features modest brick detailing and a stepped parapet with diamond-shaped cast-concrete accent blocks. The historic storefront of this corner building remains intact with two recessed commercial entrances, as well as a secondary entrance to the upper-level apartments, retaining the original $\frac{3}{4}$ -lite wood doors surmounted by transoms and flanked by large, wood-frame display windows. The ca. 1942 Vinton Hardware Company (149-5010-0002) at 100 E. Lee Avenue is another two-story brick hardware store located on a prominent corner in downtown Vinton. However, this stretcher-bond brick building differs in its lack of any detailing as well as the original aluminum-frame doors and windows of the storefront and the projecting metal blade sign at the corner. Built ca. 1940, the one-story Harrison & Huddleston Grocery Store (149-5010-0027 Commercial Building, 119 S. Pollard Street) a privately owned building which currently serves as the Vinton Post Office (no longer in federal ownership), is a good example of grocery-store design and differs from the other commercial buildings of this period with its stucco façade, horizontal band of ribbon windows, and recessed corner entrance with double-leaf, aluminum-frame, automatic doors sheltered by a flat metal canopy wrapping around the corner as well as the adjacent parking lot.

The two decades following World War II reflect a period of growth and prosperity in Vinton. The 1951 Sanborn map depicts this growth with a total of thirty-nine buildings in the district at the time, including eighteen stores on Lee Avenue and eleven stores and a dry cleaner on S. Pollard Street. Of the thirty-five buildings in the district today, seventeen date between 1945 and 1965. Fifteen of these buildings continue the aesthetic of the Main Street Commercial style with their simple, one- and two-story rectangular forms, masonry construction, flat or stepped parapets, minimal detailing, and aluminum-frame storefronts. Examples in the district include the ca. 1945 DeLong's Department Store (149-5010-0004) at 108 E. Lee Avenue, the ca. 1958 variety store (149-5010-0023) at 109 S. Pollard Street, the ca. 1958 Western Auto Store (149-5010-0024) at 111 S. Pollard Street, and the ca. 1962 Ward's Bargain Store General Merchandise (149-5010-0020) at 119 W. Lee Avenue. While similar in form, the one-story former post office (149-5010-0018), built 1954 at 113 W Lee Avenue, is distinguished by its alternating rows of projecting courses of brick.

Subtle differences in building composition and construction materials, however, reflect the evolution of the style during the mid-20th century. New materials, such as stone veneer and glass block, are introduced along with the predominant use of aluminum in storefronts and entrances. Buildings also begin to feature asymmetrical facades and angled storefronts. The ca. 1950 Vinton Supply Co. Feed/McCarty's Paint & Supply Co. (149-5010-0021) at 121 W. Lee Avenue is an example of this one-story form with a stepped parapet and the introduction of stone veneer on the façade. Stone veneer also clads the façade of Cundiff's Drug Store (149-5010-0025), built ca. 1958 at 116 S. Pollard Street. Additionally, this one-story building features an asymmetrical façade with a raised parapet at one corner and an angled storefront. The ca. 1962 Frye's Building Co. (149-5010-0019) at 117 W. Lee Avenue is another example of a one-story, stretcher-bond brick building with flat parapet that features an angled aluminum storefront.

Several two-story buildings that follow this same style and form date to this period as well. The ca. 1948 five-and-dime store (149-5010-0015) at 105 W. Lee Avenue is a two-story, brick-veneer building with detailing of the stretcher-bond facade limited to a row of soldier bricks above the windows. Notably, the aluminum-frame storefront of this mid-20th century building includes a recessed, central entrance flanked by glazed-block sidelights and sheltered by a semi-circular flat metal canopy. Located at the corner of S. Pollard and E. Jackson streets, the ca. 1963 Professional Building (149-5010-0034) features a two-story, stretcher-bond façade with flat parapet accented by a simple metal cornice.

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Two buildings dating to the mid-1960s deviate from the Main Street Commercial style that is so predominant in the district. The ca. 1965 office building (149-5010-0032) at 222-224 S. Pollard Street exemplifies the influence of the Colonial-Revival style on commercial architecture during the second half of the 20th century. The one-story building is clad in brick veneer laid in Flemish bond and has a parapeted flat roof with a metal cornice with detailing resembling dentils. Wood Colonial-Revival style surrounds embellish the two single-leaf, aluminum-frame doors of the front entrances. The central tripartite window contains fixed, multi-lite, wood windows surrounded by a fluted trim. In contrast, the ca. 1965 Southwest Virginia Savings & Loan building (149-5010-0022) at 200 S. Maple Street takes a more forward-looking approach in its New Formalism style. Located at the corner of E. Lee Avenue and S. Maple Street, the bank design is based on a Modern interpretation of classical architectural elements. The heavy, projecting roof slab supported by steel columns and symmetrical facade are typical of buildings designed in the New Formalism style. The incorporation of the brick planters into the design of the building also reflects the influence of Frank Lloyd Wright as they serve to integrate the building into the landscape.

The 1971 construction of the commercial building at 217 S. Pollard Street (149-5010-0031) demonstrates the continuing influence of the Main Street Commercial style in Vinton. This one-story, masonry building features the same simple, rectangular form with flat parapeted roof and recessed entrance flanked by large display windows that has characterized commercial buildings in downtown Vinton since the early-20th century. Clad in brick veneer laid in stretcher bond, the building reflects the evolution of the style during the second half of the 20th century with its simple lines, lack of detailing flat metal canopy, and aluminum storefront system.

On July 2, 2022, a fire occurred at 101 E. Lee Avenue. Due to structural damage from the fire, the building at 101 E. Lee Avenue (149-0047), along with the buildings at 103 E. Lee Avenue, 107 E. Lee Avenue, and 208 S. Pollard Street (149-0048) have all been demolished and the lots at the southeast corner of E. Lee Avenue and S. Pollard Street at the center of the district are currently vacant. However, plans are underway for compatible new construction on these lots.

Statement of Integrity

The Vinton Downtown Historic District has a relatively high level of integrity. All of the primary resources in the historic district retain integrity of location and setting, as the buildings continue to occupy their original lots along S. Pollard Street, Lee Avenue, W. Jackson Avenue, and S. Maple Street. While some of the buildings have been modified, they continue to provide sufficient integrity of feeling and association to reflect the historic role of the district as the commercial center for the town of Vinton. The majority of the buildings retain sufficient integrity of design, workmanship, and materials to convey their historic functions, forms, and dates of construction. As with most evolved districts that are over 100 years old, there are instances of minor alterations such as storefront remodeling, replacement doors and windows, and the addition of non-historic awnings. In most cases, however, these alterations are not cumulative to a point that obscures the historic form, building type, and period of construction of the contributing resource. In very limited cases where the historic form or design of a building constructed within the period of significance (ca. 1900–1971) has been altered to such an extent that it no longer conveys its historic function or period of construction, the historic resource is identified as non-contributing. Alterations of this magnitude are limited to six buildings in the district and include changes to the size and/or shape of historic window and door openings, installation of non-historic cornices, window heads, or parapets, and the covering of the facade with non-historic materials such as vinyl siding. Only two buildings in the district post-date the period of significance and are identified as non-historic and, therefore, non-contributing to the district.

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INVENTORY

The following inventory lists the resources within the Vinton Commercial Historic District. It is organized alphabetically by street name and then numerically by street number. Each entry provides the address, building name (if applicable), date of construction, architectural style, current building use, VDHR File number, and the contributing status within the district. Whether a building is considered contributing or non-contributing was determined based on its physical integrity (intact historic materials) as it supports the historic district's significance under Criteria A (Commerce) and C (Architecture) during the Period of Significance (ca. 1900–1971). Resources are keyed to the Sketch Map/Photo Key by their numerical street address.

JACKSON AVENUE

111 Jackson Avenue **149-0060** *Other DHR Id#: 149-5010-0001*
Primary Resource: Church/Chapel (Building), Stories 1, Style: No discernible style, Ca 1922
Contributing *Total: 1*

LEE AVENUE

East 100 Lee Avenue **149-5010-0002** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1942
Contributing *Total: 1*

East 106 Lee Avenue **149-5010-0003** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1942
Contributing *Total: 1*

East 108 Lee Avenue **149-5010-0004** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1945
Contributing *Total: 1*

East 109 Lee Avenue **149-5010-0005** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1928
Contributing *Total: 1*

East 111 Lee Avenue **149-5010-0006** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1932
Contributing *Total: 1*

East 113 Lee Avenue **149-5010-0007** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1930
Non-contributing *Total: 1*

East 116 Lee Avenue **149-0039** *Other DHR Id#: 149-5010-0008*
Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1910
Contributing *Total: 1*

East 117 Lee Avenue **149-5010-0009** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1920
Non-contributing *Total: 1*

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East 118 Lee Avenue **149-0043** *Other DHR Id#:* 149-5010-0010
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1910
Contributing *Total:* 1

East 123 Lee Avenue **149-5010-0011** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1955
Non-contributing *Total:* 1

East 125 Lee Avenue **149-0045** *Other DHR Id#:* 149-5010-0012
Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1907
Contributing *Total:* 1

East 129 Lee Avenue **149-5010-0013** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1930
Contributing *Total:* 1

East 131 Lee Avenue **149-0044** *Other DHR Id#:* 149-5010-0014
Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1900
Contributing *Total:* 1

West 105 Lee Avenue **149-5010-0015** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1948
Contributing *Total:* 1

West 107 Lee Avenue **149-5010-0016** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, 1946
Non-contributing *Total:* 1

West 109 Lee Avenue **149-5010-0017** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1946
Non-contributing *Total:* 1

West 113 Lee Avenue **149-5010-0018** *Other DHR Id#:*
Primary Resource: Former Post Office (Building), Stories 1, Style: No discernible style, 1954
Contributing *Total:* 1

West 117 Lee Avenue **149-5010-0019** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1962
Contributing *Total:* 1

West 119 Lee Avenue **149-5010-0020** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1962
Contributing *Total:* 1

West 121 Lee Avenue **149-5010-0021** *Other DHR Id#:*
Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, 1950
Contributing *Total:* 1

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MAPLE STREET

South 200 Maple Street

149-5010-0022

Other DHR Id#:

Primary Resource: **Bank (Building), Stories 1, Style: Modernist, Ca 1965**

Contributing

Total: 1

POLLARD STREET

South 109 Pollard Street

149-5010-0023

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1958**

Contributing

Total: 1

South 111 Pollard Street

149-5010-0024

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, Ca 1958**

Contributing

Total: 1

South 116 Pollard Street

149-5010-0025

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Modernist, 1958**

Contributing

Total: 1

South 118 Pollard Street

149-5010-0026

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: No discernible style, Ca 1951**

Non-contributing

Total: 1

South 119 Pollard Street

149-5010-0027

Other DHR Id#:

Primary Resource: **Former Commercial Building (current Vinton Post Office, leased from private owner) Stories 1, Style: Commercial Style, 1940**

Contributing

Total: 1

South 201 Pollard Street

149-0049

Other DHR Id#: 149-5010-0028

Primary Resource: **Bank (Building), Stories 2, Style: Modernist, 1920**

Contributing

Total: 1

South 210 Pollard Street

149-5010-0029

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1959**

Contributing

Total: 1

South 212 Pollard Street

149-5010-0030

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, Ca 1985**

Non-contributing

Total: 1

South 217 Pollard Street

149-5010-0031

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, 1971**

Contributing

Total: 1

South 222-224 Pollard Street

149-5010-0032

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Colonial Revival, Ca 1965**

Contributing

Total: 1

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South 227 Pollard Street

149-5010-0033

Other DHR Id#:

Primary Resource: **Government Office (Building), Stories 1, Style: No discernible style, Ca 1986**

Non-contributing *Total:* 1

South 228 Pollard Street

149-5010-0034

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1963**

Contributing *Total:* 1

South 301 Pollard Street

149-5010-0035

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, Ca 1940**

Contributing *Total:* 1

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8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

Period of Significance

ca. 1900–1971

Significant Dates

1964

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

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

The town of Vinton developed from a small, rural community that grew up around Gish's Mill and the Virginia and Tennessee Railroad in the mid-19th century to become the only town in Roanoke County. Vinton served as the commercial and industrial center for the northeast section of the county during the first three quarters of the 20th century. Located immediately east of Roanoke City, Vinton reflects both the growth associated with the establishment of the Norfolk & Western Railway and related industries in Roanoke at the turn-of-the-20th century as well as the agricultural economy of the surrounding rural county. Incorporated as a town in 1884, the commercial center of Vinton developed with a full range of businesses that centered around the intersection of S. Pollard Street and Lee Avenue. Comprising the commercial core of town, the Vinton Downtown Historic District is eligible for listing on the National Register under Criteria A and C with significance on the local level in the areas of Commerce and Architecture. The district features a collection of commercial and municipal buildings dating from the early-1900s to the mid-1980s, including buildings that historically operated as a post office, a bank, restaurants, grocery stores, department stores, barbershops, hardware stores, and drug stores. Typical of a downtown commercial district in Southwest Virginia that developed over the course of the 20th century, the architecture reflects the evolution of the Main Street Commercial style with one- and two-story masonry buildings that feature common detailing such as corbelled brickwork, decorative pressed metal cornices, flat or stepped parapets, recessed entrances flanked by large storefront display windows, and, in many cases, rockface block facades. The period of significance for the district begins ca. 1900, as the date of construction for the earliest extant building and extends to ca. 1971 to encompass the 1964 annexation that nearly tripled the size of the town. The end date of 1971 also marks the date the last building was constructed in downtown Vinton prior to a shift in commercial development patterns in the 1970s and 1980s that focused on commercial-strip development along major arterial roads rather than the traditional downtown commercial center.

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

Justification of Criteria

Criterion A: Commerce

The Vinton Downtown Historic District is significant in the area of Commerce/Trade as Vinton developed as the only town in the county and served as the commercial and industrial hub for the surrounding rural area of northeast Roanoke County. Due to its proximity to Roanoke City, Vinton also experienced increased population and economic activity generated from the late-19th century to the mid-20th century by the numerous industries associated with the Norfolk & Western Railway Headquarters and Machine Shops in Roanoke. As the largest town in the county, it was natural for banks, stores, restaurants, recreational facilities, and other services to establish in downtown Vinton. As a result, the district is predominantly commercial in character, with businesses concentrated around the intersection of S. Pollard Street and Lee Avenue. These commercial buildings, which date from the early-1900s through the mid-1980s, reflect the development of the town as a commercial center.

Criterion C: Architecture

The Vinton Downtown Historic District is also eligible on the local level in the area of Architecture as the commercial buildings clearly express their function and period of construction. Collectively, the buildings

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comprising the district illustrate the role of the town as an industrial and commercial center from the early 1900s through the mid-20th century. The Main Street Commercial style dominates the architecture of the town's commercial core which consists primarily of one- and two-story masonry buildings with simple rectangular forms. Featuring a hybrid of materials and treatments typically associated with commercial architecture, the buildings exhibit common detailing such as corbelled brickwork, decorative pressed metal cornices, flat or stepped parapets, and recessed entrances flanked by large storefront display windows and transoms. In many cases, the earlier buildings in Vinton feature rockface block facades. Subtle differences in building composition and construction materials reflect the evolution of the style during the mid-20th century. New materials, such as stone veneer and glass block, are introduced along with the predominant use of aluminum in storefronts and entrances. Post-World War II buildings also begin to feature asymmetrical facades and angled storefronts. The ca. 1965 Southwest Virginia Savings & Loan Association building at 200 S. Maple Street (149-5010-0022) is unique in its New Formalism design that deviates from the traditional Main Street Commercial style that characterizes the commercial district. With its mid-century aesthetic that reinterprets classical elements in new materials and simple, geometric forms that integrate interior and exterior spaces, the building represents a new approach to commercial architecture as well as the continued investment in downtown Vinton during the second half of the 20th century. Dating between the early-1900s through the mid-1980s, the commercial buildings in the Vinton Downtown Historic District reflect the development of the town over the years and also represent the evolution of commercial architecture, in particular the Main Street Commercial style, throughout the 20th century.

Historical Background

The first members of the Gish family to settle in the area that would become the town of Vinton were David and Christian Gish who established a mill on Glade Creek as early as 1797.⁴ By the mid-19th century, a community known as Gish's Mill had developed around the grist mill later operated by David Gish Jr. As the earliest landowners, businessmen, and namesakes in Gish's Mill, the Gish family members were leaders in developing this community that would eventually become the town of Vinton. After the completion of the Virginia and Tennessee Railroad in the area in 1852, William Gish also established a general store and a depot along the rail line. William Gish's sons George McHenry Gish and Griffin Gish took over their father's mercantile business following the Civil War. In 1870, the Virginia & Tennessee Railroad was consolidated under General William Mahone's new Atlantic, Mississippi & Ohio Railroad. That same year, George McHenry Gish leveraged his military connections and convinced Mahone to build a new depot in Gish's Mill. Not only did he donate the land upon which the railroad built the depot, Gish also gave the land that provided access east of the depot on what would become Washington Avenue in the town of Vinton. Around 1875, George McHenry Gish led efforts to build a town at Gish's Mill through sponsoring a survey to subdivide the land and auctioning lots for development as well as the construction of a school.⁵ Other large landowners in the area involved in the development of the community included the Preston and the Vinyard families.⁶ Isaac W. Vinyard had purchased Gish's Mill in 1867 and Walter H. Vinyard owned and operated a coal and feed company near the depot. On January 26, 1876, the Vinyards sold a large amount of land to be developed as part of the town.⁷ By 1880, the population of Gish's Mill totaled 96, including ten Black residents.⁸ The census recorded thirteen families living in the area with occupations listed as one physician, two merchants, two ministers, a shoemaker, a harness maker, a cooper, a house contractor, a miller, and a depot agent. These occupations illustrate that Gish's Mill had developed as a small, rural community with an economy based on agriculture and access to the railroad by the last quarter of the 19th century.

In the early-1880s an influx of people moved to the area of Big Lick (later to become the City of Roanoke) to work at the newly established Norfolk & Western Railroad's machine repair and shops. This new industry, located just one mile to the west, increased the population of Gish's Mill as well. The Crozer Steel and Iron Company also located just west of the community along Tinker Creek in 1882.⁹ This influx of

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industry and associated jobs created a population boom in Gish's Mill as well as Big Lick that would bring significant change to these rural communities. Following the charter of Big Lick as the City of Roanoke in 1882, the residents of Gish's Mill sought to retain their own identity as a separate community. At a meeting in early 1884, the residents of Gish's Mill agreed to incorporate as a town and change the name to "Vinton." It is widely believed, although not proven, that the name "Vinton" derives from the combination of Vinyard and Preston – the names of two distinguished local families and large landowners in the area. The name is also said to come from combining "Vinyard" with "town" as the Vinyards also owned land and several businesses in the community. The General Assembly incorporated the 1.5-square mile Town of Vinton on March 17, 1884, with provisions for a government comprised of a mayor and six councilmen. Samuel H. Pollard served as the first mayor of Vinton with B.A. Jones, R.S. Funk, I.W. Vinyard, George T. Walker, John McFalls, and P.B. Stevens serving on the Town Council.¹⁰ By this time, the population had increased from 96 in 1880 to 584 in 1884.¹¹

During the late-1880s, a number of land companies – including the Pedigo Addition; the Vinton Land, Loan and Building Company; the Aetna Land Company; the Glade Land Company, and the Midway Land Company – formed to promote the nearby farmland for industrial, commercial, and residential development.¹² The completion of a steam railroad between Roanoke and Vinton in 1889 provided easy access for residents of Vinton to jobs in the city. The inaugural run between Jefferson Street and Railroad (Norfolk) Avenue in Roanoke to the intersection of First (Pollard) Street and Lee Avenue in Vinton took place on December 5, 1889. The seven-mile round trip reportedly took 58 minutes (including layover in Vinton) and cost ten cents.¹³ By 1892, the steam locomotives had been replaced with electrified engines.¹⁴ The improvements to transportation and land development prompted the expansion of the town limits in 1890. That same year, the population of Vinton reached 1,057.¹⁵ Between 1889 and 1892, activities in Vinton warranted the publication of a local newspaper, *The Vinton Dispatch*.¹⁶ By 1892, there were four White congregations worshipping in Vinton as well as the Black congregation of the Star of Bethlehem First Baptist Church Colored, which first organized in 1883.¹⁷ The 1893-1894 Chataigne's Virginia Gazetteer and Business Directory reflected the rapid development of the town since the 1880 census as it listed two land companies, eight carpenters (or builders), an iron foundry, an insurance agent, one attorney, one butcher, one carriage, coach and wagon builder, one coal agent, one druggist, a dentists, seven general merchants, three grocers, two grist mills, two lumber mills, two millwrights, two notaries, three physicians, one saddler and harness maker, one school, two saloons, one dealer in stoves and tinware, and fourteen farmers operating in Vinton in 1893-1894.

In the first decades of the 20th century, the town of Vinton continued to grow as a commercial and industrial center for the northeast area of Roanoke County. Between 1900 and 1910, the population increased 34% from 1,438 to 1,928. In 1904, the town charter was revised to allow for increased tax assessments to fund newly installed electric lights and street improvements.¹⁸ In addition to the N&W Railway and Machine Shops, the Virginian Railway, and other employment opportunities in Roanoke, local industries operating in Vinton included a tannery, the Virginia Etna Springs Company, Inc. an enamel factory, and the Vinton Weaving Mill. Many of these industries operated in the Midway area just west of downtown and provided additional employment to local residents.¹⁹ By 1907, maps published by the Sanborn Fire Insurance Company indicate that the commercial district boasted three grocery stores, two general stores, a grain and hay warehouse, a drugstore, a post office, a doctor's office, a furniture store, one vacant store, and a blacksmith shop.²⁰ Local businessman J. H. Upson – who is listed in various directories and histories of Vinton as operating a furniture store, a hardware store, and a general store – opened a furniture store ca. 1900 at 131 E. Lee Avenue (149-5010-0014). The presence of three grocery stores in town by 1910 made evident the role of Vinton as the hub of commercial activity for the surrounding rural area. These included: the Moore & Parker Grocery Store, which John V. Moore and Steve Parker opened ca. 1907; Scott's Grocery, opened ca. 1910 by Henry M. Scott at 125 E. Lee Avenue (149-5010-0012); and a ca. 1910 grocery

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store at 118 E. Lee Avenue (149-5010-0010). Scott's Grocery provided home delivery service and "carried a complete line of staple and fancy groceries and specialized in fresh meats."²¹ Meanwhile, Moore & Parker operated more as a general store as it sold "chickens on the foot, straw, hay, grains and coal oil" as well as notions. Moore, who bought out his partner in 1918, was also known to open his store as early as 6:00am so that workers at the Norfolk & Western Machine Shops could purchase their chewing tobacco on the way to work.²² By 1910, the Peoples Bank of Vinton (demolished) opened at the corner of First Street and Lee Avenue and the Post Office was operating in a commercial building at 116 E. Lee Avenue (149-5010-008). That same year, the Roanoke Railway and Electric Company received the franchise to provide electricity to the town. Further evidence of the development of Vinton was the organization of the Vinton Band in 1912 and the approval of a \$50,000 municipal bond in 1914 to construct a sewer system for the town.²³ In 1915, the Vinton School, later renamed Roland E. Cook School (NRHP 2017) was constructed at 412 S. Poplar Street, in a residential neighborhood on the edge of downtown, to replace the smaller schools from the turn of the century and served first through eighth grades. Vinton continued to grow as an industrial and commercial center in Roanoke County prior to World War I. The 1917 *Virginia Business Directory and Gazetteer* listed twenty-one enterprises operating in Vinton at the time, including: a bank, a barber, a cannery, two coal and wood companies, twelve contractors/builders, a druggist, two dry goods merchants, four electricians, a furniture dealer, seventeen general stores, seven grocers, a hardware store, an insurance agent, two livery stables, a milliner, a corn/flour mill, a sawmill, four sign and house painters, three physicians, seven plumbers, and a real estate agent.²⁴ By 1920, the population had increased by 44% to 2,779, including 308 (11%) Black residents.²⁵

Vinton continued to grow and develop during the 1920s with new industries, businesses and institutions established in town. The population increased by 831 (30%) to total 3,610 in 1930; however, the Black population increased by only one person during this decade.²⁶ The 1929 Roanoke County Industrial Survey listed the Virginia Etna Springs Company, Inc., Vinton Milling Co., and the Long Fiber Textile Corporation as operating in Vinton at the time.²⁷ The former Gish's Mill was reorganized following a fire in 1924 as the Vinton Milling Company and continued under various owners as a major employer until ca. 1980. This growth in the local economy prompted the establishment of a second bank in Vinton and the First National Exchange Bank was founded in 1924 at 201 S. Pollard Street (149-5010-0028) with Walter Vinyard serving as the first president. In 1925, the two banks in town merged and the building at 201 S. Pollard Street became People's Bank of Vinton.²⁸ Another indication of the town's growth was the 1924 expansion of the Vinton School with an addition that doubled its size as well as the 1925 construction of a new town hall with fire department and jail. The new town hall was located on the site of a former school for Black students in the 300 block of S. Pollard Street. The reorganized fire department began formal training at this time.²⁹

Commercial activity continued to thrive and expand in downtown Vinton during the 1920s. Scott's Grocery, which began operating in the early-1900s at 125 E. Lee Avenue (149-5010-0012), moved to a new building in 1925 at 117 E. Lee Avenue (149-5010-0009) where it continued to operate into the late-1960s. The former store location remained a grocery store as John V. Moore occupied the building at 125 E. Lee Avenue until the late-1940s followed by A.V. Hannabas in the 1950s. In June 1920, W.C. and Sadie Hughes purchased the business of J.T. Lemon in the Masonic Building on the southeast corner of E. Lee Avenue and Second Street and opened the Hughes Department Store.³⁰ During the 1920s and 1930s, Kenneth Furbush operated the White Front Pharmacy in the former furniture store at 131 E. Lee Avenue (149-5010-0014) before moving to a new building (demolished) on the corner of S. Pollard Street and Lee Avenue in the mid-1930s. The pharmacy, which was later owned by James Yates who operated it until 1955 when it was purchased by Wallace Cundiff, was well-known for its ice cream and candy in addition to dispensing prescriptions.³¹ Another popular gathering spot in downtown Vinton was Dodie's, later known as the Vinton Soda Shop (demolished). Opened in 1926 by F.W. Dodenhoff, the soda fountain initially sold hot

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dogs for a nickel and then a dime, at which point, the owner decided to cut them in half rather than raise the price again. Dodie's also had a "penny candy" case and sold 40 marbles for a nickel. In 1928, the first franchise grocery store arrived in Vinton with the opening of The Kroger Grocery and Baking Company, Inc. at 109 E. Lee Avenue (149-5010-0005) where it would continue to operate into the early-1950s.

The 1920s and 1930s also saw the establishment of a number of churches in Vinton. The earliest churches included Vinton Baptist, Campbell Memorial Presbyterian, St. James Lutheran, and Reed Street Baptist Church. followed by Vinton Church of the Brethren, First Christian, First Church of God, and Midland Baptist Church. However, all of these White congregations were located in the residential neighborhoods surrounding downtown Vinton. The only church located downtown is the Star of Bethlehem "Colored" Church built ca. 1922 at 111 W. Jackson Avenue (149-5010-0001). After initially worshipping with the Methodist congregation (White) in the balcony of the Thrasher's Chapel, the Black congregation organized in 1883 with eleven members and three deacons. They purchased a lot on Jackson Avenue for \$180 from A.M. and C.D. Smith, who also donated \$50 to the congregation for the construction of a church building. The deacons then purchased the former Thrasher's Chapel and reconstructed the log structure on the Jackson Avenue lot and dedicated it as Star of Bethlehem First Baptist Church "colored".³² In 1899, the log church was replaced with a frame building. The current building was built ca. 1922 on the site of the original church and is constructed of rockface block hand-made by Albert Woods.³³

During the Great Depression in the 1930s, the growth of Vinton slowed for the first time with a 4.3% decrease in population to 3,455 residents in 1940.³⁴ However, two new industries located in Vinton in the late-1930s that would provide additional job opportunities to local residents and help to support the town's economy. Burlington Mills, established in 1923 in North Carolina, constructed the Roanoke Weaving plant in 1936 on Tinker Creek. The following year, Southern States Cooperative also established a feed mill along Tinker Creek.³⁵ Both of these industries continued to operate into the 1980s.

A number of changes and improvements were made to the civic infrastructure of the town during the 1930s and early-1940s. The new William Byrd High School (NRHP 2017) was built in 1933 on a large campus just outside of the town limits as part of county-wide school consolidation. In 1936, the town charter was revised to replace the mayor-council system with a town manager form of government and H.W. Coleman served as town manager from 1936 to 1942.³⁶ The police department also was organized in 1936 and the Vinton First Aid Crew, Inc. was founded in 1939.³⁷ By 1940, the town of Vinton was fully established with utilities including electricity, water and sewer service, natural gas, and telephone service.³⁸ The Town Council established a planning commission in 1941 to oversee "all matters pertaining to the material improvement of the community" and charged it with drafting a comprehensive plan for civic improvements to be made over the next six years. That same year, the street names and numbers were changed to consistently designate all north-south routes as "streets," east-west routes as "avenues," and diagonal routes as "roads."³⁹

In spite of the decline in population, downtown Vinton continued to develop during this period. The People's Bank of Vinton merged with the Roanoke-based Mountain Trust Bank in 1932 and the bank building at 201 S. Pollard Street (149-5010-0028) became known as the Mountain Trust Bank – Vinton Branch.⁴⁰ Around the same time, the Hughes Department Store moved into a new building at 111 E. Lee Avenue (149-5010-0006). The store, which would be purchased by Otto Goode in 1941 and operated as Goode's Department Store until 1970, was "the largest and most up-to-date mercantile establishment of its kind in the entire county."⁴¹ Another new business enterprise was the Harris & Huddleston Grocery Store, opened by Warren B. Huddleston and Willard H. Harris in 1940 at 119 S. Pollard Street (149-5010-0027). As the town's first supermarket, it introduced innovations such as frozen meats, pre-packaged produce, and a self-service meat department as well as automatic doors and a parking lot. By 1968, the store had eighteen employees and offered over 6,000 food items. To keep its reputation as a modern supermarket, Harris and

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Huddleston remodeled and enlarged the store numerous times. They also rebranded the store by introducing a new logo with the abbreviated name of “H&H”. before closing the business in 1974.⁴² Two hardware stores on prominent corners in downtown Vinton also opened in the early-1940s and continued to operate into the late-1960s and early-1970s. In ca. 1940, the Dixie Hardware Co. opened at 301 S. Pollard Street (149-5010-0035) with four apartments on the second floor. The Vinton Hardware Co., operated by A. Noell until the late-1960s, was constructed in 1942 at 100 E. Lee Avenue (149-5010-0002).⁴³ Another improvement in the commercial district in the early-1940s was the replacement of the frame building that housed Dodie’s with a new brick structure at 106 E. Lee Avenue (149-5010-003). F.W. Dodenhoff continued to operate the popular soda fountain until 1949.⁴⁴

Although the population of Vinton fluctuated slightly in the first two decades following World War II, it remained relatively stagnant and realized a net decrease of 23 residents from a total population of 3,455 in 1940 to 3,432 in 1960. Notably, the Black population decreased disproportionately by 43% during this same period, representing a decline from 7.5% to 6.3% of the total population. Despite this overall decline in population, the commercial center of downtown Vinton continued to develop with approximately 50% of the existing buildings in the district constructed between ca. 1945 and ca. 1965. New industries and additional investment in existing industries in town, as well as increased suburban development in the surrounding county, contributed to the economic and commercial growth of Vinton. In the early-1950s, W.E. Cundiff established Builder’s Supply, the first local lumber yard, in response to the growing market for new home construction. The company was sold in the 1960s and continues to operate today as McClung’s Lumber Company.⁴⁵ In 1954, the truck jobber company Holyfield-Mann moved its warehouse from Roanoke to Vinton.⁴⁶ Burlington Mills renamed the Roanoke Weaving plant Vinton Weaving in 1956 as it continued to be a major local employer with additional investments made to the facility over the years to remain competitive in the textile industry.⁴⁷ Other industries that located in Vinton during the 1950s and 1960s included Aratex, a uniform rental service, Bob Wood’s Union 76, Incorporated, and Oren Roanoke Corp. (formerly Roanoke Welding Co. and now Grumman Emergency Products), a manufacturer of firetrucks.⁴⁸ While none of these industries or businesses were located in downtown Vinton, they directly supported the local economy by employing residents of Vinton who shop and conduct business in the downtown commercial district. The annual Dogwood Festival, initiated in 1956 by Otto Goode and Dr. Herman L. Horne, also continues to draw large crowds downtown every spring for music, games, food, local vendors, a parade, and other festivities.⁴⁹

Commercial activity in downtown Vinton during the first two decades following World War II consisted of the continued operation of established businesses as well as the introduction of new ones. A. B. Hannabas purchased and ran the ca. 1910 Scott’s Grocery (formerly operated by John V. Moore from the early-1920s to 1945) at 125 E. Lee Avenue (149-5010-0012), from 1946 through the mid-1950s. A new five-and-dime store at 105 W. Lee Avenue (149-5010-0015) and the Swan Luncheonette, a short-order restaurant popular with the teenagers at 107 W. Lee Avenue (149-5010-0016), both opened in 1948. After F.W. Dodenhoff closed Dodie’s in 1949, the building at 106 E. Lee Avenue (149-5010-0003) operated as a restaurant under several owners before becoming The Dogwood Restaurant in 1965 – which continues to operate in 2023.⁵⁰ The Vinton Supply Co. opened in 1950 at 121 W. Lee Avenue (149-5010-0021) before Hawkeye McCarty purchased the building and the family has continued to operate McCarty’s Paint & Supply Co. at this location since 1959.⁵¹ The construction of a new post office in 1954 at 113 W. Lee Avenue (149-5010-0018), along with an addition doubling its size in 1960, confirmed that downtown continued to serve as the commercial center of town. The White Front Pharmacy, which operated in the 1920s and 1930s at 131 E. Lee Avenue before moving to a new building at the corner of E. Lee Avenue and S. Pollard Street in the mid-1930s, was purchased by Wallace Cundiff in 1955 and renamed Cundiff’s Drug. He moved the business to 116 S. Pollard Street (149-5010-0025) in 1959 where the drugstore and soda fountain continued to operate until 1984.⁵² The Sports Center, built in 1955 at 123 E. Lee Ave (149-5010-0011), provided a

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new place to gather and play billiards before it became the self-service Vinton Laundry Center in the early-1960s. Turpin's Variety Store opened in 1958 at 109 S. Pollard Street (149-5010-0023) and continued to operate as Sam's Variety Store until 1985. In addition to several existing buildings operating as barber shops or beauty salons in the 1960s and 1970s, Phillip's Barber Shop was constructed in 1959 at 210 S. Pollard St (149-5010-0029) where it continued to operate into the 1970s. While service stations began appearing in Vinton as early as the 1920s, when automobiles became more prevalent, they tended to be located on the outskirts of downtown. The Vinton Motor Company, a Ford dealership opened in the early-1920s as well, was also located just to the north of downtown. The only automobile-related business located in the district was Western Auto Associates. Fred and Jean Swisher opened the business in ca. 1958 at 111 S. Pollard Street (149-5010-0024) before relocating in 1971 to a new, larger building at 217 S. Pollard Street (149-5010-0031).⁵³

Several notable additions to the downtown were constructed during the 1960s. The Frye Building Co., built ca. 1962 at 117 W. Lee Avenue (149-5010-0019), likely reflects the growing demand for new home construction in the subdivisions surrounding Vinton. In 1963, four local businessmen formed a corporation to build the Professional Building at 228 S. Pollard Street (149-5010-0034). The two-story building at the intersection of Pollard Street and Jackson Avenue provided offices for the corporation members, including: John O. Hurt, physician and president; Otto Goode, department store owner, real estate agent, and vice president; Dr. C.R. Woodford, dentist and secretary; and Edward Lassister, insurance agent and treasurer.⁵⁴ The ca. 1965 Southwest Virginia Savings & Loan Association building at 200 S. Maple Street (149-5010-0022) is unique in its New Formalism design that deviates from the traditional Main Street Commercial style that characterizes the commercial district. With its mid-century aesthetic that reinterprets classical elements in new materials and simple, geometric forms that integrate interior and exterior spaces, the building represents the continued investment in downtown Vinton during the second half of the 20th century.

Following the January 1, 1964, annexation that expanded the town limits from 1.1 to 3.2 square miles, Vinton experienced tremendous growth in the late-1960s with an immediate increase of 1,500 town residents.⁵⁵ Between 1960 and 1970, census records show an 84.9% increase in the town population from 3,432 to 6,347. By 1980, an additional 1,700 residents increased the population to 8,027.⁵⁶ While most of this growth occurred within the primarily residential areas of annexation, downtown Vinton continued to serve as the commercial hub for the expanded town and surrounding areas of Roanoke County. Not only did existing businesses continue to operate downtown, but new businesses also occupied existing buildings or invested in new construction in the commercial district. For example, the Dogwood Restaurant has occupied the ca. 1942 building at 106 E. Lee Avenue (149-5010-0003) since the early-1960s and Holdren's, Inc., moved into the former Vinton Hardware Co. at 100 E. Lee Avenue (149-5010-0002) in the late-1960s. In 1971, Western Auto Associates, established ca. 1958 at 111 S. Pollard Street (149-5010-0024), expanded into a new building at 217 S. Pollard Street (149-5010-0031) that quadrupled the square footage of the auto parts store.⁵⁷ The post office relocated from the 1954 building at 113 E. Lee Avenue (149-5010-0018) to the larger building of the former H&H Supermarket at 119 S. Pollard Street (149-5010-0027) in 1982 and continues to operate in that location. The town of Vinton also constructed a new municipal building in 1986 at 227 S. Pollard Street (149-5010-0033). However, beginning in the early-1970s, new commercial shopping centers began to develop on major arterial roads outside of the central business district of downtown Vinton. Lake Drive Plaza and Shopping Center developed in 1971 on Hardy Road (Route 24). Two other commercial-strip style shopping centers located along this main route connecting Vinton and Roanoke County to Smith Mountain Lake in the 1980s, including East Vinton Plaza in 1983 and River Park Shopping Center, in 1989.⁵⁸ With the rise in suburban development and the dependency on automobiles for transportation by the third quarter of the 20th century, the commercial activity of the town is no longer concentrated in the central business district of downtown Vinton.

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Previous documentation on file (NPS):

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

Primary location of additional data:

- ☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other
Name of repository: Virginia Department of Historic Resources, Richmond, VA

Historic Resources Survey Number (if assigned): DHR File No. 149-5010

10. Geographical Data

Acreage of Property 6.38

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

A. Latitude: 37.280729 Longitude: -79.898024

B. Latitude: 37.280618 Longitude: -79.897471

C. Latitude: 37.280300 Longitude: -79.896758

D. Latitude: 37.279601 Longitude: -79.895931

E. Latitude: 37.279302 Longitude: -79.896031

Vinton Downtown Historic District

Name of Property

Roanoke County, Virginia

County and State

F. Latitude: 37.278974 Longitude: -79.897396

G. Latitude: 37.278780 Longitude: -79.898488

H. Latitude: 37.279700 Longitude: -79.898713

I. Latitude: 37.280204 Longitude: -79.898549

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 historic boundary includes all tax parcels as shown on the attached Vinton Downtown Historic District Sketch Map/Photo Key, which shows the district's true and correct historic boundaries.

Boundary Justification (Explain why the boundaries were selected.)

The historic boundary for the Vinton Downtown Historic District comprises the area of Vinton most closely related to the town's commercial development between ca. 1900 and 1972. All remaining historic commercial resources as well as the district's historic setting as a commercial center captured within the boundary.

11. Form Prepared By

name/title: Alison Blanton & Kate Kronau

organization: Hill Studio

street & number: 120 Campbell Avenue SW

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

e-mail: ablanton/kkronau@hillstudio.com

telephone: (540) 342-5263

date: December 4, 2023

Vinton Downtown Historic District
Name of Property

Roanoke County, Virginia
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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: Vinton Downtown Historic District

City or Vicinity: Town of Vinton

County: Roanoke County

State: Virginia

Photographer: Kate Kronau and Matthew Lindsay

Date Photographed: October 2023

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

Photo 1 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0001
E. Lee Avenue, 100 Block, view NE

Photo 2 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0002
109-111 S. Pollard Street, view west

Photo 3 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0003

Vinton Downtown Historic District

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Name of Property

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200 S. Maple Street, view SE

Photo 4 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0004

S. Pollard Street, 200 Block, view SE

Photo 5 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0005

W. Lee Avenue, 100 Block, view east

Photo 6 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0006

116-118 E. Lee Avenue, view north

Photo 7 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0007

119 S. Pollard Street, view west

Photo 8 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0008

Star of Bethlehem Church, view SW

Photo 9 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0009

S. Pollard Street, view NE

Photo 10 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0010

E. Lee Avenue, 100 Block, view SW

Photo 11 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0011

301 S. Pollard Street, view SW

Photo 12 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0012

E. Lee Avenue, 100 Block, view east

Photo 13 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0013

S. Pollard Street, 200 Block, view south

Photo 14 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0014

S. Pollard Street, 100 Block, view SE

Photo 15 of 15: VA_RoanokeCounty_VintonDowntownHistoricDistrict_0015

Main Street, view SW

Paperwork Reduction Act Statement: This information is being collected for nominations 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.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Vinton Downtown Historic District

Roanoke County, Virginia

Name of Property

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Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 – 60-100 hours
Tier 2 – 120 hours
Tier 3 – 230 hours
Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

¹ Barbara Dillon, "About Some Older Buildings," Vinton History Museum Archives.

² *Chataigne's Virginia Gazetteer and Classified Business Directory, 1893-1894*, (J.H. Chataigne: Richmond, Va, 1893), p. 1056-1060.

³ Dillon, "About Some Older Buildings," Vinton History Museum Archives.

⁴ Irma Trammell Moseley and Madeline Simmons Forbes, *Vinton History 1884 to 1984*, (Centennial Committee: Vinton VA, 1984), p. 9.

⁵ Deedie Dent Kagey, *When Past is Prologue: A History of Roanoke County*, (Roanoke County Sesquicentennial Committee: Roanoke, VA, 1988), p. 65; Moseley and Forbes, *Vinton History*, p. 19.

⁶ Moseley and Forbes, *Vinton History*, p. 14.

⁷ Darlene Coulson, *Reconnaissance Survey of Architectural and Historical Resources in the Town of Vinton*, (Virginia Department of Historic Resources: Richmond, VA, August 1992), p. 11.

⁸ Kagey, *When Past is Prologue*, p. 265.

⁹ Coulson, *Reconnaissance Survey of Architectural and Historic Resources*, p. 13.

¹⁰ Moseley and Forbes, *Vinton History*, p. 20.

¹¹ Ibid, p. 36.

¹² Ibid, p. 36.

¹³ James E. Dalmas, *The Street Railways of Roanoke, Virginia 1887-1948*, (Historical Society of Western Virginia: Roanoke, VA, 2006), p. 2, 13.

¹⁴ Ibid, *The Street Railways of Roanoke*, p. 15.

¹⁵ Coulson, *Reconnaissance Survey of Architectural and Historic Resources*, p. 17; Kagey, *When Past is Prologue*, p. 269.

¹⁶ *Chataigne's Virginia Gazetteer*, p. 1056-1060.

¹⁷ "Remembering Vinton with the...The History of the First Baptist Church," The Vinton Messenger, August 23, 2012, p. 4.

¹⁸ Moseley and Forbes, *Vinton History*, p. 21.

¹⁹ Ibid, p. 77.

²⁰ Sanborn Fire Insurance Map, 1907.

²¹ Moseley and Forbes, *Vinton History*, p. 77.

²² Ibid, *Vinton History*, p. 90-91.

²³ Ibid, *Vinton History*, p. 90; Kagey, *When Past is Prologue: A History of Roanoke County*, p. 424.

²⁴ Kagey, *When Past is Prologue*, p. 286-287.

²⁵ US Census, 1920; <https://www2.census.gov/prod2/decennial/documents/06229686v44-49ch2.pdf>

²⁶ US Census, 1930; <https://www2.census.gov/library/publications/decennial/1930/population-volume-3/10612982v3p2ch10.pdf>.

²⁷ Kagey, *When Past is Prologue*, p. 435.

²⁸ Moseley and Forbes, *Vinton History*, p. 15.

²⁹ Kagey, *When Past is Prologue*, p. 490; Moseley and Forbes, *Vinton History*, p. 51.

³⁰ Moseley and Forbes, *Vinton History*, pp. 77-78.

³¹ Ibid, p. 83.

³² "Remembering Vinton with the..." p. 4.

³³ Moseley and Forbes, *Vinton History*, p. 100.

³⁴ US Census, 1940; <https://www2.census.gov/library/publications/decennial/1940/population-volume-2/33973538v2p7ch3.pdf>.

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Roanoke County, Virginia

Name of Property

County and State

³⁵ Kagey, *When Past is Prologue*, p. 489; "Harris & Huddleston Super Market Has Started to Grow Since Start in 1940," Vinton Messenger, 1968.

³⁶ Kagey, *When Past is Prologue*, p.491.

³⁷ Moseley and Forbes, *Vinton History*, p. 21, 55.

³⁸ Coulson, *Reconnaissance Survey of Architectural and Historic Resources*, p. 18.

³⁹ Kagey, *When Past is Prologue*, p. 529.

⁴⁰ Ibid, p. 488.

⁴¹ Moseley and Forbes, *Vinton History*, p. 77-78.

⁴² Ibid, p. 94-95.

⁴³ Ibid, p. 88.

⁴⁴ Ibid, p. 80.

⁴⁵ Kagey, *When Past is Prologue*, p. 531.

⁴⁶ Moseley and Forbes, *Vinton History*, p. 95.

⁴⁷ Kagey, *When Past is Prologue*, p. 488.

⁴⁸ Moseley and Forbes, *Vinton History*, p. 95; Kagey, *When Past is Prologue*, p. 531

⁴⁹ Kagey, *When Past is Prologue*, p. 534.

⁵⁰ Moseley and Forbes, *Vinton History*, p. 81.

⁵¹ Ibid, p. 87.

⁵² Ibid, p. 83.

⁵³ Ibid, p. 95.

⁵⁴ "Is Erecting Professional Building," Vinton Record, November 25, 1964.

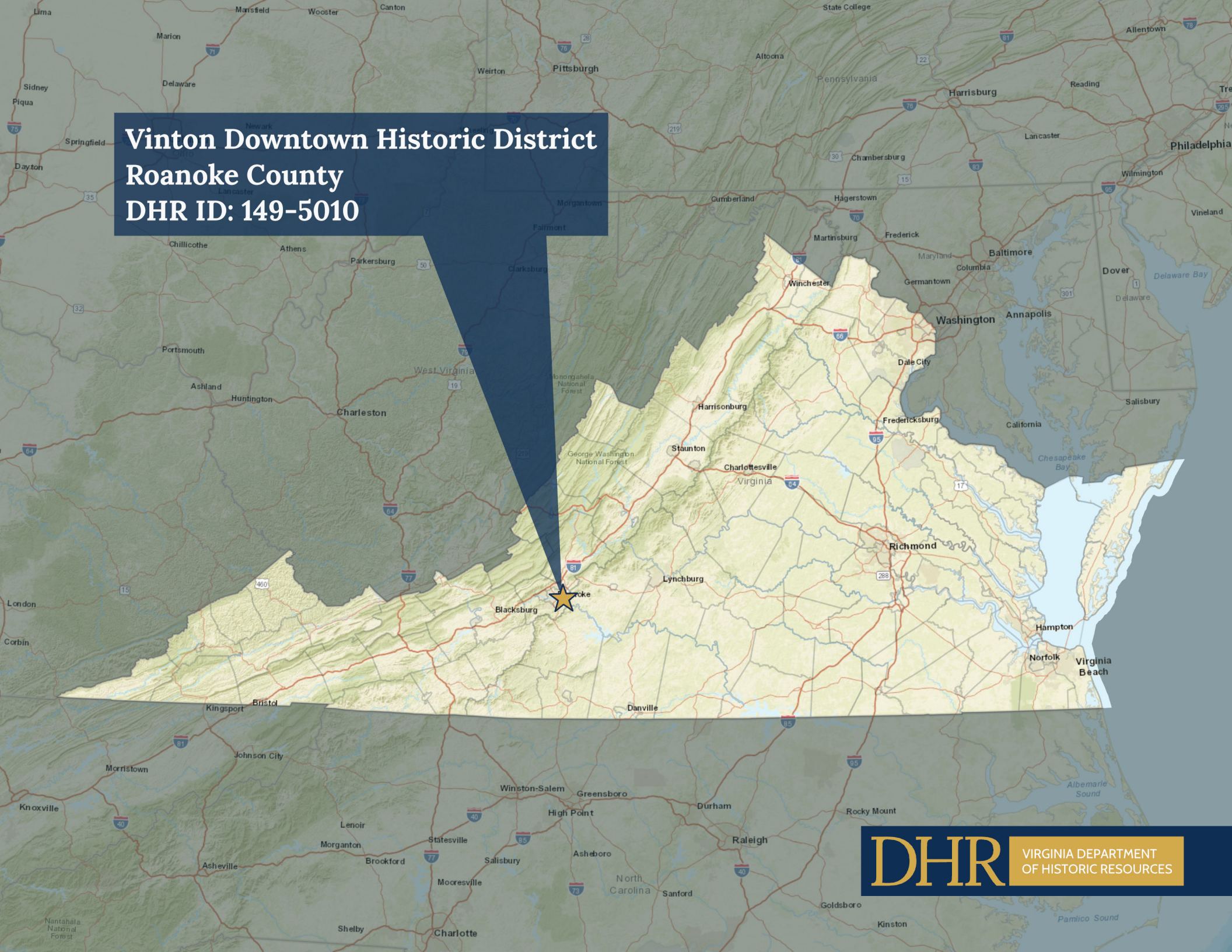
⁵⁵ Kagey, *When Past is Prologue*, p. 529.

⁵⁶ Ibid, p. 570.

⁵⁷ Moseley and Forbes, *Vinton History*, p. 95.

⁵⁸ Kagey, *When Past is Prologue*, p. 581.

Vinton Downtown Historic District
Roanoke County
DHR ID: 149-5010



Kegley
House
128-0035

Berglund Gas Station,
1721 Williamson
Road, NE
128-6389

Belmont Historic
District
128-5191

Belmont
Methodist Church
128-6271

League of Older Americans'
Southeast Diner's Club
128-0051

Riverland
Historic District
128-5476

American Viscose
Company
128-0238

Buena Vista
128-0001

ROANOKE CITY

Billy
Byrd Apartments
149-5013

Vinton Downtown Historic District
Roanoke County
DHR ID: 149-5010

David Gish
Mill
149-0057

Roland E. Cook
Elementary School
149-0052

ROANOKE

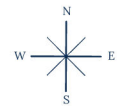
Vinton Downtown Historic District

Roanoke County

DHR ID: 149-5010



Sources: VDHR 2024, VGIN 2024, ESRI 2024
Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years and the representation depicted is based on the field observation date and may not reflect current ground conditions. The map is for general illustration purposes and is not intended for engineering, legal or other site-specific uses.



Vinton Downtown Historic District
Roanoke County
DHR ID: 149-5010





Digital Location Map

Vinton Downtown Historic District
Roanoke County, VA
VDHR ID# 149-5010
Vinton, VA

- A. Latitude: 37.280729 Longitude: -79.898024
B. Latitude: 37.280618 Longitude: -79.897471
C. Latitude: 37.280300 Longitude: -79.896758
D. Latitude: 37.279601 Longitude: -79.895931
E. Latitude: 37.279302 Longitude: -79.896031
F. Latitude: 37.278974 Longitude: -79.897396
G. Latitude: 37.278780 Longitude: -79.898488
H. Latitude: 37.279700 Longitude: -79.898713
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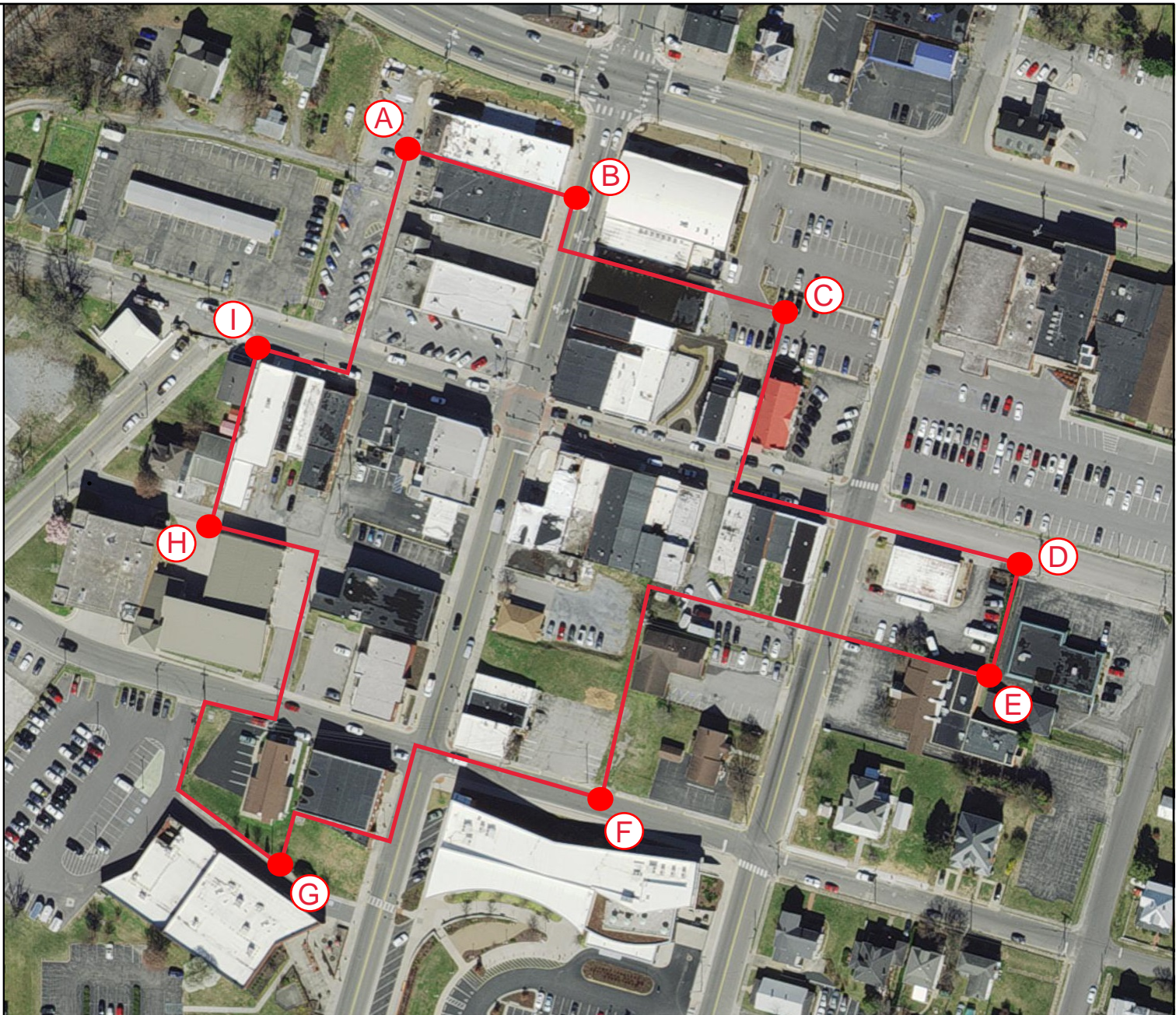
WGS84

Map Source: VCRIS



Feet

0 50 100 150 200
1:2,257 / 1"=188 Feet



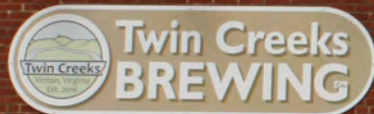
Title: Vinton Downtown Historic District

Date: 10/23/2023

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.

















111
FIRST BAPTIST
CHURCH
Sunday School - 9 AM
Morning Worship - 10 AM
Prayer Service - 11 AM & 6 PM
Pastor: Raymond L. Noll













