



Photo Credit: Kathryn Feldmann

O.D. Oakey House

212 North Broad Street

Built in 1889 by Orran D. Oakey, this Queen Anne Victorian showcases both the craftsmanship and ambition of its original owner. Oakey was a civic leader and businessman who owned a hardware supply company, managed Salem's first telephone company, and operated Camden Iron Works—maker of the wrought iron fences along Broad Street. A man ahead of his time, Oakey bought Salem's first automobile—a 1906 Ford Model N—and built the town's first garage, located just behind the house. The home's exterior reflects the classic Queen Anne style, featuring a three-story semi-octagonal tower, half-timbered gables adorned with sunbursts, bracketed eaves, and a front porch filled with spindles and decorative cutouts. Double-entry doors lead into a spacious hallway and staircase. Six original fireplaces, period hardware, and finely crafted trim are found throughout. The interior highlights the current owners' global travels, showcasing collections of basketry, ceramics, and ethnographic masks. Outside, the English cottage-style garden unfolds beneath two century-old black walnut trees. Daffodils, tulips, and alliums brighten the perennial beds early to late spring, while a fishpond and bocce court framed by climbing roses anchor the rear of the garden.

OWNERS: WHITNEY AND TODD LEESON

Observe plein air artist Dana Phillips

In celebration of Virginia's Historic Garden Week and our nation's 250th anniversary, this walking tour highlights five distinguished properties in the North Broad Historic District—one of Salem's most charming neighborhoods. The tour begins at the Salem Farmers' Market, where ticket holders will pick up their required wristbands. From there, guests may browse unique vendors at Palooza, stroll through the featured homes and gardens, and enjoy dining at one of Main Street Salem's delightful restaurants—all with complimentary parking nearby.

Be sure to observe plein air artists at work, connect with gardening and conservation experts at the Hockman House, and visit the special photography exhibit on display at Mill Mountain Coffee & Tea. Guests are also invited to see Virginia's Champion Dutch Elm and the rare "Tree of 40 Fruit," located on the neighboring Roanoke College campus.

This tour is made possible through the generosity of the homeowners and our valued sponsors and partners, including the City of Salem, local artists, vendors and educators, and the ticket and parking locations listed below. Since 1929, proceeds from Historic Garden Week have helped fund more than 130 restorations across the Commonwealth—including many iconic properties tied to the founding of the United States—and we thank you for being part of this enduring preservation legacy.

TICKETS

Advance Tickets - \$35

Purchase online at [GCVirginia.org/historic-garden-week](https://www.GCVirginia.org/historic-garden-week) or by scanning the QR code.

Purchase locally - cash or check only - at

Salem Museum 801 E Main St, Salem, VA 24153

Townside Gardens 3614 Franklin Rd SW, Roanoke, VA 24014

Day Of Tickets - \$45

Purchase online or at tour headquarters at the Salem Farmers' Market using cash or check.

Children's Tickets - \$15 ages 5 - 17; Free under age 5

Available online only.

SALEM FARMERS' MARKET - TOUR HEADQUARTERS

Upon arrival, stop by the Salem Farmers' Market for **required wristband pick up**, shopping, facilities, and the photography exhibit.

PARKING

First United Methodist Church 125 West Main Street

Salem Baptist Church 103 North Broad Street

Salem Presbyterian Church 41 East Main Street

QUESTIONS?

Email Roanoke@VaGardenWeek.org

This self guided tour involves walking short distances; featured homes and gardens include steps and uneven-sloping terrain. Homes may be visited in any order. Tour sites are not ADA compliant. May not be suitable for persons with accessibility issues. Participating homeowners, Mill Mountain Garden Club, Roanoke Valley Garden Club, and Garden Club of Virginia are not responsible for accidents occurring on the tour. Children age 17 and younger must be accompanied by a responsible adult at all times. Strollers are not permitted on tour properties. Please wear comfortable, flat-heeled shoes as a courtesy to property owners and for your safety. No interior photography is allowed.

WE GRATEFULLY ACKNOWLEDGE THE SUPPORT OF



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PALOOZA

April 25, 2026 10am – 4pm Rain or Shine

Come celebrate all things spring at Palooza in the Salem Farmers' Market, where you'll discover a delightful mix of garden-inspired gifts, tasty treats, stationery, and more.

Appalachia Press	chocolatepaper	Sprouting Life Garden
Angie Patton Poe	Filamina Jewelry, LLC	The Little Rustic Homestead
Bay and Branch Plant Design	Glass Petals by Kandie	Townside Gardens
Bee Wraps by Eva	Mill Mountain Garden Club	Two and a Half Sisters
Leigh Ann Burcham	Sarah's Petals	Willow Pond Farm
Carter's Cookies of Virginia	Silver Palate Feeders	

Chair: Jane Chudina and Whitney Leeson

Co-Chair: Diane Turner

Tour email: roanoke@vagardenweek.org

Website: www.vagardenweek.org

f Historic Garden Week in Roanoke

@ [roanokegardenweek](https://www.instagram.com/roanokegardenweek)



GARDEN CLUB
OF VIRGINIA

*Historic
Garden Week*

BROAD in BLOOM

SALEM VIRGINIA

APRIL 25, 2026

10AM - 4 PM



hosted by

Mill Mountain Garden Club

Roanoke Valley Garden Club

Tulipa 'Kingsblood'

TOUR INFORMATION

PROCEEDS FUND THE RESTORATION OF VIRGINIA'S HISTORIC PUBLIC GARDENS AND A RESEARCH FELLOWSHIP PROGRAM

VAGARDENWEEK.ORG



Photo Credit: Kathryn Feldmann

EVANS HOUSE

213 North Broad Street

One of Virginia’s finest examples of Second French Empire architecture, the Evans House was built in 1882 by prominent merchant and farmer John Evans as a wedding gift for his French wife, reflecting her taste for continental style. Characterized by its distinctive steep mansard roof, the home features numerous Neo-Renaissance details, including bracketed cornices, elaborately ornamented dormers, decorative moldings, and a central tower that evokes a whimsical, storybook charm. White walnut double doors, columns, and pilasters enhance the stately front porch, while 13-foot ceilings, cast-iron window sills, and a black walnut staircase highlight the period’s elegance. Since acquiring the home in 1994, the current owners have carried out extensive renovations that strike a balance between structural strength and artistic expression. These include opening the tower’s interior to create a dramatic, light-filled library, building a wrap-around conservatory to increase natural flow, and adding a functional indoor kitchen—all carefully done to preserve the home’s historic character while improving modern livability. Around the house, a series of garden rooms creates a landscape as enchanting as the home itself. Visitors can explore a fragrant herb garden, a secluded secret garden, a formal rose garden with a life-sized chessboard, fountains, a chicken coop, an orchard, and even a “library tree.”

OWNERS: STELLA AND JAMES REINHARD

Observe plein air artists Karen Carter, Lisa Dabareiner, and Margaret Sue Turner Wright



Photo Credit: Kathryn Feldmann

RICE HOUSE

223 North Broad Street

Salem attorney Demetrius Benjamin Strouse built this striking example of Italianate Victorian architecture in 1867, making it the oldest home on Broad Street. Named after Strouse’s granddaughter, Ms. Lilly Rice, it was constructed with handmade bricks kiln-fired across the street and features exterior walls that are 18 inches thick. The impressive Classical Revival portico—added in 1905 after Strouse’s son returned from Chicago with borrowed plans—required a second roof to be built above the original to accommodate the hand-carved Corinthian columns imported from Italy. The interior includes original fireplaces in every room, high ceilings, arched entries, and spacious formal areas. The current owner and his late wife purchased the Rice House in 2016 and have made thoughtful updates, including extensive kitchen renovations and the addition of a second-floor master suite and dressing room, all of which were approved by the Virginia Department of Historic Resources. Weather permitting, the rear garden will feature a floral display alongside the owner’s restored 1947 Studebaker Commander Regal Deluxe Convertible. The car’s design is partly credited to industrial designer Raymond Loewy, who redesigned Roanoke’s iconic N&W passenger station in 1949, and Virgil Exner, known for his striking tailfin designs at Chrysler.

OWNER: PAUL KUHNEL

Observe plein air artist Maria Driscoll



Photo Credit: Kathryn Feldmann

HOCKMAN HOUSE

233 North Broad Street

The Hockman House exemplifies Noah Hockman’s growth from a hardworking carpenter to a respected builder and architect. Built around 1880 as his personal home, it highlights the craftsmanship that defined his career. Hockman’s legacy in Salem includes this well-preserved, wood-clad example of the Italianate Victorian style with bracketed eaves and tall, narrow windows topped by hooded crowns, as well as contributions to the Roanoke College campus, such as the Gothic Revival Bittle Hall (1879) and a Beaux Arts remodel of the Administration Building (1903). When the current owners bought the property in 2017, they undertook a careful, year-long renovation that preserved the home’s historic character while adapting it for everyday functionality. They reconfigured the interior to create an open, family-friendly layout by converting the former dining room into a kitchen and building a rear addition to accommodate a master suite, great room, mudroom, outdoor living space, and garage. Their dedication to restoring and reusing original materials is evident throughout: original walnut doors were stripped and refinished, Victorian-style radiators were kept, and wavy window glass was repurposed in cabinet doors and transoms. The result is a beautifully updated home that blends timeless craftsmanship with contemporary design

OWNERS: MEG AND SCOTT WISE

Visit with gardening and conservation experts: Bartlett Tree Service, Bee City, Blue Ridge Orchid Society, Friends of Mountain View, The Hinoki Bonsai Club, Master Gardeners, Roanoke Valley Preservation Foundation, and Virginia Western Arboretum



Photo Credit: Kathryn Feldmann

SALEM FEMALE SEMINARY

352 North Broad Street

Built in 1891 during Salem’s economic boom, this Italian Renaissance Revival Victorian house features turned porch supports and spindlework detailing. It originally housed the Salem Female Seminary, a private girls’ school operated by Mattie and Emmet Guy. Despite early enthusiasm and affordable tuition, the Seminary closed by 1899 as public schooling expanded. From 1954 to 1976, the home was owned by legendary Andrew Lewis High School football coach Eddie Joyce, who, with his son as quarterback, led the 1971 team to the state championship. Although they lost to T.C. Williams High School, their story inspired the loosely fictionalized “Marshall Lions” in the 2000 film Remember the Titans. Dr. and Mrs. George Bell later restored the home’s original woodwork and covered the dining room walls with a design by C. F. A. Voysey. Since 2021, the current owners have added Voysey-inspired wallpaper to the main-floor powder room and have decorated the house with antiques, modern classics, and artwork by mid-century artists, including Ruggerio Serrato, Vincent Campanella, and the outsider artist Howard Finister. They also enhanced the gardens with a pergola seating area, a naturalized creek crossing, and a poolside retreat.

OWNERS: RICHARD KENNEDY AND MARK NAYDE

Observe plein air artist Maggie Perrin Key