

The Roanoke Valley Preservation Foundation cordially invites you to attend the

## 2013 Annual Meeting & Awards Ceremony

Wednesday, November 20, 2013 from 5:30 p.m. to 7:30 p.m.

Rooftop Pavilion at Center in the Square

One Market Square SE

Roanoke, Virginia 24011

Reception followed by awards ceremony and presentation. Architectural historian, Mike Pulice, will discuss the important role recording and interpreting historic buildings plays in the preservation movement of the 21st century. This event is free!



ROANOKE  
VALLEY  
PRESERVATION  
FOUNDATION  
P.O. Box 1366  
Roanoke, VA 24007



# PRESERVATION focus

Newsletter of the  
Roanoke Valley Preservation Foundation

## Gainsboro History Walk to install inaugural panels

After over a year of meetings and research, the History Walk Committee of the Gainesborough Southwest Community Organization has completed eight interpretive panels to be erected in the plaza across from the Hotel Roanoke on Wells Avenue.

The Committee included members of RVPF, neighborhood residents, historians, and a journalist. Designed by Hill Studio, the panels are in production and planned for dedication during Black History Month in February 2014.

The panels cover a broad range of topics, including the evolution of Gainesborough as Roanoke's first neighborhood, Big Lick, Northwest and Northeast Roanoke, and Henry Street. Additional panels on the history of the neighborhood cover the



influence of local churches, civil rights trailblazers, and civic and social organizations.

RVPF assisted in writing two successful grant applications for the project, specifically a Roanoke Neighborhood Development Grant and a

Typical interpretive panel.  
Photograph Courtesy of Hill Studio

Roanoke Arts and Cultural Plan Mini-Grant. Future phases of the project will include a walking tour and additional historic markers along the sidewalks in the neighborhood.

## Downton Abbey Premiere Party returns for Season 4

The RVPF and Blue Ridge PBS are once again gearing up for the Downton Abbey Premiere Party! We are looking forward to welcoming back the popular Masterpiece series with a stylish reception and sneak peak of the Season 4 premiere! Our event will be the only place where fans can see the first hour of the new season before it airs on PBS! We will also renew many crowd favorites from last year such as the Downton Abbey trivia contest, costume contest,

vintage photo booth, and silent auction. All proceeds will benefit the RVPF and Blue Ridge PBS, so please plan to attend and provide your support!

The party will be held Saturday, January 4, 2014 at 7:00 p.m. in the Patrick Henry Ballroom. Tickets will be sold through Blue Ridge PBS beginning November 30, 2013 ([www.blueridgepbs.org](http://www.blueridgepbs.org)).

For more information, please visit our website or Facebook page.



Guests in costume at the Season 3 Downton Abbey Premiere Party



## Preservation values explored at Roanoke conference

How do you articulate the value of older buildings? Patrice Frey, president of the National Main Street Center, cited their affordability, location, uniqueness, authenticity, cultural vibrancy, and economic opportunity in the keynote address for the Virginia Preservation Conference at Hotel Roanoke on Oct. 20-22. About 150 people attended the sessions sponsored by Preservation Virginia and the state Department of Historic Resources.

The conference highlighted the exceptional preservation work being done in Roanoke as well as local professional talent. A dozen speakers, many from our area, presented information about the current issues facing preservation groups throughout the state under the conference theme, "The Power of Place: Changes in Historic Preservation for the 21st Century." Various walking tours also showcased preservation success stories such as the Patrick Henry Hotel and Center in the Square. Finally, Preservation Awards were presented to Bruce Farrell and Todd Bandy for Carlin's Amoco Station on Williamson Road and to George Kegley, Foundation board member, for his significant contributions to historic preservation.

The Foundation played a central role in the planning and execution of the conference. Board members and staff served on the planning committee, led tours, and moderated sessions. The Foundation also coordinated and sponsored a 'Pints for Preservation' fund-raising event in support of 'Preservation Pitch', a grant competition for worthy bricks and mortar projects.



Top: George Kegley accepting his Preservation Award.  
Bottom: Alison Blanton, Katie Coffield, & Jillian Papa selling cups for Pints for Preservation.  
Photographs courtesy of Preservation Virginia.

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## 34<sup>th</sup> Annual Old Southwest Parlor Tours

The first weekend in December marks the 34<sup>th</sup> Annual Old Southwest Parlor Tour of Homes. This event is



the major fundraiser for Old Southwest, Inc., a non-profit organization that directs proceeds into the community to enhance and preserve this beautiful and historic neighborhood, as well as support activities to engage the wonderful residents.

Nine fabulous homes will bring the sparkle to the holiday season, and are open to tour Saturday, December 7, 5:00-9:00 PM and Sunday December 8, 1:00-5:00 PM

Tickets available online at [www.jeffcenter.org](http://www.jeffcenter.org), the Jefferson Center Box Office, and at the entrance to Highland Park the day of the event (corner of Washington Ave & 5th Street).

The Alexander-Gish house at 641 Walnut Ave. within Highland Park will be open during tour hours for light refreshment and will host a silent auction.

## Celebrate the 100th Anniversary of the Gas Station

2013 is the 100th Anniversary of the Gas Station in the United States. In recent years, historic gas stations have become the subject of restoration efforts. 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 get these properties listed on the National Register of Historic Places. Some local examples include Carlin's Amoco Station at 1721 Williamson Road, which recently won a preservation award; and Anstey-Hodge Advertising in a former Sunoco Station on Gilmer Avenue. The Foundation is extremely pleased to partner with the Virginia Museum of Transportation (VMT) and curator, Wayne Henderson, in creating and installing a gas station exhibit to commemorate this significant anniversary. The exhibition will include a rebuilt country garage structure typical of Virginia gas stations from the 1920s to the 1940s. The exhibition will be located in the Advance Auto Parts Automotive Gallery at the VMT and will feature original petroleum artifacts, along with photographs and interpretive information. The exhibit will open to the public on January 31, 2014 – stay tuned for more information!



Carlin's Amoco Station, winner of 2012 RVPF Preservation Award & 2013 Preservation Virginia Preservation Award.

## Historic Plaque Program Update

The RVPF launched a Historic Plaque Program (HPP) in May 2013 to celebrate Preservation Month and encourage owners of historic properties to help promote historic preservation. The RVPF hopes the program will not only draw attention to our region's rich built heritage, but also serve to 'brand' your historic building as a desirable location for tenants thereby increasing property values and occupancy. We are grateful to the Roanoke Chapter of the Colonial Dames for providing a start-up grant to inaugurate the program.



Historic plaque for Fire Station No. 1 located at 13 E. Church Avenue, Roanoke, Virginia.

Continued success of the program relies on the participation of property owners to purchase plaques from the RVPF. To qualify, buildings must have retained their architectural integrity and be listed as a contributing structure to a historic district or listed individually on the Virginia Landmarks Register and/or the National Register of Historic Places. The cost per 7-by-10-inch solid bronze plaque is \$300 (\$250 for tax-exempt organizations), covering research, production, shipping, regularity approvals, installation instructions, and mounting hardware.

To date plaques have been installed at Fire Station No. 1 (downtown); the former Norfolk & Western Freight Station (Virginia Museum of Transportation); the former Roanoke Times building (122 Campbell Avenue SW). Plaques to be installed shortly are the Horton Building (First and Church Avenue); the Strand Theatre/Ebony Club (Claude Moore Educational Complex/109 Henry Street); former Firehouse No. 3 (Interactive Design Group at Sixth and Rorer Streets); the former Norfolk & Western General Office North (Virginia Tech Higher Education Center on Jefferson Street); and the former Enfield Buick Dealership (Access Advertising & Public Relations/701 Patterson Avenue SW.)

Please consider adding your historic building to the list and support local preservation advocacy! For more information, please visit us on the web. Inquiries regarding this program may be directed to [plaques@roanokepreservation.org](mailto:plaques@roanokepreservation.org).

## Tweed Run

The RVPF provided interpretation at several historic sites for the Third Annual Tweed Ride, a bicycle ride to promote cycling awareness in which participants dress in traditional British cycling or vintage attire. The RVPF will be partnering with RIDE Solutions in the spring to develop bike routes featuring historic sites.



Photograph courtesy of David Verde.

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