

PRESERVATION IN PROGRESS

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Virginia Department of Historic Resources

Richmond Headquarters:
2801 Kensington Avenue
Richmond, VA 23221
(804) 367-2323
(804) 367-2391 (FAX)

Capital Region Office:
10 Courthouse Avenue
Petersburg, VA 23803
(804) 863-1620
(804) 863-1627 (FAX)

Portsmouth Regional Office:
612 Court Street, 3rd floor
Portsmouth, VA 23704
(757) 396-6707
(757) 396-6712 (FAX)

Roanoke Regional Office
1030 Penmar Avenue, SE
Roanoke, VA 24013
(540) 857-7585
(540) 857-7588 (FAX)

Winchester Regional Office:
P.O. Box 4
Winchester, VA 22604-0004
(540) 722-3428
(540) 722-7535(FAX)

STATE TAX CREDIT EXPANDED

Governor Jim Gilmore signed into law recently legislation that expands the state tax credit program for historic rehabilitation projects, giving businesses added investment flexibility. "This legislation provides a powerful tool for private preservation and reuse of Virginia's landmarks," said Governor Gilmore. "It will greatly benefit the Commonwealth by bringing increased investment to our communities and putting historic resources back into active, useful service."

Secretary of Natural Resources John Paul Woodley, Jr. heralded the benefits of the program, saying, "Investors will now have greater flexibility in the use of the credits, ensuring continued robust investment activity and revitalization of Virginia's historic resources and communities in which they are located."

Virginia's state tax credit program offers investors a 20% credit for eligible rehabilitation expenses for 1999 and 25% in 2000 and years following. State tax credits can be coupled with other incentives such as low-cost housing and enterprise zones

credits, as well as the federal credits for historic rehabilitations. Since July 1998, completed rehabs of certified historic buildings have pumped \$14 million into the state's economy, with a projected additional \$66 million now in the pipeline.

Since its inception in tax year 1997, the state tax credit has fueled such diverse projects as: Historic Ballston Park, a 513-unit complex of colonial revival apartment buildings in Buckingham Village near Arlington; Appomattox School, in Petersburg, to be reopened as a Governor School for the Arts and Technology; the Bolling School, also in Petersburg, which will provide 47 low-cost housing units for senior citizens; and Linden Towers in Richmond, which will offer 42 upscale apartments in downtown Richmond.

Ivor Massey is a partner in the rehabilitation of the Watkins-Cottrell building in Richmond, now riverfront headquarters of the upscale furniture retailer La Difference. Said Massey, "Rehabilitation tax credits encourage revitalization of

neighborhoods and historic districts. The re-opening of the Watkins-Cottrell building provided momentum to the Riverfront Canal Walk, introducing a major retail anchor to the project. The state tax credits enabled us to carry out our vision and join in restoring the heart of the city.”

The state rehabilitation tax credit program is administered by the Virginia Department of Historic Resources. A Natural Resources initiative, the legislation was introduced in the House by Delegate Jay Katzen and in the Senate by Senator Walter Stosch. Both houses unanimously passed it.

For further information, please call John Wells at (804) 367-2323 X 111; jwells@dhr.state.va.us; or Susan Smead, (804) 367-2323 X 110; ssmead@dhr.state.va.us

Snapshots of State Tax Credit Projects

Anna Bolling Junior High School

In Petersburg, it will soon be possible for residents of the city who once attended the Anna Bolling Junior High School as students to return to take up residence in their alma mater. The school is undergoing a rehabilitation that will allow it to contain 47 apartments for individuals with low- to moderate-income levels.

Built in 1926, the Bolling School was designed by architect Charles M. Robinson, known for his educational buildings throughout Virginia. Standing three stories tall and made of orange brick with cast stone ornamentation, the Bolling School is a fine example of the Second Renaissance Revival style. The historic appearance of the exterior will be preserved. Inside the building, important features that define the character of the school will be kept. These include the auditorium, the corridors (with a glazed brick wainscot and pressed tin ceiling on the first floor), and the three major stairways. Classrooms will be modified to contain the new apartments, but unmistakable hallmarks of the class room —teacher’s closets, sliding closet doors, chalkboards and chalk trays — will be retained.

Cottage in Danville

In Danville, a charming Victorian-era cottage dating from about 1890 is being restored for use as a single-family residence. The house is a small-

scale essay in domestic architecture designed for maximum visual appeal, and it demonstrates the degree of decorative detail attainable with the use of wood building materials.

Only one story tall, its front façade features two dormers containing highly ornamented, doily-like grills. A columned porch extends across most of the façade, sheltering the entrance, which is framed by sidelights and a stained-glass transom. The roof is edged by a cornice punctuated with dentils, brackets, and grillwork, while wide corner boards with scalloped profiles frame the facades. Pediments capped with moldings top the windows and the main entrance.

The rehabilitation will preserve important interior features, including mantelpieces and decorative trim. On the exterior, historically appropriate colors will be applied. Located in the Danville Historic District, the cottage is on its way to becoming both a comfortable home and an architectural showpiece.

Calvert Manor

One of northern Virginia’s noteworthy apartment buildings dating from the second quarter of this century has recently been rehabilitated to provide 23 low- to moderate-income residential units. Called Calvert Manor, the brick, three-story building was constructed in Arlington in 1948 to help address the rapidly growing need for housing in the area. Calvert Manor was designed by Mihran Mesrobian, a prominent architect of the period in Washington, D.C. and the surrounding localities, known for producing compositions for high-style hotels and apartment buildings in Washington during the 1920s and 1930s.

Mesrobian employed the clean-lined, straightforward Moderne style for Calvert Manor. The patterning of the windows, along with the rhythm provided by quoin-like corner elements and horizontal bands of cast stone and cement brick provide the only decorative embellishments. The excitement of modern architectural innovations help define the composition, in the form of corner windows, which seem to defy the need for structural support; round windows, and windows built of glass blocks. This theme continues with the use of aluminum, ribbed and formed into curved bands, to trim the canopies of the main entrances. On the building’s south façade, an idiosyncratic cast stone lion sits atop a brick pier nearly at the height of the roofline, with

his gaze directed out onto Lee Highway, the main thoroughfare passing by Calvert Manor.

The rehabilitation project entailed repairs to the exterior, upgrading of the interior to meet modern-day standards, and the inclusion of accessibility for disabled persons. As a result of this project, Calvert Manor will now provide its residents with more comfortable living accommodations, while continuing to stand as one of the significant historic buildings that help to define Arlington's heritage.

COMMUNITY AWARENESS CAMPAIGN LAUNCHED

Last fall, the Department of Historic Resources, together with the Preservation Alliance of Virginia and other partners, launched a community awareness campaign aimed at helping opinion leaders across Virginia understand that historic resources are economic and cultural assets waiting to be put to work. The grassroots campaign is based on the recognition that citizens and communities, not the Commonwealth, make the key decisions affecting the use of historic resources. The campaign implements one of the major objectives of a broad coalition of public and private organizations that came together in the Virginia History Initiative and devised a strategic plan to raise Virginia history to a new level.

Public and private sponsors supporting the campaign include Chaparral Steel; Cadmus Communications; Siddall, Matus & Coughter; Tom Brown's Hardware; Horace E. "Chip" Mann; Anne Worrell; Robert Pamplin; Ethyl Corporation; Scott & Stringfellow; and the National Trust for Historic Preservation. The campaign also has the enthusiastic support of Governor Jim Gilmore and First Lady Roxane Gilmore.

The centerpiece of the campaign is a red toolbox, which bears the legend, "To put Virginia's history to work, you'll need a few tools." The toolbox contains all the resources necessary to develop local strategies for heritage stewardship. Among these are a PAV video on the economic benefits of good preservation, case studies on how to build a local preservation program, a tourism handbook, and a financial incentives guide to help communities preserve their historic buildings and

(continued on page 4)

Director's Notes

The grassroots Community Awareness Campaign (for details, see "Community Awareness Campaign Launched," this page), just six months underway, is already bearing good fruit. Jim Eddins' presentation of the toolbox to the Albemarle County Historic Preservation Committee and the Charlottesville Historic Resources Task Force assisted in the development of a proposed Albemarle County Historic Preservation Plan and ordinance to take before the county board of supervisors. In Shenandoah County, the arrival of the toolbox via Jim Massey, Shirley Maxwell, and Judy Reynolds spurred the creation of the Shenandoah Preservation League, a regional organization that will focus on county resources. In Portsmouth, Les French has taken his toolbox and videos to the City Planning Commission, where they were well received. They will next go to city council and to civic groups throughout the city to spread the word. Richmond architect Bob Mills and the City of Richmond's Commission on Architectural Review are using toolbox information to promote increased incentives for historic preservation in the city's old and historic districts. Under Ann Cross's leadership, representatives of the major historical organizations in Hanover County are cooperating in an effort to obtain a resolution by the board of supervisors in support of National Historic Preservation Week, May 9-15, 1999.



Community advocates at a training workshop in Gloucester received red toolboxes "to put Virginia's history to work" in a new grassroots preservation campaign.

Campaign volunteers are not only making the case for preservation to local leaders in government, business, the media, and the not-for-profit sector, they are also presenting the toolbox as a community resource to be used by everyone who

cares about maintaining Virginia's special qualities. Janet Whitehouse, using her toolbox to promote historic resources throughout Fauquier County, helped ensure the purchase of John S. Mosby House in Warrenton for use as a Visitor's Center. Barbara Williams of Rappahannock County is using the toolbox to inform community groups about TEA-21 funding, and to encourage them to apply for enhancement funds. Russell Darden made successful presentations with his toolbox to the Southampton Historical Society and the Southampton County 250th Anniversary Committee. Community representatives will compile and publish a list of important historic sites in honor of the county's history. Motivated by the campaign, the Southampton County Board of Supervisors recently approved a resolution to develop a proposal for a countywide survey of historic resources. Shirley Gordon, Grayson County, has taken the toolbox to the Grayson County Historical Society, New River Pioneer Chapter of the NSDAR, and the New River Community Partners of the American Heritage River Initiative. Stay tuned for further developments.
-- Alex Wise, director

(Community Awareness Campaign Launched, continued from page 3)

sites. Another guide provides talking points and strategies to make the case to opinion leaders and decisionmakers. A conversation piece and attention-getter at a civic meeting or press conference, the toolbox is a wonderful resource that will be augmented as new tools are developed.

To date, the Preservation Alliance and DHR have held seven training workshops on how to use the toolbox and how to communicate effectively with decisionmakers. Workshop faculty included John Broadway, National Federation of Independent Businesses; Larry Land, Virginia Association of Counties; Beth MacDonald, Virginia Municipal League; Betsy White, William King Regional Arts Center; Ulysses X. White, Manassas City Council and Commonwealth Transportation Board; Bill Wood, Sorensen Center for Political Leadership, University of Virginia; Randy Collins, Loudoun County Chamber of Commerce; Merle Dickert, Paramount City Museum; John Quarstein, City of Newport News; Patrick Brennan, Chrysler Museum; David Hill, Hill Studios of Roanoke; Kat Imhoff, Linda Glidden, and Breck Montague of the Preservation Alliance; and Alex Wise, Department of Historic Resources.

The campaign is an experiment. Nothing like this is known to have been done in the preservation field in this or in any other country. Grassroots organizing techniques, advertising and public relations expertise, and the powerful preservation message have produced a campaign to motivate communities to seek the benefits of preservation as a matter of official policy. The approach will foster an open feedback system. The local community advocates all serve as the nucleus of advisory committees for DHR's four regional field offices, keeping everyone informed of the progress of the campaign and seeking advice and help as needed. The essential ingredient of the campaign is the willingness of these community advocates to take ownership of the effort, understanding that their local communities will reap the benefits.

A second round of workshops for community advocates is underway through early April. Petersburg will be the site of the last workshop in the series, for community advocates in central and Southside Virginia. By National Historic Preservation Week, one toolbox will have been delivered to a preservation-minded community leader or organization in virtually every county and city in Virginia. For further information, contact Bob Carter at (804) 863-1626; bcarter@dhr.state.va.us

RRPO 10th Anniversary

On May 18, 1999, the Roanoke Regional Preservation Office (RRPO) will host its 10th Anniversary Celebration at Buena Vista House in Roanoke's Jackson Park. Ten years before, to the day, Governor Baliles issued a proclamation that commemorated the official opening of DHR's first regional office. Since then, RRPO has served as the model for bringing regional preservation services to the people of Virginia. In the past two years, DHR has opened regional offices in Winchester, Portsmouth, and Petersburg, covering the state in four service areas.

The celebration will begin at 10 a.m. with a meeting of the RRPO Advisory Committee, whose members will report and reflect on preservation challenges and achievements over the past decade. A reception with light refreshments will follow at noon with greetings from Virginia's First Lady Roxane Gilmore, DHR Director Alex Wise, and City of Roanoke Mayor David Bowers. During and after the reception at Buena Vista House, the Postal Service will conduct a stamp cancellation, using a special logo designed by RRPO

architectural historian Anne Beckett that memorializes the RRPO 10th anniversary. Public attendance and participation is invited at all events.

Affordable Housing and Historic Preservation Workshop

On May 17, the day before the 10th Anniversary Celebration, RRPO, the City of Roanoke, and Roanoke Redevelopment & Housing Authority will co-host a workshop in Roanoke from 10 a.m. to 4 p.m. on affordable housing and historic preservation. Keynote speakers include Charlene Vaughn of the National Advisory Council on Historic Preservation and Aleca Sullivan of the National Park Service. Presentations will also be made by the staff of DHR's Project Review division, by the City of Roanoke's offices of Planning and Community Development and Grants and Compliance, and by the Roanoke Redevelopment & Housing Authority.

The workshop will assist public officials with administration of Community Development Block Grant funds for affordable housing. The workshop will also provide developers with case studies on affordable housing projects that combine the use of historic rehabilitation tax credits with low-income housing tax credits. For more information, contact John Kern, director, Roanoke Regional Office, at (540) 857-7585; jkern@dhr.state.va.us

TIME TRAVELERS

TimeTravelers 1999 began March 1 with 150 museums and historic sites participating in a highly successful learning and travel program that appeals to students and families. TimeTravelers teaches students from K-12 about their local and national heritage in a series of learning experiences that generate a sense of discovery and excitement.

This year, in support of the George Washington Bicentennial, TimeTravelers will award a special George Washington patch to students visiting at least two George Washington sites. Students who visit a total of six participating sites and send in a completed passport will receive a TimeTravelers t-shirt and certificate signed by Governor Jim Gilmore.

Enthusiastic reviews for the program are coming from visitors and participating museums alike. One parent wrote, "... We had a wonderful summer

doing TimeTravelers. Thanks for the certificates and t-shirts. The kids have taken them to school and shared their experiences with their [class]. Also, my son is making mostly As and a few Bs in social studies due to our travels last summer. Even the second grade teacher said to me today that my daughter is raising her hand in class with answers to social studies questions because she remembers what she saw last summer." Jerry Halsworth, George Washington Birthplace, reported that attendance has tripled as a result of TimeTravelers and has proved to be a tremendous incentive to parents to bring their children to local history-related attractions.



First Lady Roxane Gilmore, spokesperson for TimeTravelers, will appear in a public service announcement to air until November, when the program ends for the year. As she visits TimeTravelers across Virginia, she will log reports of her adventures on the TimeTraveler website, www.timetraveler.org. TimeTravelers is linked to the First Lady's *Commonwealth of Knowledge* website at www.knowledge.state.va.us. The website features teacher lesson plans linked to the Standards of Learning.

To join TimeTravelers as a participating site, or to find out more about the program, contact the Virginia Association of Museums at (804) 649-VAM1, or write: VAM, 2800 Grove Avenue, Richmond, VA 23221.

Second Statewide CLG Workshop Planned for May 1999

The City of Petersburg will host Virginia's second statewide conference for Certified Local Governments on May 14, 1999. Held in observance of National Historic Preservation Week and Celebrate Virginia, the conference will be co-sponsored by the National Park Service and the Department of Historic Resources (DHR).

Presentations will address the conference theme, "Finding Common Ground," including workshops on:

- Why and how to preserve Virginia's African-American heritage places;
- How to work effectively with local officials to promote historic preservation at the local level; and
- How to use alliances and incentives to revitalize our historic communities.

Conference sponsors are encouraging each CLG to bring one elected official to join in dialogue with attending state officials, preservation commissioners, working professionals in preservation, managers and staff of historic attractions, and grassroots advocates for heritage education and stewardship. In addition to representatives and review board members in Virginia's CLGs, local officials and review board members in other communities will also be invited to attend.

With its many historic sites and neighborhoods and an active local preservation program, Petersburg is an ideal setting for the conference. Attendees will learn about local projects directly related to the workshop topics. There is no charge for registration.

DHR's Capital Region office staff is assisting the city with planning for the conference. The City of Petersburg applied for CLG grant funds at the 1998 grant competition to host the 1999 conference. DHR encourages CLGs to consider hosting a statewide CLG conference in the year 2000. Applications are being accepted until April 2, 1999 for CLG funds for the 1999-2000 fiscal year. DHR regional offices can help CLGs make application for this type of project—and others—and can lend assistance in planning for the workshop, if grant funds are awarded.

Currently, there are 24 Certified Local

Governments in Virginia. Those localities that have requested and received designation as CLGs include:

- The cities of Alexandria, Charlottesville, Fairfax, Lynchburg, Manassas, Petersburg, Richmond, Suffolk, Williamsburg, and Winchester;
- The towns of Blacksburg, Culpeper, Herndon, Leesburg, Middleburg, Monterey, Pulaski, Smithfield, and Warrenton;
- The counties of Arlington, Clarke, Fairfax, Hanover, and Prince William.

For more information about the conference or about the Certified Local Government program, contact Ann Andrus, CLG program coordinator, at the Capital Region Preservation Office in Petersburg at (804) 863-1622; aandrus@dhr.state.va.us

Cost Share Funds for 1999-2000

Thirty-three localities have chosen to participate in the Department of Historic Resources' (DHR) Cost Share program over the past three years. The Department recently announced the availability of cost share funds for 1999-2000. All local government proposals must be received by DHR no later than 4 p.m. May 3, 1999.

The Cost Share program offers a unique method for developing a cultural resource database for Virginia's local governments. Localities compete to participate in the program by submitting a proposal to survey historic resources, prepare National Register nominations, or develop preservation plans and strategies for their jurisdictions. The amount of money the local government is willing to commit will be matched by DHR. Although DHR is looking for proposals that offer an equal share of the project's costs, all proposals will be considered, regardless of the local government's contribution. Best of all from a local perspective, the Department assumes the entire administrative burden of the project by hiring a qualified consultant to do the work, paying the bills, and through its field offices, monitoring the project to be sure it meets the needs and expectations of both the locality and DHR.

Cost share projects range in total cost from \$6,000 to \$50,000. For information, contact your nearest regional office or call Margaret Peters, survey manager, at (804) 367-2323, X 102; mpeters@dhr.state.va.us

Spring Calendar of Events

- April 1- 30** | **Operation Spruce Up** (Statewide). Organize an event in your community to paint a historic building, repair a fence, plant flowers along a garden walk, or in some way get ready for spring visitors. Join thousands of volunteers in this statewide effort. Call (804) 367-2323 X 136 for details.
- April 7** | **Toolbox Workshop** (Petersburg). Community advocates receive training in using the Community Awareness Campaign's red toolbox "to put Virginia's history to work." Must be registered to attend. Call Bob Carter at (804) 863-1626; bcarter@dhr.state.va.us for further information.
- April 7; 9** | **Heritage Tourism Workshops** (Staunton, Abingdon). For small museums and historic sites, training in how to become full tourism partners. Features presentations by consultant Susan Ward, Heritage Communications; and Ralph Earnhardt, Virginia Tourism Corporation. Free. 9 a.m.-3 p.m. Staunton, Holiday Inn Staunton Golf & Conference Center. Abingdon, Southwest Virginia Higher Education Center. Sponsored by DHR, Virginia Tourism Corporation, Virginia Association of Museums, Virginia Commission for the Arts. To register, call the Virginia Association of Museums at (804) 649-VAM1.
- April 9-11** | **Preservation Alliance of Virginia Spring Conference** (Lexington). Under the theme "Preservation Partners," the conference will feature keynote speaker Dr. Charles Bryan, director, Virginia Historical Society; the latest on public policy, preservation issues, and architecture; a meeting with local legislators; Saturday walking tours of Lexington; a Sunday tour of Rockbridge County; and private receptions at the George C. Marshall Museum and Superintendent's House, VMI. Workshops held at Washington & Lee University and Virginia Military Institute. Registration required. Call the Preservation Alliance of Virginia at (804) 984-4484 for details; or e-mail pav@vapreservation.org
- May 1-15** | **Celebrate Virginia** (Statewide). Communities across the state tell their stories during this two-week celebration of local and regional heritage. For a calendar listing of events, contact VTC at (804) 786-2051. For program information, call (804) 367-2323 X 136.
- May 9-15** | **National Historic Preservation Week** (Statewide). Join communities around the state in recognizing the benefits of putting Virginia's history to work. This year's theme is "Protecting the Irreplaceable." Contact your nearest DHR regional office: Roanoke: (540) 857-7585; Winchester: (540) 722-3428; Capitol: (804) 863-1626; Portsmouth (757) 396-6709; or visit the National Trust's website: www.nthp.org/main/preservationweek for details.
- May 14** | **Second Statewide Certified Government Conference** (Petersburg). Statewide conference, "Finding Common Ground," will include workshops on how to preserve Virginia's African-American heritage places, how to work effectively with local officials to promote stewardship at the local level, and how to use alliances and incentives to revitalize historic communities. Registration required; small fee for lunch. Call Ann Andrus at (804) 863-1622 for details, or e-mail: aandrus@dhr.state.va.us
- May 17** | **Affordable Housing and Historic Preservation Workshop** (Roanoke). Keynote speakers Charles Vaughn, National Advisory Council on Historic Preservation and Aleca Sullivan, National Park Service. Presentations will also be made by the staff of DHR's Project Review division, the City of Roanoke's offices of Planning and Community Development and Grants and Compliance, and by the Roanoke Redevelopment and Housing Authority. For information, contact John Kern at (540) 857-7585; jkern@dhr.state.va.us
- May 18** | **10th Anniversary Celebration**, (Roanoke). DHR's first regional office celebrates 10 years of service with a reception at the Buena Vista House in Roanoke's Jackson Park, 10 a.m. Virginia's First Lady Roxane Gilmore, Roanoke Mayor David Bowers, and DHR Director Alex Wise will greet attendees at noon. Call John Kern at (540) 857-7585 for information; or e-mail jkern@dhr.state.va.us



SUPPORT HISTORIC PRESERVATION –
Check That Box on Your Income Tax Return

Starting with tax year 1998, Virginia taxpayers can support historic preservation by simply checking a box on their state income tax return. This important new option allows taxpayers to voluntarily contribute any portion of their refund to the Historic Resources Fund. Legislation passed by the General Assembly created the new option, which provides a convenient way to support heritage education, landmark preservation, and the operation of historic sites. The fund is administered by the Virginia Department of Historic Resources, and all donations are fully tax deductible. Deductions can be claimed in the following year.

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Virginia Department of Historic Resources
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