

United States Department of the Interior
National Park Service**National Register of Historic Places Registration Form**

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 PropertyHistoric name: Hart Motor CompanyOther names/site number: DHR #129-5171Name of related multiple property listing: N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. LocationStreet & number: 1341 E. Main StreetCity or town: Salem State: VA County: Independent CityNot For Publication: N/A Vicinity: N/A**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended,

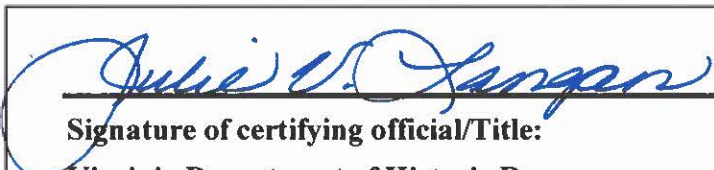
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

	<u>1.8.2024</u>
Signature of certifying official/Title:	Date
<u>Virginia Department of Historic Resources</u>	
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

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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:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private: ☒
- Public – Local ☐
- Public – State ☐
- Public – Federal ☐

Category of Property

(Check only **one** box.)

- Building(s) ☒
- District ☐
- Site ☐
- Structure ☐
- Object ☐

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>2</u>	<u>5</u>	objects
<u>4</u>	<u>5</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT; International Style; Googie

Materials: (enter categories from instructions.)

Principal exterior materials of the property: CONCRETE; METAL: Steel, Aluminum;
GLASS; SYNTHETICS

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Built in 1972–1973 at 1341 East Main Street in Salem, Virginia, the Hart Motor Company dealership comprises an automobile showroom and a service department building connected by a metal canopy. The flat 3.96-acre parcel also features a spacious sales lot. Designed by the Salem firm Kinsey, Motley and Shane, Architects and Engineer, the showroom reflects influences from both the International and Googie styles of architecture with its steel frame and glass curtain wall construction, circular form, projecting flat roof, and general lack of ornamentation other than the stylized lettering on the fascia and flagpoles with checkered race flags extending above the roof. The large service department building with its utilitarian design and steel-frame construction with metal cladding was part of the original design and is indicative of the growing importance of automobile maintenance and customer service in the dealership model. Located along E. Main Street (US Route 460), the highly visible automobile showroom amidst an expansive sales lot is an excellent example of roadside architecture designed during the second half of the twentieth century to catch the eye of passing motorists. Contributing resources on the property include the automobile showroom, the service department building and two signs – all of which date to the original 1972–1973 design and construction. Non-contributing resources are limited to three non-historic signs, and three rectangular arches (one with concrete automobile display platform) which were added as part of the corporate branding in 1988, 1992, and 2005.

Narrative Description

Inventory of Contributing and Non-Contributing Resources

1. Automobile Showroom, 1972–1973, contributing building
2. Service Department Building, 1972–1973, contributing building
3. Monument Sign, 1972–1973, contributing object
4. Pylon Sign, 1972–1973, contributing object

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5. Pylon Sign, ca. 1988, non-contributing object
6. Pylon Sign, 2005, non-contributing object
7. Rectangular Arch with auto display platform, 1992, non-contributing object
8. Rectangular Arch, 2005, non-contributing object
9. Rectangular Arch, 2005, non-contributing object

Detailed Description

Hart Motor Company is located on the north side of E. Main Street (US 460) in Salem, Virginia. The automobile dealership - including showroom, service department, and sales lot - stands on 3.96 acres. The property is surrounded by a residential neighborhood to the north and commercial buildings to the east, west, and south. Most of the surrounding commercial properties are also automobile-related enterprises. Sherwood Memorial Park is located across the street. The dealership showroom and service department, which are connected by a metal canopy, are set back from the street amidst a large, flat, paved sales lot. Two rectangular arches have been added to the east side of the showroom. Four metal signs and a rectangular arch with a concrete display platform for automobiles are at the front of the property, along E. Main Street.

Exterior

Located towards the front of the property, the one-story showroom is circular in form with a flat roof and stands on a concrete-slab foundation. The roof projects out along the front and sides of the building and is supported by steel columns. A metal fascia wraps around the building and features large metal letters that read "HART MOTORS." Evenly spaced metal flag poles with red and white checked race flags project above the roofline. The walls of the showroom are of steel frame and glass curtain wall construction with the plate-glass windows extending around three sides to maximize visibility of the featured automobiles for sale. The rear of the building is constructed of brick clad with metal siding and features fixed metal windows. There are four entrances around the building, three of these entrances contain single-leaf aluminum-frame doors and the other entrance contains double-leaf aluminum-frame doors. All entrances are surmounted by aluminum-frame transoms. The double-leaf entrance in the northeast corner of the showroom is particularly wide as it also functioned as the automobile entry into the showroom. Two large metal rectangular arches append the east side of the showroom. A metal sign featuring the Suzuki name and logo pierces the top of one of the arches. These arches were added in 2005 when the dealership was required to do a Suzuki image update.

Interior

The interior of the showroom features a large, open display area for automobiles. Support spaces – including offices, a waiting area, and restrooms – are located along the rear in the northwest corner. Interior finishes include wood fiber acoustic panel ceilings and terrazzo floors in the showroom area. The support spaces feature gypsum wall board (GWB) walls and ceilings, carpeted floors, flush wood doors, and simple wood trim.

Secondary Resources

A metal service department building, which was constructed in 1972–1973 as part of the original dealership design, is located behind the showroom and connected by a metal canopy. It is rectangular in form and stands on a concrete foundation. The low-sloped gable roof is covered with metal roofing. The exterior walls are clad with ribbed metal siding. On the east side elevation are large metal letters reading "HART" and a metal heart shape. A small metal sign featuring the name of the company as well as the logos of the car brands that the dealership sells is on the front (south) elevation. This front elevation also features two

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aluminum-frame polygonal storefront systems with a single-leaf entrance located in the easternmost storefront. These polygonal storefront systems appear to be a later modification as the original plans depict a single, flush storefront. Garage openings pierce the east, west, and south elevations. These openings contain historic aluminum garage doors with glazed panels. Historic metal ½-light doors capped by a transom are located beside the garage doors within the garage opening on the east and west side elevations. Flush metal doors are located on the rear elevation and the west side elevation as well. The west side of the metal canopy that connects the service building to the showroom features metal letters that read “SERVICE CENTER” with metal arrows. A large garage addition has been constructed at the rear of the service department building. The design, form, materials, window and door openings as well as the interior finishes of this addition are similar to the original section.

The interior of the service department building comprises a shop office and parts department in the front southwest corner with the remaining open space serving as the service garage. A storage loft is located along the west wall of the rear addition. Interior walls are exposed concrete block, sections of which are finished with GWB. Steel steps access the shop office from the garage area and wood steps access the storage loft in the addition. The floors are concrete, and the ceiling is exposed steel roof structure with insulation above in the open service area. The floors in the finished areas of the shop office and the parts department are covered with tile and the ceilings are covered with acoustical panels. Interior doors consist of single-leaf ½-light or flush metal doors.

Four metal signs and a rectangular arch are located along the front (south) of the property. Two of the signs are original to the 1972–1973 dealership, including a metal monument sign reading “Certified Service” and a pylon sign reading “GMC HART MOTORS” that stand towards the center of the property at the entrance off of E. Main Street. A non-historic pylon sign that reads “HART MORTOR COMPANY” was added in 1988 at the southeast corner of the property. A non-historic, rectangular, metal arch was also installed at the southeast corner of the property in 1992 with a raised concrete pad to display automobiles. A non-historic, metal, rectangular-arched Suzuki sign was erected at the southwest corner of the property in 2005.

Statement of Integrity

The property retains a relatively high level of integrity that conveys its significance as an automobile dealership constructed in 1972–1973. Located at 1341 E. Main Street (US Route 460) in an area characterized by commercial development that includes a number of other automobile dealerships, the resource retains integrity of location and setting. The original showroom building – with its circular form, steel structure with plate-glass windows extending around three sides, flat projecting roof accentuated by a metal fascia with metal lettering and punctuated by flagpoles, and open-plan showroom with terrazzo flooring – retains integrity of design, materials, and workmanship. The only changes to this building are the addition of rectangular metal arches and signage on the exterior and minor upgrades to finishes in the non-public support spaces on the interior. The service department building, which was constructed as part of the original 1972–1973 dealership design, also retains a relatively high level of integrity that conveys the significance of automobile service and repairs in the dealership model. The building retains its utilitarian form, plan, and finishes as well as the ribbed-metal siding, garage doors, signage, and metal canopy connecting it to the showroom building. The non-historic addition to the service department building is located at the rear and continues the same utilitarian design and materials as the historic section. While there are several non-historic signs and the automobile display platform on the site, the two original signs remain intact. The property retains integrity of feeling and association as it continues to operate as an automobile dealership.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ 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.
- ☒ 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

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

Period of Significance

1972-1973

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Kinsey, Motley and Shane Architects and Engineer (architect)

Valley Contractors (builder)

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Hart Motor Company dealership, built in 1972–1973 at 1341 E. Main Street in Salem, Virginia, is a good example of roadside architecture in Salem and a rare surviving example of an automobile dealership featuring a circular-form showroom in Virginia. The property is eligible for listing on the National Register under Criteria A and C with significance on the local level in the areas of Commerce and Architecture, respectively. Established in 1937 as the local Oldsmobile dealership in downtown Salem at 3 W. Main Street, the 1972-1973 construction of the current dealership on E. Main Street/US Route 460 on the outskirts of town reflects local and national trends in commercial development and roadside architecture following World War II, as well as the evolution of automobile dealership design and operations as a specific type of commercial enterprise. With the growing proliferation of automobiles, businesses began to shift from the pedestrian-scale central business districts of traditional downtowns to newly developed commercial strips on the outskirts of town that catered to automobile traffic with eye-catching signage and building designs along with easily accessible parking. The enlarged service department and expansive sales lot of the new dealership also represents the evolution of automobile sales and the dealership model during the second half of the twentieth century as sales inventories increased and automobile maintenance became more complex. The design of the new dealership by the Salem firm Kinsey, Motley and Shane, Architects and Engineer that featured a circular-form showroom with a steel frame and glass curtain wall and a flat roof adorned by flagpoles with checkered race flags to showcase the latest automobiles for sale along US Route 460 also represents the combined influence of the International and Googie styles on roadside architecture that promoted a futuristic age by showcasing the latest models of automobiles to passing motorists. Although the new Hart Motor Company dealership at 1341 E. Main Street was not the first commercial enterprise or dealership to locate on the outskirts of downtown Salem, it is an excellent example locally of roadside architecture during the second half of the twentieth century as an automobile dealership that combined location of an expansive sales lot on a major arterial route with eye-catching architectural design in its circular-form, glass curtain wall showroom to showcase its large inventory of new cars for sale to passing motorists. As a resource that continues to function in its original capacity and retain its architectural and historical significance into the recent past but does not meet Criteria Consideration G for properties with exceptional significance in the past fifty years, the property has a period of significance beginning in 1972 with the plans and design for the new dealership and ending in 1973 to encompass the completion of construction and initial year of operation. During this period and continuing to the present, the Hart Motor Company dealership conveys the influence of the automobile on commercial development and architectural design as an excellent example of roadside architecture that exemplifies the shift in commercial development in Salem during the second half of the twentieth century as well as the evolution in automobile dealership design and operations nationwide.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Historical Background

E.P. “Jeff” Hart opened the Hart Motor Company on October 1, 1937, in the Snyder Building at 3 W. Main Street in Salem. Hart, who had worked for the Greyhound Bus Company in Washington, DC and an automobile dealership in Richmond, took over the local Oldsmobile dealership following the retirement of F.W. Whitescarver. The new business location offered an expanded showroom to display the latest

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Oldsmobile models for sale as well as improved repair facilities to service all makes of automobiles.¹ After moving to a second location at 400 E. Main Street in 1944 and opening a separate used car lot in 1957, Hart Motors Inc. moved the Oldsmobile dealership to a new and expanded location on E. Main Street/US Route 460 on the outskirts of town in 1973. With new car sales totaling 250 in 1972, a company spokesman explained the new 13,818-square foot facility was needed to accommodate increased business as well as the larger and more complex equipment required to service the latest automobile models. Hart commissioned the Salem firm of Kinsey, Motley and Shane, Architects and Engineer in 1972 to design a modern new dealership in a recently annexed area of Salem on the main north-south thoroughfare of US Route 460 that connected the cities of Roanoke and Salem. The design, constructed by Valley Contractors under the supervision of General Reynolds, features a circular-form showroom with a service department attached by a canopy at the rear. At the time of the opening in September 1973, the company consisted of twenty-five sales and service employees.² Hart Motors, Inc. continues to operate at this location today as a Kia and GMC dealership under the leadership of Carl Hart Jr. as president.

Criterion A: Commerce

The relocation of the Hart Motor Company dealership in 1972-1973 to a new facility at 1341 E. Main Street/US Route 460 exemplifies the impact of the automobile on national trends in commercial development during the second half of the twentieth century. With improved mobility provided by automobiles as well as the increased need for parking, many businesses began to shift from the densely developed and pedestrian-scaled downtowns to the outskirts of town where land along major arterial routes was more plentiful, and therefore more affordable, to develop larger commercial enterprises with expansive parking to attract customers in their automobiles. The new and expanded dealership with its eye-catching showroom, extensive sales lot, and large service department also reflects the evolution of automobile sales and the dealership model as branding became more important, sales inventory increased, and the service and maintenance of automobiles became more complex.

The Expansion of Automobile Sales and its Impact on Commercial Development

The automobile made an indelible impact on the expansion of road systems, real estate development, and commerce as motor vehicle registrations in the United States steadily increased from the 1920s through the second half of the twentieth century. Between 1920 and 1930, the number of automobile registrations in the nation as well as Virginia tripled to more than 23 million and 300,000, respectively.³ Sales boomed again following World War II with the increase in population, general prosperity, and a pent up demand for goods after the Great Depression and years of war rations. Between 1940 and 1970, the number of automobiles registered nationally increased by approximately fifty percent each decade while registrations in Virginia increased by seventy-five percent between 1940 and 1950 and then mirrored the national average of fifty percent in 1960 and 1970.⁴ Additionally, the expansion of road systems and the growth of suburbs helped to establish permanently the automobile as the primary means of transportation in the United States. As a result, national trends in commercial development began to shift from the pedestrian-scale central business districts of traditional downtowns to sprawling commercial strips along major arterial routes on the outskirts of town. This new form of commercial development was designed to appeal to passing automobile traffic with eye-catching building designs and signage as well as plentiful and easily accessible parking for customers.

Automobile dealerships, in particular, were well-suited for this new form of commercial development that catered to customers arriving by car and allowed for expansive sales lots to showcase their inventory. The migration of automobile dealerships from the central business district to the "tax-payer strips" that developed on the main routes leading into town exemplified this changing trend in commercial

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development. While this shift began prior to World War II, the ubiquitous “tax-payer strip,” which often included a number of automobile dealerships, served as the gateway to most cities and towns by the second half of the twentieth century.

The design of automobile dealerships as a specific commercial enterprise, along with their manner of conducting business, also evolved with the shift in commercial development. Automobile manufacturers developed the dealership model as the most effective way to sell cars. By the early twentieth century, automobiles began to be manufactured by assembly-line production in a large, centralized plant to make them more affordable. In contrast, automobile sales depended on a decentralized distribution system through franchises or dealerships in towns and cities across the nation. The automobile sales industry is somewhat unique as the purchase of a car is often the second largest investment an owner will make after a house and that purchase requires long-term maintenance and service. This model resulted in making the local automobile dealership equally important to the national automobile manufacturer and the local customer for both the initial sale as well as the ongoing service of the automobile.⁵ This dual function is evident in the two-part design of the dealership with a highly visible showroom at the front for sales and a large service department conveniently located at the side or rear for easy access by customers. The franchise relationship between the dealership and the manufacturer was exclusive as the dealership served as the primary point of sale and service, as well as customer satisfaction, for the manufacturer. For this reason, the manufacturer dictated strict marketing and service protocols to best represent and promote their brand.⁶ The shift from the more traditional commercial building in densely-developed downtown business districts to large lots along major arterial routes on the outskirts of town allowed the automobile dealerships to not only increase their inventory, but also to display it prominently to passing motorists on open sales lots that were accessible to potential customers during off hours. The larger lots associated with the new trend in commercial development also allowed the dealerships to expand their service departments as a critical part of the dealership model as a source of repeat business and continuous income stream.

Commercial Development and Automobile Sales in Salem, Virginia

Reflecting the national trends of increased automobile sales, the number of dealerships in Salem increased from one in 1917 to three in the 1930s, including the Oldsmobile and Chevrolet dealerships owned by R.W. Whitescarver and the Dodge dealership owned by O. G. Lewis. All of these existing dealerships, which were located in the center of town, changed ownership in the late 1930s, including the purchase of the Oldsmobile dealership at 3 W. Main Street by E. P. Hart following Whitescarver’s retirement in 1937. A fourth dealership, Wiley-Hall Motors, Inc. opened in 1939 to sell Ford automobiles. This trend continued following World War II with seven dealerships located in Salem by 1950 and a total of thirteen by 1970.

Downtown Salem, however, would no longer be the center of automobile sales as existing and new dealerships started locating further east and west from downtown along Main Street. US Route 460, known as Main Street in Salem, developed in the first half of the twentieth century as a major east-west transportation route extending across southern and southwestern Virginia through West Virginia to Kentucky. A combination of two- and four-lane, divided and undivided sections of highway, the road continues today to connect cities and towns – such as Roanoke and Salem – throughout Southside and Southwest Virginia. While businesses in Salem, including the automobile dealerships, were initially located along Main Street in close proximity to the Roanoke County Courthouse, the areas of Main Street/US Route 460 to the east and west of the town’s central district began to develop after World War II as automobiles became more prevalent. By 1950, the number of automobile dealerships in Salem had increased from four to seven, with four of these remaining in the center of town and three located further out on W. Main Street.⁷

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The area of Main Street east of Salem developed later than that to the west. The only business located east of downtown in 1945 was a service station at 805 E. Main Street; however, by 1960 there were twenty-one businesses and three used car lots located along the 800 to 2000 blocks of E. Main Street including Hart Motors Used Cars at 1014 E. Main Street).⁸

E. P. Hart, who was responsible for the relocation of The Hart Motor Company in 1972–1973, was well aware of this shift in development. Hart served on Salem Town Council from 1954 to 1970, including a term as mayor from 1968 to 1970. During his tenure in local government, the area along US Route 460 between Roanoke and Salem was the focus of annexation by Roanoke City. In response to petitions by the property owners, Salem annexed the E. Main Street corridor in 1965. Soon afterwards, it received its charter as a city in 1967.

After Salem annexed the area along E. Main Street in 1965, the number of businesses nearly doubled to forty commercial enterprises and five used car lots with Hart Motors Used Cars now located at 1023 E. Main Street. Typical of a main arterial road, the area included a number of service stations and motor court motels. The majority of the remaining development was primarily light industrial including numerous businesses associated with the construction and sale of new homes that reflected the general growth and prosperity of the area during the second half of the twentieth century. By 1970, a total of thirteen automobile dealerships operated in Salem, with the majority of these located on the outlying commercial strips, including six on E. Main Street and three on W. Main Street.⁹ The commercial development of E. Main Street continued into the 1970s with a total of sixty businesses and seven automobile dealerships selling new or used cars located in the 800 to 2000 blocks by 1973 when Hart Motors opened their new dealership at 1341 E. Main Street.¹⁰ Today, only four of these automobile dealerships on E. Main Street survive and continue operating, with only Hart Motor Company remaining under the same name and ownership.

Criterion C: Architecture

The Hart Motor Company dealership, designed in 1972 by the Salem firm of Kinsey, Motley and Shane, Architects and Engineer, is a good example of roadside architecture in Salem and a rare surviving example in Virginia of an automobile dealership featuring a circular-form showroom. The design of the new dealership – with its steel-frame and glass curtain wall of the circular showroom accented by flagpoles with checkered race flags projecting above the flat roof – represents the combined influence of the International and Googie styles on roadside architecture. The aesthetic of roadside architecture was particularly well-suited to automobile dealerships as they competed to showcase their latest models and attract customers in passing automobiles. As the third facility in Salem since Hart Motor Company was first established in downtown Salem in 1937, the construction of the new dealership on E. Main Street/US Route 460 in the early 1970s also reflects the evolution of this specific building type in terms of functional and aesthetic design. As the business of automobile sales became more consolidated and competitive and the repeat business of maintenance and repairs became more complex and lucrative, automobile dealerships began to showcase their latest models in highly visible showrooms and expansive sales lots while also increasing the size of their service departments. This trend in dealership design and operations is clearly evident in the new Hart Motor Company dealership with its highly visible signage and circular showroom, expansive sales lot, and enlarged service department.

The Evolution of Dealership Design

Initially located in central business districts, the design of dealerships followed the Main Street Commercial style that dominated downtowns during the years between World War I and II. These buildings were typically one or two stories in height, rectilinear in form, and followed the same minimal setback from the

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road and sidewalk as the surrounding commercial block. Similar to other commercial buildings, the façade featured storefront display windows, although these tended to be larger than other retail businesses given the product being displayed, with traditional sash windows on the upper level and decorative brickwork or a cornice at the roofline. In addition to the larger display windows, at least one entrance was usually wider or there was a garage entrance for automobiles to access the showroom at the front. The repair and service area were located towards the rear or on the upper floor accessed by an interior ramp or freight elevator.¹¹

During the 1950s and 1960s, the design of dealerships shifted from the traditional commercial style to a new aesthetic of roadside architecture that appealed to passing motorists. Located amidst commercial development along major thoroughfares and surrounded by large, paved sales lots, the dealership was designed to be highly visible with corporate logos and signage as well as prominent showrooms that clearly displayed its product for sale. The surrounding paved lot was filled with new and used automobiles that represented a new way of conducting sales as it advertised the readily available inventory and also allowed potential buyers to browse the selection after hours. Meanwhile, the service department continued to be a critical part of the dealership business and occupied an even larger section of the property, either to the rear or side of the showroom, as service equipment and parts became more complex.

The Hart Motor Company dealership, which was first established in 1937 in a traditional Main Street Commercial style building in the downtown business district of Salem, is representative of this evolution in dealership design with the relocation to a new facility on E. Main Street/US Route 460 in 1972–1973. The new dealership is located along a commercial strip that includes several other auto dealerships and used-car lots. Surrounded by a large sales lot with an expanded service department to the rear, the focal point of the dealership is the circular-form showroom with its steel frame and glass curtain wall extending around three sides. This design exemplifies the expressive functionalism of the Modern design movement led by Le Corbusier in the late 1930s. The development of the steel frame and glass curtain wall system allowed the internal function of a building to be expressed on the exterior.¹² Perhaps there is no better use of this than the automobile showroom on a busy commercial strip where the product was clearly displayed to passing motorists and, at night, could be lit up to better showcase the display. The sleek and modern interior of the showroom with the open showroom plan along with the steel frame and glass curtain wall extending around three sides and the terrazzo flooring served to focus the attention of the customer on the latest automobile models for sale and promoted a sense of new possibilities this investment could offer. The large service department building at the rear, with its signage and metal canopy connecting to the showroom, also expressed the commitment of the dealership to customer service and repeat business.

The International and Googie Styles in Roadside Architecture

An era of prosperity and unlimited opportunity marked the years following World War II as industrial production and technical advancements that shifted into high gear during the war began to refocus on American consumers. The growing proliferation of automobiles during these years created a “car culture” that would permanently influence the American way of life in many ways.

With the rising dominance of the automobile during the second half of the twentieth century, roadside architecture developed as a popular aesthetic for commercial enterprises trading in automobile goods and services. Located along the roads, the design of these buildings was intended to catch the eye of the passing motorist. The International and Googie styles, which are combined in the 1972-1973 design of the Hart Motor Company dealership, were closely associated with the development of the machine age, car culture, and roadside architecture in the New Dominion era. The International Style reflected the influence of the machine age with its simple, efficient aesthetic of rectilinear forms that utilized modern materials and technologies – such as steel, glass, and concrete – rather than ornamentation that resulted in a fresh sense

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of Modernism. Meanwhile, the Googie style was a type of futurist architecture well-suited to dealerships as it was influenced by the emergence of car culture and the Space Age in the late-1950s. More prevalent and pronounced in the western states, the style was particularly popular for roadside architecture, such as motels, diners, and gas stations. Googie designs were intended to attract passing motorists, using eye-catching characteristics like geometric shapes, hard angles, cantilevered roofs, tailfins, starbursts, and steel frame and glass curtain walls.

The showroom of the Hart Motor Company dealership reflects the influence of both the International and Googie styles with its circular form and steel frame and glass curtain walls wrapping around three sides. The influence of the International style – characterized by simple massing, clean lines, and modern materials – is evident in the new dealership design with its extensive use of steel frame and glass curtain walls in the simple massing of the circular showroom with a flat roof and lack of ornamentation. This simplicity provided a fresh sense of modernity that combined with the visual interest of the Googie style to catch the eye of passing motorists. The influence of the Googie style is seen in the futuristic aesthetic of the circular showroom, which glowed when lit up at night, and the checkered race flags extending above the roofline that embrace the car culture of the period. Additionally, the flat roof extends beyond the curtain wall to rest on metal columns that accentuate the sense of the showroom as a glass pavilion. Although the roof is flat and not visible in itself, the metal fascia with large metal letters reading “Hart Motors” as well as the evenly spaced flagpoles extending above the roofline with checkered race flags give the roof a strong presence as it seemingly floats above the glass showroom and clearly identifies the dealership to passing motorists and showcases the latest models for sale.

Other examples of automobile dealerships with a circular-form showroom documented to date in Virginia are rare. The Lawrence Chrysler-Plymouth Dealership, which has been demolished, was built ca. 1965 at 4808 West Broad Street in Richmond with a round showroom and parachute-style roof. Another example is Casey Chevrolet at 11700 Jefferson Avenue in Newport News. This ca. 1965 dealership with a round showroom was recommended eligible for NRHP listing as part of the Section 106 Review process in 2021. While there are other dealerships in Virginia built during the New Dominion period, these two were the only other dealerships in Virginia that included a circular-form showroom according to the Virginia Auto Dealership Association. As corporate image and branding continue to dictate the design and appearance of dealerships, these historic, circular-form showrooms are threatened with demolition as they do not conform to current corporate standards.

Kinsey and Motley, Architects

The Salem, Virginia firm of Kinsey, Motley and Shane, Architects and Engineer designed the Hart Motor Showroom in 1972. Roy M. Kinsey (1920-2010), a native of New York, received his degree in architecture from the University of Virginia in 1946 after serving in World War II. Kenneth L. Motley, FAIA (1929-2017) grew up in Roanoke before attending Virginia Polytechnic Institute and State University (Virginia Tech) where he received his architecture degree in 1953. Both architects began their careers at the Roanoke firm of Smithey & Boynton, Architects and Engineers before leaving to form the partnership Kinsey and Motley, Architects in 1955. Francis A. Shane (1933-2019), who also received his degree in architecture and engineering from Virginia Tech in 1958, began his career at Smithey & Boynton as well. Shane soon joined Kinsey and Motley in 1963 and the firm was renamed Kinsey, Motley & Shane, Architects and Engineer in 1964. The firm, which later became Kinsey, Shane & Associates operated into the early-twenty-first century.¹³

Hart Motor Company

Name of Property

City of Salem, Virginia

County and State

Kinsey, Motley and Shane, Architects and Engineer designed a wide range of building types throughout the Roanoke and New River valleys, including banks, schools, churches, office buildings, manufacturing plants, libraries, and residences. The firm also designed several motels including the Googie-style Colony House Motor Lodge in Roanoke in 1959. The Hart Motor Company dealership appears to be their only design of an automobile dealership. Influenced by Frank Lloyd Wright's philosophy of organic architecture, the unifying characteristic of these various projects was their modernist approach to design that was simple in form while creatively exploring the intersection of interior and exterior spaces as well as the use of new materials such as concrete, steel, and plate glass.

Hart Motor Company
Name of Property

City of Salem, Virginia
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Hill Directory Company's Roanoke, Virginia City Directory. Richmond, Virginia: Hill Directory Company, Inc., 1945, 1950, 1955, 1960, 1965, 1967, 1970, 1972, 1973.

Klein, Richard, "The Evolution of Local Dealerships: The Backbone of the U.S. Automobile Industry." MSL Academic Endeavors eBooks, 2019.
(https://engagedscholarship.csuohio.edu/msl_ac_ebooks/8)

Liebs, Chester H. Liebs. *Main Street to Miracle Mile.* Baltimore, MD: The Johns Hopkins University Press, 1995.

Middleton, Norwood C. Middleton. *Salem: A Virginia Chronicle.* Salem, VA: Salem Historical Society Inc., 1986.

"New business firm locates in Snyder bldg." *The Times-Register*, Salem, Virginia, October 1, 1937.

"New Showroom." Photograph Caption. *The Roanoke Times*, September 25, 1973.

"Obituary for Roy Milton Kinsey." John M. Oakey & Son Funeral Home and Crematory, 2010
(<https://www.johnmoakey.com/memorials/Kinsey-Roy/1866317/obituary.php?Printable=true>).

"Salem Automobile Dealer Plans New Showroom." *The World-News*, Roanoke, undated.

U.S Department of Transportation: Federal Highway Administration. *Motor Vehicle Registrations, by States, 1900-1995 1/*. (<https://www.fhwa.dot.gov/ohim/summary95/mv201.pdf>).

U.S Department of Transportation: Federal Highway Administration. *State Motor Vehicle Registrations by Years, 1900-1995 1/*.
(<https://www.fhwa.dot.gov/ohim/summary95/mv200.pdf>).

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 # _____

Hart Motor Company
Name of Property

City of Salem, Virginia
County and State

Primary location of additional data:

- ☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of repository: Virginia Department of Historic Resources, Richmond

Historic Resources Survey Number (if assigned): DHR #129-5171

10. Geographical Data

Acreage of Property 3.96 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

Latitude: 37.297737 Longitude: -80.033158

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 (Describe the boundaries of the property.)

The historic boundary corresponds to the lot lines of 1341 E. Main Street, recorded by the City of Salem as parcel number 81-1-1. The true and correct historic boundary is shown on the attached Location Map, which has a scale of 1"=188'.

Boundary Justification (Explain why the boundaries were selected.)

Hart Motor Company

Name of Property

City of Salem, Virginia

County and State

The historic boundary includes the 3.96-acre property associated with the Hart Motor Company during its period of significance and thus includes its historic setting and all known associated historic resources.

11. Form Prepared By

name/title: Alison Blanton & Kate Kronau

organization: Hill Studio

street & number: 120 Campbell Avenue SW

city or town: Roanoke state: VA zip code: 24011

e-mail: ablanton@hillstudio.com/ kkronau@hillstudio.com

telephone: (540) 342-5263

date: July 2023

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: Hart Motor Company

City or Vicinity: Salem

County: N/A

State: Virginia

Photographer: Kate Kronau

Hart Motor Company
Name of Property

City of Salem, Virginia
County and State

Date Photographed: August 2022

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

- 1 of 18. Automobile Showroom, view west
- 2 of 18. Automobile Showroom, view southeast
- 3 of 18. Automobile Showroom, view northeast
- 4 of 18. Automobile Showroom, view northwest
- 5 of 18. Automobile Showroom, interior, showroom, view southwest
- 6 of 18. Automobile Showroom, interior, showroom, view northeast
- 7 of 18. Automobile Showroom, interior, showroom, view southeast
- 8 of 18. Automobile Showroom, interior, office, view north
- 9 of 18. Automobile Showroom, interior, office, view southwest
- 10 of 18. Automobile Showroom, interior, waiting area, view northeast
- 11 of 18. Service Building, view northeast
- 12 of 18. Service Building, view north
- 13 of 18. Service Building, view southwest
- 14 of 18. Service Building, interior, shop office, view northwest
- 15 of 18. Service Building, interior, parts department, view south
- 16 of 18. Service Building, interior, garage, view southeast
- 17 of 18. Service Building, interior, garage, view northwest
- 18 of 18. Historic Sign, view SE

Paperwork Reduction Act Statement: This information is being collected for nominations 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.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

Hart Motor Company
Name of Property

City of Salem, Virginia
County and State

ENDNOTES

¹ "New business firm locates in Snyder bldg.," *The Times-Register*, Salem, Virginia, October 1, 1937.

² "Salem Automobile Dealer Plans New Showroom," *The World-News*, Roanoke, undated; "New Showroom," *The Roanoke Times*, September 25, 1973.

³ U.S Department of Transportation: Federal Highway Administration, *State Motor Vehicle Registrations by Years, 1900-1995 1/*, <https://www.fhwa.dot.gov/ohim/summary95/mv200.pdf>; U.S Department of Transportation: Federal Highway Administration, *Motor Vehicle Registrations, by States, 1900-1995 1/*, <https://www.fhwa.dot.gov/ohim/summary95/mv201.pdf>; Chester H. Liebs, *Main Street to Miracle Mile*, (Baltimore, MD: The Johns Hopkins University Press, 1995), p. 20.

⁴ *Ibid*

⁵ Liebs, *Main Street to Miracle Mile*, p. 75.

⁶ Richard Klein, "The Evolution of Local Dealerships: The Backbone of the U.S. Automobile Industry," (MSL Academic Endeavors eBooks, 2019), p. 8.
https://engagedscholarship.csuohio.edu/msl_ae_ebooks/8.

⁷ *Hill Directory Company's Roanoke, Virginia City Directory*. Richmond, Virginia: Hill Directory Company, Inc., 1950.

⁸ *Hill Directory Company's Roanoke, Virginia City Directory*. Richmond, Virginia: Hill Directory Company, Inc., 1960.

⁹ *Hill Directory Company's Roanoke, Virginia City Directory*. Richmond, Virginia: Hill Directory Company, Inc., 1970.

¹⁰ *Hill Directory Company's Roanoke, Virginia City Directory*. Richmond, Virginia: Hill Directory Company, Inc., 1973.

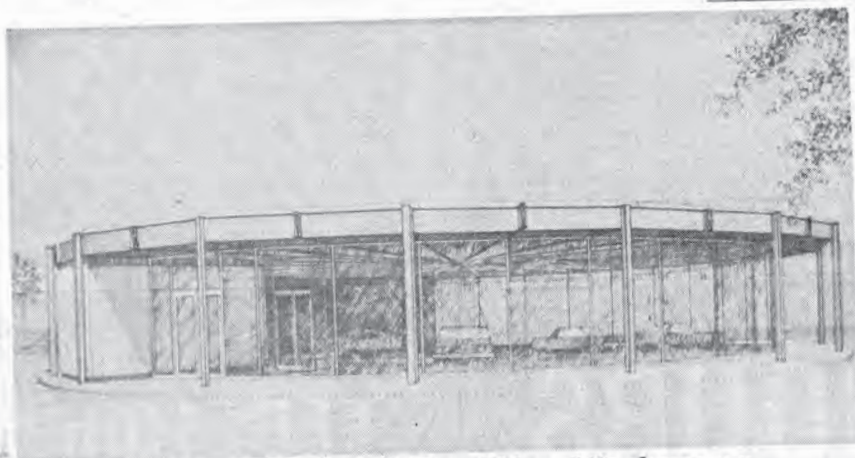
¹¹ Liebs, *Main Street to Miracle Mile*, p. 76.

¹² *Ibid*, p. 61.

¹³ "Obituary for Roy Milton Kinsey," John M. Oakey & Son Funeral Home and Crematory, 2010, <https://www.johnmoakey.com/memorials/Kinsey-Roy/1866317/obituary.php?Printable=true>; "OBIT – MOTLEY Kenneth Leighton," *Roanoke Times*, January 3, 2018, p. 4B; "Francis Allison Shane," (*Virginia Record* Volume 86, Number 5 [May 1964]), p. 7, 9.

1973 Newspaper Article
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

The World-News, Roa



Architect's drawing of Hart Oldsmobile showroom

Salem Automobile Dealer Plans New Showroom

Hart Motor Co., Inc., in its 36th year as an Oldsmobile dealer, will open a new showroom at 1341 East Main Street in Salem in the summer.

The new building will be Hart's third home since the operation was first established in 1937 by E.P. "Jeff" Hart.

Kinsey, Shane and Associates, architects, engineers and planners, designed the new structure that will have 13,818 square feet of space. The building will be made of steel frame and glass with a circular showroom. It is already under construction and is expected to be completed in midsummer.

A spokesman for the firm said the larger facilities are needed due to increased busi-

ness and to house the larger, more complicated equipment used in servicing today's more sophisticated automobiles.

Hart Oldsmobile has a staff of 25 employees, some of whom have been with the company more than 30 years. The dealership sold more than 250 new Oldsmobiles in 1972. A separate used car lot was opened in 1957.

18 THE ROANOKE TIMES, Tuesday, September 25, 1973



Times Photos by Wayne Deel

New Showroom

Hart Motors, the Oldsmobile dealership in Salem, has opened its new building on East Main Street. A circular shaped, glass walled showroom is connected to conventional service building. Inside the service area, Hart has built a control-tower type room for its service manager to give him clear view of all work areas. It is shown in photo at right with service manager Fred C. Olds at his desk.



Dalton Urges Balanced System Of Public and Private Transport

State Sen. John Dalton, the Republican candidate for lieutenant governor, said in Roanoke Monday night that the state must "move toward a balanced system of transportation involving a mixture of public and private transport."

And the Radford lawyer said again that he is ready to support the formation of a state

"we are going to see increased efforts to make public transportation adequate and convenient for Virginians who live in metropolitan areas, and in the smaller cities as well," Dalton said.

Dalton added that the state also will have to take a new look at higher education dur-

"The second great thing about community colleges is the innovative programs they are offering," he added.

Dalton praised the fraternity for its efforts in helping establish a degree program in transportation and traffic management at Roanoke's Virginia Western Community Colleges.

Union Vote Is Ordered At Dam Site

COVINGTON—The National Labor Relations Board has ordered a representation election for employees of Kemper-Frontier Constructors at the Gathright Dam site on the petition of Construction and General Laborers Local 980 in Roanoke.

The union struck the contractors — Kemper Construction Co. and Frontier

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1973 Newspaper Advertisement
 Hart Motor Company
 City of Salem, VA
 DHR No. 129-5171

1937

OLDSMOBILE ANNOUNCES-

A NEW SIX . . . A NEW EIGHT



We've been around selling and servicing Oldsmobiles in the Roanoke Valley since 1937 . . . and we've made a few friends. These friends have helped us grow and progress with the Roanoke Valley and we'd like to take this opportunity to "show off" our new showroom, now under construction. If you're looking for a new or used automobile, come see us. At Hart Oldsmobile, we believe: "a deal is a good deal, only if you get service to back it up." We give service! Offering more than 20 different models of Oldsmobile for 1973, including the compact OMEGA.

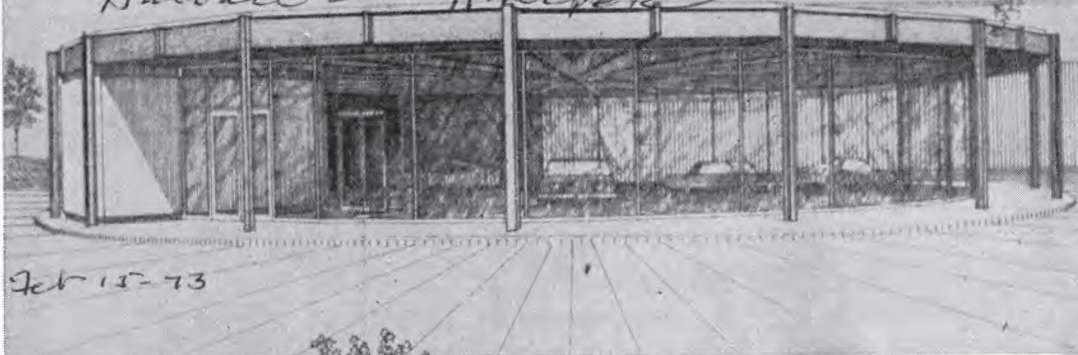
1973

NEW CUTLASS SUPREME WITH "OPERA WINDOWS"



Your Oldsmobile dealer with a "Heart" . . . in Salem, Virginia

Hi, Carlos - You see your Jane has spread to way out here in the middle of the Pacific Ocean - Congratulations greetings from Hawaii - L Hooper



"New Showroom Under Construction"

Mid-Summer
Completion
Date



Hart Oldsmobile

... For Now
 400 E. MAIN STREET
 SALEM, VA.

PARTIAL SURVEY FOR

HART MOTOR CO., INC.

OF PROPERTY AT THE INTERSECTION OF U.S. RTE 460 AND PARKDALE DRIVE

SALEM,
VIRGINIA

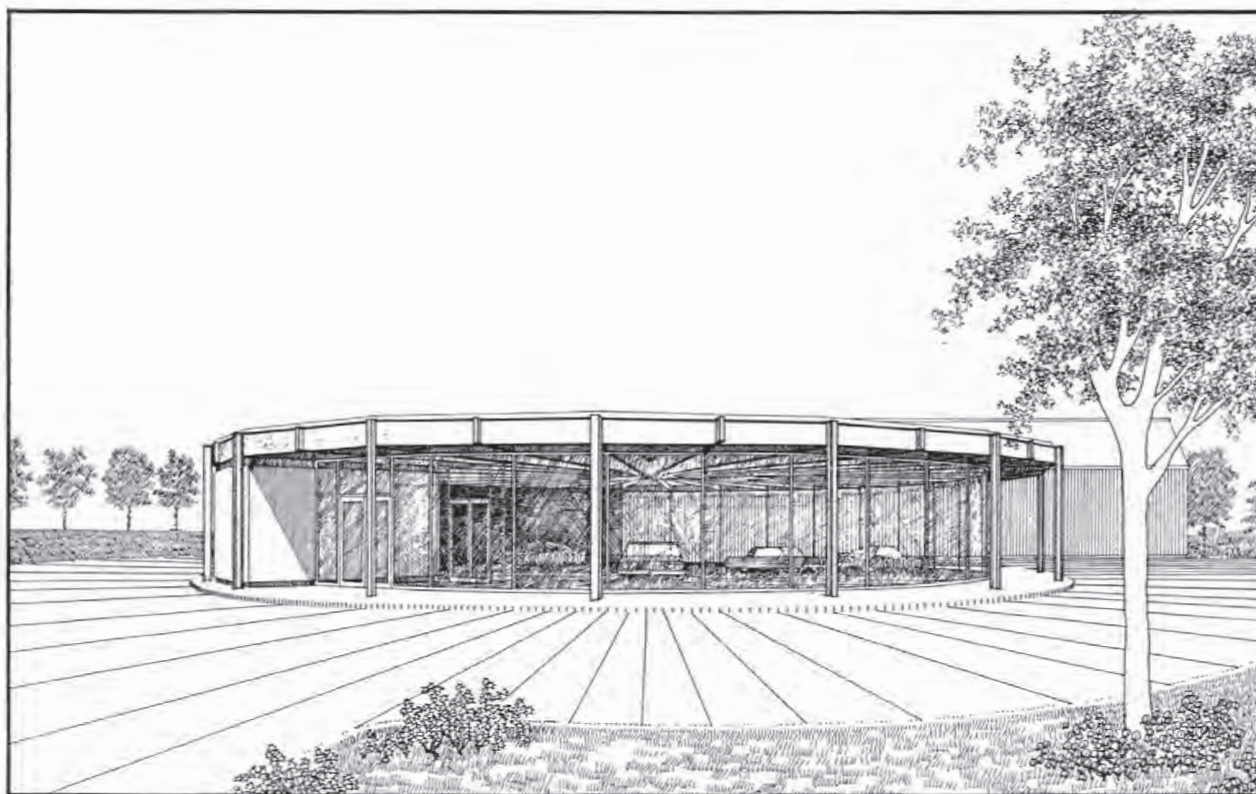
BY T. P. PARKER & SON
ENGINEERS & SURVEYORS .LTD.
SALEM - VIRGINIA

SCALE 1" = 30'

DATE AUG. 13 1968

NO 11223 D-

Historic Rendering
Hart Motor Company
City of Salem, VA
DHR No. 129-5171



9



COPIES, NO.	
DRAWN	
CHECKED	
DATE	
REVISED	
BY	
REVISED	

KINSEY, MOTLEY & SHANE

ARCHITECTS & ENGINEER

SALEM, VIRGINIA

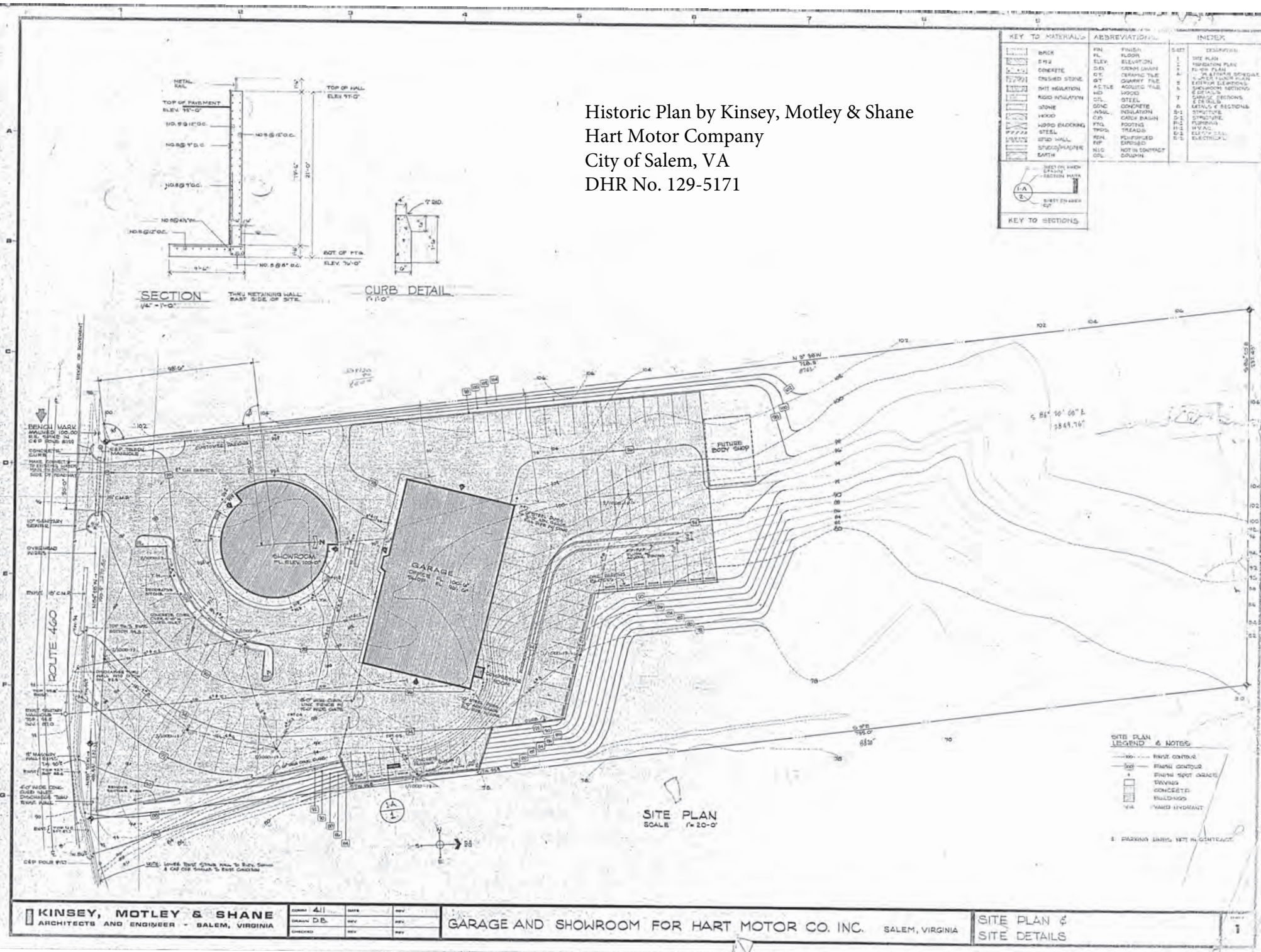
SCALE

Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

KEY TO MATERIALS	ABBREVIATIONS	INDEX
 BRICK  CONCRETE  ROUGH STONE  STONE  WOOD  WOOD (BLOCKING)  STEEL  STUD WALL  STUCCO/MORTAR  EARTH	FIN. FINISH FL. FLOOR ELEV. ELEVATION G.C. GROUT GRADE G.C. CEMENTING QT QUANTITY ACTE AREA WD WOOD CONC. CONCRETE INSUL. INSULATION CRCK CRACK PTG. POINTING TRNGR TRIMMER NPN. NAIL RP ROPED NSL NOT IN CONTACT GDN. DOWN	S.477 DESCRIPTION: 1 SITE PLAN 2 FOUNDATION PLAN 3 FLOOR PLAN 4 SECTIONAL ELEVATION 5 EXTERIOR ELEVATION 6 EXTERIOR SECTION 7 DETAILS OF SECTIONS 8 DETAILS B-1 STRUCTURE B-2 SYSTEMS C-1 FINISHING C-2 ELECTRICAL E-1 ELECTRICAL

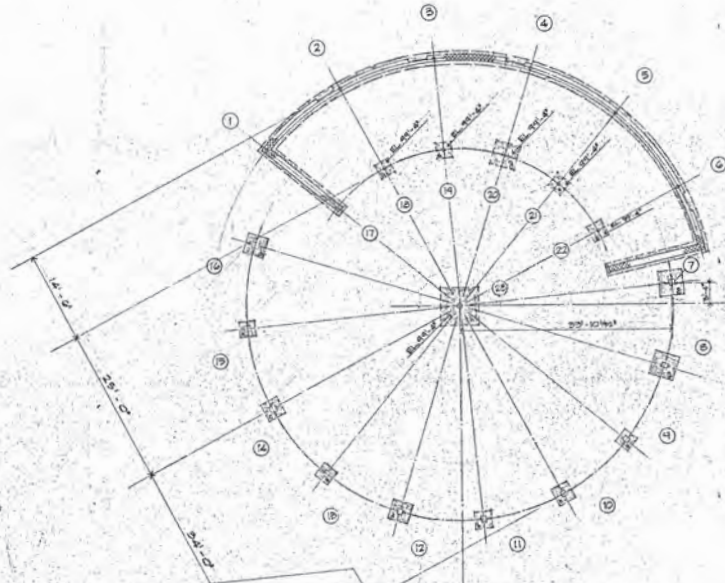


KEY TO SECTIONS





TYPICAL METAL BUILDING FOUNDATION
WALL DETAIL

[illegible]

BRICKS CONSTRUCTED WITH ALL WALL PORTINGS OVER 24" DEPENDENT WITH TWO (2) #4 BARS CONTINUOUSLY FROM FOOTING OF WALL BRICK FACE OF THIS WALL BEING AND HAVE A MINIMUM LENGTH OF 1'0".

HORIZONTAL REINFORCING OF STEEL IN FOOTINGS LOCATED AT LEAST ONE FOOT FROM EACH END OF WALL WITH A MINIMUM SPACING CHANGING OF 24" ON THE LEFT.

DEMOLISH ALL CONCRETE WALLS AS FOLLOWS:

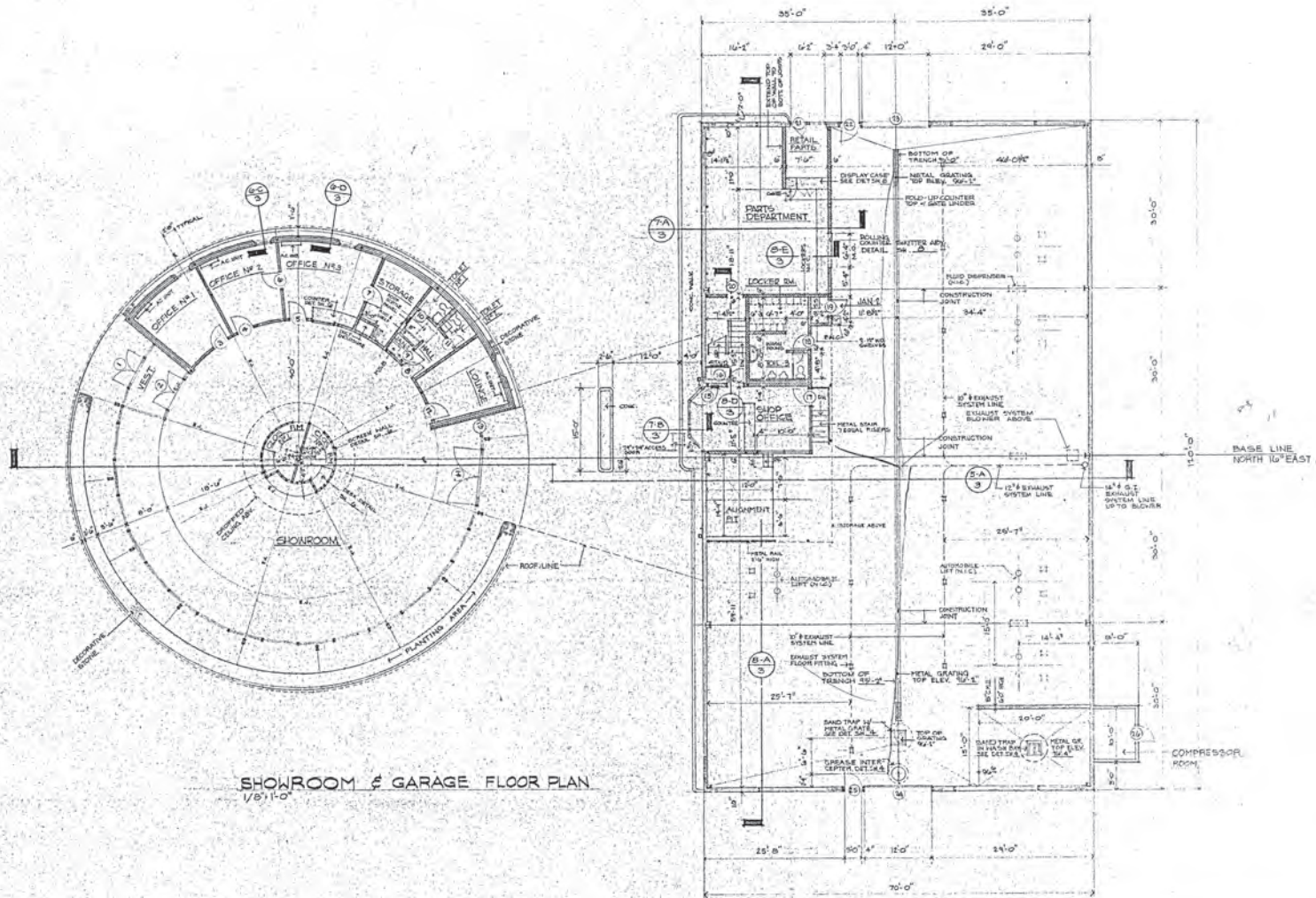
OF WALL NEAR 15' ON EACH WAY
OF WALL NEAR 10' ON EACH WAY
OVER ALL WALL VERTICAL END INTO FOOTING.

KINSEY, MOTLEY & SHANE
ARCHITECTS AND ENGINEER - SALEM, VIRGINIA

GARAGE AND SHOWROOM FOR HART MOTOR CO. INC., SALEM, VIRGINIA

2

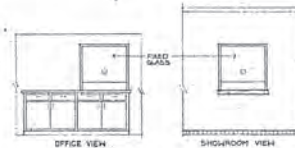
Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171



Historic Plan by Kinsey,
Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

DOOR SCHEDULE

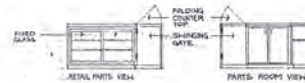
DOOR NUMBER	SIZE	MATERIAL	TYPE	FRAME	GLASS	THRESHOLD	GRILLE	REMARKS
1	6'-0" PR	7'-0"	1/2"	ALUMN.	A	ALUMN.	1/4" PL.	METAL
2	6'-0" PR	7'-0"	1/2"	ALUMN.	A	ALUMN.	1/4" PL.	METAL
3	3'-0"	7'-0"	1/2"	WOOD	B	WOOD	CARP. STRIP	3/4" UNDERCUT
4	3'-0"	7'-0"	1/2"	WOOD	B	WOOD	CARP. STRIP	3/4" UNDERCUT
5	3'-0"	7'-0"	1/2"	WOOD	B	WOOD	CARP. STRIP	3/4" UNDERCUT
6	3'-0"	7'-0"	1/2"	WOOD	B	WOOD		
7	3'-0"	7'-0"	1/2"	WOOD	B	WOOD		
8	3'-0"	7'-0"	1/2"	WOOD	B	WOOD		1" UNDERCUT
9	2'-0"	7'-0"	1/2"	WOOD	B	WOOD		
10	2'-4"	7'-0"	1/2"	WOOD	B	WOOD		3/4" UNDERCUT
11	2'-4"	7'-0"	1/2"	WOOD	B	WOOD		3/4" UNDERCUT
12	3'-0"	7'-0"	1/2"	WOOD	B	WOOD		3/4" UNDERCUT
13	3'-0"	7'-0"	1/2"	ALUMN.	A	ALUMN.	1/4" PL.	METAL
14	10'-0" PR	7'-0"	1/2"	ALUMN.	A	ALUMN.	1/4" PL.	METAL
15	3'-0"	7'-0"	1/2"	ALUMN.	A	ALUMN.	1/4" PL.	METAL
16	3'-0"	7'-0"	1/2"	WOOD	B	WOOD		
17	3'-0"	7'-0"	1/2"	WOOD	C	METAL		
18	2'-8"	7'-0"	1/2"	WOOD	B	METAL		1" UNDERCUT
19	2'-8"	7'-0"	1/2"	WOOD	B	METAL		
20	3'-0"	7'-0"	1/2"	WOOD	B	METAL		
21	3'-0"	7'-0"	1/2"	METAL	C	METAL	3/4" H.S.	METAL
22	3'-0"	7'-0"	1/2"	METAL	C	METAL	3/4" H.S.	METAL
23	10'-0"	10'-0"	1/2"	ALUM.	D	STEEL		
24	10'-0"	10'-0"	1/2"	ALUM.	D	STEEL		
25	3'-0"	7'-0"	1/2"	METAL	C	METAL	3/4" H.S.	METAL
26	3'-0"	7'-0"	1/2"	METAL	C	METAL	3/4" H.S.	METAL
27	5'-0" PR	7'-0"	1/2"	WOOD	B	WOOD		
28	5'-0" PR	7'-0"	1/2"	METAL	B	METAL		CUT OUT TOP OF FRAME FOR TRUCK TRAILER



OFFICE NO. 3



SHOP OFFICE



PARTS ROOM

COUNTER ELEVATIONS
1/4" x 11'-0"

DOOR TYPES

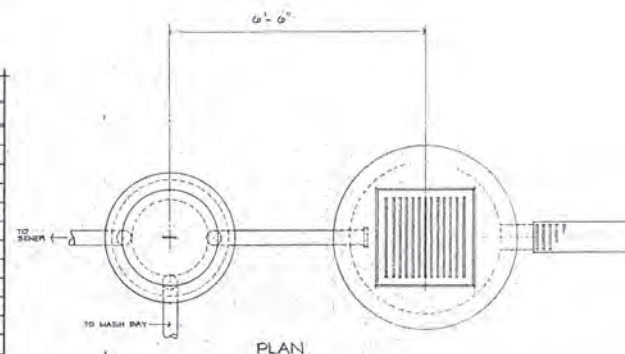
1/8" x 1'-0"

DOOR FRAME TYPES

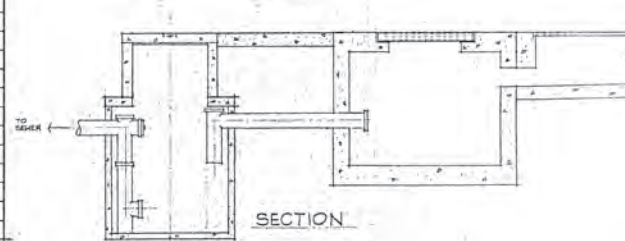
3'-11'-0"

FINISH SCHEDULE

ROOM NAME	FLOOR	BASE	W.C.T.	WALLS	CORNICE	CEILING	C.L.G. HT.	REMARKS
VESTIBULE	TERRAZZO	C.T.		BRICK & GLASS	WOOD	PLASTER	8'-0"	
OFFICE #1	CARPET	WOOD		BRICK & VINYL WALLCOVERING	WOOD	PLASTER	8'-0"	CARPET-N.I.C.
OFFICE #2	CARPET	WOOD		BRICK & VINYL WALLCOVERING	WOOD	PLASTER	8'-0"	CARPET-N.I.C.
OFFICE #3	CARPET	WOOD		BRICK & VINYL WALLCOVERING	WOOD	PLASTER	8'-0"	CARPET-N.I.C.
STORAGE #1	CARPET	WOOD		DRYHALL & BRICK	WOOD	PLASTER	8'-0"	CARPET-N.I.C.
TOILET #1	TERRAZZO	C.T.		DRYHALL & BRICK	WOOD	PLASTER	8'-0"	SPECIAL PAINT ON WALLS
TOILET #2	TERRAZZO	C.T.		DRYHALL & BRICK	WOOD	PLASTER	8'-0"	SPECIAL PAINT ON WALLS
HALL	TERRAZZO	C.T.		DRYHALL	WOOD	PLASTER	8'-0"	
JAN. CLO. #1	TERRAZZO	C.T.		DRYHALL & SPECIAL PAINT	WOOD	PLASTER	8'-0"	SPECIAL PAINT ON WALLS
CLOSING RM. #1	TERRAZZO	CARPET		WOOD & GLASS	WOOD	PLASTER	8'-0"	CARPET-N.I.C.
LOUNGE	CARPET	WOOD		DRYHALL & BRICK	WOOD	PLASTER	8'-0"	CARPET-N.I.C. OVER TERRAZZO
SHOWROOM	TERRAZZO	C.T.		GLASS & VINYL WALLCOVERING	WOOD	PLASTER	8'-0"	
STAIR	CONCRETE	VINYL		C.M.U. & PLYWOOD				
SHOP OFFICE	CONCRETE	VINYL		C.M.U. & GLASS	WOOD	ADJUST.	7'-5"	
TOILET #3	CONCRETE	VINYL		C.M.U.	WOOD	PLASTER	7'-5"	SPECIAL PAINT ON WALLS
LOCKER RM.	CONCRETE	VINYL		C.M.U.	WOOD	PLASTER	7'-5"	SPECIAL PAINT ON WALLS
JAN. CLO. #2	CONCRETE			C.M.U.	WOOD	PLASTER	7'-5"	SPECIAL PAINT ON WALLS
GARAGE	CONCRETE			C.M.U., CONCRETE, PLYWOOD, & METAL BUILDING	EXPOSED CONST.			SPECIAL PAINT ON PLYWOOD ABOVE CONCRETE BASE
PARTS	CONCRETE			C.M.U., CONCRETE, & METAL BUILDING	EXPOSED CONST.			SPECIAL PAINT ON WALLS
RETN. PARTS	CONCRETE	VINYL		C.M.U., CONC. & GLASS	EXPOSED CONST.			SPECIAL PAINT ON WALLS
BULK STORAGE #1	CONCRETE			EXPOSED CONSTRUCTION				
BULK STORAGE #2	CONCRETE			EXPOSED CONSTRUCTION				



PLAN



SECTION

GREASE INTERCEPTER & SAND
TRAP DETAILS 3'-4" x 11'-0"



UPPER FLOOR PLAN (GARAGE)
1/8" x 11'-0"

REAR ELEVATION

FIN. FLOOR ELEV. 100'

Labels: OFFICE FL. ELEV. 10' 0", GARAGE FL. ELEV. 9' 0", RIDGE VENTILATOR, METAL SIDING, METAL FASCIA, CONCRETE, BLINDS 10' x 14' ELEV. 10' 4", DOOR 10' x 14' ELEV. 10' 4", EQUIPMENT ROOF, AC UNIT, CONC. CURB, GLASS & METAL FRAME, BRICK, WOOD SHINGLES, METAL ROOF, FIN. FLOOR ELEV. 100'

SECTION 5A
15-1-03

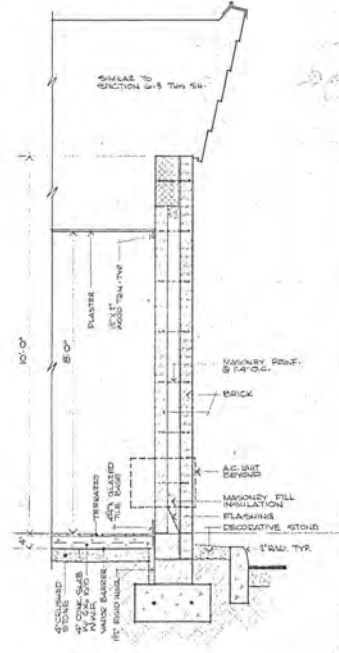
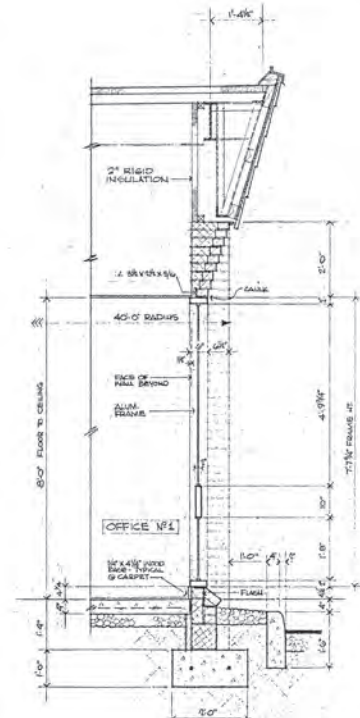
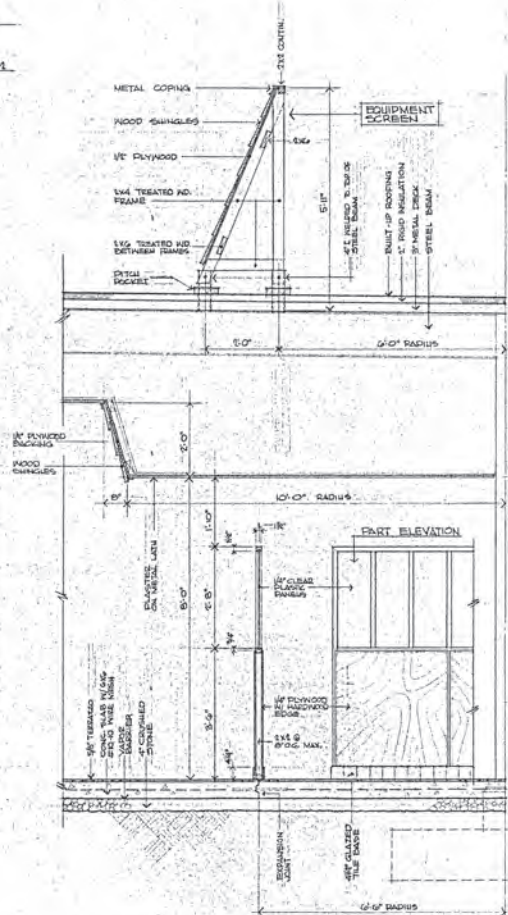
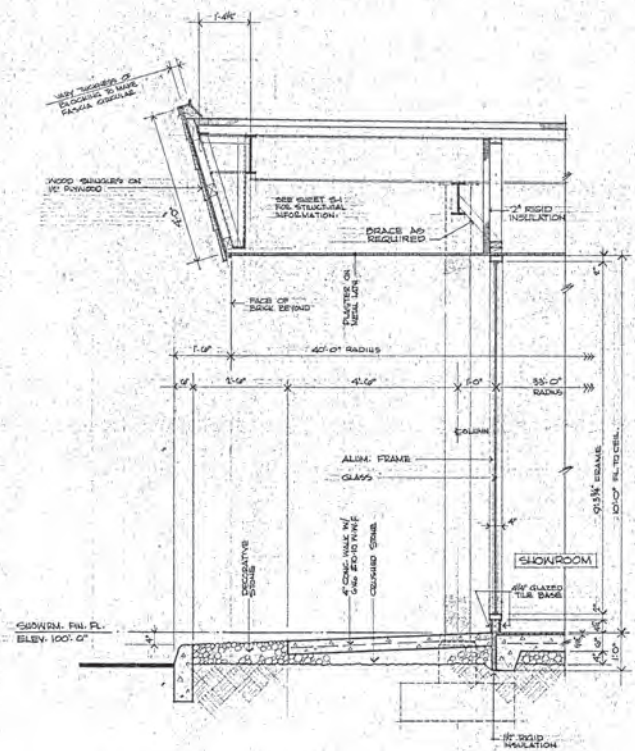
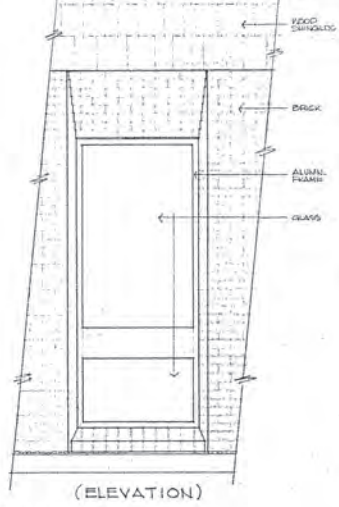
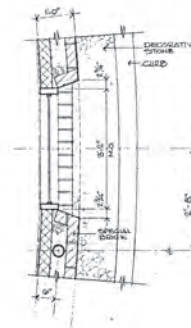
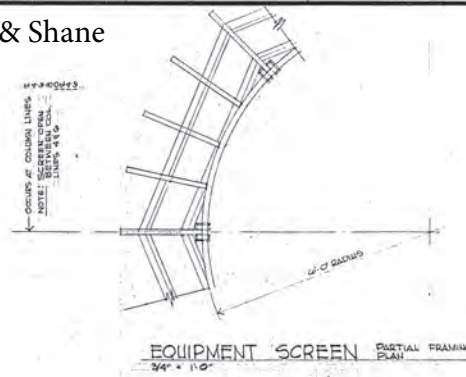
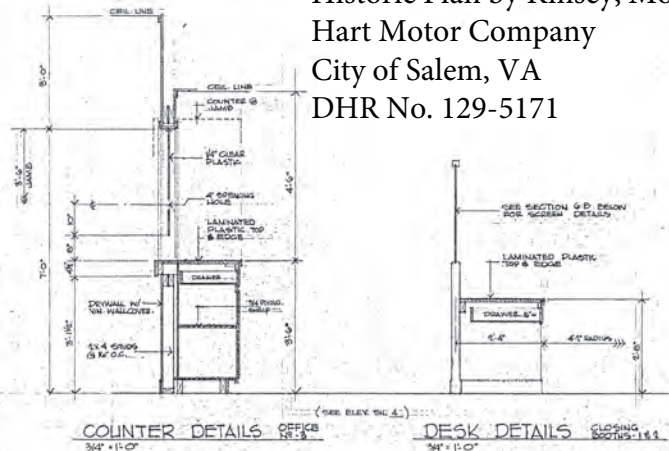
Architectural elevation drawing of the building facade. The drawing shows a long, low structure with a central entrance and a large window. The entrance is marked with a small roof overhang. The window is a large, rectangular opening. The drawing includes labels for "STEEL BEAM FOR TROLLEY TRACK" and "ARCHITECTURAL ELEVATION".

Architectural section drawing of a building facade. The drawing is oriented vertically on the page. It shows a cross-section of a building with a garage level and a street level. The following labels are present:

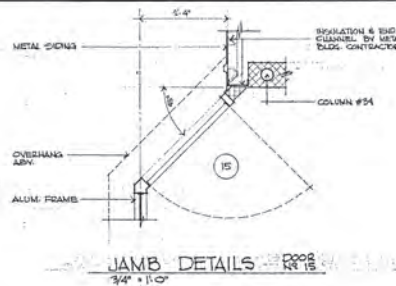
- METAL ROOFING
- SOLAR SHIELD
- METAL GUTTER
- STREET DRAIN FOR TYPICAL TRUCK
- GARAGE EL. ELEV. 90'-0"

Plan view of the bridge structure showing dimensions and alignment. The structure is a single-span bridge with a total length of 70'-0". The bridge deck is 42'-4" wide. The bridge is supported by two piers, each 15'-0" wide. The bridge is aligned with the centerline of the road, which is 70'-0" wide. The bridge is located on a road with a 4% grade. The bridge is shown in plan view, with the centerline of the road and the bridge deck clearly marked. The dimensions are given in feet and inches.

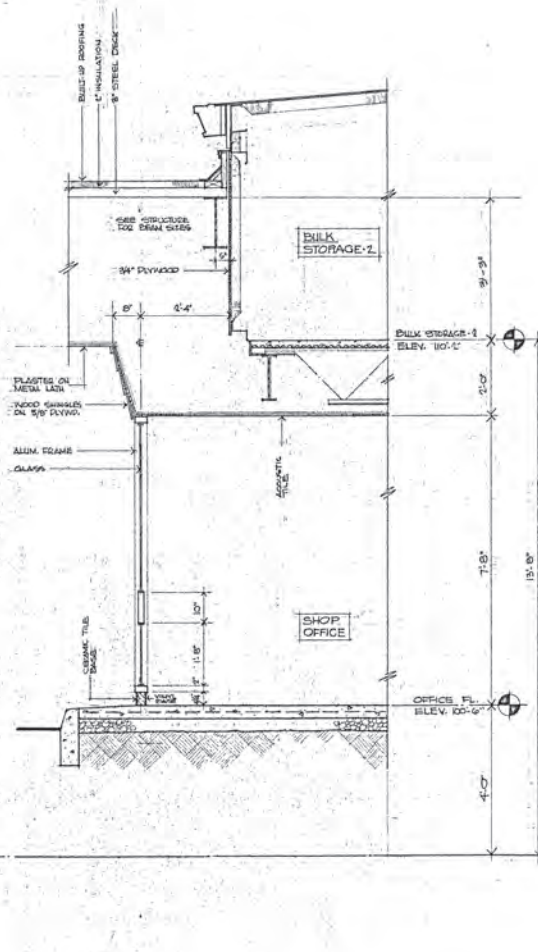
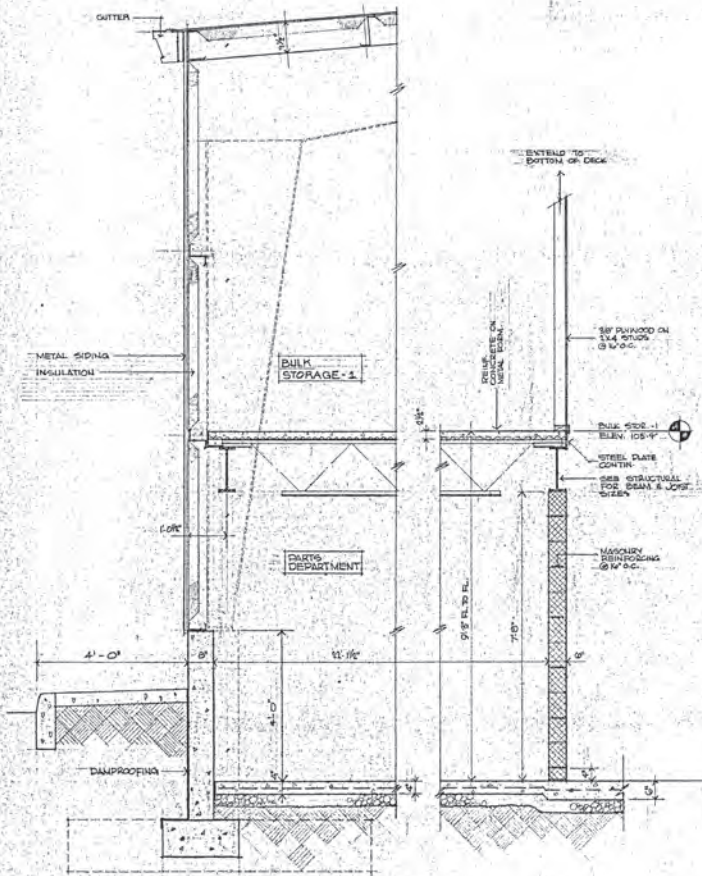
Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171



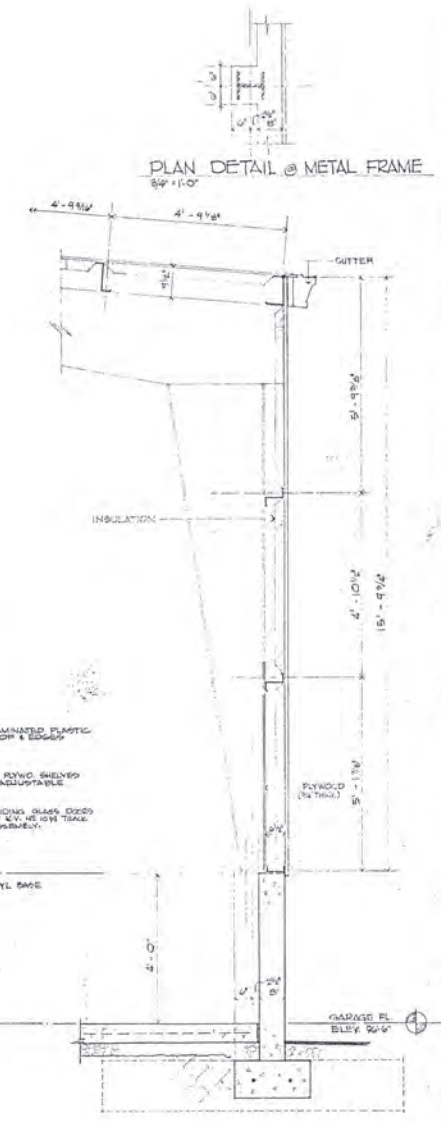
Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171



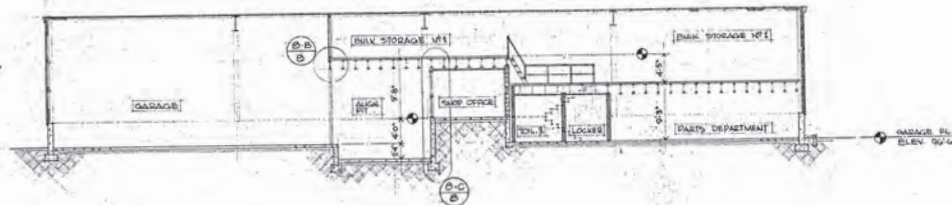
PLAN DETAIL @ METAL FRAME
3/4" x 1'-0"



SECTION 7C
3/4" x 1'-0"

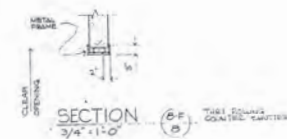


Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

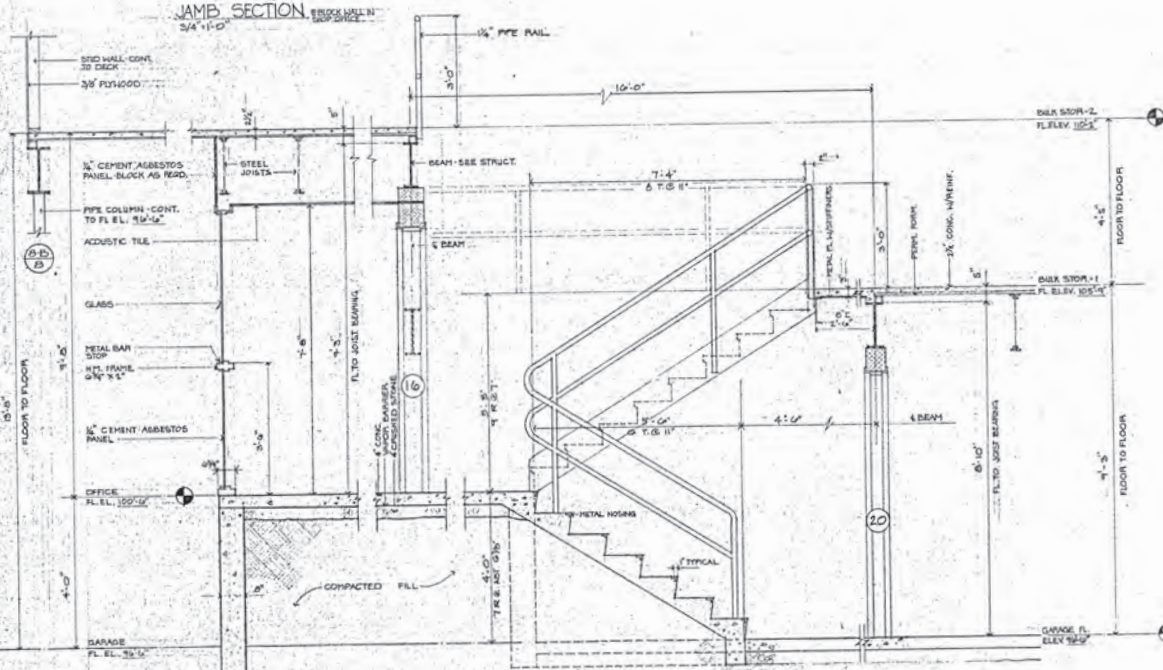


SECTION (B-A) 1/8" = 1'-0"

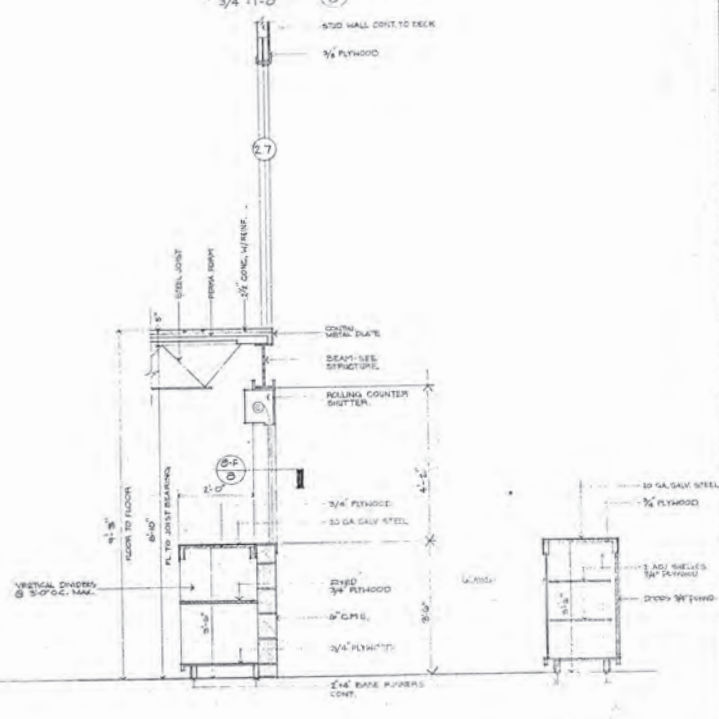
JAMB SECTION 3/4" = 1'-0"



SECTION (B-F) 3/4" = 1'-0"



SECTION (B-D) 3/4" = 1'-0"



SECTION (B-E) 3/4" = 1'-0"

DISPLAY COUNTER 3/4" = 1'-0"

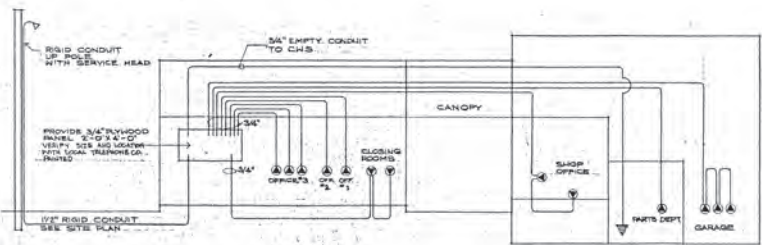
KINSEY, MOTLEY & SHANE
ARCHITECTS AND ENGINEER - SALEM, VIRGINIA

DATE	REV
4-11	
DESIGNED	REV
CHECKED	REV

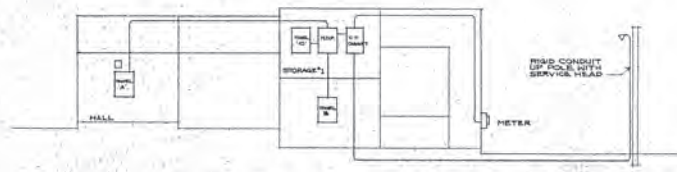
GARAGE AND SHOWROOM FOR HART MOTOR CO. INC. SALEM, VIRGINIA

DETAILS & SECTIONS
GARAGE

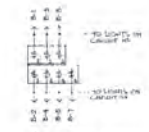
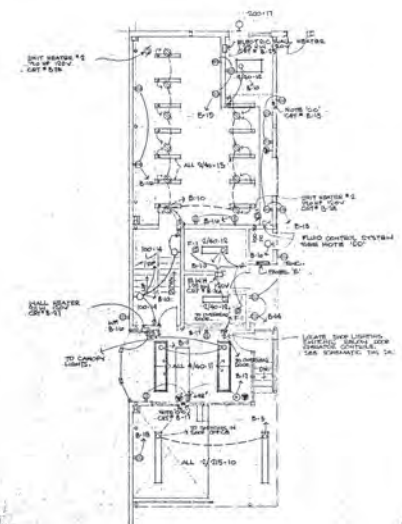
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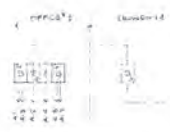
SCHEMATIC DIAGRAM OF EMPTY CONDUIT FOR TELEPHONE DISTRIBUTION
NO SCALE



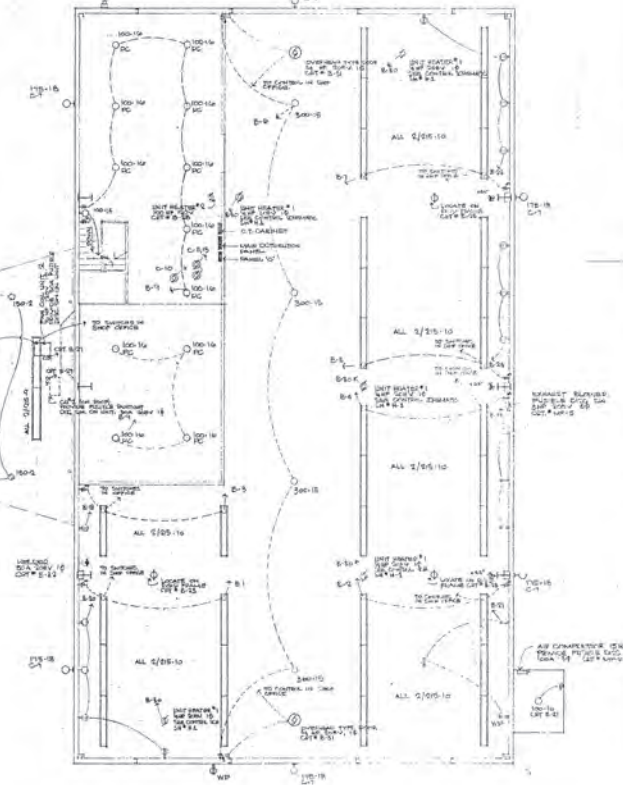
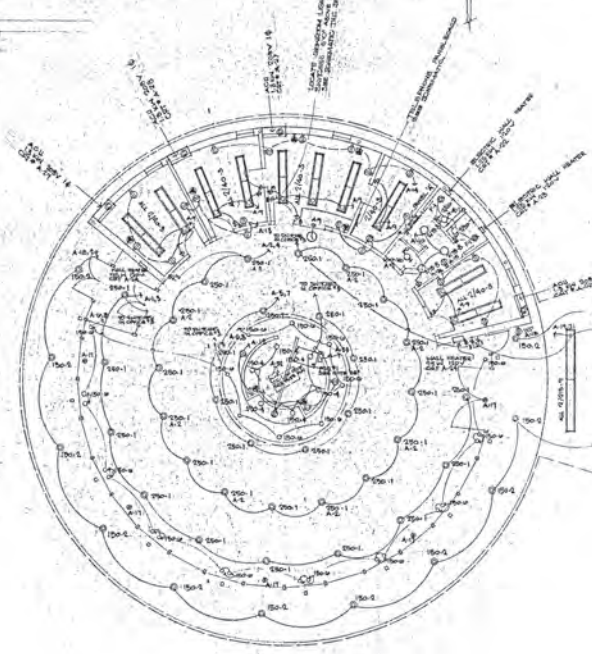
SCHEMATIC DIAGRAM OF SECONDARY SERVICE
FEEDERS, PANELS NO SCALE



DETAIL OF EACH OFFICE
SWITCHING. SEE SHOP PLAN
LIGHTING (SEE PLAN)
NOTE: ALL SWITCHES TO BE
200 AMP.



DETAIL OF SHOP OFFICE
SWITCHING. SEE SHOP PLAN
LIGHTING (SEE PLAN)
NOTE: ALL SWITCHES TO BE
200 AMP.



- 1-A- CONDENSING UNIT #1 (C-1) ON ROOF PROVIDES MOISTURE PROOFING DISCONNECT SWITCH ON UNIT: 100A 208V 3-Ø
- 2-B- PAR GAS UNIT #1 (P-1) SUSPENDED IN DISPLAY CEILING ROOM PROVIDES MOISTURE PROOFING DISCONNECT SWITCH ON UNIT
- 3-C- DISPLAY COUNTER - PROVIDE SQUARE IN FINAL CONNECTIONS TO DISPLAY FITTINGS IN COUNTER. FITTINGS FURNISHED BY OTHERS.
- 4-D- FLUID CONTROL SYSTEM - PROVIDE FLEXIBLE DISCONNECT SWITCH 200 AMP ON WALL LOCATE 5' OF ABOVE FLOOR. 100-1-5.

DESIGNED BY	DATE	REV
DRAWN BY	DATE	REV
CHECKED BY	DATE	REV

ELECTRICAL SYMBOLS

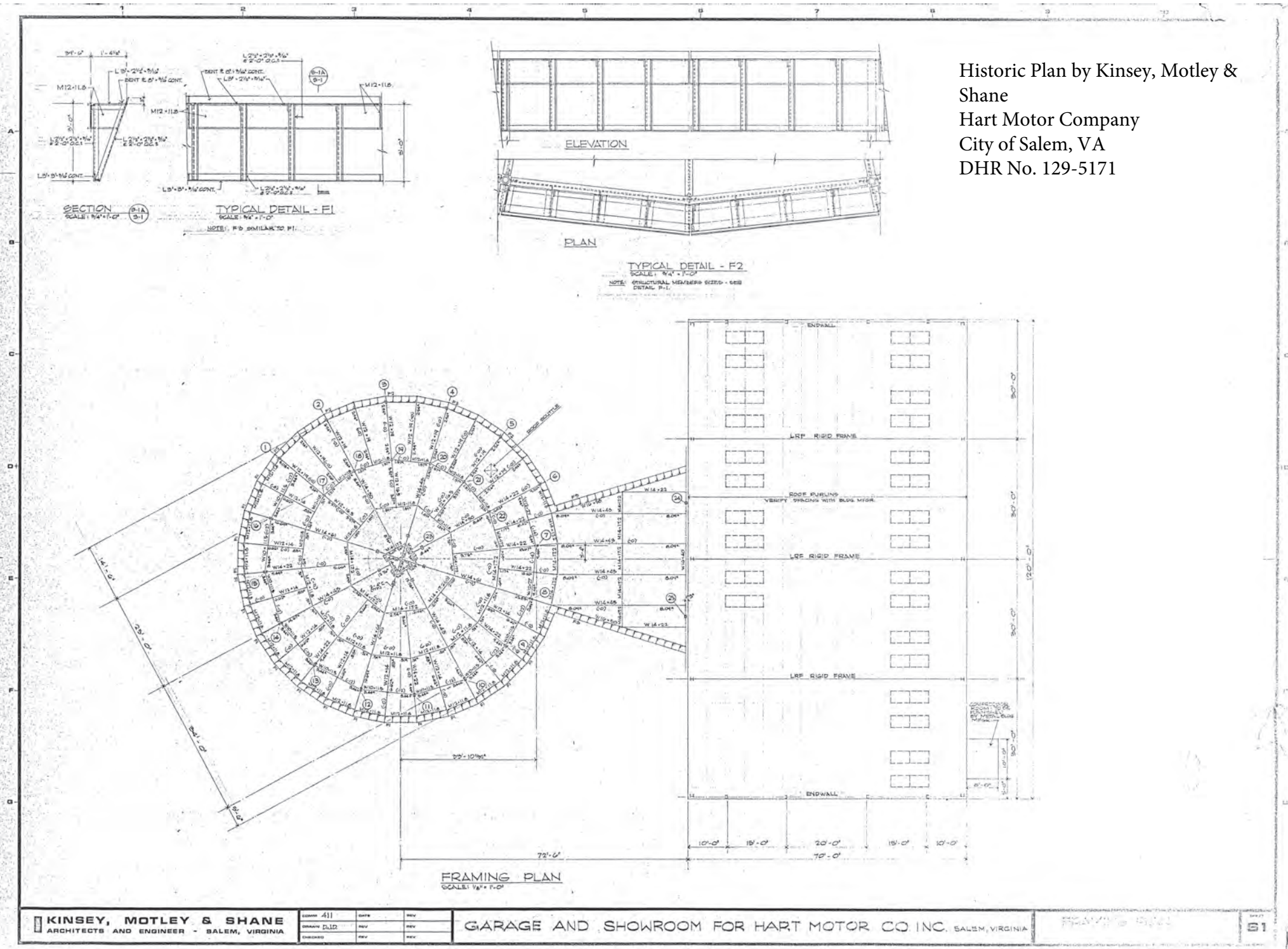
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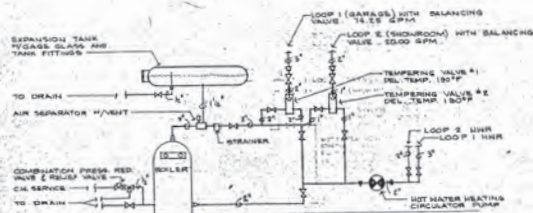
KINSEY, MOTLEY & SHANE
ARCHITECTS AND ENGINEERS - SALEM, VIRGINIA

GARAGE AND SHOWROOM FOR HART MOTOR CO., INC. SALEM, VIRGINIA

ELECTRICAL SCHEDULE

Historic Plan by Kinsey, Motley &
Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

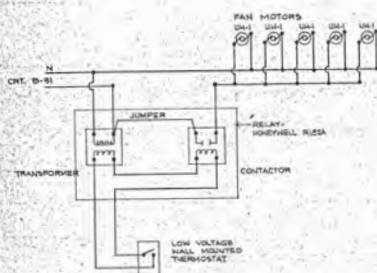




HOT WATER HEATING BOILER SCHEMATIC

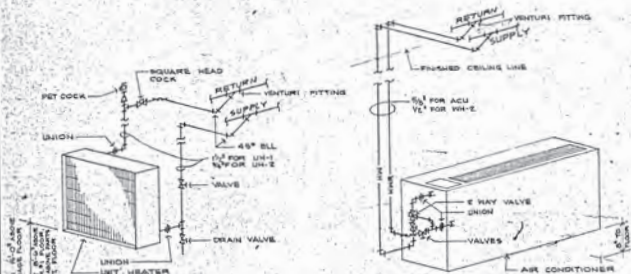
NO SCALE

Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171



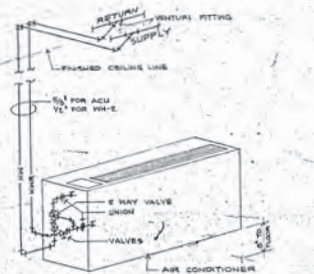
GARAGE HEATING CONTROL SCHEMATIC

NO SCALE



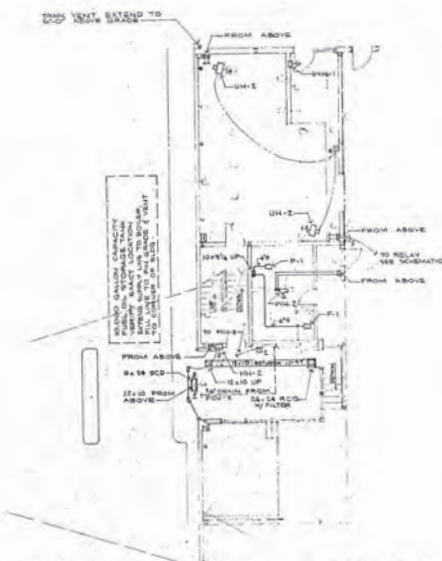
TYPICAL PIPING ARRANGEMENT
PROPELLER UNIT HEATERS (UH-1 & 2)

NO SCALE



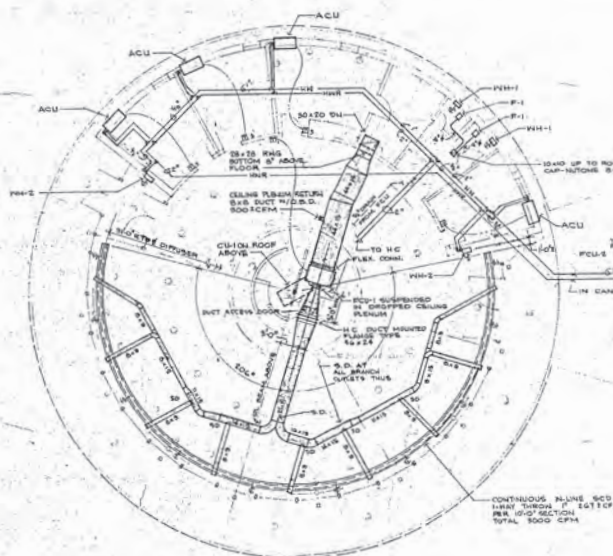
TYPICAL PIPING ARRANGEMENT
ROOM AIR CONDITIONERS (ACU)

NO SCALE
PIPING TAKEOFF FOR WALL HEATERS (WH-1) SIMILAR.



GARAGE LOWER LEVEL FLOOR PLAN

SC 1/8" = 1'-0"



SHOWROOM & GARAGE FLOOR PLAN

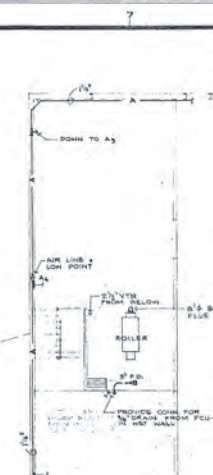
SC 1/8" = 1'-0"

H.V. A/C NOTES

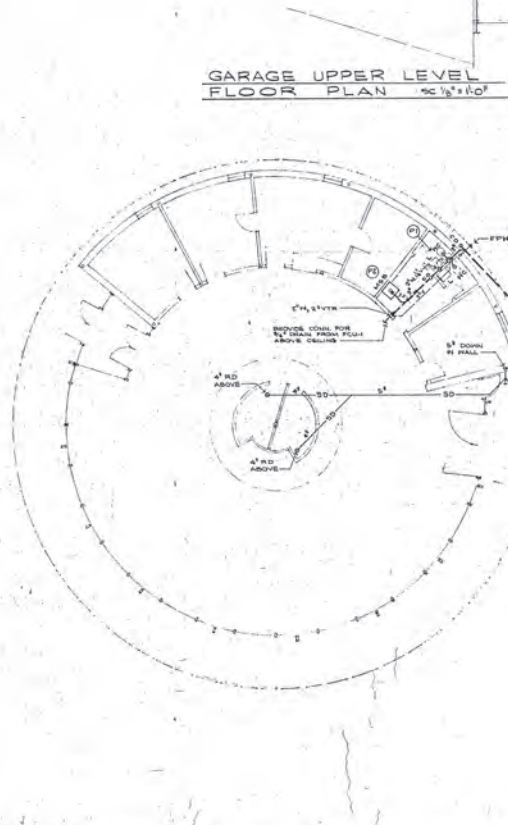
- MECHANICAL CONTRACTOR TO PROVIDE SMOOTH TRANSITION BETWEEN SUPPLY DUCT AND THE FLEX DUCTS TO ALLOW EVEN DISTRIBUTION OF AIR FROM DIFFUSERS.
- DRYER OPERATING MECHANISM TO BE ON BOTTOM OF DUCT AND ACCESSIBLE ABOVE FINISHED CEILING.
- COORDINATE LOCATION OF ALL MECHANICAL EQUIPMENT AND APPURTENANCES WITH STRUCTURE, LIGHTS, CEILING GRID, EQUIPMENT, ETC.
- PROVIDE 1/2" DRAIN LINES FROM FLEX CONDENSATE DRAIN TO SANITARY SEWER JACK AS INDICATED ON DRAWING, SEE SHEET 11 FOR PLUMBING ANNOT.
- SLOPE ALL HOT WATER HEATING PIPING TO DRAIN AT HEATING UNITS OR DOLER DRAINS, PROVIDE MANUAL PET COCKS AT HIGH POINTS FOR VENTING SYSTEM.
- HEATING EQUIPMENT FLOW RATES ARE AS FOLLOWS:
ACU 1.00 GPM
UH 1 15.00 GPM
UH 2 15.00 GPM
UH 3 15.00 GPM
UH 4 15.00 GPM
- MECHANICAL CONTRACTOR TO PROVIDE EXPANSION JOINTS OR LOOPS AS RETURNED TO INSURE ADEQUATE MOVEMENT IN ALL PIPING.

H.V. A/C LEGEND & ABBREVIATIONS

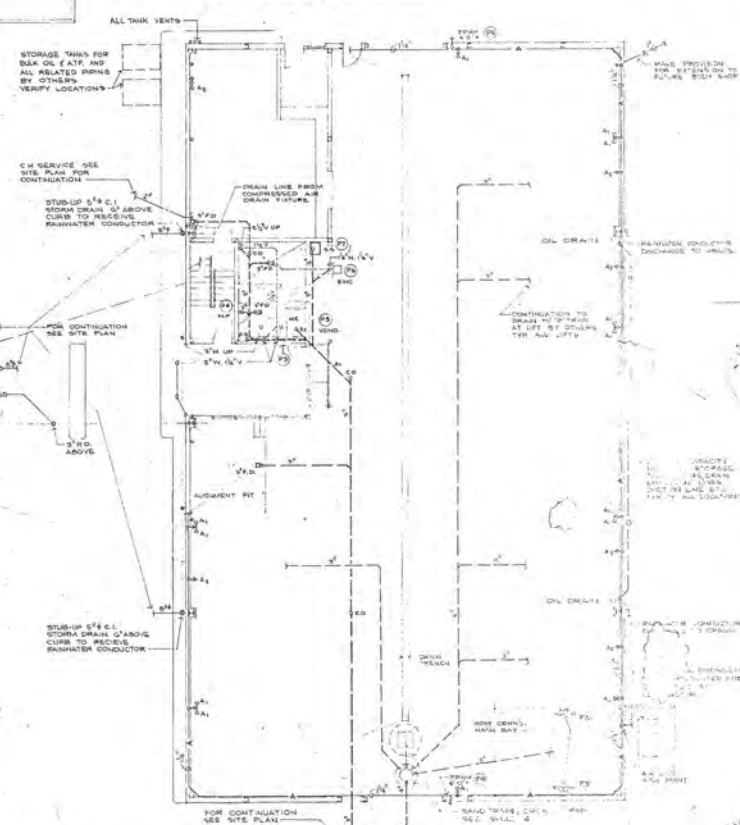
- | | |
|---------------------------|---------------------------------|
| C-CEILING | ODD-OPPOSITE PLASS DAMPER |
| D-DIFFUSER | R-RETURN |
| S-EXHAUST | S-SUPPLY |
| F-FLEX | SD-SPLITTER DAMPER 1/2 QUADRANT |
| FLEX COND-FLEX COND | T-THERMOSTAT |
| S-SHIELD | W-WALL |
| W-WALL | WH-WALL HEATER |
| WH-WALL HEATER | UH-UNIT HEATER |
| PCU-FAN COIL UNIT | HC-HEATING COIL |
| ACU-AIR CONDITIONING UNIT | |
-
- | | |
|-------|---------------------------------|
| —HWS— | HOT WATER HEATING SUPPLY PIPING |
| —HWR— | HOT WATER HEATING RETURN PIPING |
| —FOS— | FUEL OIL SUPPLY PIPING |



NO SCALE



GARAGE UPPER LEVEL
FLOOR PLAN $\approx 1/8" = 1'-0"$



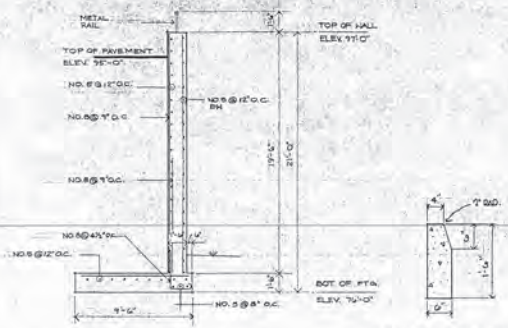
PLUMBING NOTES

1. SLOPE ALL DOMESTIC WATER, PIPING TO DRAIN AT FIXTURES, BOILER AND/OR COND. WATER SERVICE, DRAIN VALVE.
2. VERIFY ALL DIMENSIONS WITH ARCHITECTURAL DRAWINGS, BEFORE MOVING-IN OR FINISHING FIXTURES.
3. COORDINATE LOCATION OF ALL FIXTURES AND PIPING WITH LIGHTING, EQUIPMENT, STRUCTURE, ETC.
4. SLOPES AND INVERT ELEVATIONS OF DRAIN, SEWERS ETC. SHALL BE ESTABLISHED AND VERIFIED BEFORE ANY PIPING IS INSTALLED TO GUARANTEE THAT PROPER SLOPES WILL BE MAINTAINED AFTER COORDINATION WITH APPLICANCES ARE WITH EXISTING INFRASTRUCTURE.
5. VALVES OVER FINISHED AREAS TO BE ACCESSIBLE IN PLACE AND FINISHED SECTIONS.
6. SEE PLAN FOR LOCATION OF MAIN HYDRANTS, FIRE RISERS, ETC.
7. SEE SITE PLAN FOR LOCATION OF YARD HYDRANTS, ELEVATION OF MAINLINE AND OTHER SERVICE CONNECTIONS.
8. SLOPE ALL COMPRESSED AIR PIPING FROM HIGH POINT AT COMPRESSOR RISER TO AIR POINT AT TAKE-OFF FOR AUTOMATIC DRAIN TRAP. ALL TAKE-OFF CONNECTIONS TO BE MADE ON THE DOWNHILL SIDE.

PLUMBING LEGEND

20	COLD WATER PIPING	A	COMPRESSED AIR PIPING
	HOT WATER PIPING		USED GW DRAIN PIPING
	BUILDING DRAIN		NOT RATED
	BUILDING SANITARY DRAIN	M R	RISE RISE
	VENT PIPING		FREEZE PROOF WARD-ATLANTIC
44	WASTE CONNECTION	A 1 + 4	COMPRESSED AIR CONNECTION
50	CLEAN OUT		UNION
FO	FLUE DRAIN 1/4" W/WRAP		WALLS
60	DR		
V	VENT CONNECTION		
VTR	VENT THRU ROOF		
FPNH	FREEZE PROOF RAIL HYDRANT		

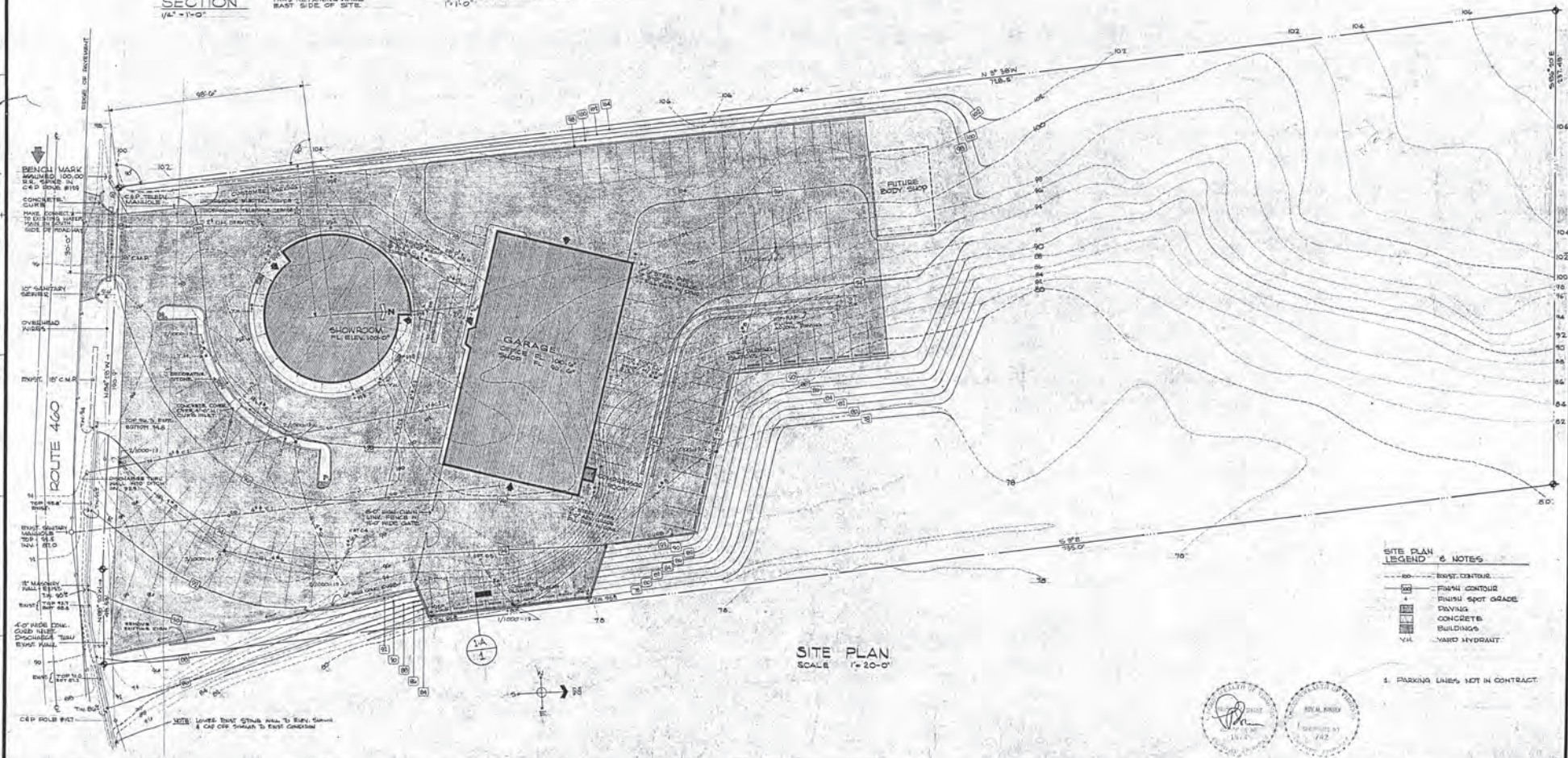
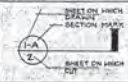
Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171



SECTION
1/4" = 1'-0"

CURB DETAIL
1" = 1'-0"

KEY TO MATERIALS	ABBREVIATIONS	INDEX
BRICK	FIN. FINISH	SHEET DESCRIPTION
C.M. CONCRETE	F.L. FLOOR	1. SITE PLAN
FRESH STONE	ELEV. ELEVATION	2. FOUNDATION PLAN
RIGID INSULATION	S.D. SLOPE DRAIN	3. FLOOR PLAN
STONE	C.T. CERAMIC TILE	4. DOOR & WINDOW SCHEDULE
WOOD	Q.T. QUARRY TILE	5. UPPER FLOOR PLAN
WOOD BLOCKING	ACT. ADDED TILE	6. EXTERIOR ELEVATIONS
WIRE	H.C. H.C. WOOD	7. EXTERIOR ELEVATIONS
WALL	ST. STEEL	8. EXTERIOR ELEVATIONS
STUCCO/PLASTER	CONC. CONCRETE	9. EXTERIOR ELEVATIONS
EARTH	INS. INSULATION	10. EXTERIOR ELEVATIONS
	C.B. CEMENT BRICK	11. EXTERIOR ELEVATIONS
	FTG. FOOTING	12. EXTERIOR ELEVATIONS
	TRSS. TRUSSES	13. EXTERIOR ELEVATIONS
	REF. REINFORCED	14. EXTERIOR ELEVATIONS
	CHD. CHIMNEY	15. EXTERIOR ELEVATIONS
	NOT IN CONTRACT	16. EXTERIOR ELEVATIONS
	COL. COLUMN	17. EXTERIOR ELEVATIONS



SITE PLAN
SCALE 1" = 20'-0"

SITE PLAN LEGEND & NOTES	
EXIST. CONTOUR	
PROPOSED CONTOUR	
PAVING	
CONCRETE	
BUILDINGS	
YARD HYDRANT	

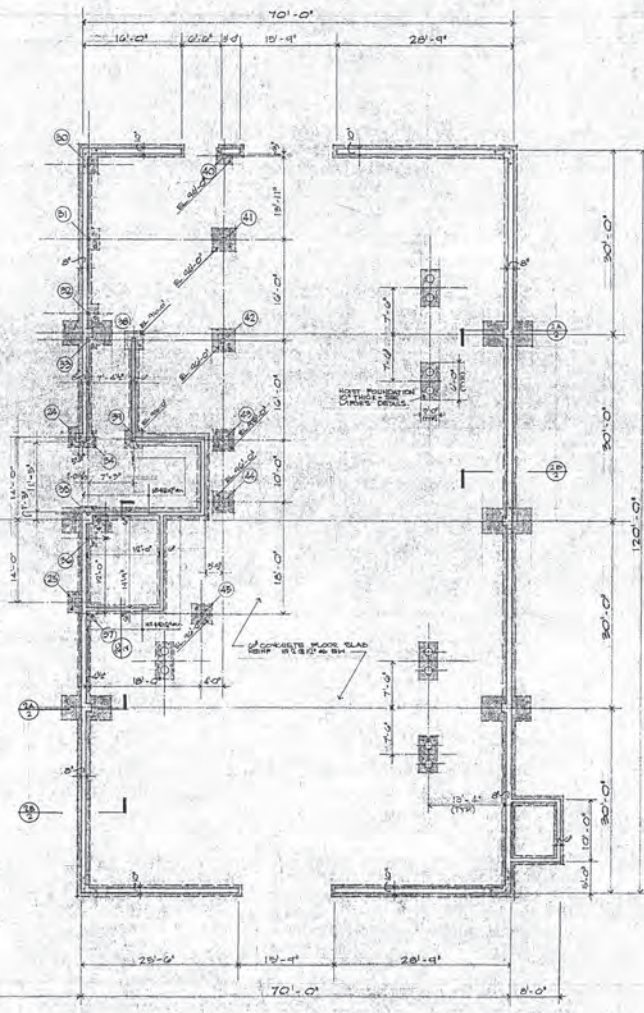
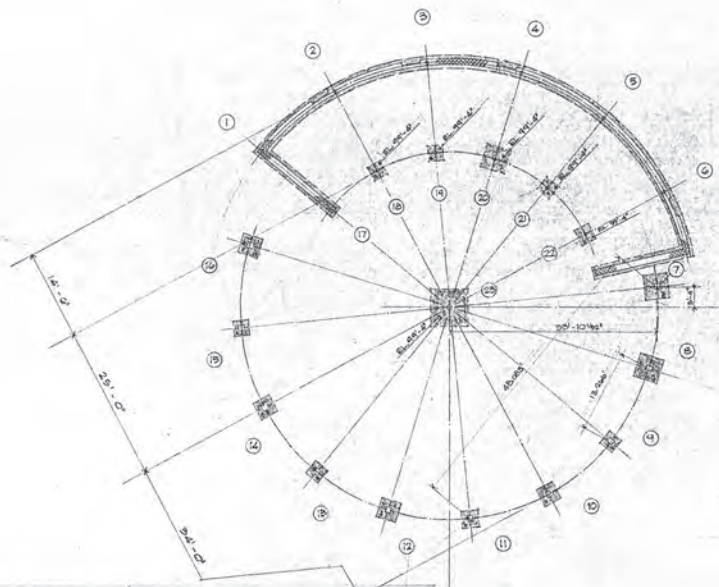
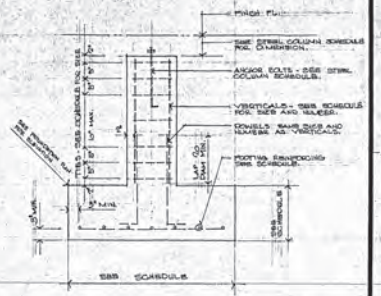
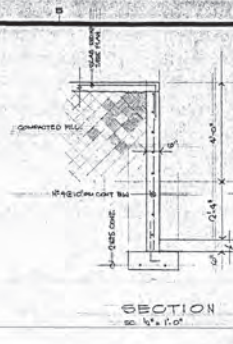
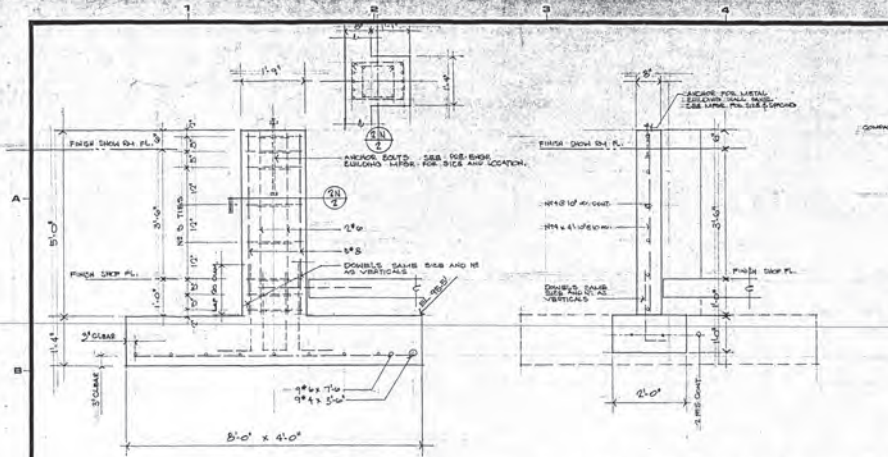
1. PARKING LINES NOT IN CONTRACT

KINSEY, MOTLEY & SHANE
ARCHITECTS AND ENGINEERS - SALEM, VIRGINIA

DESIGNED BY	DATE	REV
D.B.	4 FEB 77	
CHECKED BY		

GARAGE AND SHOWROOM FOR HART MOTOR CO. INC. SALEM, VIRGINIA

SITE PLAN &
SITE DETAILS



Historic Plan by Kinsey,
Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

FOUNDATION NOTES

UNLESS OTHERWISE NOTED ALL WALL FOOTINGS SHALL BE REINFORCED WITH TWO (2) NO. 5 BARS CONTINUOUS. SHALL PROJECT OF FIRST BACK FACE OF THE WALL ABOVE AND HAVE A MINIMUM DEPTH OF 1'-0".

HORIZONTAL SPACING OF STEPS IN FOOTINGS SHALL BE AT LEAST DOUBLE THE CHANGE IN ELEVATION WITH A MINIMUM ELEVATION CHANGE OF 2'-0" PER STEP.

DEMOLISH ALL CONCRETE WALLS AS FOLLOWS:

2" WALL NEAR 15" NO. 5 EACH WAY

2" WALL NEAR 15" NO. 5 EACH WAY

DEMOL ALL WALL VERTICAL BARS INTO FOOTINGS.

FOUNDATION SCHEDULE									
CONCRETE FOOTING			CONCRETE PLINTH				REMARKS		
MARK	SIZE	DEPTH	REINFORCING BARS	SIZE	VERTICAL	TIES	DOUBLE		
a.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15, 15, 15, 15 ONLY	
b.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15, 15, 15, 15 ONLY	
c.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15, 15 ONLY	
d.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15 ONLY	
e.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15 ONLY	
f.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15 ONLY	
g.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15 ONLY	
h.	24" x 24"	12"	3#4	13 x 13	4"	#5	4"	SLAB #15 ONLY	

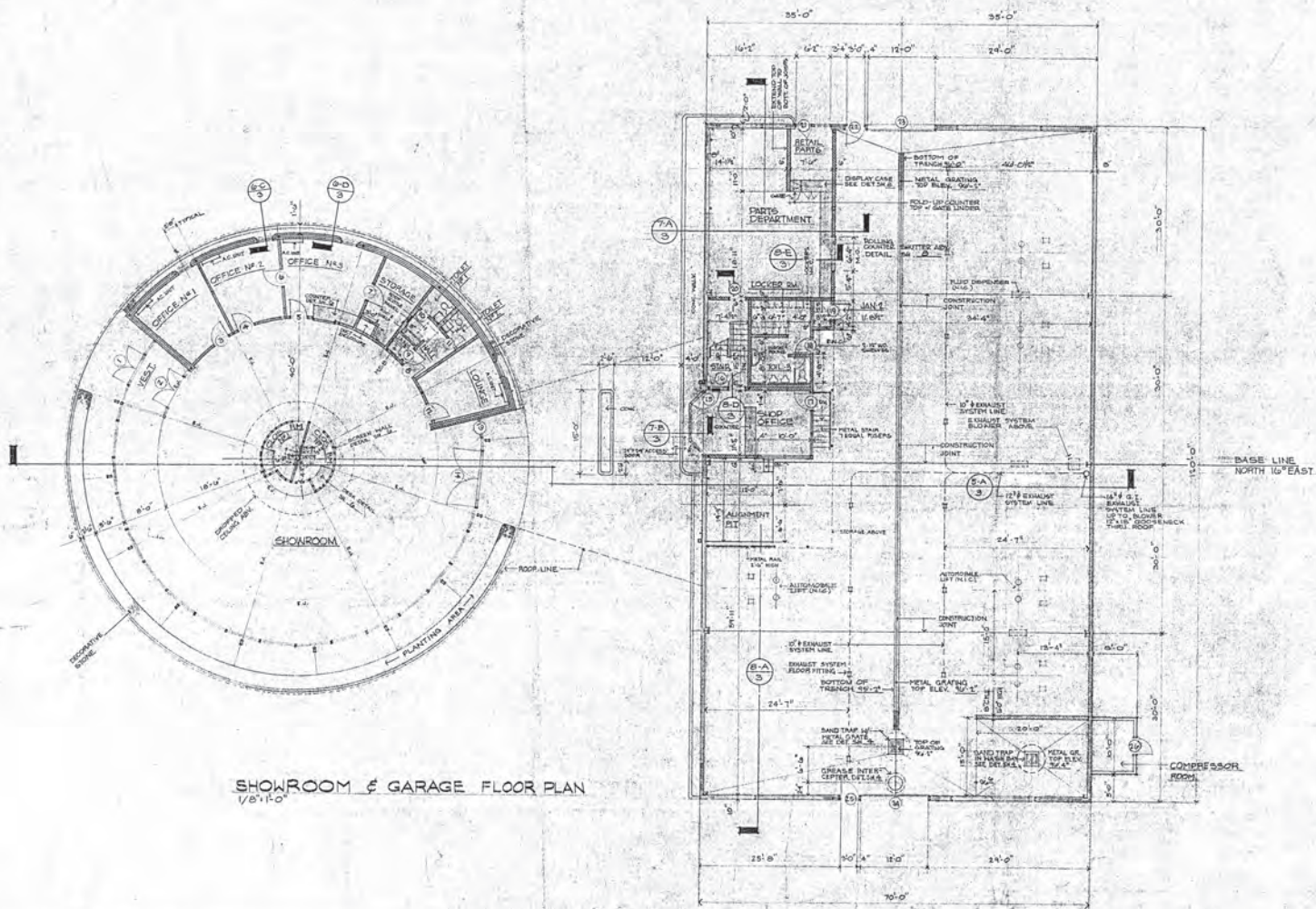
KINSEY, MOTLEY & SHANE
ARCHITECTS AND ENGINEER - SALEM, VIRGINIA

DESIGNED BY: KMS
CHECKED BY: KMS
DATE: FEB. 71

GARAGE AND SHOWROOM FOR HART MOTOR CO. INC. SALEM, VIRGINIA

FOUNDATION PLAN

Historic Plan by Kinsey, Motley & Shane
Hart Motor Company
City of Salem, VA
DHR No. 129-5171





Legend

County Boundaries

TOPOGRAPHIC MAP
Hart Motor Company
City of Salem, VA
DHR No. 129-5171

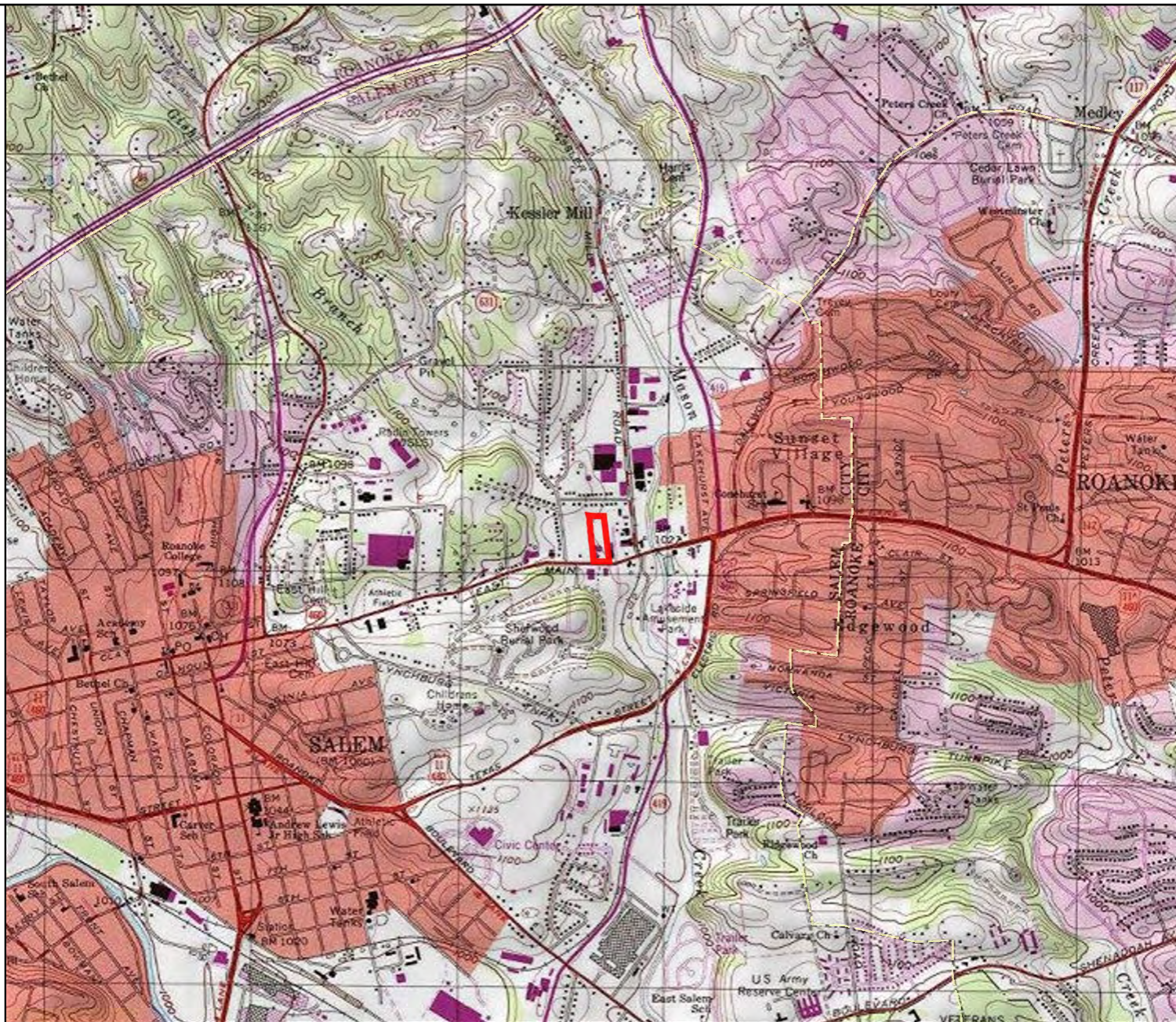
Nominated Boundary



Feet

0 600 1200 1800 2400

1:36,112 / 1"=3,009 Feet



Title:

Date:

DISCLAIMER: Records of the Virginia Department of Historic Resources (DHR) have been gathered over many years from a variety of sources and the representation depicted is a cumulative view of field observations over time and may not reflect current ground conditions. The map is for general information purposes and is not intended for engineering, legal or other site-specific uses. Map may contain errors and is provided "as-is". More information is available in the DHR Archives located at DHR's Richmond office.

Notice if AE sites: Locations of archaeological sites may be sensitive the National Historic Preservation Act (NHPA), and the Archaeological Resources Protection Act (ARPA) and Code of Virginia §2.2-3705.7 (10). Release of precise locations may threaten archaeological sites and historic resources.



Legend

County Boundaries

STREET MAP

Hart Motor Company

City of Salem, VA

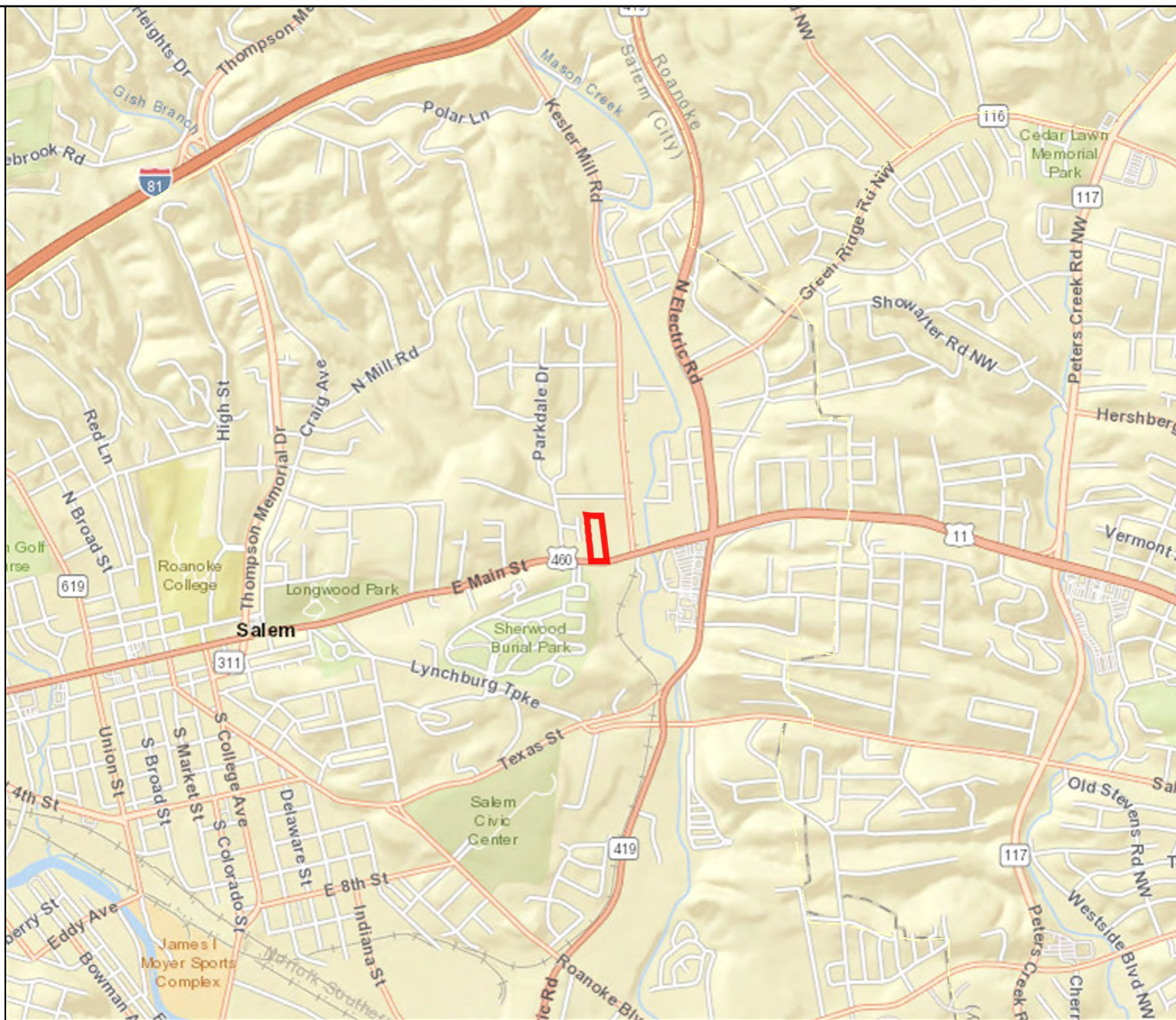
DHR No. 129-5171

Nominated Boundary



Feet

0 600 1200 1800 2400
1:36,112 / 1"=3,009 Feet



Title:

Date:

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Legend

 County Boundaries

AERIAL VIEW - VICINITY

Hart Motor Company

City of Salem, VA

DHR No. 129-5171



Nominated Boundary



Feet

0 500 1000 1500 2000

1:18,056 / 1"=1,505 Feet

Title:

Date:

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Virginia Cultural Resource Information System

Legend

LOCATION MAP

Hart Motor Company (DHR No. 129-5171)
City of Salem, VA

Latitude: 37.297737

Longitude: -80.033158



NRHP Boundary

VGIN Aerials (with labels)
Map created in V-CRIS



Feet

0 50 100 150 200
1:2,257 / 1"=188 Feet



Title: Hart Motor Company

Date: 7/18/2023

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Sketch Map/Photo Key

Hart Motor Company (129-5171)
1341 E. Main Street
Salem, VA

 Historic Property Boundary

