NPS Form 10-900
United States Department of the Interior
National Park Service

OMB No. 1024-0018

645

National Register of Historic Places Registration Form

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

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 Property

Historic name: Melrose-Rugby Historic District
Other names/site number: VDHR# 128-6261
Name of related multiple property listing: N/A
(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & Number: Mercer Avenue NW; Rugby Boulevard NW; Grayson Avenue NW; Carroll Avenue NW; 10th Street NW; 11th Street NW; 12th Street NW; 13th Street NW; 14th Street NW
City or town: Roanoke State: Virginia County: Independent City
Not For Publication: N/A Vicinity: N/A

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**

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:) _____

for Edson M. Beall 8.27.13

Signature of the Keeper Date of Action

5. Classification

Ownership of Property

Private:	X
Public – Local	X
Public – State	
Public – Federal	

Category of Property

Building(s)	
District	X
Site	
Structure	
Object	

Number of Resources within Property

Contributing	Noncontributing	
111	28	buildings
0	0	sites
0	0	structures
2	0	objects
113	28	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

DOMESTIC: single dwelling
DOMESTIC: secondary structure
COMMERCE/TRADE: business
RELIGION: religious facility

Current Functions
(Enter categories from instructions.)

DOMESTIC: single dwelling
DOMESTIC: secondary structure
DOMESTIC: multiple dwelling
RELIGION: religious facility
VACANT/NOT IN USE

7. Description

Architectural Classification

LATE 19TH AND 20TH CENTURY REVIVALS:
Colonial Revival
Tudor Revival
Late Gothic Revival

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS:
Prairie School
Bungalow/Craftsman

MODERN MOVEMENT:
Ranch

Materials:
Principal exterior materials of the property:

FOUNDATION: CONCRETE, BRICK
WALLS: BRICK, WOOD (weatherboard), METAL (aluminum), SYNTHETICS (vinyl)
ROOF: ASPHALT, STONE (slate)

Narrative Description

Summary Paragraph

The Melrose-Rugby Historic District is located in the northwest section of the City of Roanoke, Virginia. The neighborhood is situated on a 58-acre tract of level land just south of a small drainage called Lick Run. The streets are configured in a grid pattern, with the exception of Rugby Boulevard, which winds north as it approaches the western edge of the district. The streets are lined with sidewalks, curbs, and gutters. Alleyways along the rear lot lines provide access to the detached garages and carports tucked behind the houses. The stone pillars on Rugby Boulevard at 10th Street NW and gargoyle-mounted pillars on 11th Street NW at the alley between Mercer and Staunton Avenues mark the main entrances to the neighborhood. The district was developed as a planned residential subdivision in the early twentieth century, with most of the dwellings being built between the late 1910s and late 1940s. Non-residential buildings found in the district include a brick building with an unknown commercial use and a church. The predominant architectural forms are American Foursquare, Craftsman-bungalow, and Cape Cod. The dwellings are positioned on narrow rectangular lots and have a uniform setback. Of the 141 total resources, 113 (80%) are contributing and 28 (20%) are non-contributing. The district boundaries are generally formed by Rugby Boulevard and Grayson Avenue on the north; 10th Street NW on the east; Mercer Avenue and the alleyway between Mercer and Staunton avenues on the south; and the east side of 14th Street NW, which backs up to Eureka Park, on the west.

Narrative Description

The Melrose-Rugby Historic District emerged as part of a planned residential suburb in the early twentieth century. Located approximately two miles northwest of downtown, the neighborhood provided housing for families wanting a more suburban lifestyle. The district is part of the larger Melrose-Rugby neighborhood, which developed during the same era. The Melrose-Rugby neighborhood is surrounded by a number of other early twentieth century neighborhoods, including Washington Park on the east, Loudon-Melrose and Harrison on the south and Villa Heights on the west. These neighborhoods all feature similar street patterns and architectural styles. In addition, they shared, and continue to share, commercial areas and civic resources.

The historic district is positioned on level land that rises to the north as it approaches Lick Run. Eureka Park forms the western boundary of the district and provides a large open space for neighborhood residents. The main north-west thoroughfare is 10th Street NW, which forms the eastern boundary of the district. The main entrances are demarcated by stone entrance pillars at the intersection of 10th Street NW and Rugby Boulevard and at 11th Street NW at the alley between Mercer and Staunton Avenues. The streets are configured in a grid pattern, with the exception of Rugby Boulevard, which curves north as it travels west. The streets are lined with sidewalks, curbs, and gutters. Alleyways run along the rear lot lines and provide access to detached garages and carports. The dwellings are positioned on narrow rectangular lots and have a uniform setback. The consistent nature of these features suggests the planned nature of the development.

The district consists of 141 total resources. Since the district developed as a residential suburb, most of the resources are single family dwellings. The houses were largely built between 1910 and 1950. The earliest houses are located on the blocks closest to 10th Street NW, which served as a major thoroughfare. A single dwelling pre-dates the incorporation of the Rugby Land Corporation in 1916. This Queen Anne-style house was built in 1910 and occupies the northwest corner of 11th Street NW and Rugby Boulevard. The first residences built as part of the Rugby subdivision were constructed prior to 1920. These original ten houses are good examples of the Craftsman-style bungalow with a few examples of intersecting-gable and American Foursquare form houses with influences from the Colonial Revival style.

The majority of the houses in the district (51%) were built in the 1920s. The intensity of development reflects the period of growth and prosperity that occurred in Roanoke and across the nation during the decade. The houses constructed in this era are scattered throughout the district. The predominant style is the Craftsman bungalow (70%). The bungalow form is typically one-and-one-half stories with a low-pitched gabled or hipped roof and a large front roof dormer. Craftsman bungalows often feature gable-roofed front porches with brick piers or tapered square wood columns on brick piers. Other common features visible on houses in the district include exposed rafter tails and multi-light over single-light fenestration. The other most prevalent residential form constructed in the district during this period is the American Foursquare, with its square plan, hipped roof with dormers, and a full-width front porch. American Foursquares located in the district tend to be Colonial Revival or Prairie School-style. The Colonial Revival-style versions feature classical columns, pedimented gables and Palladian windows. The Prairie School-style versions emphasize horizontality and are characterized by low hipped roofs with wide overhanging eaves, multi-light over single-light fenestration and heavy columns or brick piers with solid railing walls on the porch.

Fewer houses were built in the district (12%) during the 1930s. The downward trend in construction activity can be blamed in part by the Great Depression. There were also a smaller number of lots available within the district boundaries by this time since many had already been built out. The Craftsman bungalow and the American Foursquare continued to appear in the neighborhood during this period. A Gothic Revival-style church was also constructed in 1930 on Rugby Boulevard. The two-story, two-bay church clad in stretcher-bond brick features a rectangular form with a square bell tower and arched windows. The Cape Cod form began to appear in the neighborhood as the decade came to a close. The small one-story houses are Colonial Revival in style, characterized by a symmetrical façade, side-gable roof with dormers and little exterior ornamentation. The construction of Cape Cod houses in the district continued well into the 1940s. The neighborhood was 85 percent developed by 1949. The remaining lots were built out in the following decades with Ranch-style houses and simple, one-story houses with no discernible style.

Statement of Integrity

The Melrose-Rugby Historic District retains a relatively high level of integrity with almost all of its houses intact, as well as important elements of the original streetscape. Of the 109 primary resources, 94 (86%) contribute to the district and only 15 (14%) primary resources are considered non-contributing due to their date of construction. While alterations have been made to some of the contributing resources, these are limited to the installation of non-historic siding and the replacement of original windows. These alterations do not obscure the original form and style of the houses in most cases and tend to be reversible. There are 32 secondary resources, the majority of which are garages, with 19 (59%) determined to be contributing and 13 (41%) listed as non-contributing. The stone pillars that mark the entrances to the neighborhood are considered contributing secondary resources. The Melrose-Rugby Historic District and its resources retain a sense of location, design, setting, materials, workmanship, feeling, and association.

Inventory

10th Street NW

1206 10th Street NW 128-0116 *Other DHR Id #:* **128-6261-0042**
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1927**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Shed** **Non-Contributing** *Total:* 1

1210 10th Street NW 128-0117 *Other DHR Id #:* **128-6261-0043**
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

10th Street NW at Rugby Boulevard NW

10th Street NW at Rugby Boulevard NW 128-6261-0045 *Other DHR Id #:*
Primary Resource Information: **Sculpture/Statue, Stories 0.00, Style: No Style, 1917**

Individual Resource Status: **Sculpture/Statue** **Contributing Object** *Total:* 1

11th Street NW

1210 11th Street NW **128-6261-0097** *Other DHR Id #:*
Primary Resource Information: **Commercial Building, Stories 2.00, Style: No Style, 1934**

Individual Resource Status: **Commercial Building** **Contributing** *Total:* 1

11th Street NW at Mercer Ave Alley NW

11th Street NW at Mercer Ave Alley NW **128-6261-0096** *Other DHR Id #:*
Primary Resource Information: **Sculpture/Statue, Stories 0.00, Style: No Style, 1917**

Individual Resource Status: **Sculpture/Statue** **Contributing Object** *Total:* 1

12th Street NW

1213 12th Street NW **128-6261-0111** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: No Style, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

13th Street NW

1116 13th Street NW **128-6261-0011** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1120 13th Street NW **128-6261-0012** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1124 13th Street NW **128-6261-0013** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1201 13th Street NW **128-6261-0014** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1955**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1202 13th Street NW **128-6261-0015** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1206 13th Street NW **128-6261-0016** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.00, Style: No Style, 1938**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1210 13th Street NW **128-6261-0017** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

14th Street NW

1117 14th Street NW **128-6261-0010** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1927**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1121 14th Street NW **128-6261-0009** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Prairie School, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1211 14th Street NW **128-6261-0008** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Prairie School, 1928**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1215 14th Street NW **128-6261-0007** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1922**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1219 14th Street NW **128-6261-0006** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1918**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1221 14th Street NW **128-6261-0005** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1965**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1225 14th Street NW **128-6261-0004** *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1301 14th Street NW **128-6261-0003** *Other DHR Id #:*
Primary Resource Information: **Multiple Dwelling, Stories 1.00, Style: No Style, 1964**

Individual Resource Status: **Multiple Dwelling** **Non-Contributing** *Total:* 1

1307 14th Street NW **128-5050** *Other DHR Id #:* **128-6261-0002**

Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Colonial Revival, 1936**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1313 14th Street NW 128-6261-0001 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1945**

Individual Resource Status: **Garage** **Contributing** *Total:* 1
Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

Carroll Avenue NW

1302 Carroll Avenue NW 128-6261-0018 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1924**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1306 Carroll Avenue NW 128-6261-0019 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1923**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1310 Carroll Avenue NW 128-6261-0020 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Bungalow/Craftsman, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1316 Carroll Avenue NW 128-6261-0021 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1947**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

Grayson Avenue NW

1006 Grayson Avenue NW 128-5058 *Other DHR Id #:* **128-6261-0098**
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1947**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1011 Grayson Avenue NW 128-6261-0099 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1918**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1012 Grayson Avenue NW 128-6261-0100 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1014 Grayson Avenue NW 128-6261-0101 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Prairie School, 1930**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1017 Grayson Avenue NW 128-6261-0102 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1922**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1018 Grayson Avenue NW 128-6261-0103 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Bungalow/Craftsman, 1924**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1028 Grayson Avenue NW 128-6261-0104 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1958**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1036 Grayson Avenue NW 128-6261-0105 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1040 Grayson Avenue NW 128-6261-0106 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Bungalow/Craftsman, 1926**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1044 Grayson Avenue NW 128-6261-0107 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1102 Grayson Avenue NW 128-6261-0108 *Other DHR Id #:*
Primary Resource Information: **School, Stories 1.00, Style: No Style, 1970**

Individual Resource Status: **School** **Non-Contributing** *Total:* 1

1114 Grayson Avenue NW 128-6261-0109 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1927**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1118 Grayson Avenue NW 128-6261-0110 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1930**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

Mercer Avenue NW

1013 Mercer Avenue NW 128-6261-0041 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1927**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1017 Mercer Avenue NW 128-6261-0040 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1946**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1021 Mercer Avenue NW 128-6261-0039 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1025 Mercer Avenue NW 128-6261-0038 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.00, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Garage** **Contributing** *Total:* 1
Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1026 Mercer Avenue NW 128-6261-0095 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1028 Mercer Avenue NW 128-6261-0094 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Colonial Revival, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1029 Mercer Avenue NW 128-6261-0037 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1946**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1030 Mercer Avenue NW 128-6261-0093 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1033 Mercer Avenue NW 128-6261-0036 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1958**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1
Individual Resource Status: **Shed** **Non-Contributing** *Total:* 1

1102 Mercer Avenue NW 128-6261-0092 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Queen Anne, 1922**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1105 Mercer Avenue NW 128-5108 *Other DHR Id #:* **128-6261-0035**

Primary Resource Information: **Single Dwelling, Stories 2.00, Style: No Style, 1925**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1
Individual Resource Status: **Shed**	**Non-Contributing**	*Total:*	1

1106 Mercer Avenue NW 128-6261-0091 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1109 Mercer Avenue NW 128-6261-0034 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1956**

Individual Resource Status: **Single Dwelling**	**Non-Contributing**	*Total:*	1

1110 Mercer Avenue NW 128-6261-0090 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.50, Style: No Style, 1925**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1115 Mercer Avenue NW 128-6261-0033 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1946**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1116 Mercer Avenue NW 128-6261-0089 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1946**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1118 Mercer Avenue NW 128-6261-0088 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1948**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1120 Mercer Avenue NW 128-6261-0087 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1123 Mercer Avenue NW 128-5109 *Other DHR Id #:* **128-6261-0032**

Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1

1128 Mercer Avenue NW 128-6261-0086 *Other DHR Id #:*

Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Colonial Revival, 1930**

Individual Resource Status: **Single Dwelling**	**Contributing**	*Total:*	1
Individual Resource Status: **Garage**	**Contributing**	*Total:*	1

1201 Mercer Avenue NW 128-6261-0031 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Colonial Revival, 1939**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1202 Mercer Avenue NW 128-6261-0085 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Tudor Revival, 1936**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1
Individual Resource Status: **Shed** **Non-Contributing** *Total:* 1

1205 Mercer Avenue NW 128-6261-0030 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1956**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1210 Mercer Avenue NW 128-6261-0084 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1211 Mercer Avenue NW 128-6261-0029 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1941**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1215 Mercer Avenue NW 128-6261-0028 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1955**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1218 Mercer Avenue NW 128-6261-0083 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: No Style, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1220 Mercer Avenue NW 128-6261-0082 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1926**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1221 Mercer Avenue NW 128-6261-0027 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1919**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1222 Mercer Avenue NW 128-6261-0081 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1958**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1228 Mercer Avenue NW 128-6261-0080 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1948**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1230 Mercer Avenue NW 128-6261-0079 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1946**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

Rugby Boulevard NW

1002 Rugby Boulevard NW 128-0118 *Other DHR Id #:* **128-6261-0058**
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1008 Rugby Boulevard NW 128-0119 *Other DHR Id #:* **128-6261-0059**
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1920**

Individual Resource Status: **Garage** **Contributing** *Total:* 1
Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1011 Rugby Boulevard NW 128-6261-0046 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1920**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1012 Rugby Boulevard NW 128-6261-0060 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1015 Rugby Boulevard NW 128-6261-0047 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1924**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1016 Rugby Boulevard NW 128-6261-0061 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1019 Rugby Boulevard NW 128-6261-0048 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1957**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1020 Rugby Boulevard NW 128-6261-0062 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Colonial Revival, 1939**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1023 Rugby Boulevard NW 128-6261-0049 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Tudor Revival, 1927**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1024 Rugby Boulevard NW 128-6261-0063 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1027 Rugby Boulevard NW 128-6261-0050 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.00, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1028 Rugby Boulevard NW 128-6261-0064 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1924**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1031 Rugby Boulevard NW 128-6261-0051 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1959**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1032 Rugby Boulevard NW 128-6009 *Other DHR Id #:* **128-6261-0065**
Primary Resource Information: **Single Dwelling, Stories 2.00, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1035 Rugby Boulevard NW 128-6261-0052 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1039 Rugby Boulevard NW 128-6261-0053 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1956**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1101 Rugby Boulevard NW 128-5754 *Other DHR Id #:* **128-6261-0054**
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Queen Anne, 1910**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1102 Rugby Boulevard NW 128-6261-0066 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1106 Rugby Boulevard NW 128-6261-0067 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1109 Rugby Boulevard NW 128-6261-0055 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1955**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1110 Rugby Boulevard NW 128-6261-0068 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1955**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1114 Rugby Boulevard NW 128-6261-0069 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Colonial Revival, 1917**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Non-Contributing** *Total:* 1

1117 Rugby Boulevard NW 128-6261-0056 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Colonial Revival, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1118 Rugby Boulevard NW 128-6261-0070 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1948**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1120 Rugby Boulevard NW 128-6261-0071 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Prairie School, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1121 Rugby Boulevard NW 128-6261-0057 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Prairie School, 1926**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1124 Rugby Boulevard NW 128-6261-0072 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1930**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1202 Rugby Boulevard NW 128-6261-0073 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.00, Style: No Style, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1208 Rugby Boulevard NW 128-6261-0074 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: Ranch, 1963**

Individual Resource Status: **Single Dwelling** **Non-Contributing** *Total:* 1

1214 Rugby Boulevard NW 128-6261-0075 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1220 Rugby Boulevard NW 128-6261-0076 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1226 Rugby Boulevard NW 128-6261-0077 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1924**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1232 Rugby Boulevard NW 128-6261-0078 *Other DHR Id #:*
Primary Resource Information: **Church/Chapel, Stories 2.00, Style: Gothic Revival, 1930**

Individual Resource Status: **Church/Chapel** **Contributing** *Total:* 1

1302 Rugby Boulevard NW 128-6261-0022 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 2.50, Style: Craftsman, 1925**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1308 Rugby Boulevard NW 128-6261-0023 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.00, Style: No Style, 1939**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1312 Rugby Boulevard NW 128-6261-0024 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Colonial Revival, 1948**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

1320 Rugby Boulevard NW 128-6261-0025 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1922**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1
Individual Resource Status: **Garage** **Contributing** *Total:* 1

1326 Rugby Boulevard NW 128-6261-0026 *Other DHR Id #:*
Primary Resource Information: **Single Dwelling, Stories 1.50, Style: Bungalow/Craftsman, 1920**

Individual Resource Status: **Single Dwelling** **Contributing** *Total:* 1

Total Number of Resources: 141

8. Statement of Significance

Applicable National Register Criteria

- [x] 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.
- [x] 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

Areas of Significance

ARCHITECTURE
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance
1916-1949

Significant Dates
1916
1925
1949

Significant Person

Cultural Affiliation
N/A

Architect/Builder
Unknown

Statement of Significance Summary Paragraph

The Melrose-Rugby neighborhood was developed between 1916 and 1949 as part of an early planned residential suburb of the City of Roanoke, Virginia. The historic district represents a small portion of the subdivision developed by the Rugby Land Corporation that was annexed by the City of Roanoke between 1925 and 1949. The district also includes several lots located along 14th Street SW that were developed by the Eureka Land Company. Located northwest of downtown, Melrose-Rugby's development as a working-class suburb was directly associated with the growth of Roanoke during the first half of the twentieth century, the national desire for the healthier living conditions of the suburbs, and the improvements in transportation that made commuting to work affordable. Of the 141 total resources, 113 (80%) are contributing and 28 (20%) are non-contributing. The Melrose-Rugby Historic District is eligible for listing on the National Register under Criteria A and C for significance on the local level in the areas of Architecture and Community Planning, with a Period of Significance of 1916, the date the Rugby Land Corporation platted the area, to 1949 when the City of Roanoke annexed the area of the district and the Rugby Land Corporation sold its last lots to the City.

Criteria Justification

The Melrose-Rugby Historic District is eligible for listing on the National Register under Criterion A, in the area of Community Planning, as an excellent example of an early twentieth century residential suburb of Roanoke developed by a private land company as improvements in transportation made rural land accessible to downtown and other areas of the city. The neighborhood provides an excellent example of traditional residential development, with a narrow street grid and alleyways. Elements of early modern suburban design are also evidenced in the district. The wide and curving nature of Rugby Avenue evokes the curvilinear subdivision layout that would become prevalent after World War II.

The district is also eligible under Criterion C, in the area of Architecture, with its large and intact collection of early to mid twentieth century domestic architecture that represents the full range of architectural styles and home building practices popular during this period. Its concentration of Craftsman bungalows, American Foursquares, and Cape Cod houses reflect the movement in American housing design to provide well-constructed, efficient and affordable houses for the modern twentieth century family.

Narrative Statement of Significance

Historical Background

EARLY DEVELOPMENT OF ROANOKE

The City of Roanoke grew from the small farming town of Big Lick in the late nineteenth century with the reconstruction of the railroads after the Civil War. With orders to "Gut the Confederacy" from Abraham Lincoln, the Union Army had devastated the southern railroads by the end of the war. Former Confederate General William "Billy" Mahone resolved by 1869 to consolidate the Virginia and Tennessee, the Norfolk and Petersburg, and the Southside railroads in order to encourage the redevelopment of the transportation system in Virginia. The new line, called the Atlantic, Mississippi and Ohio (AM & O), was purchased out of insolvency by northern financiers in 1881 and was renamed the Norfolk & Western Railroad. The same group of investors also controlled the Shenandoah Valley Railroad, which was being built southward from Hagerstown, Maryland.[1] In 1882, the two lines were consolidated and Big Lick was selected to be the new headquarters for Norfolk & Western. The railroad company planned to construct tracks, shops, a hotel, and other buildings in exchange for local subscriptions totaling $10,000 to pay for right of ways for the tracks.[2]

The merger of the Shenandoah Valley and Norfolk & Western railways and the construction of the new headquarters in Big Lick ushered in a period of tremendous growth and prosperity. Big Lick soon became a primary shipping point and commercial center for the region. By 1882, the boundaries of the town had expanded to 3.5 square miles and the population had soared from 600 to over 1,000. In anticipation of the future growth and importance of the community as an important railroad center, the citizens elected to rename the town. A public referendum was held and residents voted that the town be named in honor of Frederick J. Kimball, the president of the Norfolk & Western Railroad. Kimball declined the tribute and suggested that the town be named "Roanoke."[3]

The Roanoke Land and Improvement Company spearheaded the development of the burgeoning town. The first land company in the area was organized in 1881 as a subsidiary of the Shenandoah Valley

Railroad with capital from Pennsylvania financiers. The company laid out the streets and constructed dwellings for the people who would move to the town to work for the railroad lines. The company also planned to build a hotel and railroad shops for the manufacture and repair of steam engines and cars.[4]

Between February 1881 and June 1882, the Roanoke Land and Improvement Company had constructed 78 frame and 60 brick houses with plans for 62 more brick dwellings. By September 1882, approximately 1,000 new workers had arrived in Roanoke and the construction of another 100 dwellings had been authorized.[5] The construction of the Hotel Roanoke commenced in 1882 on a stretch of agricultural land just north of the railroad tracks. In the same year, the Roanoke Machine Shops were established along the tracks to the east of the train depot in Southeast Roanoke. The shops quickly grew to become the largest industry in the area. By 1884, the population of Roanoke had grown to 5,000, a size that allowed it to be chartered as a city. Major infrastructure improvements were made in the decade following the incorporation. In 1886, citizens passed a $90,000 bond for the construction of sewers, streets, a market house, a courthouse, a jail, a poor house, and a school. Telephone and electrical service, a newspaper, a volunteer fire department, and a hospital were also established to serve citizens.[6]

PROLIFERATION OF ROANOKE LAND COMPANIES

By 1890, the population of Roanoke had reached 16,159 residents. In response to the population boom that resulted from the intense industrial and commercial development of the city, a number of new land companies were formed in the 1890s to develop the rural land surrounding Roanoke into residential neighborhoods. The Perspective Map of the City of Roanoke (1891) lists nineteen land companies in operation at that time. The development of the pastoral land northwest of the city limits was already underway at the close of the nineteenth century. In 1889, Norfolk & Western extended its yards west and planned to build the West End Round House. The investment made the area attractive to running crews and mechanics.[7] Land companies stepped in to fulfill the need for worker housing near the rail yards. The large farm of Captain Robert B. Moorman was purchased and incorporated as the Melrose Land Company in January 1889.[8] The original subdivision plat includes the lands south and west of the Melrose-Rugby Historic District. Further development of the area northwest of the city was fueled by the construction of the Salem-Melrose streetcar line in 1890.

Roanoke experienced yet another real estate boom in the early twentieth century. In 1900, the population of Roanoke reached 21,500, making it the third largest city in Virginia.[9] This growth would increase an additional 55 percent to 38,874 in 1910. The *Roanoke Times* reported an increase in building permits with an impressive total of 415 new houses and eighteen commercial buildings under construction in 1905.[10] In addition to the land companies, a number of building and loan associations and real estate investment companies also formed to participate in the rapid growth and development of Roanoke. The 1910 City Directory for Roanoke lists 22 land improvement companies and this number steadily increased until reaching a peak of 40 companies in 1925.

THE ADVENT OF CITY PLANNING IN ROANOKE

Roanoke was not the only city to experience a period of unprecedented growth at the beginning of the twentieth century. With the advances of the industrial revolution combined with the devastation of the land and the elimination of the enslaved labor system of the South in the wake of the Civil War, the nation experienced a mass migration to the cities. Across the country, cities had trouble keeping up with the rapid growth and influx of people, leading to overcrowded and unhealthy conditions. The wives of the many railroad and industry executives who came to Roanoke from larger northeastern cities felt that life in Roanoke left much to be desired. These women formed the Roanoke Civic Betterment Club in 1906

and began to call attention to areas of the city that needed improvement. Most pressing was the need for improved sanitation and health regulations. With a record number of typhoid cases in the early 1900s, the women organized a boycott of the market vendors who did not store their foods properly.

The women also contacted John Nolen, a young landscape architect and civic planner from Boston who was part of the City Beautiful Movement that came out of the Columbia Exposition in Chicago in 1893. Only five years after the 1902 publication of Improvement of Towns and Cities by Charles Mulford Robinson, Nolen developed the first comprehensive plan for the City of Roanoke in 1907 as an attempt to promote a practical, healthy and aesthetically pleasing development of the city. Nolen focused on the development of a civic center, which led to the construction of the Beaux-Arts style Municipal Building in 1915. He also made provisions for paved streets with gutters, sewage systems and other sanitation improvements in the residential neighborhoods.[11] Unfortunately, Nolen's comprehensive plan was not adopted by the city.

DEVELOPMENT OF THE STREETCAR AND SUBURBS

The overcrowded and unhealthy conditions in the early twentieth century city led to a desire for the fresh air and open space of the country, but within reach of employment in the modern industries of the cities. Advances in transportation made suburban development popular and possible in the early twentieth century. The City of Richmond, Virginia, developed the electric streetcar system in 1887 and the new technology quickly spread throughout the country. Approximately 22,000 miles of streetcar tracks had been laid in cities across the nation by 1902.[12] The streetcar trend reached Roanoke when the Roanoke Railway and Electric Company organized in 1887. The first streetcar line was extended to Vinton in 1899. The Roanoke Railway and Electric Company added eight more lines, including: South Roanoke, West End and Norwich in 1890; Northeast and Franklin Road in 1892; Belmont in 1905; Highland in 1908; Raleigh Court in 1911; and Ninth Street in 1914. At its peak in 1925, the company operated approximately 50 cars over more than 30 miles of track.[13] The streetcar, with its ability to carry a relatively large number of passengers at a relatively low operating cost and to make frequent stops, provided the first form of affordable, mass public transportation within a city.

The introduction of the streetcar in the late nineteenth and early twentieth centuries solved the dilemma of wanting to live outside the city while still needing to work in the city. While suburbs had developed along railroad lines as early as the mid-nineteenth century, the cost of this longer commute made suburban living a luxury of the upper classes. The development of the streetcar made suburban development possible in rural areas immediately adjacent to the city. The system provided for a shorter and less expensive commute that allowed the middle and working classes to enjoy the suburban lifestyle. The mass production of automobiles occurred after 1908, revolutionizing the transportation system again and making the suburbs even more accessible. The combination of these advances made the dream of a detached home with its own yard a reality for the masses.[14]

DEVELOPMENT OF MELROSE-RUGBY

Melrose-Rugby was developed as a planned residential community in the early twentieth century. The land was previously located northwest of the city limits and provided much needed housing for moderate income families who worked in the area. Most of the land that comprises the district was developed by the Rugby Land Corporation. However, the small stretch of land that borders Eureka Park along 14th Street NW was developed by the Eureka Land Company.

The Rugby Land Corporation was chartered in October 1916 to develop the expanse of farmland formerly owned by J. Allen Watts and W.C. Thomas. The subdivision was platted in December 1916 under the direction of President Ronald Randolph Fairfax and Secretary O.B. Steele. "Ronnie" Fairfax was a prominent local businessman who was very active in real estate development. Previous business ventures included founding the Cotton Mill Company and the People's National Bank. He entered the real estate business in 1910 when he formed the Villa Heights Corporation and served as the Secretary and Director. He went on to form a number of other local land companies prior to establishing the Rugby Land Corporation.

The original Rugby subdivision plat consisted of 29 blocks containing 470 lots. The Melrose-Rugby Historic District includes only the 116 lots in the southeastern portion of the subdivision. The Rugby Land Corporation erected the stone entrance pillars to the neighborhood in 1916. In the months that followed, Ronnie Fairfax and his team of salesmen began to push the sale of the lots at the affordable price of $2.00 down and $2.00 per week.[15] Restrictions were placed on the deeds, as was common practice in the era before zoning. The deeds stipulated that the minimum construction cost of a building be no less than $1,500. The ethnicity of current and future grantees was also constrained by the deeds. No property in the neighborhood could be sold or leased to any person of African descent for a period of twenty years after the conveyance of the deed of title.[16]

The Rugby Land Corporation lots east of 12th Street NW were the first to develop. According to a Sanborn Map, thirteen dwellings had been constructed in this area by 1919. These lots were most likely the first to develop due to their proximity to 10th Street NW, which is a major thoroughfare with a bridge that crosses the railroad tracks. Lots were simultaneously being sold in the adjacent Eureka Circle subdivision in the late 1910s. Ronnie Fairfax was also involved in the sale of these properties and was said to be "terrifically busy" in 1918.[17] As of 1919, none of the lots with frontage along the western side of Eureka Park within the district had been developed. However, construction on these lots commenced soon after, as the majority of the dwellings were built in the 1920s. By 1930, over half (51%) of the houses in the Melrose-Rugby Historic District had been constructed.

The City of Roanoke annexed many new residential neighborhoods in the years of growth and prosperity after World War I. Annexation by the city promised important municipal services, such as fire stations, schools, and libraries. Melrose-Rugby residents "clamored" to be included in the city limits after being missed by the 1919 annexation.[18] They successfully petitioned the city in 1925 and were officially annexed in 1926 after receiving approval from Roanoke City Council.[19] Several civic improvements occurred as a result of the annexation. The Roanoke Gas Company spent around $100,000 to lay 9.5 miles of mains to service the neighborhoods in northwest Roanoke in 1927.[20] Roanoke City Fire Station No. 5 was built a few blocks south of the district at 12th Street and Loudon Avenue NW in 1911 and Fire Station No. 9 was built further to the west on 24th Street in 1924. The former Church of God/Primitive Baptist Church was also built on Rugby Boulevard in 1930, further establishing a sense of place within the neighborhood.

During the Great Depression, the population of Roanoke remained stagnant, with only a 1 percent increase in the population between 1930 and 1940. Residential construction in the city echoed this stagnation, as only five lots were sold by the Rugby Land Corporation and thirteen new houses were constructed between 1930 and 1940. The 1940 Census provides a sense of the neighborhood composition during this period in the district's development. Residents were almost exclusively white, with the exception of one Syrian couple. Most residents were working-class, with the majority working for the steam railroad or in retail sales establishments, presumably located downtown or in the small commercial area of 11th Street NW just south of the Rugby neighborhood. A lesser number of residents were

employed by the local industries, including the American Viscose Plant in Southeast Roanoke and the Cotton Mill in Southwest Roanoke. Annual incomes for head of households ranged from $210 to $4,434 with an average of $1,600. Homeowners outnumbered renters and home values ranged from $2,000 to $4,000.[21]

NEIGHBORHOOD BUILD OUT AFTER WORLD WAR II

Home building across the nation stalled with the outbreak of World War II. Only two new houses were built in the district between 1940 and 1945. Nationally, a number of programs and initiatives were put into place to promote home ownership and stimulate the housing market after the stock market crash. These programs and initiatives had a major impact on the housing market nationally in the years after World War II.

The 1950s began as a prosperous decade for Roanoke and Melrose-Rugby with the post-war population increasing by 32 percent during this time. The Rugby Land Corporation issued its final deeds of title in 1949 and the remaining area of the original suburb plat was annexed by the City of Roanoke. The district's remaining vacant lots were built out with Cape Cod and Ranch style houses. The neighborhood's population remained primarily white until the 1960s. By that time, two main employers of district residents had laid off thousands of workers. The American Viscose Plant closed in 1958, resulting in the loss of 1,750 jobs. During the same year, the Norfolk & Western Railway converted from steam to diesel engines and another 2,000 jobs were lost. Around the same time, urban renewal programs had supplanted much of the African American community from the Gainsboro neighborhood. Many of the displaced residents moved to Melrose-Rugby and it began to transition to a predominately African American neighborhood.[22] The Melrose-Rugby Historic District continues to have a strong neighborhood identity within the greater context of the City of Roanoke.

9. Major Bibliographical References

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Acknowledgement: This nomination is based on an inventory developed as part of an intensive-level historic resources survey conducted by Geoff Henry and Ellen Jenkins of TRC Environmental in winter 2011.

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:

_X_ 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. 128-6261

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10. Geographical Data

Acreage of Property 57.7 acres (approx.)

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 37.288530° Longitude: -79.959020°

2. Latitude: 37.288530° Longitude: -79.951429°

3. Latitude: 37.285450° Longitude: -79.951429°

4. Latitude: 37.285450° Longitude: -79.959020°

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
The boundary includes all tax parcels indicated within the boundary line on the attached Melrose-Rugby Historic District Tax Parcel Map.

Boundary Justification
The boundary largely corresponds with the southeastern portion of the subdivision plat of the Rugby Land Corporation (See Continuation Sheet 1). The eastern boundary (10th Street NW) and the southern boundary (Mercer Avenue and the alleyway between Mercer and Staunton avenues) directly correspond with the original subdivision plat. The western boundary is formed by Eureka Park. The northern boundary is formed by Grayson and Rugby avenues and follows the topographic feature of Lick Run and the approximate boundary of the portion of the original suburb plat that was annexed by the City of Roanoke in 1925.

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11. Form Prepared By

name/title: Alison S. Blanton, Patrick Hughes and Katherine Coffield
organization: Hill Studio, PC
street & number: 120 Campbell Avenue SW
city or town: Roanoke state: Virginia zip code: 24011
e-mail: ablanton@hillstudio.com
telephone: 540-342-5263
date: March 1, 2013

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: Melrose-Rugby Historic District

City or Vicinity: Roanoke (City)

County: State: Virginia

Photographer: Patrick Hughes / Hill Studio

Date Photographed: February 2013

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

Photo 1 of 10: 11th Street, looking N
Photo 2 of 10: 13th Street, looking N
Photo 3 of 10: 1000 Block of Grayson Avenue, looking W
Photo 4 of 10: 1000 Block of Rugby Boulevard, looking W
Photo 5 of 10: 1100 Block of Grayson Avenue, looking W
Photo 6 of 10: 1100 Block of Mercer Avenue, looking E
Photo 7 of 10: 1100 Block of Mercer Avenue, looking SE

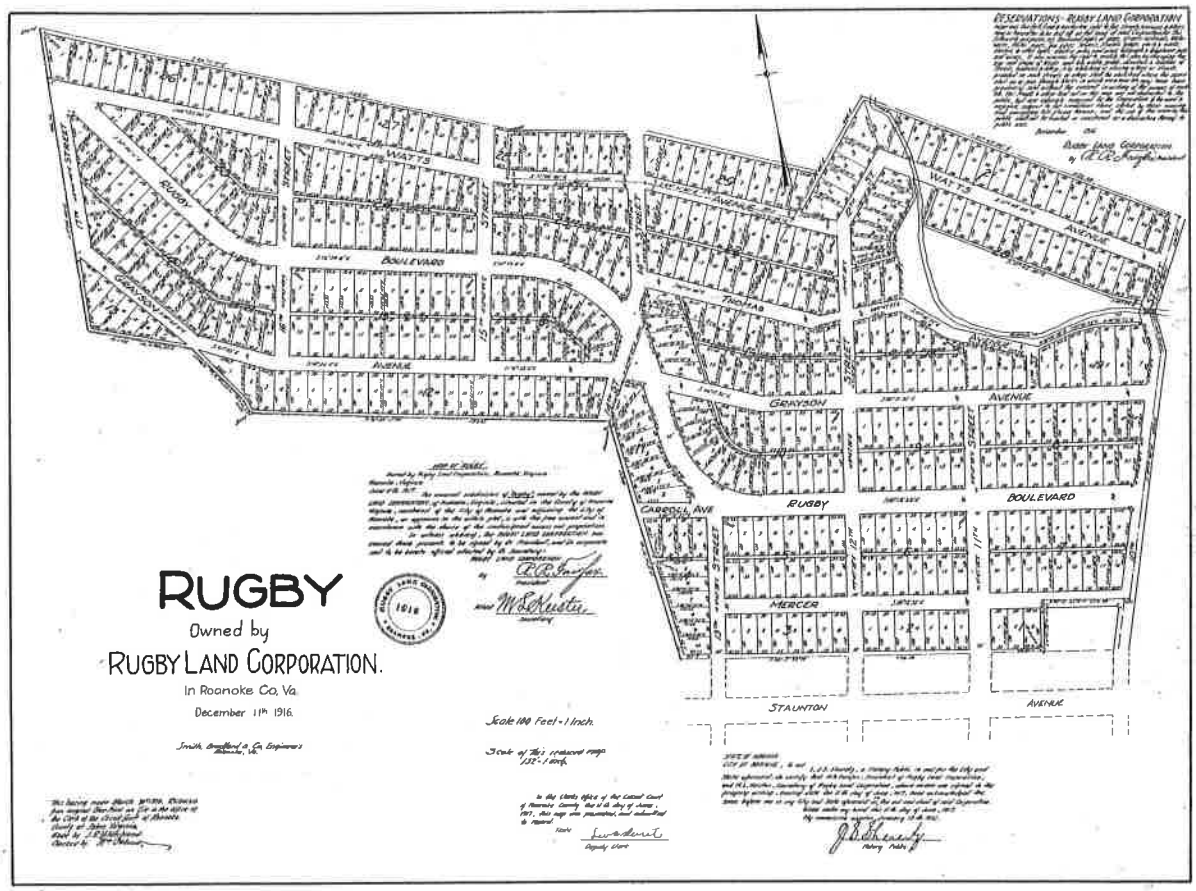
Photo 8 of 10: 1100 Block of Rugby Boulevard, looking W
Photo 9 of 10: 1200 Block of 14th Street, looking S
Photo 10 of 10: 1200 Block of Mercer Avenue, looking SE

Paperwork Reduction Act Statement: This information is being collected for applications 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.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

[1] Barnes, 9.
[2] White, 65.
[3] Bruce, 9.
[4] White, 65.
[5] Ibid, 68.
[6] Ibid, 72.
[7] Barnes, 179.
[8] Ibid.
[9] Kern, 14.
[10] Barnes, 405.
[11] Nolen.
[12] Ames, 17.
[13] Dalmas, 12.
[14] Ames, 2-15.
[15] Barnes, 537.
[16] Roanoke County Deed Books.
[17] Barnes, 554.
[18] Ibid, 645.
[19] Ibid, 653.
[20] Ibid, 675.
[21] United States Census, 1940.
[22] Melrose Rugby Neighborhood Plan, 4.

1916 Rugby Land Corporation Subdivision Plat

232-233



Location Map

Melrose Rugby HD - Roanoke, VA

① NW Corner – Lat. 37.288530
Long. -79.959020

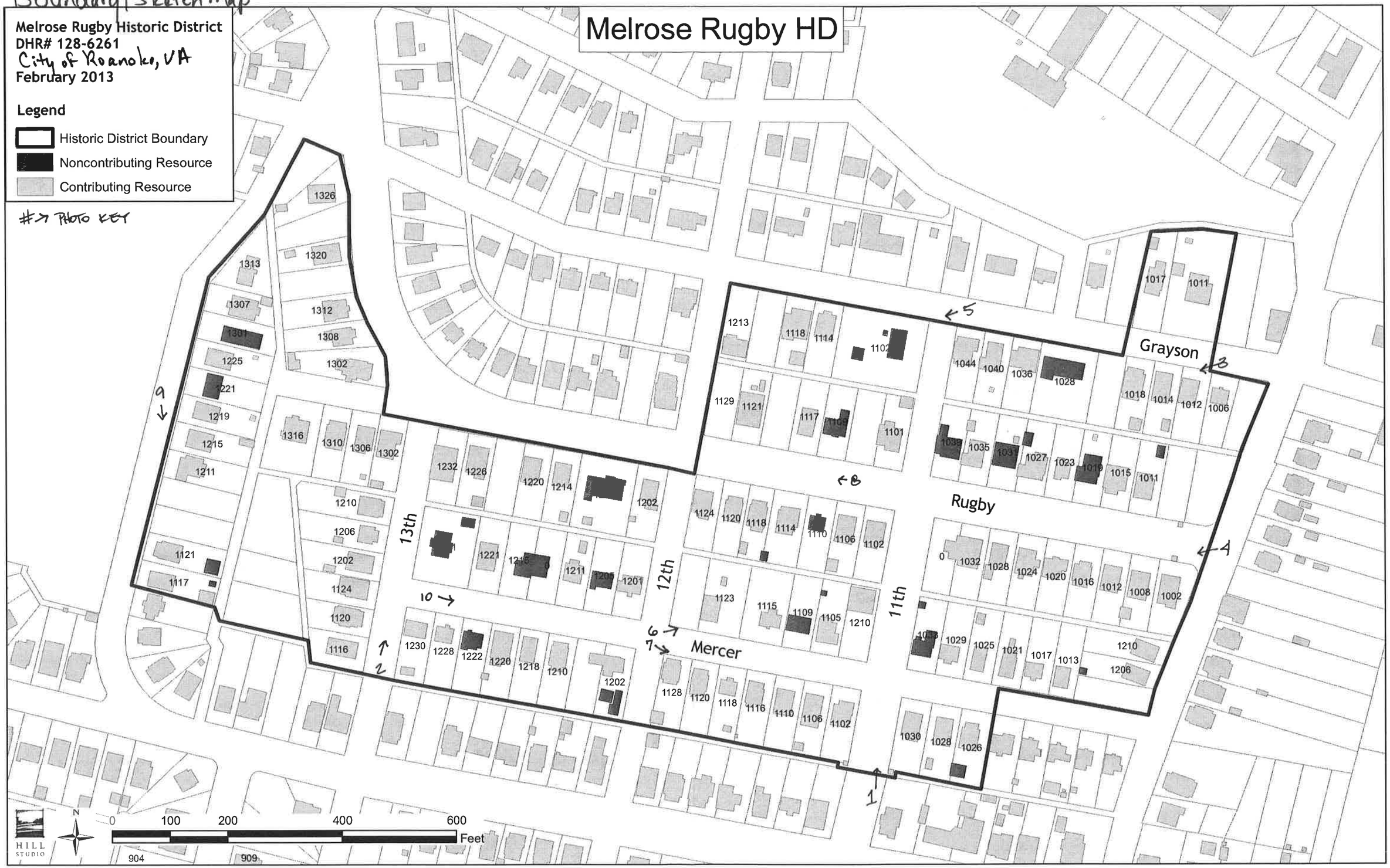
② NE Corner - Lat. 37.288530
Long. -79.951429

③ SE Corner – Lat. 37.285450
Long. -79.951429

④ SW Corner - Lat. 37.285450
Long. -79.959020

DHR # 128-6261

Boundary/Sketch Map

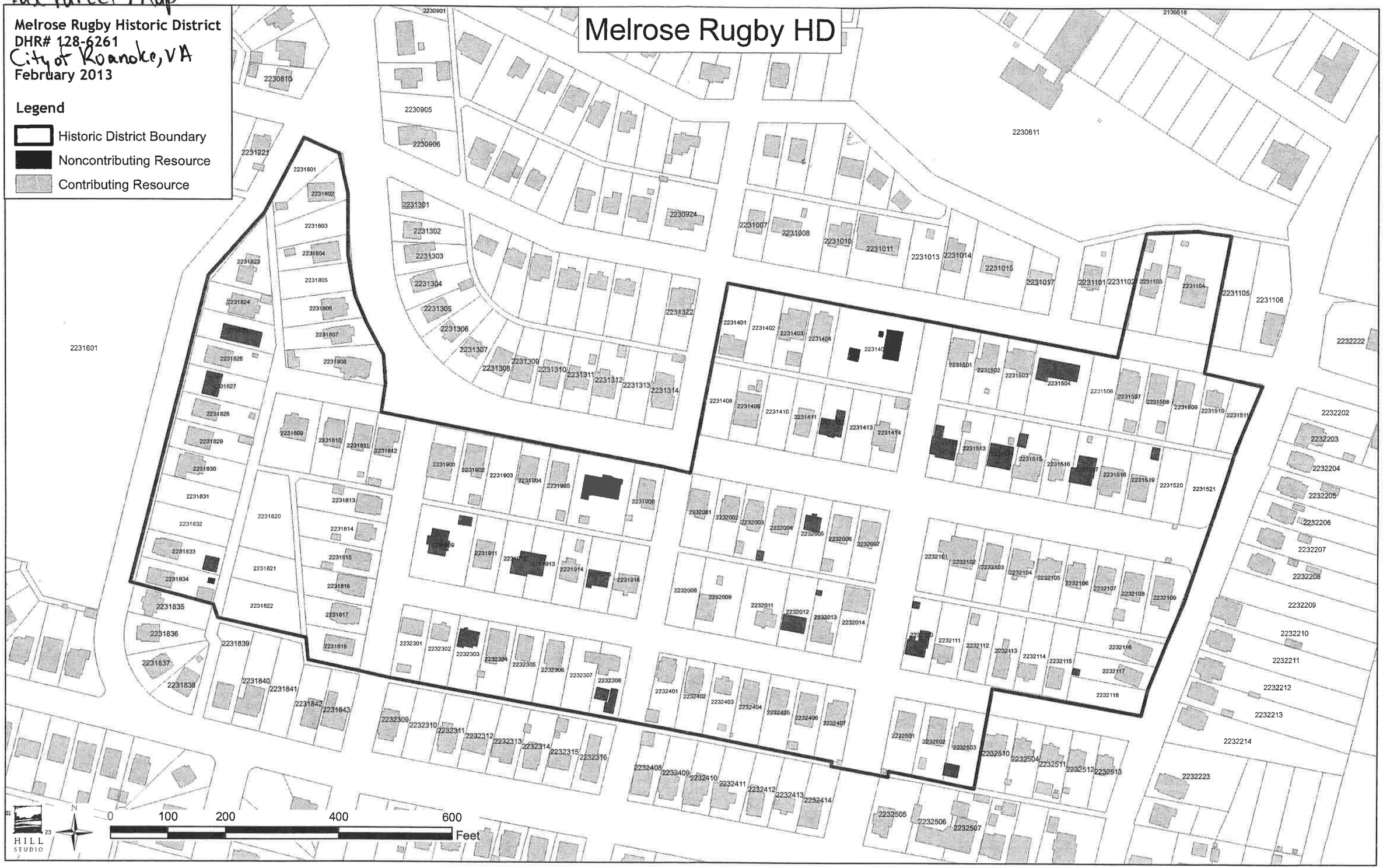


Tax Parcel Map

Melrose Rugby Historic District
DHR# 128-6261
City of Roanoke, VA
February 2013

Legend

- Historic District Boundary
- Noncontributing Resource
- Contributing Resource

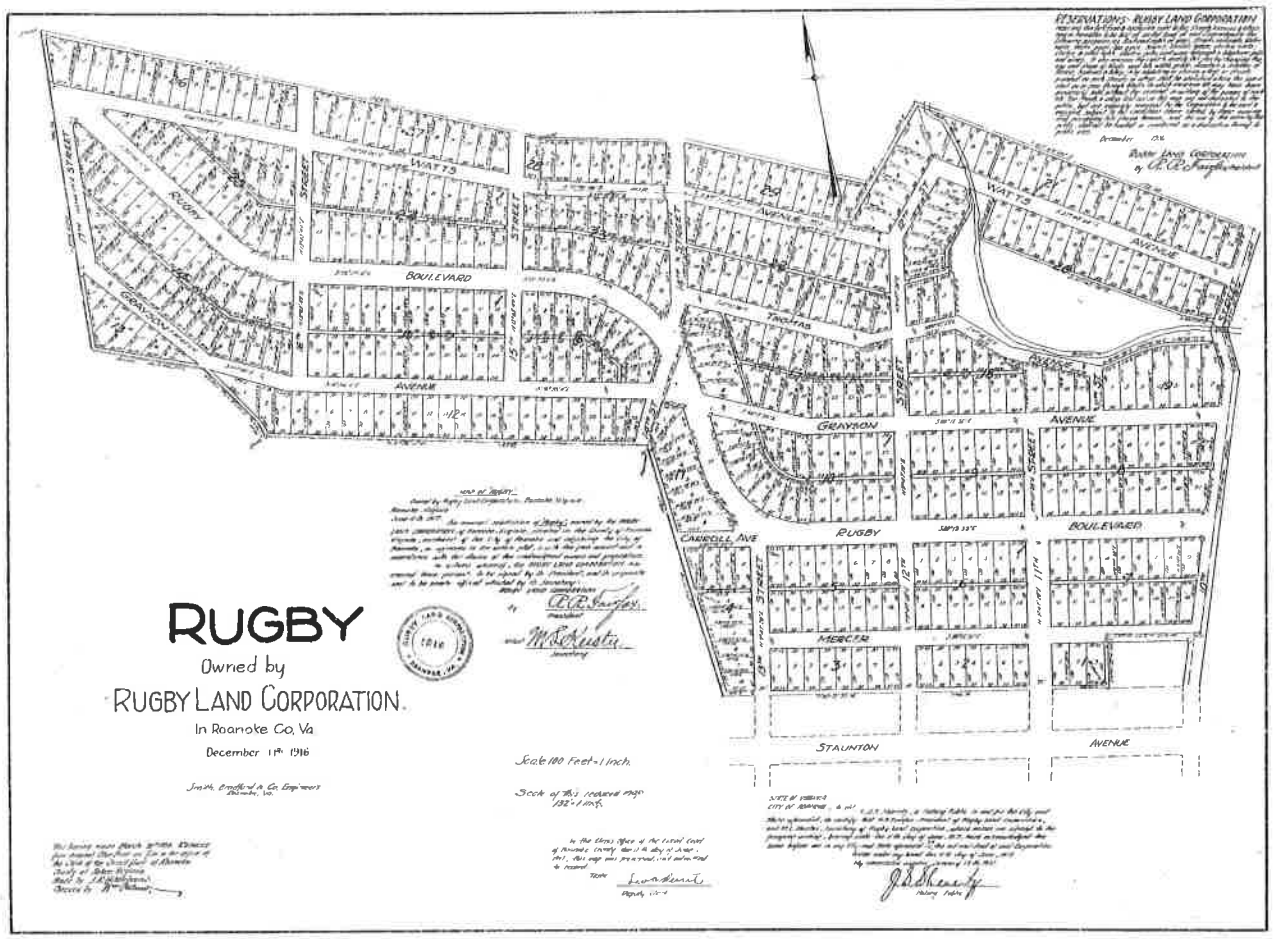


United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Melrose-Rugby Historic District
Name of Property
City of Roanoke, VA
County and State
Name of multiple listing (if applicable)

Section number Additional Documentation Page 1

1916 Rugby Land Corporation Subdivision Plat

232-239