

NEWSLETTER

Spring 2018



THE BIG PICTURE

Our Preservation Values at Work



From Our Leadership

How can we as a community build the thriving sustainable city in which we all want to live, work and play? What do we value as a community?

We know that Richmond has something extraordinary to offer with its increasingly vibrant and diverse city center, urban riverfront, historic neighborhoods, and cobblestone streets.

Yet, demographic trends point to increasing density in our historic neighborhoods and districts. New development proposals appear with such frequency that it has become an impressionistic blur. And, in recent months, the community conversations around development, housing affordability, and our city's Confederate and Jim Crow past have become more challenging and charged, further clouding the view.

In the midst of this blur of development proposals and charged conversations, we asked ourselves many questions. How might we find some common ground? What values did we share? How should we choose which preservation priorities to pursue with the limited resources available?

So we stepped back and looked at **The Big Picture**. As we did so, our **Vision** – for a Richmond whose unique and historic built environment is a cornerstone of its greatness – came into **Focus** and a shared set of **Preservation Values** emerged.

We see these values as an important foundation to our advocacy work and preservation priorities, underpinning the positions we take and the historic resources we champion. We share these values with you here (on the opposite page) for your consideration and ask you to share your thoughts with us.

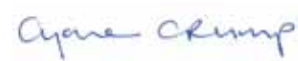
As we update you on various projects, positions, and issues in this newsletter, we will highlight these values.

We are grateful to our many partners, friends and supporters and – most of all – to YOU!

THANK YOU for joining us!



David I. Meyers
President, Board of Trustees



Cyane B. Crump
Executive Director

OUR PRESERVATION VALUES

1. Celebrate everyone's history:

- Be accessible to all people regardless of race, culture, and socioeconomic status. This means being more intentional about reaching historically underrepresented groups and histories.
- Unite the community by celebrating all cultures.

2. Go beyond bricks and mortar:

- Uplift communities through neighborhood revitalization and education.
- Recognize the power of place - Preservation goes beyond the historic fabric of a building and includes the

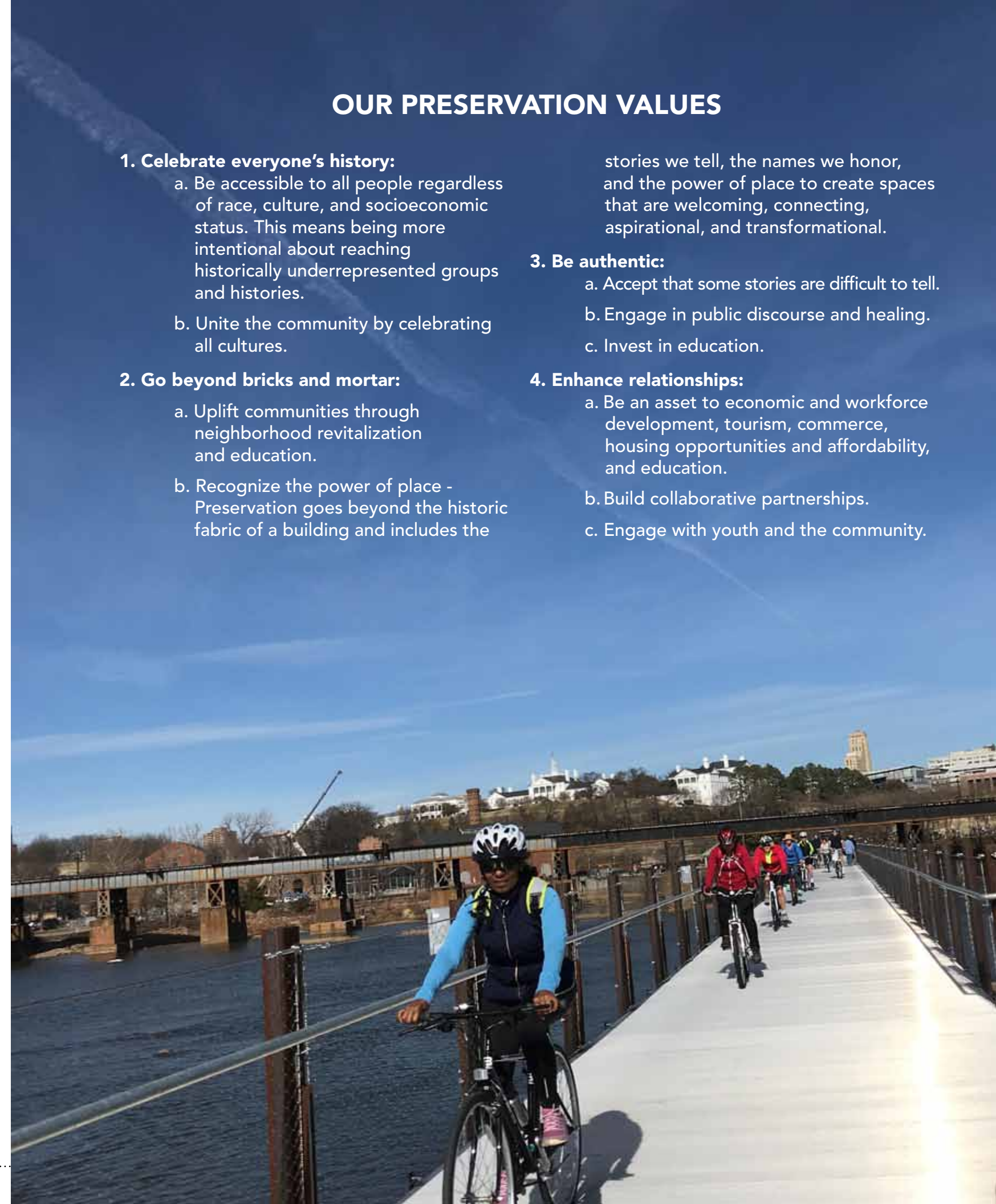
stories we tell, the names we honor, and the power of place to create spaces that are welcoming, connecting, aspirational, and transformational.

3. Be authentic:

- Accept that some stories are difficult to tell.
- Engage in public discourse and healing.
- Invest in education.

4. Enhance relationships:

- Be an asset to economic and workforce development, tourism, commerce, housing opportunities and affordability, and education.
- Build collaborative partnerships.
- Engage with youth and the community.





BIG PICTURE POLICY ISSUES

The Richmond we know today has been shaped over the years by technological change (the streetcar and then the automobile), planning initiatives (zoning laws, highway projects, and urban renewal) and financing trends (rent to buy, mortgage financing, and redlining). Even now, there are a number of **"Big Picture" policy and planning initiatives** underway with the potential to reshape the future of Richmond.

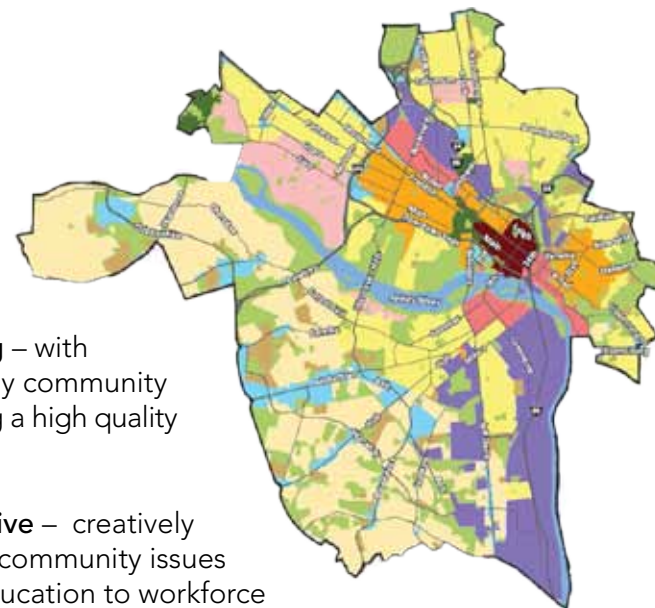
MASTER PLANNING

The **"Richmond 300: A Guide For Growth"** master planning process was launched in July 2017 to develop a new 20 year citywide master plan. In 2037, Richmond will celebrate its 300th birthday (since William Mayo's 1737 Plan of Richmond). As part of this master planning process, we as a community have an **opportunity to come together** to build the vision, goals and recommendations for our future.

The new Master Plan will guide development and public infrastructure decisions by the City's Planning Department, Planning Commission and City Council, including zoning, capital improvement budgets, and public projects relating to roads, bike lanes, utilities, public spaces and other public amenities. Property owners – from business owners to nonprofits to residents to developers – will make investment decisions based on this Master Plan, including where to locate a business, whether to improve a park, whether to renovate a historic building, and where to build a new building.

Historic Richmond's Executive Director is participating in the Richmond 300 as a member of the citizen Advisory Council. Our Preservation Values recognize that **preservation goes beyond the historic fabric of a building and includes the power of place to create spaces that are welcoming, connecting, aspirational, and transformational.**

In the "Big Picture" – we want to see a thriving, sustainable Richmond – a city that is:



- **Thriving** – with a healthy community enjoying a high quality of life;
- **Innovative** – creatively solving community issues from education to workforce preparation to jobs creation;
- **Connected** – with residents who have ample access to education, jobs, housing, transportation, and other resources; and
- **Revitalized** – celebrating its natural and historic resources, with a clean and vibrant James River at its heart, and its **historic built environment** providing the foundation for strong neighborhoods.

We encourage YOU to get involved and to share YOUR THOUGHTS. Please see the Richmond300.com website for resources, including Advisory Council meeting dates, materials, presentations, demographic information, and – most importantly – ways for you to get involved.

We need your help to shape the future of Richmond!

HISTORIC REHABILITATION TAX CREDITS

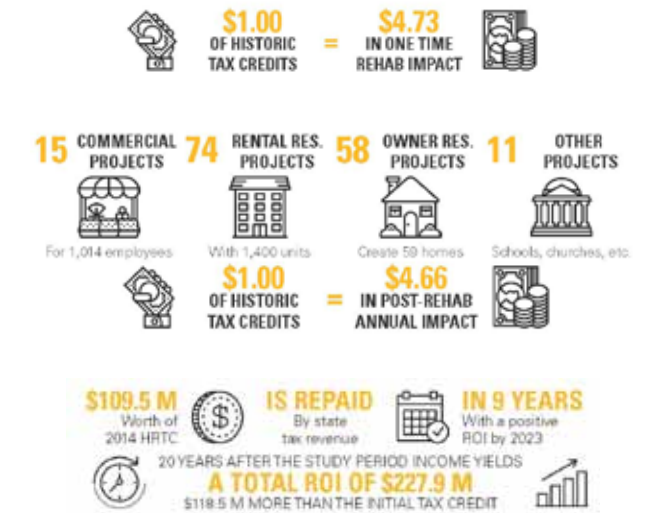
As a policy, Historic Rehabilitation Tax Credits have had a **BIG IMPACT** on the revitalization of Downtown Richmond and its historic neighborhoods, as well as in other communities across the country. For many years we have advocated for the tax credit program as an effective means of accomplishing the goals of historic preservation and economic development.

As our state lawmakers focused on Virginia's 25% Historic Rehabilitation Tax Credit Program, we worked with a coalition of statewide partners to advocate for the program and to help fund economic impact studies commissioned by Preservation Virginia and the Virginia Department of Historic Resources.

The 20% Federal Historic Tax Credit was threatened in 2017, as Congress tackled federal tax reform. In response, we adopted a multi-prong advocacy effort: (i) issuing multiple direct calls to action to our friends and followers; (ii) joining a national sign-on letter spearheaded by the National Trust; and (iii) co-authoring a November 18, 2017 Richmond Times Dispatch Op Ed in support of the program (in partnership with Elizabeth Kostelny of Preservation Virginia and Andrew Clark of the Home Builders Association of Virginia).

HOUSING

On October 31, 2017, Historic Richmond's staff was honored to participate in the Mayor's **Affordable Housing & Community Development Summit**, and to provide feedback on a draft housing plan and vision for "One Richmond," which is "a City that provides a high quality of life and educational and economic opportunity to all residents." In this vision, Richmond is "characterized by attractive neighborhoods in which residents of varied incomes are able to remain affordably housed." We discussed four goals and a



Preserving The Past, Building The Future HRTC At Work In Virginia. Executive Summary Report from the economic impact study by VCU's L. Douglas Wilder School of Government and Public Affairs. 2018.

This investment in advocacy paid off. While the program saw some changes relating to timing, this important program was retained in the final Federal Tax Reform package.

THANK YOU for your calls and correspondence on this very important Big Picture issue. It made a difference!

number of related strategies, which can be viewed with the full housing plan online at www.partnershipaffordablehousing.com.

Historic Richmond supports and actively advocates for mixed income, mixed use neighborhoods. Whether it is through a planning housing summit or our own preservation projects, we are working to **build collaborative relationships**, and to **be an asset to housing opportunities and affordability.**



VISIONING FOR REVITALIZATION

As we narrow our field of **Vision** from **Big Picture policy** issues, we focus on several significant community engagement efforts involving revitalization opportunities for historic neighborhoods and properties.

SHOCKOE BOTTOM

During the first week of February 2018, the Urban Land Institute's Rose Fellowship program sent a team of land use experts from around the country to Richmond to meet with community stakeholders. The purpose of the series of meetings was to investigate how Richmond can leverage the assets and investments in Shockoe Bottom to create a destination that protects its cultural and historic heritage, encourages economic development, and is sustainable. Historic Richmond participated in community stakeholder meetings and attended various events in connection with this visit. The Rose Fellowship panelists left a number of short, medium, and long-term recommendations, providing a framework and ideas for the City to start addressing this challenge.

The panelists recognized that Shockoe Bottom presents a number of opportunities as well as a number of challenges. One of the most significant challenges we face as a community is the need to come together to establish a shared vision for the area. In this regard, the panel noted that the process of unearthing the physical evidence of Richmond's role in the slave trade has elevated the question of how to reconcile its past, present and future.

Our Preservation Values encourage us to **be authentic and accept that some stories are difficult to tell**. They also encourage us to **be an asset to economic and workforce development, tourism, commerce, housing opportunities and affordability, and education**. We look forward to hearing how the City plans to move forward with Shockoe planning and urge the City to work with all stakeholders – from property owners,

business owners, and corporate citizens to residents and community stakeholders – to develop a shared vision for the area.

DC2RVA

Historic Richmond submitted a comment letter relating to the Draft Economic Impact Statement for the DC to Richmond Southeast High Speed Rail Project (DC2RVA). We support bringing full service to Main Street Station, but noted concerns regarding the impact of this project on historic resources, particularly within the Shockoe Valley.

We strongly recommended that any and all potential impacts on historic resources should be avoided, minimized, or mitigated, and in particular, we noted that extra care should be taken to preserve historic structures in Shockoe.

In line with our Preservation Values, we encouraged the creation of a Devil's Half Acre / African Burial Ground / Shockoe Bottom Memorial Park. We recommended commissioning a thorough study of the archaeological, historical, and cultural resources in Shockoe and a comprehensive archaeological survey (as well as conducting additional research of certain specific resources) before the route is finalized. We also encouraged the City to adopt a form-based code or design overlay in Shockoe Bottom. Finally, we noted that DC2RVA should be coordinated with other city, state and federal projects and asked that their combined impact on historic resources be evaluated.

DOWNTOWN REVITALIZATION

In November 2017, the City of Richmond issued a Request for Proposals (RFP) for the "North of Broad/ Downtown Neighborhood Redevelopment Project" to spur the redevelopment of a significant portion of downtown Richmond. The area is generally bounded on the west by North 5th Street, on the north by East Leigh Street, on the east by North 10th Street, and on the south by East Marshall Street. With this RFP, Richmond has the opportunity to plan, implement, and operate at a neighborhood or district-scale to achieve greater revitalization, environmental and economic results, while at the same time contributing positively to the historic fabric of Downtown Richmond and the experience of citizens, residents and visitors.

There are two important historic structures in the project area: the Blues Armory (which we wrote about in our 2016 "Tale of Two Armories"); and the John Marshall House (which is owned by our friends at Preservation Virginia). Together with Preservation Virginia and Partnership for Smarter Growth, we submitted comments in connection with the RFP and provided feedback to the City and the sole bidder, NH District Corp. Among a number of comments and recommendations in support of revitalization efforts in the project area, we recommended leveraging the two remaining historic assets in the project area for greater economic results. We encouraged unlocking Richmond's historic street grid to create a street oriented, pedestrian friendly development with a human feel. We want to welcome back the

"neighborhood" and we support the return of housing options with a mix of residential units, and a mixed income approach, including workforce and affordable housing as well as home ownership.

We **recognize the power of place** and believe this is an opportunity to **create spaces that are welcoming, connecting, aspirational, and transformational**. We look forward to reviewing NH District Corp.'s proposal and providing feedback as the proposal is evaluated and development efforts proceed.

QUALIFIED OPPORTUNITY FUNDS

The 2017 Federal Tax Reform legislation authorizes the designation of opportunity zones in low-income communities and provides various tax incentives for investments in the zones. New IRC Code 1400Z will allow any taxpayer to defer paying tax on capital gains from the sale of property if those gains are timely invested in Qualified Opportunity Funds, which in turn must invest 90% of their assets in businesses located or property used in a low income community. Governors may designate up to 25% of their state's specific low-income, high-poverty census tracts for designation as Qualified Opportunity Zones. Many of Richmond's census tracts are eligible and we are hopeful that some of the most challenged census tracts will make the final list. Stay tuned for more information about this potential revitalization tool.



MONUMENT AVENUE

Historic Richmond has actively monitored the community discussions relating to Monument Avenue. We support the work of the Mayor's Monument Avenue Commission, and have urged Richmond City Council to support the Commission's work. We also have encouraged interested members of the Richmond community to submit comments to the Commission through their website www.monumentavenuecommission.com. (We also commend www.onmonumentavenue.org, which contains a blog, resources, and online exhibits relating to the development of Monument Avenue and its monuments. If you have not already done so, we encourage you to visit the website.)

The Commission announced at its November 14, 2017 meeting that it would hold small group meetings with requesting groups. We made a request to the Commission and were granted a small group meeting with a few members of the Commission at our office. The day before our scheduled meeting on February 21, 2018, we were advised that our meeting must be open to the public, a requirement that we could not safely meet with the limited size of our office. Based on the response to the press coverage, contacts to our office, and a concern for public safety, we requested that the Commission reschedule the meeting to a convenient future date at a location with the capacity to accommodate any members of the public that wish to attend. This meeting has not yet been rescheduled.

The debate regarding Confederate monuments has been polarizing in Richmond, as well as in cities across the country. We believe that a deliberate, thoughtful, open, transparent, and inclusive process for community discussion of these issues is necessary to acknowledge

and understand our history and move forward together as a community. Through the Commission, Richmond has an opportunity to engage with our past in a meaningful way, as well as prove itself a leader in addressing and transcending the complexities of our history.

We believe that in order to come together as a community, we need to embrace a shared set of values or principles for how to move forward. We propose our "Preservation Values" as principles for the Commission and for the new educational, public art, and place-making projects that may be included in the Commission's recommendations.

The Rose Fellowship's recommendations for Shockoe Bottom cite the real and meaningful opportunity that Richmond has to be a leader on the national and international stage. We encourage the recommendations of the Commission to encompass Shockoe Bottom. We also suggest including an "equity fund" (within the City's existing "Percent for Art" budget) to provide some of the necessary funding for telling more stories with a balanced, expansive approach, and highlight artists from underrepresented communities. Finally, we ask the Commission to consider a city-wide public art project akin to Berlin's stumbling stones to help expand the narrative landscape in line with shared principles.

Our city's history is broader than the Confederacy and Jim Crow, and we have a valuable opportunity to show the leadership and resolve to tell the whole story through the diverse and dynamic canvas of Richmond, a living museum.

VUU INDUSTRIAL HALL

Historic Richmond is pleased to be working with Virginia Union University to support their efforts to rehabilitate the 1899 Industrial Hall as a center for arts and culture.

VUU's campus life is centered in and around its original nine buildings enlivened by their Romanesque revival-style turrets and constructed of durable Virginia granite. Completed in 1899, the Industrial Hall was one of these original buildings designed for VUU's campus by noted architect John H. Coxhead of Buffalo, New York. When built, the Industrial Hall, together with an adjacent barn and power plant complex, served as a technical resource for students learning such skills as metalworking, drafting and animal husbandry.

VUU is the only historically black college to have had both an academic and a manual emphasis. At the time of its construction, there was a debate among leading educators between the focus on manual and industrial education advocated by Booker T. Washington and the thinking of W.E.B. DuBois, who encouraged a focus on academics. Both Washington and DuBois spoke at VUU in the early 1900s and, over time, the DuBois academic model succeeded. The barn accompanying the Industrial Hall was demolished and manual education was deemphasized, ceasing altogether around 1925. As VUU moved toward a stronger academic focus, the building was repurposed, fell into disuse, and now sits vacant.

The rehabilitation and conversion of the Industrial Hall will allow VUU the opportunity to shape its campus for the future; to create the spaces needed to develop the scholars, leaders, and lifelong learners of a global society; to foster connections; and to transform lives. Go VUU!!!



Photo courtesy of Virginia Union University



GLENWOOD TROLLEY BARN



View of car barn building, circa 1925, facing north. Source: VDHR

Built in 1911, the former Richmond & Henrico Railway Company Car Barn is located in the 3800 block of Glenwood Avenue in Chimborazo. The James Doran Company plans to construct the Glenwood Ridge Apartments project on this site, which is eligible for listing in the National Register of Historic Places. Historic Richmond participated in the Section 106 consultation process, and provided recommendations to avoid, minimize and mitigate the potential adverse impacts of the proposed project. As a result, the developer has agreed that the southernmost bay of the existing building (see photo) and a portion of the building's west wall will be preserved for public interpretation, and incorporated into the proposed project's site and development plan.



2017 GOLDEN HAMMER AWARDS



As a co-host for the 2017 Golden Hammer Awards, we partnered with Storefront for Community Design to recognize professionals working in neighborhood revitalization, blight reduction and historic preservation in the Richmond region.

We loved celebrating Richmond's innovation and creativity and the work of nearly 50 nominees to create spaces that are welcoming, connecting, aspirational, and transformational and to adaptively reuse Richmond's past, while approaching design dilemmas with style. And it was a joy to introduce about 150 new friends to Monumental Church. A big thank you to our sponsors Troutman Sanders, F.R. Wilton, 3North and Union Bank!



2017 Golden Hammer Winners

Best Adaptive Reuse

Small: Jackson Modern
Large: Saunders Station

Best New Construction

Small: Maggie Walker Community Land Trust, First Home
Large: Varina Area Library

Best Placemaking

Private: The Garden at Sixth Mount Zion Baptist Church
Public: Maggie Lena Walker Memorial Plaza

Best Restoration

Small: Ledbury Flagship Store and Corporate Headquarters
Large: Black History Museum and Cultural Center of Virginia

UNION COTTAGE



3D scan of Union Cottage courtesy of Prologue Systems

Historic Richmond's efforts to delay demolition and explore saving Union Cottage were ultimately unsuccessful. However, the building was 3D laser scanned and documented. We thank the City for its cooperation and the interested parties for their efforts. To learn more please visit www.historicrichmond.com.

MONUMENTAL CHURCH



Suzanne Marion Collins with Decorative Painting restores the faux graining to the sanctuary doors. We are truly grateful to Sara Belle and the late Neil November for supporting this important work in the visual and decorative arts.

RICHMOND@RISK



1201 Porter Street

The Ingram House, located at 1201 Porter Street was built in 1876 by Dr. Sylvanus Ingram and is the earliest Italianate style dwelling remaining in the Manchester Historic District. The house is in the City's Derelict Building Program – a tool that allows the City to require owners to rehabilitate their property to a habitable condition – but the City has not had success getting the owner to comply or make the necessary improvements.



401 N. 27th Street

Built between 1813 and 1815 by Captain Charles Will, the Will's Store is believed to be the oldest commercial building in the City of Richmond. In 2008, the City used the Spot Blight tool to address concerns with the then blighted property, and the owner made the necessary repairs as identified in the written plan at the time. However, nearly 10 years later, the building faces many of the same concerns.



801 - 815 W. Cary Street

This entire streetscape is threatened with demolition to make way for a mixed use development that is out of scale and context with the neighborhood and not in keeping with the Master Plan. These buildings contribute to the character, integrity, streetscape, and neighborhood of Oregon Hill and serve as a gateway to Downtown. Historic Richmond has urged the developer to save the historic buildings and incorporate them into the new development.

Historic Richmond works to protect historically significant structures and places 50 years or older, but we need your help! Take part in your community and advocate to restore, repurpose, and reuse the historic fabric of our City! Richmond needs you, and we need you! Donate today!

CELEBRATE THE CITY | A MASKED AFFAIR

The Junior Board of Historic Richmond hosted the 2nd Annual Celebrate the City Benefit: A Masked Affair on September 30, 2017 at the Bolling Haxall House. Purchasers of VIP tickets received exclusive tours of the BHH (including the tunnels underneath!). Fun facts about the BHH were listed on table cards and, during breaks in the dancing, Junior Board Immediate Past President Paige Anderson and Current President Staci Phillips celebrated the BHH, discussed the role of the Junior Board, and praised Historic Richmond's work throughout the City. Guests were particularly enthusiastic in their mask selections! Thank you Altria, Hunton & Williams, Prime Lending, Wiley | Wilson, Smith | Strong PLC, Belle Isle Spirits, Boost, White House Catering, Legend Brewing, Party Perfect and Vinyl Headlights for sponsoring this event!





**HISTORIC
RICHMOND**
BUILDING ON HISTORY

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UPCOMING EVENTS

April 7



Annual Rehab Expo
Saturday, April 7, 2018

Paisley & Jade
3119 W. Moore Street
9:00 a.m. - 12:00 p.m.

Tickets: Free, please register by emailing us at info@historicrichmond.com

April 25



Historic Garden Day
Wednesday, April 25, 2018

Seminary Avenue
10:00 a.m. - 4:30 p.m.

Cohosted by the Council of Historic Richmond and Garden Club of Virginia

Tickets: vagardenweek.org

Quoit Club

Thursday, April 19
Mobelux
(Formerly Saunders Station Post Office)

Thursday, May 24
Tuckahoe Plantation
*Members-Only Tour

Thursday, June 21
Capitol Square Walking Tour
*Members-Only Tour

Thursday, July 19
Richmond Railway Museum
(Formerly Southern Railway Station)

Thursday, September 20
Ellen Glasgow House
*Members-Only Tour

Thursday, October 18
Edgar Allan Poe Museum

SAVE THE DATE!

SATURDAY, OCTOBER 27, 2018

3rd Annual Celebrate The City | A Night on Grace Street
Dominion Energy Center
Black Tie Gala