



PRELIMINARY INFORMATION FORM (PIF) for HISTORIC DISTRICTS

Note: PIFs are prepared by applicants and evaluated by DHR staff and the State Review Board based on information known at the time of preparation. Recommendations concerning PIFs are subject to change if new information becomes available.

DHR No. (to be completed by DHR staff) 128-6663

1. General Information

District name(s): 11th Street NW Historic District

Main Streets and/or Routes: 11th St NW

City or Town: City of Roanoke

Name of the Independent City or County where the property is located: City of Roanoke

2. Physical Aspects

Acreage: 14.35

Setting (choose only one of the following):

Urban Suburban Town Village Hamlet Rural

Briefly describe the district’s overall setting, including any notable landscape features:

The 11th Street Neighborhood Center is a traditional neighborhood commercial area in the midst of a traditional single-unit dwelling neighborhood that developed in the early 1900s. Multifamily housing is scattered throughout the area. Many of the original buildings are still standing and contribute to the historic character of the neighborhood. The parcels are laid out in a grid of streets and allies modified to adjust to the terrain. The northern end of the commercial area ends at Orange Avenue, a heavily traveled throughfare.

11th St NW Neighborhood Center - 1953 Aerial Map



January 21, 2026
1:2,133
0 0.02 0.04 0.07 mi
0 0.03 0.06 0.12 km
City of Roanoke

11th Street NW Neighborhood Center - 2023 Aerial Map



January 21, 2026
1:2,133
0 0.02 0.04 0.07 mi
0 0.03 0.06 0.12 km
City of Roanoke

Proposed boundaries of historic commercial neighborhood center

3. Architectural/Physical Description

Architectural Style(s): Multiple styles including: Georgian-Colonial style, Revival-style, bowstring truss building, etc.

If any individual properties within the district were designed by an architect, landscape architect, engineer, or other professional, please list here: Melrose Baptist Church designed by H. L. Cain, Pure Oil Company design, Kroger store

If any builders or developers are known, please list here:

Date(s) of construction (can be approximate): 1925, 1931, 1940

Are there any known threats to this district? structural deterioration, limited funds for building repairs, some inconsistent exterior building alterations which lack architectural character and have utilized inappropriate exterior building material

Narrative Description:

In the space below, briefly describe the general characteristics of the entire historic district, such as building patterns, types, features, and the general architectural quality of the proposed district. Include prominent materials and noteworthy building details within the district, as well as typical updates, additions, remodelings, or other alterations that characterize the district.

The 11th Street Neighborhood Center is an example of a traditional neighborhood commercial area that developed in the midst of a traditional single-unit dwelling neighborhood that originated in the early 1900s.

There are 23 commercial buildings, including the following: gas station, auto repair services, retail sales establishments, eating establishments, funeral home, offices, mixed use buildings (office and dwellings), and several vacant buildings. Many of the commercial buildings have had many uses over their history such as the building on the southwest corner of 11th Street NW and Moorman Avenue SW that has served as a drug store, private social club, deli, and offices. Some of these commercial buildings have a particular notable history within the community, such as the Hunton Life Saving Crew building at the corner of Moorman Avenue NW and 9th Street NW.

The majority of the commercial buildings are one or two-part commercial block architecture abutting the public sidewalk, built of brick, horizontal in orientation, with flat roofs, brick detailing, large display windows with thin mullions, transoms. One commercial building has bowstring trusses with brick pilasters.

There are two churches with one being the largest building within the district as multistory Georgian-Colonial style brick church building at the corner of Melrose Avenue NW and 12th Street NW.

Occasional dwellings originally built as single-unit 2story dwellings in vernacular form, such as American Foursquare style, remain. One apartment building remains.



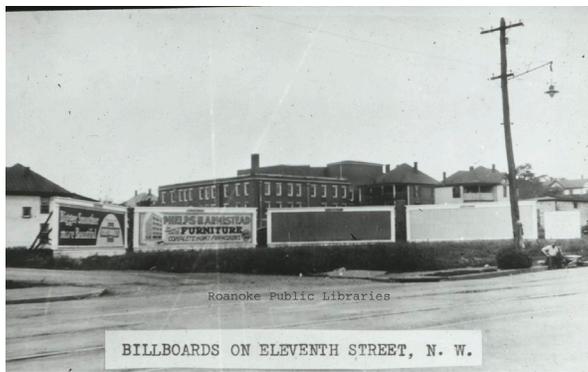
Whitehead Plumbing c. 1955
1114 Moorman Ave NW
Parker Studio
Roanoke Public Libraries



Kroger c. 1946
604 11th St NW
George C. Davis Photography
Roanoke Public Libraries



Melrose Baptist Church c. 1930
1130 Melrose Ave NW
George C. Davis Photography
Roanoke Public Libraries



Billboards at 11th St NW and Moorman Ave NW c. 1928
604 11th St NW with 1130 Melrose Ave NW in background
George C. Davis Photography
Roanoke Public Libraries

Discuss the district's general setting and/or streetscapes, including current property uses (and historic uses if different), such as industrial, residential, commercial, religious, etc. For rural historic districts, please include a description of land uses.

The 11th Street neighborhood center currently features community development organizations, businesses, funeral home, storage, churches, retail sales establishments, eating establishments, automotive repair and detailing services, auto parts store, a gas station, dwellings, and vacant parcels. Buildings are positioned toward the front of the parcels with most parking provided on-street. Alleys provide access to the rear of parcels. 11th Street is predominantly flat with the surrounding neighborhood marked by rolling terrain that provides views of downtown and surrounding areas.

4. District's History and Significance

In the space below, briefly describe the history of the district, such as when it was established, how it developed over time, and significant events, persons, and/or families associated with the property. Please list all sources of information used to research the history of the property. (It is not necessary to attach lengthy articles or family genealogies to this form.) Normally, only information contained on this form is forwarded to the State Review Board.

If the district is important for its architecture, engineering, landscape architecture, or other aspects of design, please include a brief explanation of this aspect.

The 11th Street Neighborhood Center is a commercial area in the midst of a traditional single-unit dwelling neighborhood that developed in the early 1900s. The area was first developed with single-unit 2-story dwellings in vernacular form, such as American Foursquare style, but these were gradually replaced with commercial and institutional buildings over time in the early 1900s in this commercial portion of the neighborhood. A few of the original dwellings remain in the midst of the commercial buildings that represent the neighborhood center.

The following information was provided to the City of Roanoke by Alison Blanton, a local historian:

1. 1925 MELROSE BAPTIST--HOLINESS TABERNACLE-- ROANOKE (Judy)
Melrose Baptist Church purchased the property in 1914, and the cornerstone was laid November 1, 1925. Richmond architect H. L. Cain designed the building in the Georgian-Colonial style. Herbert Levi Cain was a church architect who was licensed to work in Virginia, West Virginia, and Florida and is also responsible for the designs of Calvary Baptist Church and Belmont Methodist Church in Roanoke. The construction cost was a whopping \$107,000 (almost 2 million today). The original congregation was white, reflecting the neighborhood's demographics at that time. In 1970 Melrose Baptist sold the building to Holiness Tabernacle Church and moved to Peters Creek Road. Melrose Baptist continues to be an active congregation, upholding their motto, "Enter to Worship, Depart to Serve."

Over the past five years, the building has sustained considerable damage due to a leaking roof. This has resulted in structural deterioration, a collapsed staircase, and the growth of black mold. Although the congregation of Holiness Tabernacle was forced to move out, they are trying to protect the stained-glass windows from recent vandalism. Like other churches, it has an ageing congregation with limited resources for repairs.

2. 622 11th ST NW GASOLINE STATION—JERSEY ICE- ROANOKE

Address: 622 11th ST NW

VDHR#: 128-6404

Date: 1931

Site Description:

June 2012: The building is sited on a flat corner lot along a small commercial corridor, with an entry drive on both streets. The front of lot is largely paved in concrete; the remainder is grass and gravel.

Secondary Resources:

June 2012: none

Architectural Description:

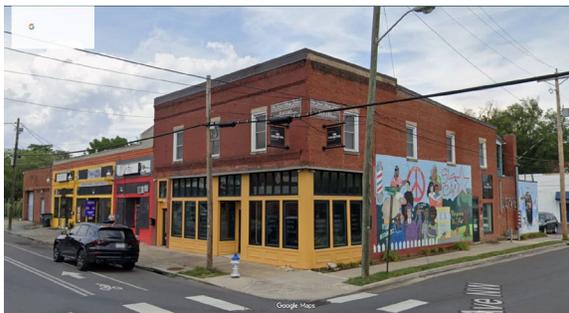
June 2012: This ca. 1931 station appears to have been a Pure Oil station with its small size and steeply-pitched, intersecting gable roof of clay tiles. The building is covered with stucco and sits on a

concrete slab foundation. The porte-cochere has been infilled with concrete block but the raised concrete pump island with its rounded corners is still visible. The door is boarded and the windows are an industrial, steel sash covered with a security grill. The rear features a decorative screen wall for a trash receptacle with scrolled detailing.

Significance Statement:

The ca. 1931 gas station at 622 11th Street NW is a good example of Revival-style stations built by companies such as the Pure Oil Company between World War I and II. Located in residential neighborhoods, these stations tended to be small in scale and detailed in the various revival styles to complement the surrounding neighborhood. The station is located on 11th Street NW, a small commercial corridor in the early Northwest area of Roanoke. In spite of the infilled porte-cochere, the station retains a relatively high level of integrity with its siting, form, detailing and materials intact. The gas station is potentially eligible for individual listing under the Historic Gas Stations of Roanoke, VA MPD and warrants further study. This gas station would also be a contributing resource if a historic district along 11th St. NW were identified as eligible for listing.

Notes: City Directory list it is "amoco Station" in 1950 and "Stanley's Gulf Station" in 1960.



601 11th St NW c. 2023

Google



604 11th St NW c. 2023

Google



1130 Melrose Ave SW

Google

5. Property Ownership (Check as many categories as apply):

Private: X Public\Local _____ Public\State _____ Public\Federal _____

6. Applicant/Sponsor (Individual and/or organization sponsoring preparation of the PIF, with contact information. For more than one sponsor, please list each below or on an additional sheet.)

name/title: Katharine Gray, Principal Planner
organization: City of Roanoke
street & number: 215 Church Ave SW, Room 166
city or town: Roanoke state: VA zip code: 24011
e-mail: katharine.gray@roanokeva.gov telephone: 540.853.1502

Applicant's Signature: 
Date: 20 Jan 2026_

•• Signature required for processing all applications. ••

In the event of organization sponsorship, you must provide the name and title of the appropriate contact person.

Contact person: _____
Daytime Telephone: _____

Applicant Information (Individual completing form if other than applicant/sponsor listed above)

name/title: _____
organization: _____
street & number: _____
city or town: _____ state: _____ zip code: _____
e-mail: _____ telephone: _____
Date: _____

7. Notification

In some circumstances, it may be necessary for DHR to confer with or notify local officials of proposed listings of properties within their jurisdiction. In the following space, please provide the contact information for the local County Administrator, City Manager, and/or Town Manager.

name/title: Valmarie H. Turner / City Manager
locality: City of Roanoke
street & number: 215 Church Avenue SW, Suite 364
city or town: Roanoke state: VA zip code: 24011
telephone: 540-853-2333

615 11th St NW

Roanoke, Virginia

Google Street View

Jul 2023 See more dates





604 11th St NW

Roanoke, Virginia

 Google Street View

Jul 2023 [See more dates](#)



















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1011 Fairfax Ave NW

Roanoke, Virginia

 Google Street View

Jul 2023 [See more dates](#)







