

ROANOKE  
VALLEY  
PRESERVATION  
FOUNDATION

2012 Preservation Awards  
Roanoke Valley Preservation Foundation



Carlin's Amoco Gasoline Station

Since 1999, the RVPF has annually recognized outstanding preservation efforts in the community by developers, property owners, citizens, nonprofits, and local officials. Typical projects include adaptive reuse of historic buildings, compatible infill development, and land conservation. Recognizing these efforts raises awareness about the power preservation has to protect and enhance communities and the places that matter. The Awards Ceremony is held in November at the Annual Meeting of the RVPF.

The outstanding preservation efforts listed below are in no particular order:

## 1. 16 West Marketplace ~ Adaptive Reuse

Location: 16 Church Avenue SW, City of Roanoke

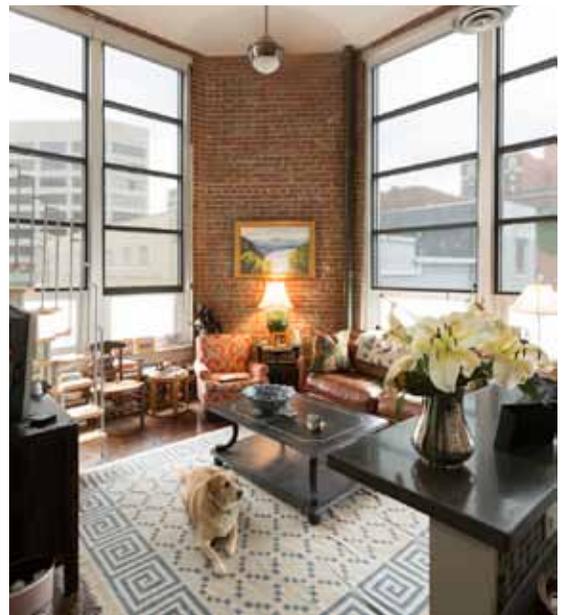
Project Team: 16 West Church, LLC and Spectrum Design, PC

Description: Located in the 1951 Moderne style S & W Cafeteria Building, Sixteen West Marketplace is home to a variety of businesses that focus on quality of life goods and services for the residents and workers of Downtown Roanoke. The building also contains eight living units which are fully leased and occupied.

Extreme care was taken to preserve the building's original features during rehabilitation including the brick veneer façade with large granite trimmed opening highlighting aluminum windows and doors as well as the interior's winding staircase with metal railing and recessed ceiling detail.



Exterior elevation.



Living unit.

Furthermore, construction was carried out in an environmentally sensitive manner and the building is LEED Certified by the US Green Building Council. The building is a contributing resource to the Roanoke Downtown Historic District and received State and Federal rehabilitation tax credits.

Winding staircase and recessed ceiling detail.  
All photographs courtesy of Spectrum Design



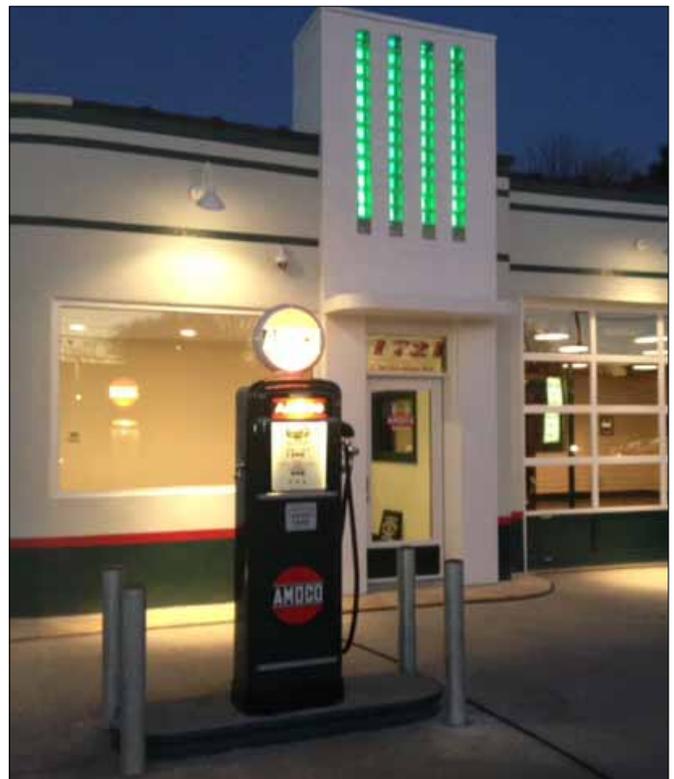
## 2. Carlin's Amoco Station - Adaptive Reuse

Location: 1721 Williamson Road NE, City of Roanoke

Project Team: Bruce Farrell, CEO, Berglund Automotive Group; William Farrell, President, Berglund Automotive Group; Todd Bandy, Project Manager, Berglund Automotive Group

Description: Carlin's Amoco Station was built ca. 1947 and operated as a gas station until the 1980s, after which it largely sat vacant. It was designed in the 'iced-boxed' form when architects and industrial designers sought to promote a sense of efficiency, cleanliness, dependable service, and a strong corporate image for oil companies. The station was later remodeled in 1953 to the 'stylized-box' form with the addition of Streamlined Moderne features.

Berglund Automotive Group purchased the building in 1998 and began renovating it two years ago as additional office space. Original details have been preserved and restored including projecting entrance pylon with illuminated vertical strips of glass block, large display windows, and garage doors. Today, Carlin's Amoco illustrates the development of the Williamson Road thoroughfare as the main route into Roanoke and a center for automobile services and sales.



Entrance pylon with illuminated glass block.  
Photograph courtesy of Berglund Automotive Group



Photograph courtesy of Cathy Watson-Bloch

### 3. The Woolworth Building - Adaptive Reuse

Location: 24-28 Campbell Avenue SW,  
City of Roanoke

Project Team: Owner, Bill Elliot;  
Architects, Gregg Lewis and Rife  
& Wood; and Contractors, G&H  
Contracting and Nathan Vaught

Description: This Art Deco Building is comprised of buildings dating from the early 1900's including the original Woolworth store, a confectionary, and a hardware store. In 1949, the buildings were consolidated and encased in light beige brick accented by pilasters and decorative angled stone coping and an aluminum storefront with recessed display windows. Woolworth's continued to operate as one of the longest-running retail operations in Roanoke until 1994 when it was closed as part of a nation-wide downsizing by the company.



In 2008, Bill Elliot purchased the building in fear it would be torn down for a parking lot after having sat vacant for years. The buildings posed a number of design challenges such as a four foot elevation difference from one side of the building to another and limited natural light to some portions of the building. However, those challenges were met and after a \$4 million investment, which was defrayed in part by historic tax credits, the building now houses three commercial spaces, eleven apartments, and an interior garage.

### 4. The River House - Adaptive Reuse

Location: 806 Wasena Avenue SW, City of Roanoke

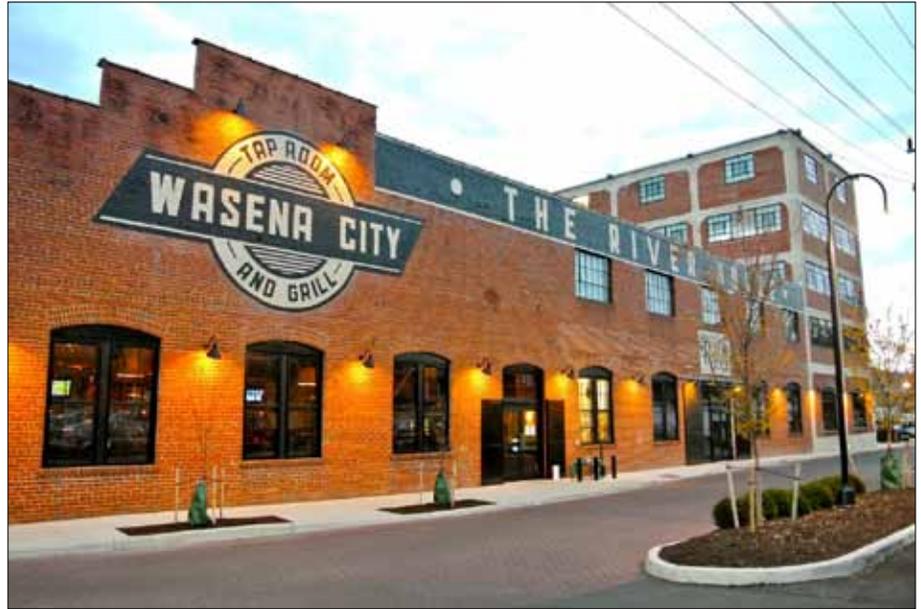
Project Team: Cityscape LLC including Ed Walker,  
Developer; and Danny George, Project Manager

Description: Overlooking the Roanoke River and the Roanoke Valley Greenway, the River House was originally constructed in the early 1920's as a cold storage facility called the Ice House. For many years it was the only outlet for Roanoker's to purchase large amounts of ice, until it closed in the 1990's.



Prior to renovation of the Ice House.  
Photograph courtesy of Danny George

Ed Walker purchased the vacant building in 2004, renovating it into 128 apartment units, a restaurant and tap house, and a rock climbing wall. Historic tax credits were used for the project and the building retains its industrial feel.



The River House completed.  
Photograph courtesy of Cathy Watson-Bloch

## 5. The River & Rail Restaurant/formerly Lipps Pharmacy - Adaptive Reuse

Location: 2201 Crystal Spring Avenue SW, City of Roanoke

Project Team: Owners, Whit and Lauren Ellerman and Kari and Lee Atwood; Contractor, E.J. Miller Construction Company; Architect, Balzer & Associates; and Craftsman, Matthew Cadman



Description: The River and Rail Restaurant celebrated its grand opening in June 2012, bringing the corner of Crystal Spring Avenue and 22nd Street back to life. The River and Rail Restaurant is only the second tenant of the building.

Cecil Lipps opened Lipps Pharmacy in 1929 which went out of business in 2011 due to competition from national chains. Efforts to retain the original character of the building were at the forefront of the rehabilitation with the only exterior change being the addition of an awning to the front façade. The old Lipps Pharmacy logo on the 22nd Street side was retained and most of the original windows were reopened. The interior vestiges of the old pharmacy and soda fountain were gone when the building was renovated as a restaurant.

## 6. The Lofts at West Station - Adaptive Reuse

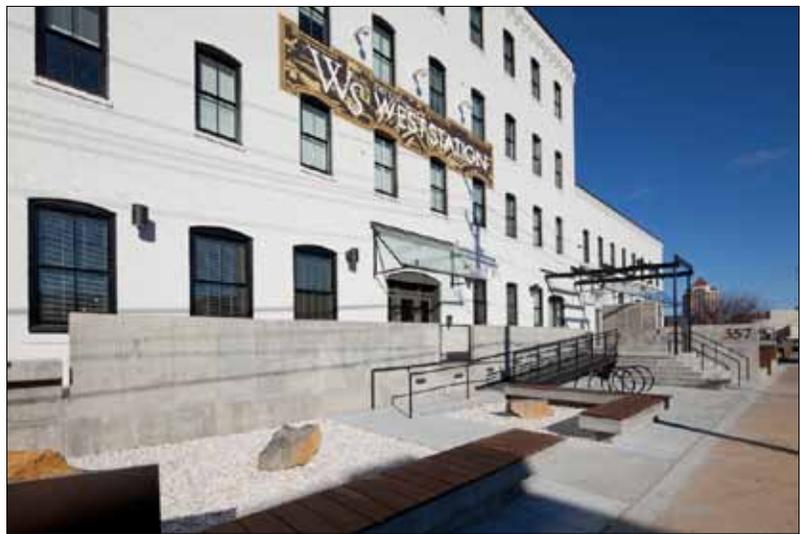
Location: 357 Salem Avenue, City of Roanoke

Project Team: Bill Chapman Enterprises and BAM Architects

Description: Located in two warehouses in the Salem Avenue/Roanoke Automotive Historic District, the Lofts at West Station consist of 71 apartment units, a movie theater with stadium seating, and Virginia Tech Head Football Coach Frank Beamer’s restaurant with outdoor dining patio. Historic tax credits were the crux for making this adaptive rehabilitation work and the project team was very conscious of thoughtfully incorporating new features, such as ‘green’ materials, with the building’s historic character. One of the largest challenges of the project was providing natural light to the interior of the building which was accomplished through a carefully designed atrium. The atrium design was so successful that the National Parks Service now uses the project as a model for other developers wanting to incorporate natural light into warehouse renovations. The four-story warehouse was built in 1903 for the Lindsay Robinson Company, a corn and feed mill, while the adjoining two-story warehouse was built in 1912 for the Victory Specialty Company, a confectioner.



Front elevation prior to renovation.



Front elevation post renovation.



Glass atrium.



Resident amenity, the movie theater.

All photographs courtesy of Bill Chapman Enterprises

## 7. 1222 Campbell Avenue SW ~ Renovation

1222 Campbell Avenue SW, City of Roanoke

Project Team: John Garland

Description: For more than 15 years, the craftsman bungalow at the corner of Campbell and Memorial Avenues in the Mountain View neighborhood sat vacant and in severe disrepair. Its unique details such as river rock columns and corbels had long attracted the attention and admiration of local Roanokers. When the house was finally made available for purchase at an auction for back taxes in 2011, John Garland jumped at the opportunity and spent the following 9 months working to restore the 96 year-old house.

The house is now home to Garland's son and daughter-in-law and features its original architectural details including exposed decorative rafters, expressed gable rafters, "V" board soffits, exterior walls with bottom flare, built-in dining hutch, library shelving and linen hutch, as well as restored wood casement windows, original plaster, wood floors and more.



Front elevation prior to renovation.



Interior prior to renovation.



Interior post renovation.



Front elevation post renovation.  
All photographs courtesy of John Garland

## 8. Habitat for Humanity ~ Renovation and Compatible Infill Development

Location: Hurt Park and Old Southwest Neighborhoods, City of Roanoke

Project Team: Habitat for Humanity of the Roanoke Valley

Description: Since 2009, Habitat for Humanity in the Roanoke Valley has been constructing compatible residential infill and renovating historic homes in the Hurt Park and Old Southwest neighborhoods. Habitat is not only providing a new home to a deserving family but contributing to the neighborhoods' integrity and character, benefitting the community as a whole.

The design of new homes are compatible with existing homes, featuring ample window openings, consistent setbacks, front porches, and steeply pitched roofs. When renovating existing homes, Habitat restored many of the homes' original features including hardwood floors, leaded glass transoms, and mantle pieces. Original materials that could not be salvaged were closely replicated. Both newly constructed and renovated homes are energy efficient, being independently certified by Earth Craft. To date, twelve new homes and three renovations have been completed with five new homes in process.



1602 Salem Ave. prior to renovation.



1602 Salem Ave. post renovation.



New construction at 1713 Rorer Avenue.  
All photographs courtesy of Habitat for Humanity of the Roanoke Valley



New construction at 29 14th Street.

## 9. Chesapeake Western Diesel Engine 662 - Restoration

Location: Virginia Museum of Transportation

Project Team: The Roanoke Chapter of the National Railway Historical Society Mechanical Department

Description: Built in 1946 by Baldwin Locomotive Works, the 662 was one of the earliest diesel-electric locomotives ever manufactured, representing a historic step in the development of the technology that displaced steam from America's railroads in the 1940s and 1950s. The engine was one of three which were put in service to replace the steam power on the Chesapeake Western Railway, which served the Shenandoah Valley. The 662 was retired in 1964, destined for a scrap yard in Roanoke, VA. For almost fifty years, the engine sat rusting, enduring floods and vandalism, to become known as one of the "Lost Engines of Roanoke." Virginia Scrap Iron & Metal donated the engines to the Virginia Museum of Transportation. The Roanoke Chapter agreed to restore the 662 in exchange for another of the locomotives which they have also committed to restore.



The 662 Engine was one of the "Lost Engines of Roanoke" at Virginia Scrap Iron & Metal.



Engine 662 post restoration.  
Photograph courtesy of the Virginia Museum of Transportation

After the 662 was moved to the Roanoke Chapter's yard in southeast Roanoke in summer 2009, dedicated members of the Chapter's Mechanical Department spent over 3,000 hours over three years restoring the engine for display at the Virginia Museum of Transportation. Many crafts were required in this restoration effort, including metalwork, media blasting, carpentry, paint, and lettering. It is now resplendent in its blue and gray paint scheme, following the colors of a toolbox painted with left over paint from the engine in the 1950's. The Chesapeake Western 662 is an outstanding example of a historically accurate cosmetic rail restoration and a magnificent addition to the Virginia Museum of Transportation's collection of locomotives that operated in Virginia.

## 10. Mill Mountain Garden Club - Environmental Stewardship

Location: Mill Mountain Park, City of Roanoke

Project Team: Mill Mountain Garden Club, The American Chestnut Foundation, and the City of Roanoke

Description: For the past 40 years, the Mill Mountain Garden Club has tirelessly maintained the Mill Mountain Wildflower Garden, a garden they established on 2.5 acres between the Discovery Center and Mill Mountain Zoo in 1976. Over the years, improvements to the garden have included a time capsule to be opened in 2076, two rock ponds with a waterfall and underground recycling water system, stone entrance pillars, a stone bridge, plant markers, a woodland outdoor classroom, and countless native wildflowers, shrubs, and trees. Most recently, the Mill Mountain Garden Club planted five blight resistant, hybrid American Chestnut Trees in partnership with The American Chestnut Foundation and the City of Roanoke. The Mill Mountain Garden Club also provided an interpretive sign near the trees and an American Chestnut ‘education box’ at the Discovery Center to help tell the story of this endangered and largely extinct tree.



Garden Club members working on the woodland outdoor classroom.

Photograph courtesy of Whitney Feldmann



American Chestnut interpretive sign with planted trees in the background.

Photograph courtesy of Maribeth Mills

## 11. The Fitzpatrick Family - Lifetime Achievement

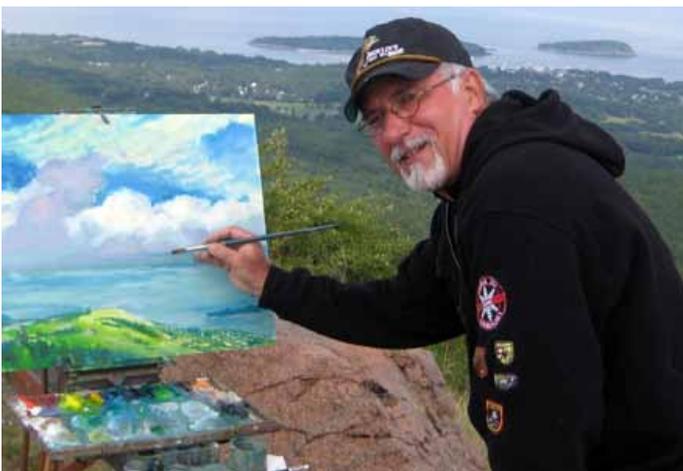
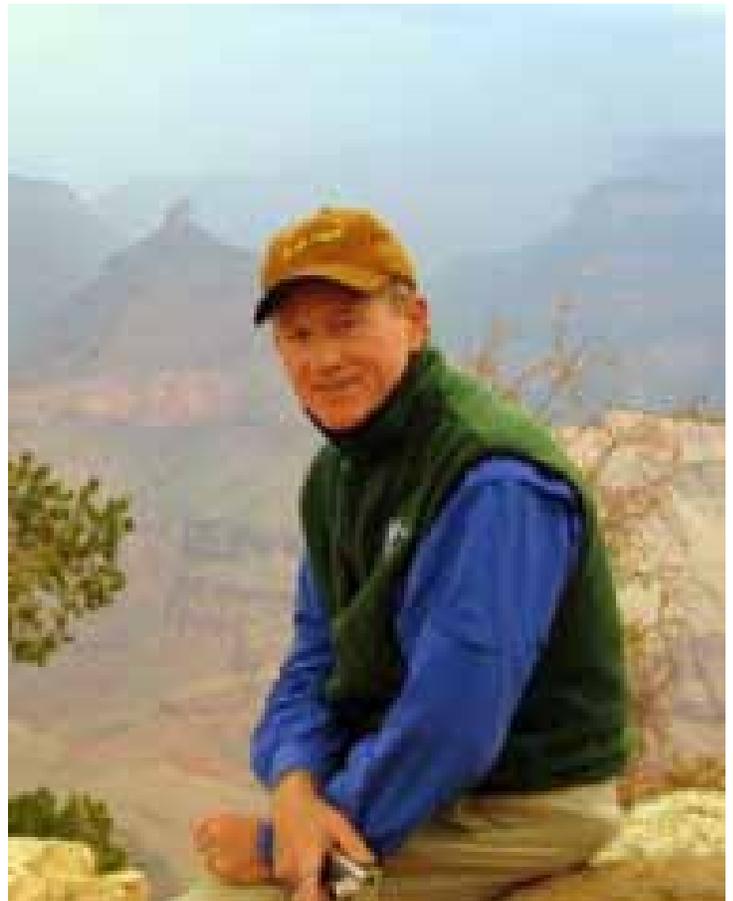
A Lifetime Achievement Award is presented to the Fitzpatrick Family—Helen Fitzpatrick and her three sons: Beverly T. Jr., Eric, and Broaddus. Helen Fitzpatrick, a tireless community supporter, has written many notes of celebration, encouragement and sympathy to countless friends and acquaintances for scores of years. She has been a writer, a reader for the blind, an elder and Bible teacher at Second Presbyterian Church, and a backer of community efforts. Her late husband, Judge Beverly T. Fitzpatrick, is remembered for his leadership in restoration of a high school to Jefferson Center.

Beverly Jr., has led Virginia Museum of Transportation from a low point several years ago to a renewed standing as a popular, regional repository of trains, cars, planes, and any form of transportation. A former vice mayor and city council member, he has had a varied career,

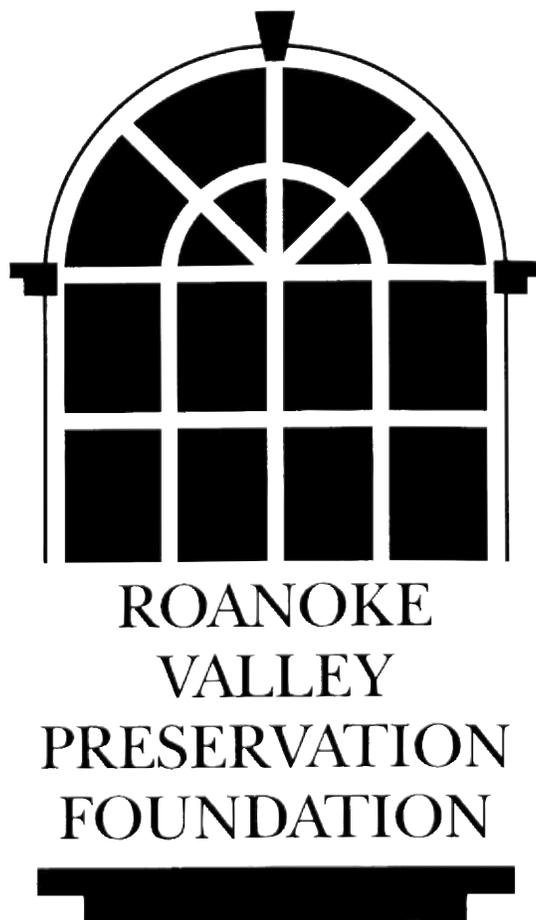
ranging from Dominion Bankshares vice president to director of the New Century Council, to posts at Ferrum College and Radford University. He's also co-chair of Virginians for Better Transportation and operator of old buses through the Commonwealth Coach and Trolley Museum.

Eric Fitzpatrick, a skilled, award-winning painter, is recognized for his landscapes, seascapes, and Roanoke Valley events. Known for his versatility, he once won second place in the Sidewalk Art Show for works with his left hand and third place for right-hand paintings. His works in oils, watercolors and pastels are widely held with Washington & Lee University produced a film, "Eric Fitzpatrick—Versatility in Motion."

Broadus Fitzpatrick, a fly fisherman and retired lawyer, is a conservation activist, serving in leadership roles at Western Virginia Land Trust, Blue Ridge Parkway Foundation, Blue Ridge Soil and Water Conservation, and Friends of the Blue Ridge Parkway. He was an easement specialist for Conservation Partners in Lexington and he has researched the uranium issue in Pittsylvania County as well as the effects of coal mining and mountain top removal on people and the environment. He is currently on the local board of the Boy Scouts of America and helping with their conservation plan.



Clockwise: Bev Fitzpatric, Broadus Fitzpatrick, and Eric Fitzpatrick



## Roanoke Valley Preservation Foundation

The Roanoke Valley Preservation Foundation is a non-profit, 501c3 organization created for the purpose of promoting the preservation of the historic, natural, and cultural resources of the Roanoke Valley.

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