

NEWSLETTER

Spring 2019

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From Our Leadership

Ingredients for Success: Preservation, People and Places

We have spent a great deal of time recently thinking about what makes a successful city. What do we - as a community - want Richmond to look like in 20 years? How can we help make Richmond the quality place where we all want to live, work, play, grow and thrive? What are the Ingredients for Success? We believe that the recipe starts with **Preservation, People and Places**.

Of course, we can talk to you for hours about **Preservation!** For this brief letter, let's just say that we are delighted to see so many in our community preserving and bringing new life to the unique and authentic elements of our historic built environment. Please see page 8 for more on the great work done by our Golden Hammer Award winners working in neighborhood revitalization, blight reduction, and historic preservation in the Richmond region.

The second and third ingredients – **People** and **Places** – are connected and essential. When discussing infill development projects in historic neighborhoods we have often said that *“good porches make good neighbors.”* But we know that architecture alone will not make a neighborhood strong. It is the People who sit on those porches, conversing with their neighbors, who make and keep a neighborhood strong. It is the **People** who run the shop on the corner who pour your coffee with a smile and ask about your family. It is the People who pour their heart and soul into their community, looking out for their neighbors. It is the People who make our neighborhoods and our city a more connected, open, and aspirational **Place**.

Placemaking is the work of many People to conceive of pockets of our city that are **welcoming, connecting, aspirational, and transformational**. Placemaking can't succeed without impassioned People – dreamers and doers - who partner collaboratively with their neighbors (whether they live down the street or across town) to create the spaces where we can reflect back - and think forward - about our community and our city.

In this newsletter, we share with you an update on our work and efforts to build a successful city in the areas of preservation, neighborhood revitalization through preservation, education, and advocacy.

These updates reflect the efforts of many, many People to make a broad and diverse range of Places better and to solve the **most pressing community issues**. We have heard people express increasingly growing concerns with **housing affordability** and **trends in demographics, development, and density** that are impacting affordability.

Jane Jacobs wrote, *“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”* We want – we need – the engagement of the entire community to solve these issues.

We are thinking creatively about how Preservation can and should be part of the solution, and we are working to address these concerns through **collaborative partnerships**. We value our partners, and the People who make them possible, from The Council of Historic Richmond and Junior Board, to a host of fellow nonprofit organizations, contractors, vendors, donors, and supporters. We are grateful beyond measure to these friends for their partnership and support.

We know the power of these People to Preserve and build the Places that make Richmond the unique, beautiful, and authentic place we call home. The ongoing challenge will be to find the right mix of these ingredients to ensure Richmond is a **quality place for all**.

So please roll up your sleeves. We already have our aprons on. Let's work together to mix these ingredients and bake a better and more successful pie for Richmond.

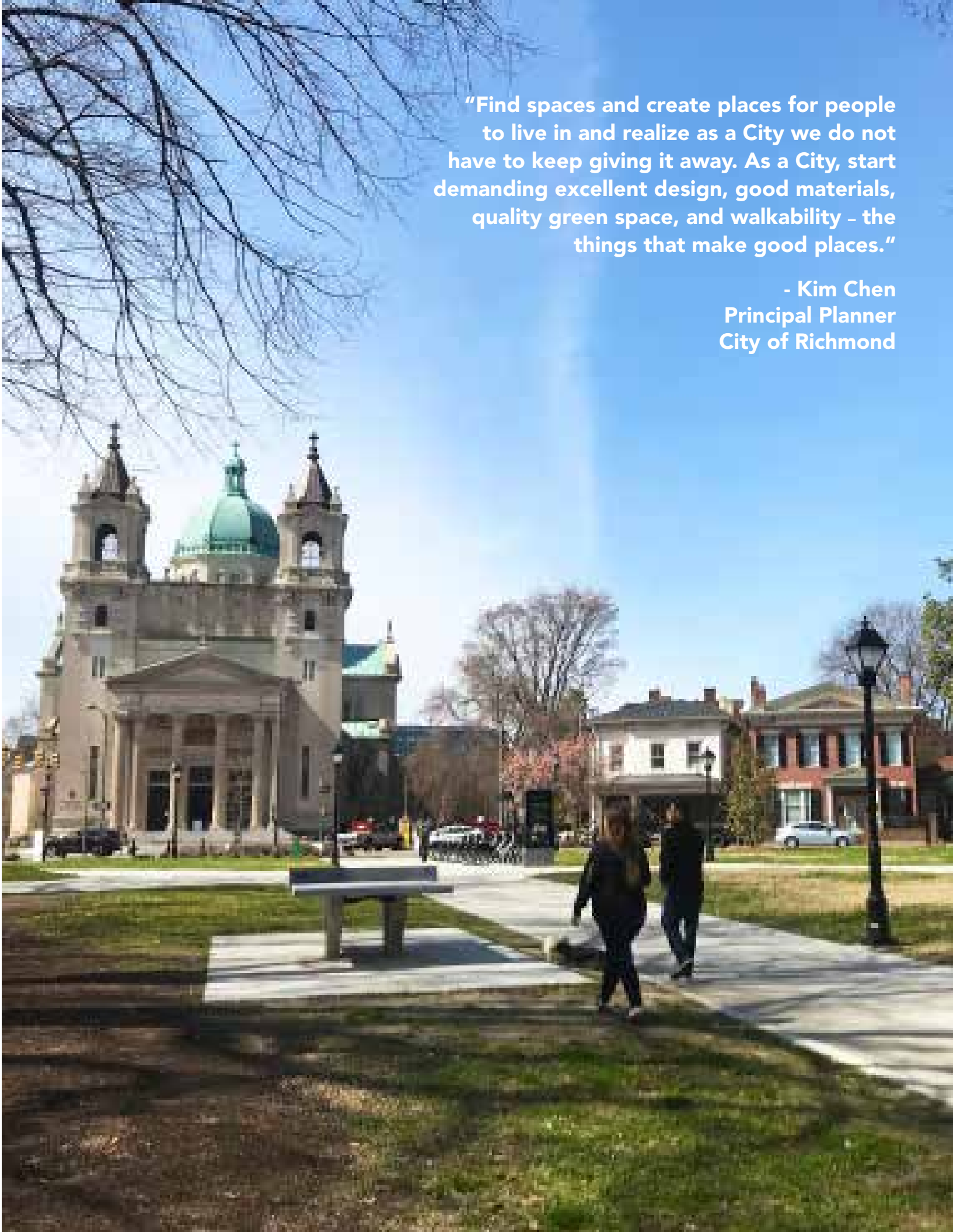
We can't do it without you! **Thank you!**

Harold J. Williams III *Cyane B. Crump*

Harold J. Williams III Cyane B. Crump
Board of Trustees President Executive Director

“Find spaces and create places for people to live in and realize as a City we do not have to keep giving it away. As a City, start demanding excellent design, good materials, quality green space, and walkability – the things that make good places.”

- Kim Chen
Principal Planner
City of Richmond





NEIGHBORHOOD REVITALIZATION

We are excited - at long last - to share with you the details of our new partnership with [project:HOMES](#) and the City of Richmond to rehabilitate three historic homes for affordable housing!!!

Here at Historic Richmond, we spend a lot of time thinking about how to keep the **People** in the **Places** that matter to them. We often call this "keeping the neighborhood in the neighborhood." We want to Preserve the rich architectural and cultural fabric of our city. We also want strong neighborhoods with diverse housing opportunities and affordable housing. So we wondered, how could historic preservation and affordable housing work hand-in-hand to keep our neighborhoods unique and authentic – and make them stronger?

As we looked around the City, we noticed a number of vacant, blighted, tax delinquent properties in historic neighborhoods. Where some people saw vacant and hollow architecture, we saw an opportunity – an opportunity to revitalize a historic gateway corridor, an opportunity to provide affordable housing to below median income homeowners, and an opportunity to preserve the rich architectural and cultural fabric of an historic neighborhood that we first surveyed in 1980.

After nearly two and a half years of planning, meetings, site visits, and working through the issues with fellow nonprofits and government officials, we are excited to be moving forward with the Gateway Corridor Revitalization Project – a unique partnership with project:HOMES and the City of Richmond to rehabilitate three properties in Southern Barton Heights for affordable housing.

We see partnering with project:HOMES, who is serving as the project developer, as a natural fit for accomplishing our mission work of neighborhood revitalization through

preservation. Project:HOMES' mission is to better the housing and living conditions of Central Virginians through the construction of high quality affordable housing, large-scale home repairs, and improved accessibility and energy efficiency of existing homes. While much of their work involves new construction, several of their rehabilitation projects have won Golden Hammer Awards.

We maintain a special revolving fund to rehabilitate historic properties, and we are using our revolving fund and special support provided by the **Virginia Sargeant Reynolds Foundation** to fund the repair, restoration, and/or replacement of the distinctive architectural details and features of these three properties.

The properties to be rehabilitated were vacant, blighted, and tax delinquent properties – no long term residents were evicted. And they are not the grandest buildings in the area. These properties represent good to excellent examples of each of the characteristic architectural styles found in the neighborhood – the Late Victorian, Queen Anne, and Colonial Revival styles. Each property is located within close proximity to the others, is a visible presence along a primary gateway corridor into the Southern Barton Heights neighborhood, and is sized appropriately for below median income homeowners. Their rehabilitation, individually and collectively, is intended to:

- Provide additional affordable housing to Richmonders;
- Return vacant properties to owner-occupants;
- Return tax-delinquent properties to the City's tax rolls;
- Serve as a catalyst and build momentum for further revitalization;
- Strengthen community; and
- Retain the key architectural fabric that makes Richmond unique, beautiful, and authentic.

2019 LECTURE SERIES

As in prior years, our winter lecture programs continue to discuss topics of immediate relevance to our community. Our February 28, 2019 panel discussion was no different. This program addressed the question of Preservation's role in Neighborhood Revitalization and Strong Communities.

We were delighted to have Julie Langan (Director of the Virginia Department of Historic Resources), Bishop Ernest Moore (Blackwell Resident, a pastor within that community who also works with the City of Richmond Office of Community Wealth Building), Marion Cake (Director of Neighborhood Revitalization at project:HOMES), and Nick Feucht (Special Assistant to the Deputy Chief Administrative Officer for Economic Development and Planning) join us.

This was a thought-provoking panel discussion exploring innovative approaches to maintaining affordability in revitalizing historic neighborhoods. Topics of discussion included enhanced community outreach, partnerships between historic preservationists and housing nonprofits, the recent Blackwell Historic District National Register nomination, and the Maggie Walker Community Land Trust.



RICHMOND 300

The [Richmond 300](#) Master Planning process continues at a rolling boil. Last fall, during Community Consultation #1: Visioning, the Richmond 300 asked the community for their vision for Richmond in 2037 and big ideas to get there. Based on this input, the Richmond 300 is working to develop one communal vision statement and several goals. The Richmond 300 Advisory Council has established working groups, that will meet over the spring and summer to focus on Land Use, Housing, Transportation, Environment, and Economic Development. These teams will develop strategies and actions to reach the goals. The goals and strategies will be presented for community input during Community Consultation #2: Recommendations in the fall. For more information on the working groups, their meeting dates/times and materials, please see: <http://richmond300.com/marketingMasterPlan/workinggroups>.

Remember those Ingredients for Success? We have the Place, now we need the People! **Community input is not only welcome, it is much needed. Please participate!**

BLACKWELL HOUSE

In 2015, we worked with the Richmond Redevelopment and Housing Authority to find a buyer who would rehabilitate the historic Blackwell House. Vacant for many years and suffering severe deterioration, unfortunately, the house caught fire and was demolished in 2018. Southside Community Development & Housing Corporation incorporated salvaged materials into a new home on the site. Historic Richmond donated a plaque honoring the history of the house and its association with James Blackwell, the namesake for the neighborhood.



INGREDIENTS FOR SUCCESS: INCENTIVES AND OPPORTUNITIES

There are several new and existing incentives supporting the opportunity for **preservation, neighborhood revitalization** and **placemaking** in our community:

Historic Rehabilitation Tax Credits

Historic Rehabilitation Tax Credits (HRTC) have had a significant impact on the revitalization of Richmond and its historic neighborhoods over the years. A bill relating to the Virginia HRTC, HB 2705, passed both houses of the General Assembly and was approved by the Governor. The bill provides that, for taxable years beginning on and after January 1, 2019, the amount of the HRTC that may be claimed by each taxpayer is limited to \$5 million per year. This is a continuation of a taxpayer per year cap that has been in effect for the past year.

Qualified Opportunity Funds

In our Spring 2018 Newsletter we updated you on the new Internal Revenue Code section 1400Z allowing taxpayers to defer paying taxes on capital gains from the sale of property if those gains are timely invested in Qualified Opportunity Funds, which in turn must invest in Qualified Opportunity Zones. A number of census tracts have been identified in Richmond as Qualified Opportunity Zones. The rules (there are lots of very detailed rules!) are being released, with more rules expected soon. We are paying close attention to QOFs, and their potential opportunities and impact in QOZs. And we are evaluating whether and how they can be used as a tool for preservation and neighborhood revitalization. For more information on this new ingredient, visit www.irs.gov/newsroom/opportunity-zones-frequently-asked-questions.

Maggie Walker Community Land Trust/Land Bank

In 2016, the General Assembly granted localities the right to create or designate land banks to return vacant properties to productive use for neighborhood benefit. Richmond recently designated the Maggie Walker Community Land Trust to serve as the Land Bank for the City of Richmond. With this Land Bank, Richmond has the opportunity to return its vacant blighted properties to productive use, and in the process address community needs for affordable homes, public spaces, neighborhood gardens, and revitalized commercial corridors. We are pleased to have served on the Land Bank Community Working Group to help develop the initial vision, goals, and strategies for the first year of land banking operations, and we are excited about the opportunity for the Land Bank and the MWCLT to create permanently affordable homeownership. If we as a community want to see economically integrated neighborhoods, this is an exciting new opportunity for success!



Historic Richmond worked with a coalition of statewide partners to advocate for the Historic Rehabilitation Tax Credit Program and helped to fund studies commissioned by Preservation Virginia and DHR. These studies show that the spending generated by construction generates \$4.73 of economic impact for every \$1 of tax credit. And in 2014 alone, commercial tax credit projects in Virginia generated:

- \$351 million of direct construction economic output;
- \$80.9 million of direct annual operations economic output;
- construction wages of \$258.4 million; and
- operations wages of \$53.7 million.

That is a lot of jobs for our local workforce!



5TH ANNUAL HISTORIC RICHMOND REHAB EXPO

Saturday, April 6th | 9:00 - 12:00 p.m.

St. John's Church, 2401 East Broad Street

Attendance is Free!

Serving as an informed, approachable, and active community partner for all facets of saving Richmond's irreplaceable historic structures, our free Rehab Expo features historic preservation and rehab related exhibitors and vendors. We want to connect People with helpful resources to ensure the continued care of Richmond's historic buildings and Places! Come engage with the community in caring about and for our historic built environment: past, present, and future!

2018 GOLDEN HAMMER AWARDS



The Golden Hammer Awards were started in 2000 with a goal of honoring excellence in neighborhood revitalization projects throughout Greater Richmond. Storefront for Community Design and Historic Richmond partnered together for a second year to host these awards to recognize professionals working in neighborhood revitalization, blight reduction, and historic preservation in the Richmond region.

The 2018 Golden Hammer Award nominees included restoration, adaptive reuse, residential, infill construction, and placemaking projects across the region, with multiple projects in historic neighborhoods such as Scott's Addition, Church Hill, Union Hill, Shockoe, Carver, Manchester and Blackwell, VCU and the City Center, Oregon Hill, Randolph, Carytown, the Fan, the Museum District, and Bellevue.

Competition was intense with a number of truly remarkable projects preserving distinctive elements of Richmond's historic built environment. Among the nominees were a bingo parlor, a tobacco warehouse, a fire station, a cemetery, a park, a

carriage house built for one of the city's leading 19th century African American citizens, an industrial glass manufacturing facility, an auto repair facility, a place of worship, a round Mid-Century Modern doctor's office, a massive riveted steel trussed train shed, a Queen Anne Victorian home brought low by a storm tossed oak tree, a series of four wooden sculptures designed for four different neighborhoods, an 1840s frame house with a modern glass addition, and an 1899 upper Fan house complete with a mule barn.

Each of these unique, beautiful and authentic elements of our historic built environment is now seeing new life thanks to the work of the nominees and their project teams. Congratulations to our winners (listed below) and our nominees for their great work!

Thank you to our sponsors: Union Bank and Trust, Quinn Evans (formerly BCWH), and H.J. Holtz and Sons!

2018 Golden Hammer Award Winners

Best Adaptive Reuse

Richmond Ballet
1717 Innovation Center

Best New Construction

Jefferson Green Condominiums

Best Placemaking

Monroe Park
VCU Institute for Contemporary Arts

Best Residential

125 N. 25th Street
2013 and 2015 Venable Street

Best Restoration

Holly Lawn
Main Street Station
The Round Building



CELEBRATE THE CITY | A NIGHT ON GRACE STREET

The spotlight was on the revitalization of Richmond's historic downtown commercial corridors at Historic Richmond's third annual Celebrate the City Gala | A Night on Grace Street. On Oct. 27, guests dined and danced on the stage of the historic Carpenter Theatre at the Dominion Energy Center, and raised funds for Historic Richmond's mission-based activities, including educational programs and future rehabilitation, revitalization and preservation efforts in historic neighborhoods and districts. The atmospheric theatre's cerulean skies, drifting clouds and twinkling stars illuminated the stage as guests enjoyed a three course dinner curated by noted Richmond chef Carlos Silva and grooved to the swinging beats of Big Ray and the KoolKats. Guests supported Historic Richmond's mission to preserve, protect and promote Richmond's historic built environment through a creative raise the paddle "unauction."

Attendees celebrated Historic Richmond's significant efforts over many decades to save the historic commercial,

cultural, and civic structures of Broad and Grace Streets. Historic Richmond's work with these structures, most notably Monumental Church, the National Theatre, Old City Hall and the Broad Street Old & Historic District, set the stage for today's revitalization of downtown Richmond.

We are grateful to our friends, supporters and partners for playing a starring role in the dramatic action. So many **People** acted, mobilizing to successfully save these **Places**. We were delighted to thank each and every one of you for adding your chorus of voices in support of Richmond's irreplaceable built environment, and for engaging the many partners who played parts large and small to stage this revitalization.

We are particularly grateful to our Gala committee – co-chaired by Council President Allison Woodward, Junior Board President Staci Philips, and Council member Leslie Stack – for their efforts in producing such a successful fundraising event to support our future work.



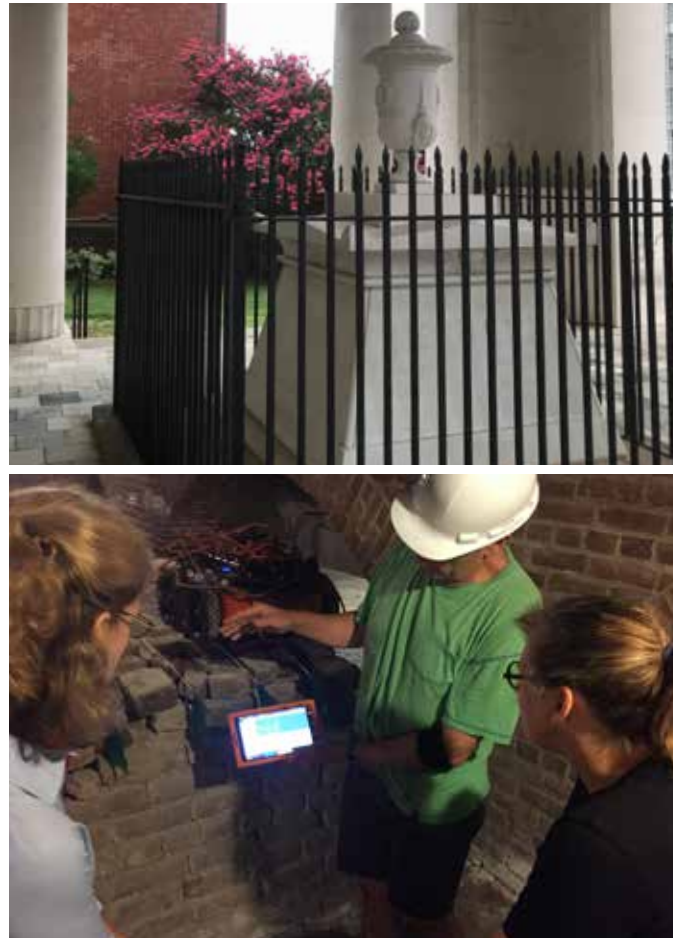
Sarah Derr Photography

MONUMENTAL CHURCH

You probably already know that Monumental Church was constructed as a memorial and monument to the victims of the December 26, 1811 Richmond Theatre fire, which claimed the lives of 72 victims. All but one of these victims – from community and political leaders to the enslaved - were interred in a common crypt on the site. Monumental Church was then constructed above the crypt and its front portico houses a monument honoring the victims. Each victim is named on this monument. These **People** make this **Place** something truly remarkable!

Last fall, we were excited to have Dr. Brian Whiting with Seattle University Environmental Studies explore the crypt in a non-invasive manner using Ground Penetrating Radar (GPR). GPR is conceptually similar to an MRI; it sends pulses of electromagnetic energy into the ground and radar energy is reflected back up to a receiving antenna. The data collected is then used to create map views at different depth levels. Cool, right?

We were curious – was there evidence of a box or boxes? How well preserved were they? Were they covered with rubble or sitting in an air-filled chamber? GPR can help answer some of these questions, but the only definitive answers would involve opening the crypt, which we are not proposing to do! What we were able to infer is that the crypt likely contains one very large and surprisingly well delineated box that is oriented north-south. We hope to share more with you later this year about Dr. Whiting's work in Richmond. Please watch our website for a potential lecture program.



A FORGOTTEN BURIAL GROUND

Monumental Church's common crypt and the inclusion of the names of all of the victims on the monument appear to be unique for its time. Most burials from the 19th century were segregated by race and religion. Within a few years of the Richmond Theatre Fire, Richmond established a cluster of cemeteries near the Almshouse in what is now North Jackson Ward. Many of you may be familiar with Shockoe Hill Cemetery, where Chief Justice John Marshall and Union spymaster Elizabeth Van Lew are buried, or Hebrew Cemetery with its remarkable tombstones and wrought iron fencing. Fewer will be familiar with the Graveyard for Free People of Color and Slaves, a municipal cemetery receiving burials during much of the 19th century.

Over the years, the Graveyard has been ignored and forgotten and its integrity damaged. For the past year, we have been advocating for this site as a "consulting party" in connection with the DC2RVA Project, expressing our concerns and asking questions. We don't have answers to those questions yet, but we are spending a great deal of time working to identify solutions and a better future for this site.

Map Detail from University of Virginia Library; Special Collections; 1835 Plan of City of Richmond - Bates Map



DONOR SPOTLIGHT

Robin Miller, Real Estate Developer, member of Historic Richmond Board of Advisors and Historic Richmond's Bocock Legacy Society



When I moved to Richmond in 1994, I fell in love with its architecture. I started working in the Monroe Ward Historic District and my first project was Linden Tower (where my office is still located today). I focused on the adaptive reuse of historic buildings in the Fan, the Museum District, Oregon Hill, Shockoe Bottom, and Jackson Ward. Most recently, I am working (and living) in Manchester.

Historic Richmond's advocacy efforts for the state and federal historic tax credits have been crucial to the success of the majority of my projects – most of which would not have been feasible without them.

I truly appreciate Historic Richmond's impact on the City. Historic Richmond goes beyond just saving Richmond's historic buildings and places, they engage with people of all ages through their educational programs like Quoit Club, lecture series, and Rehab Expo.

I have been a loyal supporter for decades, and when it came time to update my will, it was an easy decision to include Historic Richmond among the organizations I wished to remember.

If you have questions about how to leave a planned gift to Historic Richmond or if you have already included Historic Richmond in your estate plans, please consider making us aware of your intent. You may contact Katherine McDonald, Director of Development, Marketing and Education at kmcdonald@historichrichmond.com or 804.643.7407.

HOW TO SHOW YOUR SUPPORT

- **Online or by Phone**
 - [historichrichmond.com /donate-now/](https://historichrichmond.com/donate-now/)
 - 804.643.7407
- **Stock Donation**
- **Donations from your IRA**
 - Contact your tax advisor for more information
- **By Mail**
 - 4 East Main Street, Suite 1C
Richmond, VA 23219
- **Matching Gifts**
 - If your employer has a matching gift program, your gift could be worth twice as much or more!
- **Become a Bocock Legacy Society Member** and ensure Historic Richmond's future by making a planned gift through your estate.

Your gifts make it possible to continue our mission – with your help we can shape the future of Richmond! THANK YOU!

Questions? Call the Development Office at 804.643.7407.

Did you know?

If you are over the age of 70 ½ years old, you can make a tax-free donation directly from your IRA to a charity, and it will count toward your required minimum distribution? Just contact the institution that handles your IRA, and ask them to make a direct transfer from your IRA to Historic Richmond. Your donation can even be more than your required minimum distribution—up to \$100,000! Contact your tax advisor for more information.



Robin recently rehabilitated the boutique Blackburn Inn, originally built in 1828, which was once part of the Western State Hospital in Staunton. *Historic Richmond donors are eligible for a special rate by using Code RM20 when booking!*



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UPCOMING EVENTS

April 6



5th Annual Rehab Expo
Saturday, April 6, 2019
Historic St. John's Church
2401 E. Broad Street
9:00 a.m. - 12:00 p.m.

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

May 1



Historic Garden Day
Wednesday, May 1, 2019
Park Avenue in the Fan
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 18
Richmond Ballet

Thursday, May 16
Laburnum House

Thursday, June 20
1717 Innovation Center
*Members-Only Tour

Thursday, July 18
TBD

Thursday, September 19
Virginia Union University

Thursday, October 18
Private Home in the Fan
*Members-Only Tour

\$100 Season Membership
\$80 Young Professional Membership
(35 years old and younger)