



Spring 2014

f PRESERVATION FOCUS

Newsletter of the
Roanoke Valley Preservation Foundation

History Along the Greenway

The RVPF celebrates National Preservation Month on Saturday, May 31 with the unveiling of two markers interpreting historic sites along the Roanoke River Greenway. A marker for the American Viscose Corporation, one of Roanoke's largest industries, will be unveiled at 10:30 a.m. at mile marker 25.5 near the 9th Street Bridge. This will be followed by a 5.2-mile bike ride to the second marker at Norwich near Bridge Street. The Norwich neighborhood developed in the early 1900s with many of Roanoke's earliest industries and worker housing. A third marker was installed earlier this year at Elmwood Park to tell the history of the Terry property that eventually became Roanoke's first park.

These three markers were made possible by an Arts & Cultural Plan Implementation Grant from the Roanoke Arts Commission and partnerships with

Roanoke Valley Greenways and the City of Roanoke Parks & Recreation Department. As part of this project, the RVPF worked with Clay Kerchoff, a student intern from the UVA School of Architecture, to develop a master plan for interpreting

historic sites along the Roanoke Valley Greenway system. The RVPF will continue to seek funding and partnerships to install additional markers along the greenway!

A BRIEF HISTORY OF ELMWOOD PARK

During the 1830s the area that is now Elmwood Park was part of a 200-acre estate built by Jonathan Tish. In 1846, Col. William Madison Peyton bought the property and named it "Elmwood." Peyton planted a variety of trees and other flora including a Japanese magnolia, which was given to him in 1858 by Commodore Terry as a gift from his tenure as American Ambassador to Japan. This Japanese magnolia remains in the park to this day.

Peyton Letwell Terry purchased Elmwood in 1858. By the time Big Lick became Roanoke in 1882, Terry had expanded the Elmwood estate to 650 acres stretching from Mill Mountain, to the railroad. Terry sold the Elmwood estate, with the exception of 6.5 acres around the house, to the Roanoke Land and Improvement Company for \$225,000 and became the wealthiest man in Roanoke. Elmwood was the center of social life during the 1880-1890s with numerous parties and even jousting tournaments hosted by the Terrys. After Terry's death in 1898 and the death of his wife, Mary Trout Terry, in 1920 the family sold the house and remaining land to the City for \$100,000.

The city considered using Elmwood for a new municipal building and jail but chose the Campbell Avenue location instead. The land became Elmwood Park and the Terry House, built in the 1890s and located on the top of the hill where boulders are now exposed, served as the City's first public library from 1921 to 1952. During its early years, the park boasted tennis courts and a

bandstand that brought in crowds for tournaments and concerts. In the 1920s and 1930s, the tennis courts were removed and numerous trees and shrubs were planted, including over 100 varieties of roses. By the 1930s, the park included a lake with a fountain and a fence around its perimeter.

The present International-style library was designed by the local firm of Francis & Addison and opened in 1952. The Terry House was demolished in 1964 and the lake was drained and replaced by an amphitheater in 1968.

In the 1980s, after Design "79 emphasized the potential of the park as a cultural center, the first master plan for the park was developed as part of the centennial celebration of the City. Celebrated architect Charles Moore collaborated with landscape architect Lester Collins to groom the park into a series of outdoor places. Special elements include Memory Lane, where an alley of magnolias was planted, all donated by local families, and the exposed bedrock children's area, created with an air spade at the former site of the Terry House. The Mayor's Monument, originally erected in Woodland Park, was relocated to the SE corner of the park in 1982.

Former City Mayor Noel Taylor proclaimed in 1985 that "Elmwood Park today is a tribute to the vision of the Roanokers who supported its purchase by the city in 1921."

The park remains a site for many of Roanoke's festivals and cultural events, hosting more than 20 celebrations annually for a diverse range of organizations.

Project Partners





Elmwood Park Interpretive Panel
Image Courtesy of the City of Roanoke
Parks & Recreation Department

Gainsboro History Walk Dedication

This past February 22, the Gainsborough Southwest Community Organization hosted a dedication of interpretative panels detailing the history of the Gainsboro Community. Eight panels were installed at Wells Avenue Plaza (near Hotel Roanoke) as Phase I of the Historic Gainsboro Walk. Additional panels will eventually extend to Henry Street, Gainsboro Road, and Gilmer Avenue.

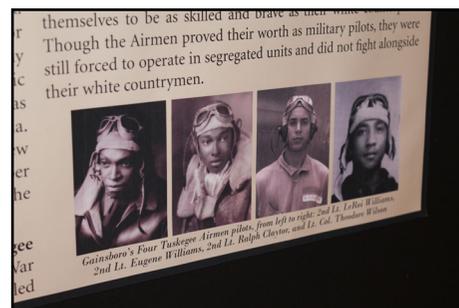
The Town of Gainsborough was chartered in 1835, predating both the coming of the railway and the establishment of the Town of Big Lick (Roanoke) in 1872. The panels specifically detail the vast contributions of African American citizens and business leaders to the

Roanoke area and beyond. Contributions made by the residents of this community greatly influenced social life, business development, and the advancement of Civil Rights, not just on a local level, but also

at the national level. The History Walk is made possible by a Neighborhood Development Grant, an Arts & Culture Plan Mini-Grant, and support from the Roanoke Valley Preservation Foundation.



Phase I panels installed at Wells Avenue Plaza.



Four Tuskegee Airmen called Gainsboro home.

Eleven Preservation Awards Presented

Eleven awards for exceptional preservation efforts and a 'Bulldozer Award' for the loss of an historic home were presented at the RVPF Annual Meeting on November 20 at the Rooftop Pavilion of Center in the Square.

The Bulldozer Award called attention to the demolition of the mid-19th century Nestle Brooke at 24th Street and Salem Turnpike. The residence was likely designed by prolific brick mason, J.C. Deyerle and has the distinction of being one of only two surviving antebellum homes in the Roanoke Valley with interior end chimneys. Goodwill Industries purchased Nestle Brooke in poor condition from Randy Roberts who gutted the property of its interior architectural features.

The eleven awards for exceptional preservation efforts are as follows.

Adaptive Reuse:

- Auction House
- Horton Building
- Parkway 301

Environmental Stewardship:

- Jeter family

Heritage Education:

- History Museum of Western Virginia's Migrations at the Crossroads of History exhibit
- Vinton Historical Society

Lifetime Achievement:

- Kinsey family

Neighborhood Revitalization:

- Tom Soranno

Renovation:

- Center in the Square

- Duplex at 711 4th Street SW Restoration:
- Salem Presbyterian Church

For more information on each of these awards, visit us on the web at www.roanokepreservation.org.



Jeter Farm



Nestle Brooke



Duplex at 711 4th Street SW

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Maribeth Mills

Endangered Sites

As part of the 'History Ride & Marker Unveiling', the RVPF will announce their 2014 Endangered Sites List. Three sites from our area have already received statewide recognition through Preservation Virginia's Most Endangered List including Old Concrete Road in the City of Roanoke, Hook-Powell-Moorman Farm in Franklin County, and the Phlegar Building in Montgomery County.



Old Concrete Road to Mill Mountain

Boones Mill Depot on the Move

Boones Mill Depot restoration efforts have received a great deal of public and private support. Recently the project received a \$50,000 challenge grant from a private donor to assist with moving the depot from its current location. Norfolk Southern Corporation owns the land where the depot is currently located and they allowed the town to have until May 1 to move the depot to an alternate location, rather than demolish this significant artifact of town life.

Ultimately, the depot will become a cultural center to help rejuvenate Boones

Mill's economy and provide an important reminder of the town's heritage for future generations. Relocating and stabilizing the structure will cost approximately \$100,000 and currently the town has raised approximately \$80,000 toward their goal. In addition to funds to move the depot, Boones Mill is tentatively slated to receive \$242,219 from the Virginia Department of Transportation from a Transportation Alternatives Grant.

Tax-deductible donations to support this effort may be sent to the Roanoke Valley Preservation Foundation/Attn.



Boones Mill Depot Fund / P.O. Box 1366 / Roanoke, VA 24007. An official donation form may be obtained from the Facebook page, 'Restoring the Boones Mill N&W Railroad Station,' or from the Town of Boones Mill's website at www.townofboonesmill.org/save-the-boones-mill-depot.

Downton Abbey Premiere Party

The RVPF held the season four Downton Abbey Premiere Party on January 4 in partnership with Blue Ridge PBS. The event included a cocktail party with delicious food, local wine, beer, and cider, signature cocktails, trivia contest, vintage photo booth, costume contest, and silent auction, followed by an exclusive screening of the first hour of season four before it aired on PBS. It was a huge success with a full house and fun had by all. The RVPF received great exposure through the Blue Ridge PBS Winter Festival, the Fox Morning Show, 101.5 The Music Place, and the Roanoke Times. Most importantly, new relationships were formed with members of the community. Thank you to our sponsors and in-kind donors, listed below, for making the event possible!

Sponsors:

- Black Dog Salvage
- Brian Wishneff & Associates
- Brown Edwards
- Cityscape LLC
- Gentry Locke
- Glenn, Feldmann, Darby & Goodlatte
- Hill Studio
- P.A. Short
- Distributing
- Prescott Construction Co. LLC
- Southwest Restoration Inc.
- The Crossings
- The Hancock
- The Ponce de Leon

In-Kind Donors:

- 16 West Marketplace
- Barbara Wise Pottery
- Bella Magazine
- Blue Ribbon Boutique
- Caroline LaRocca Event Design
- chocolatepaper
- Cups
- Fincastle Vineyard & Wine
- Grandin Theatre
- Ikenberry Orchards
- Inn on Campbell
- Jimmy Sardines
- La De Da
- Lib & Amy Catering
- Local Roots
- Magnolia Lane Photography
- Mill Mountain Coffee
- New To Me
- Patrick Henry Ballroom
- River & Rail Restaurant
- Roanoke Natural Foods Co-op
- Spring Valley Farm
- Tiny Teapot Jewelry
- Viva La Cupcake
- Walters Printing
- White Oak Tea Tavern

100 Years of Fueling Progress

Over a year ago the Virginia Museum of Transportation (VMT) in partnership with the RVPF began planning for a special exhibition to commemorate the 100th Anniversary of the Gas Station in the United States. The new exhibit has been completed and was unveiled on March 11 at the VMT. We kicked off the evening with a reception and presentations by Bev Fitzpatrick, VMT Executive Director; Wayne Henderson, exhibit curator; and sponsor William Farrell of Berglund Automotive. Following the opening of the exhibit, Henderson led a tour of extant and demolished gas stations along Williamson Road along with a special stop at the refurbished Carlin's Amoco Station (1947) owned by Berglund. On March 12 the public enjoyed more tours and an open house at Carlin's.

Fueling Progress has a long-term location in the Advance Auto Gallery and will help round out the story of the automobile, as well as historic architecture. The exhibit is modeled after the vernacular country store gas stations found throughout Virginia in the 1920s to 1940s – some still in existence today. In Roanoke alone, the Department of Historic Resources has identified 25 historic stations and developed a historic context to help in understanding their significance and to help owners list these properties on the National Register of Historic Places. Fueling Progress is open daily during museum hours, more information can be found at www.vmt.org.



Guests enjoying the vintage photo booth by Magnolia Lane Photography.



Carlin's Amoco Station (1947) owned by Berglund Automotive.

Need a Speaker?

As we continue to celebrate our first 25 years, the RVPF is taking "our show on the road"! We welcome the opportunity to speak to civic groups about our mission, what we have accomplished, and current projects and programs. For more information email us at info@roanokepreservation.org.

A Year in Review

Check out how the RVPF made a difference in our community last year. A comprehensive overview of our special projects, educational programs, advocacy work, and community outreach may be found in the 2013 Annual Report posted on the RVPF website at www.roanokepreservation.org.

Find us on the web at www.roanokepreservation.org
Like us on Facebook at www.facebook.com/roanokepreservation
Follow us on Twitter at @PreserveRoanoke

HISTORY RIDE & MARKER UNVEILING

Please join us as we celebrate the launch of our Roanoke Valley Greenways Historic Marker Program! Unveiling followed by a 5.2 mi. guided history ride along the Roanoke River Greenway. This event is FREE! RSVP not required!

SATURDAY, MAY 31, 2014

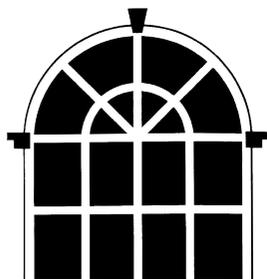
10:30 A.M.

**AMERICAN VISCOSE CORP. MARKER
(MILE MARKER 25.5 ON THE ROANOKE RIVER GREENWAY NEAR THE 9TH STREET BRIDGE)**

Bike rentals available through UnderDog Bikes at 1113 Piedmont St. SE, approx. 1 mile west of the American Viscose Corp. Marker.



Markers funded by a City of Roanoke Arts & Cultural Plan Implementation Grant through the Roanoke Arts Commission



**ROANOKE
VALLEY
PRESERVATION
FOUNDATION**

**P.O. Box 1366
Roanoke, VA 24007**