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*Switch to Six* Training Series

# Preservation-Based Economic Development

September 11, 13, & 14, 2023  
10 a.m. - 3 p.m.



# Agenda:

**10 Welcome & Kick Off**

**10:15 Host Welcome**

**10:45 Topic Presentation**

**11:45 Lunch**

**12:15 Walking Tour- Asset Mapping and Inventory Activity**

**1:15 Topic Presentation**

**2:15 Group Discussion & Report Out**

**3 Adjourn**



**DHCD is committed to creating safe, affordable and prosperous communities to live, work and do business in Virginia.**

As a Main Street America™ Coordinating Program, Virginia Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



# *Switch to Six Accreditation Standards*

## STANDARD 1

Broad-Based Community  
Commitment to  
Revitalization

[Mini-Video Explanation](#)

## STANDARD 2

Inclusive Leadership  
and Organizational  
Capacity

[Mini-Video Explanation](#)

## STANDARD 3

Diversified Funding and  
Sustainable Program  
Operations

[Mini-Video Explanation](#)

## STANDARD 4

Strategy-Driven  
Programming

[Mini-Video Explanation](#)

## STANDARD 5

Preservation-Based  
Economic Development

[Mini-Video Explanation](#)

## STANDARD 6

Demonstrated Impact  
and Results

[Mini-Video Explanation](#)

**Check out MSA's Community Self-Assessment Tool!**

\*MSA membership and login is required to access these links.

# Standard 5

## Preservation-Based Economic Development

Successful Main Street efforts are built on the guiding principle that district economic development is obtained by leveraging and preserving its unique historic and cultural assets.

### Key Areas of Focus

1. Preservation Ethics and Education on Historic and Cultural Assets
2. Standards and Best Practices for Place-based, People-focused Design
3. Promotion of Historic, Heritage, and Cultural Assets

# Today's Speaker

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## Kathy Frazier

*Kathy is a co-founder of Frazier Associates and is the Principal-in-Charge. She has extensive experience in historic preservation, community redevelopment, and downtown revitalization. She currently oversees all projects in the office including the design services for the Virginia Main Street Program. Her projects have won numerous design awards, including a national Palladio Award as well as ones from the American Institute of Architects (AIA), the former Preservation Alliance of Virginia (PAV), and Preservation Virginia.*



# 2023 REV UP

## STANDARD 5: PRESERVATION-BASED ECONOMIC DEVELOPMENT



FRAZIER ASSOCIATES





# TODAY'S AGENDA



FRAZIER ASSOCIATES

- Introduction
- Presentation #1 - Review of Standard 5 Focus Areas
- Walking Tour Assessment
- Presentation #2 - Incorporation of Historic Preservation into Economic Development and Public Engagement



# What is Historic Preservation?

Historic preservation is a conversation with our past about our future. It provides us with opportunities to ask, "What is important in our history?" and "What parts of our past can we preserve for the future?" Through historic preservation, we look at history in different ways, ask different questions of the past, and learn new things about our history and ourselves. **Historic preservation is an important way for us to transmit our understanding of the past to future generations."**

~National Park Service



# Standard 5-Preservation-Based Economic Development

*– leveraging and preserving unique historic and cultural assets.*

## Focus areas

### 1. Preservation Ethics and Education on Historic and Cultural Assets

*Indicator 1 - Main Street demonstrates the community's commitment to its historic and cultural assets.*

*Indicator 2 – Main Street educates and builds awareness about preservation and cultural assets among stakeholders, the public sector, community organizations and residents at large.*

### 2. Standards and Best Practices for Place-based, People-focused Design

*Indicator 1 – Main street is an advocate and partner for the implementation of standards, guidelines and the best practices for the preservation of historic and cultural assets.*

### 3. Promotion of Historic, Heritage and Cultural Assets

*Indicator 1 – The Main Street program actively promotes the district's historic and cultural assets.*



# Framing Question

Imagine you could make your Main Street more livable, more enjoyable, and more prosperous by leveraging your community's rich historical and cultural assets. What would that look like?

- Preservation of building and cultural assets (listings, regulatory, incentivize)
- Educating the public on the value of historic assets to economic growth (publications, workshops, tours)
- Teaming government, businesses, and property owners in collaborative economic development efforts that embrace the historic assets of the community



Downtown Has Been Shaped Over Time

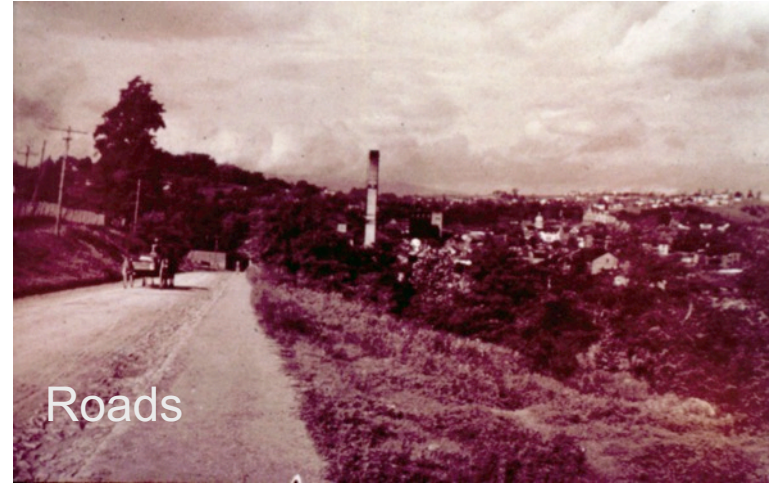


# Reason for Being: Trade and Government



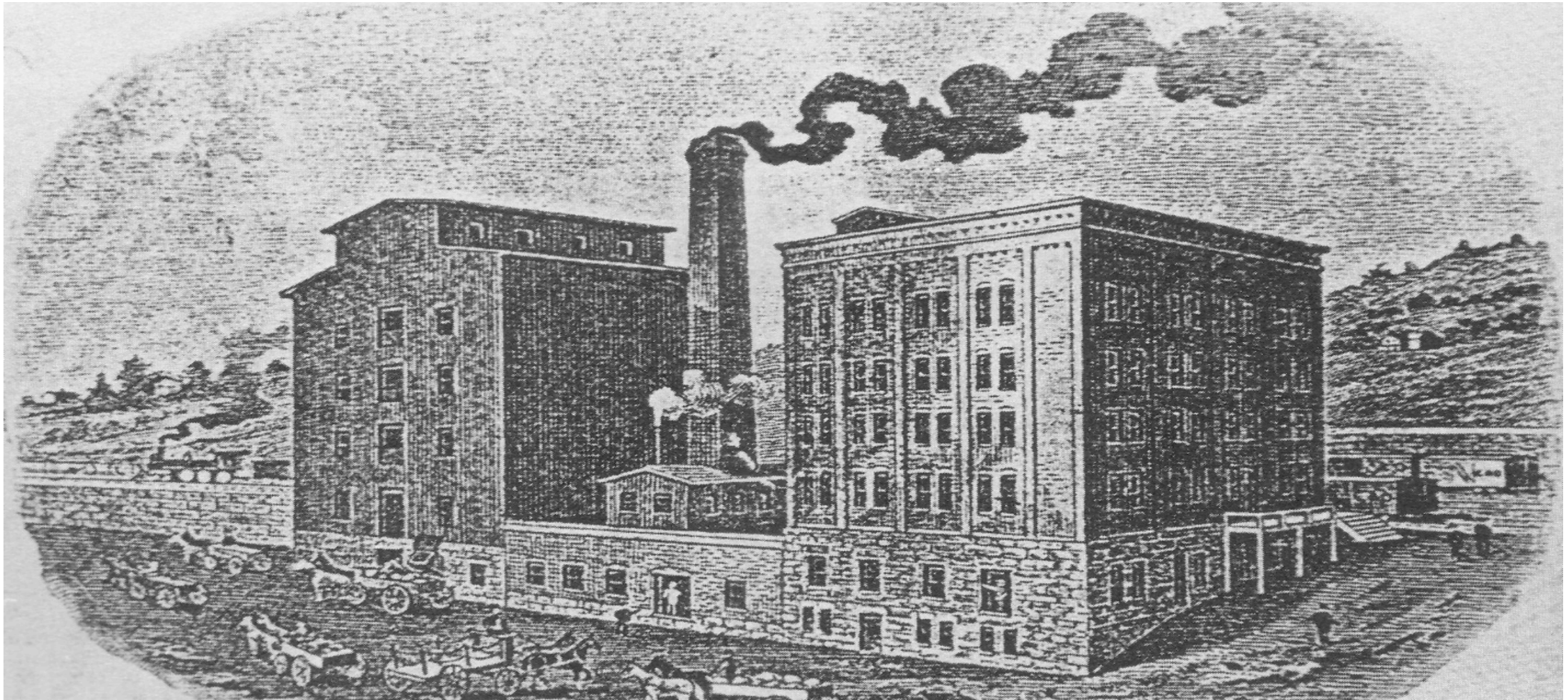


# Transportation





# Industrial - Mining, Logging, Early Factories



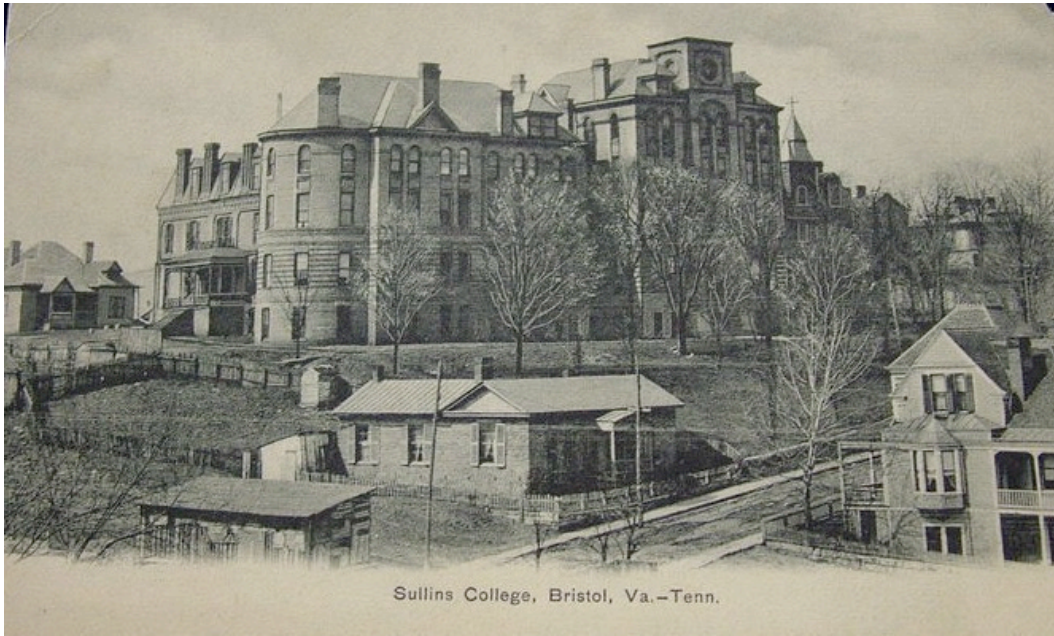




# Commerce



# Institutions - Education and Medical





# Hotels





# Entertainment Venues





What shaped your town in  
general and downtown in  
particular?



# What Exists Today as an Expression of that History?

# Downtown's Design Character

Shaped by that History...

Designed for the Pedestrian First...cars later







# Mixed-Use and Multi-Story



Built Over Time



# Architecturally Diverse – Built over Time



**PROPERTY OF BRISTOL HISTORICAL ASSOC**





# Mixture of Public/Private/Institutional Ownership



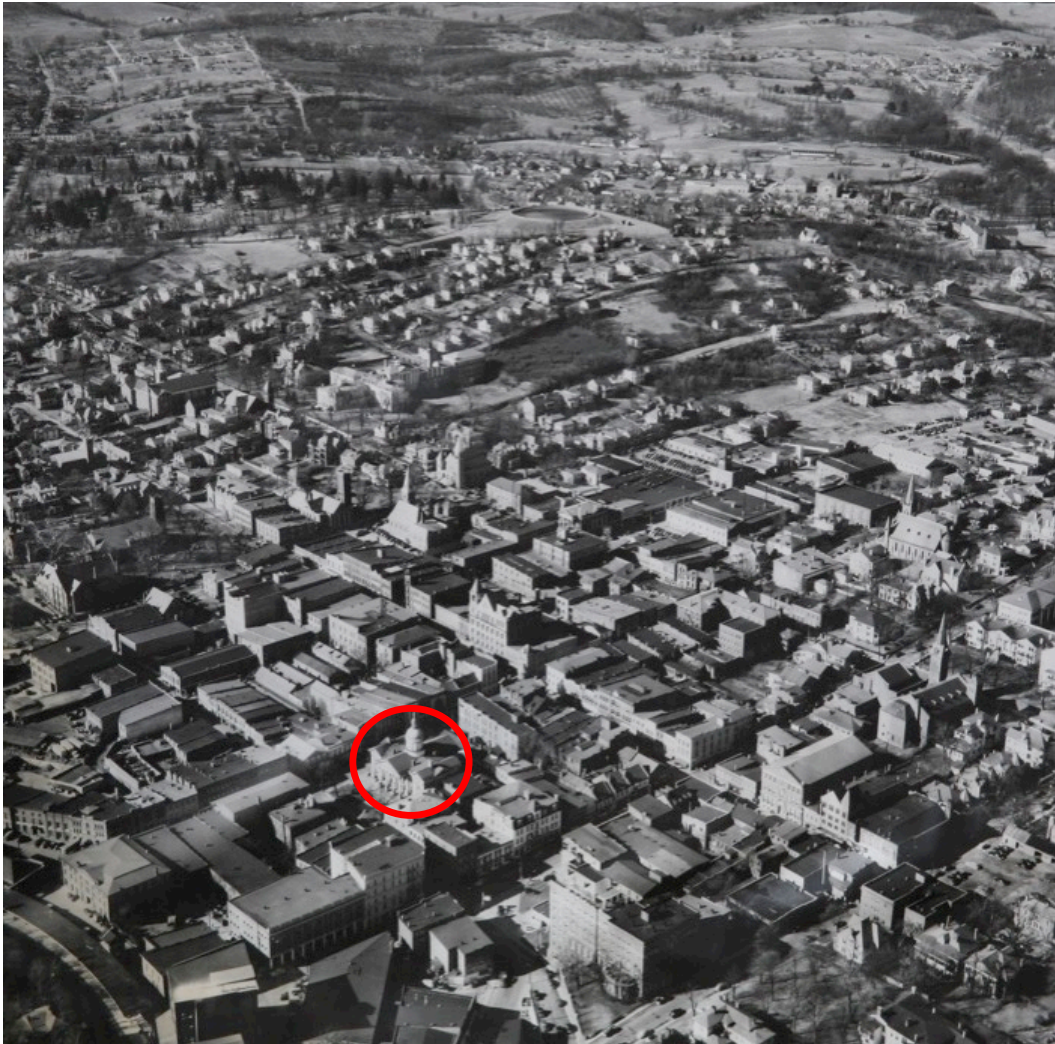


# Vibrant and Busy Hub of the Community





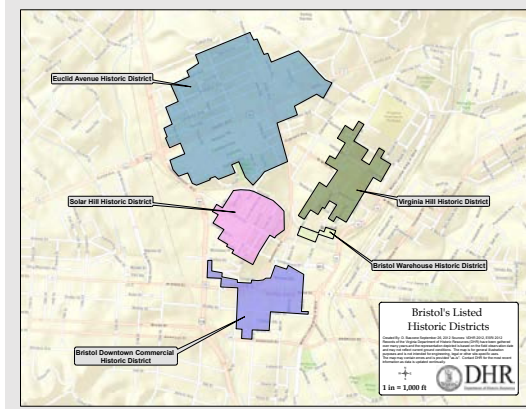
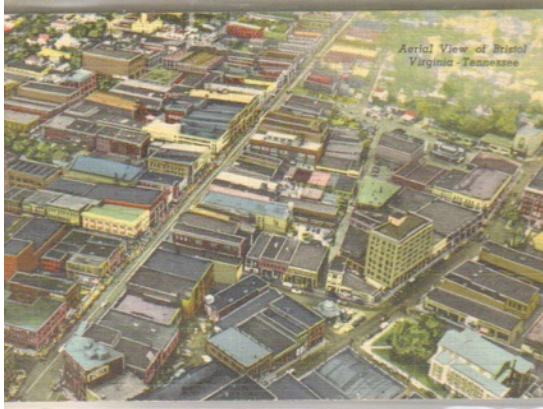
# Then...Urban Renewal





# Post WWII & Urban Renewal Impact on Downtown

- Industry, transportation...life...rapidly changes after WWII
- Eisenhower starts interstate road systems
- Suburbs develop
- Strip centers and malls develop
- Businesses flee downtown
- Downtown buildings are “modernized” or
- Torn down to make way for urban renewal
- By the ‘70s downtown was passé
- And historic preservation was like speaking a foreign language – if spoken at all



# Historic Preservation Arrives

National Historic Preservation Act – 1966

National Register: Resource Designation and Protection

Preservation Design Principles: *Secretary of Interior's Standards*

Financial Incentives: Federal and then State Historic Tax Credits

Local Historic District Ordinance

Main Street Program: Economic Development in the Context of Historic Preservation



# “Historic Preservation” What Does That Actually Mean?

- To keep in existence
- To keep safe from harm
- To maintain and ...
- *To keep alive!*



# Historic District Designations

## National Register of Historic Places

- National Park Service
- Honorary
- Incentive: Federal Historic Rehabilitation Tax Credit

## Virginia Landmarks Register

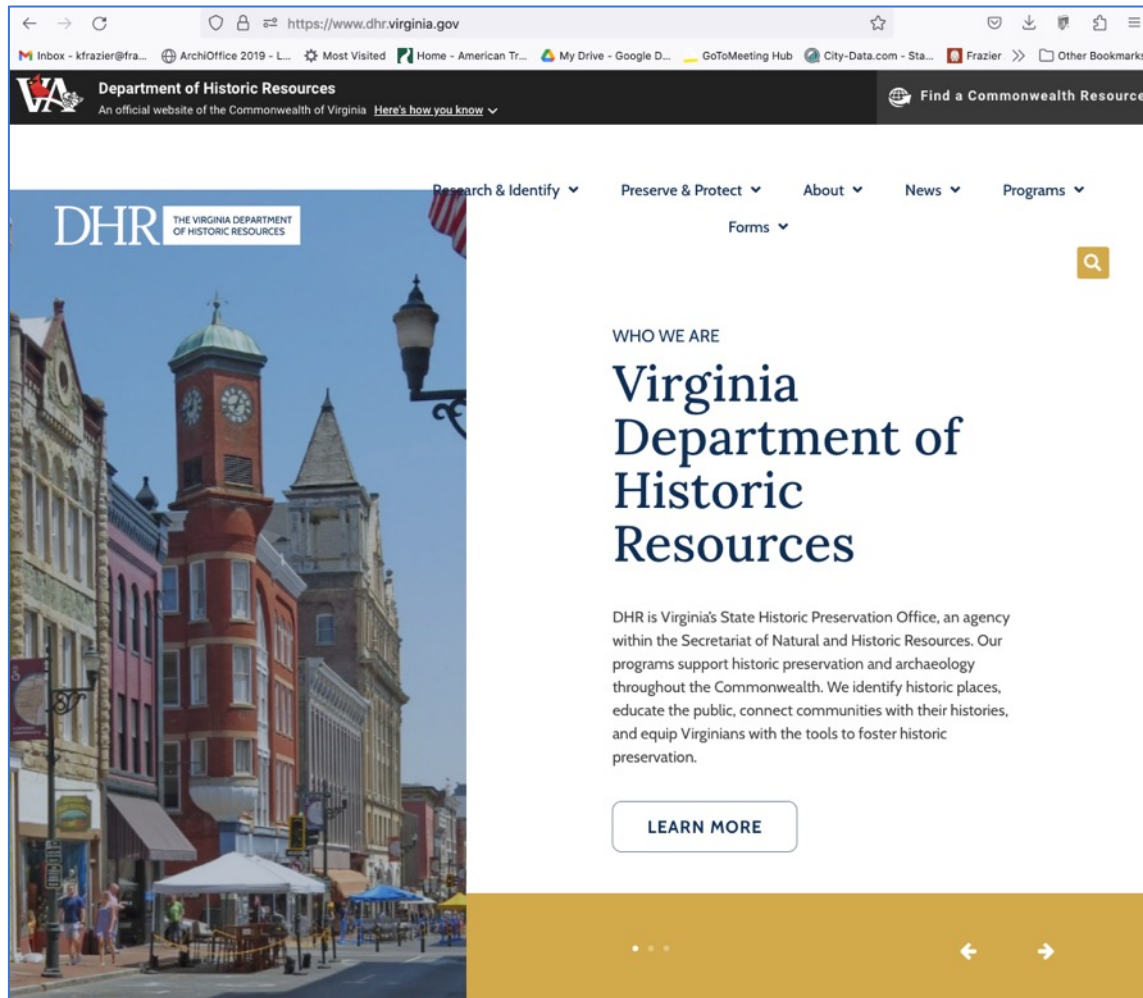
- Virginia Department of Historic Resource
- Honorary
- Incentive: State Historic Rehabilitation Tax Credit

## Local Designation

- Local Government
- Local ordinance, design review
- Incentives: Authorized by local government, may include signage, tax abatements, plaque programs



# Historic Registers – Virginia Landmarks Register (VLR)



- [www.dhr.virginia.gov](https://www.dhr.virginia.gov)
- Programs>Historic Registers/VLR Online
- Search your community under “Historic Register Listings”
- Listings will come up for your community and you simply click the one for your downtown and a pdf downloads
- More current nominations have descriptions of each building in the district.



# National Register Nomination

123-97

Form No. 10-300 (REV. 10-74) VLR- 11/20/79 NRHP- 7/4/80

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

FOR NPS USE ONLY  
RECEIVED  
DATE ENTERED July 4 1980

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME**  
HISTORIC Petersburg Old Town Historic District  
AND/OR COMMON

**2 LOCATION** Roughly bounded on the N by Appomattox River; on the E by the Appomattox Bridge and Seaboard Coast Line tracks; on the S by a line from E to W following along said tracks to Fourth Street then along the N line of E. Bank Street (00-200 blocks) and (See Continuation Sheet #57) NOT FOR PUBLICATION  
CITY, TOWN Petersburg VICINITY OF Fourth (Robert W. Daniel, Jr.)  
STATE Virginia COUNTY CODE 51 (in city) 730

**3 CLASSIFICATION**

CATEGORY <input checked="" type="checkbox"/> DISTRICT <input type="checkbox"/> BUILDING(S) <input type="checkbox"/> STRUCTURE <input type="checkbox"/> SITE <input type="checkbox"/> OBJECT	OWNERSHIP <input type="checkbox"/> PUBLIC <input type="checkbox"/> PRIVATE <input checked="" type="checkbox"/> BOTH <b>PUBLIC ACQUISITION</b> <input type="checkbox"/> IN PROCESS <input type="checkbox"/> BEING CONSIDERED	STATUS <input checked="" type="checkbox"/> OCCUPIED <input checked="" type="checkbox"/> UNOCCUPIED <input type="checkbox"/> WORK IN PROGRESS <b>ACCESSIBLE</b> <input checked="" type="checkbox"/> YES, RESTRICTED <input type="checkbox"/> YES, UNRESTRICTED <input type="checkbox"/> NO	PRESENT USE <input type="checkbox"/> AGRICULTURE <input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> EDUCATIONAL <input checked="" type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> GOVERNMENT <input checked="" type="checkbox"/> INDUSTRIAL <input type="checkbox"/> MILITARY	<input checked="" type="checkbox"/> MUSEUM <input checked="" type="checkbox"/> PARK <input checked="" type="checkbox"/> PRIVATE RESIDENCE <input type="checkbox"/> RELIGIOUS <input type="checkbox"/> SCIENTIFIC <input checked="" type="checkbox"/> TRANSPORTATION <input type="checkbox"/> OTHER
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**4 OWNER OF PROPERTY**  
NAME Multiple ownership (See Continuation Sheet #s 59-78)  
STREET & NUMBER  
CITY, TOWN STATE

**5 LOCATION OF LEGAL DESCRIPTION**  
COURTHOUSE, REGISTRY OF DEEDS, ETC. Petersburg City Hall  
STREET & NUMBER  
CITY, TOWN Petersburg STATE Virginia

**6 REPRESENTATION IN EXISTING SURVEYS** (3) (See Continuation Sheet #1)  
TITLE (1) Historic American Buildings Survey  
DATE 1935, 1936, 1968  FEDERAL  STATE  COUNTY  LOCAL  
DEPOSITORY FOR SURVEY RECORDS Library of Congress  
CITY, TOWN Washington STATE D.C.

## 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input checked="" type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input checked="" type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input checked="" type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input checked="" type="checkbox"/> MILITARY (Civil War)	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input checked="" type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input checked="" type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input checked="" type="checkbox"/> TRANSPORTATION (Rail-
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY road)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES

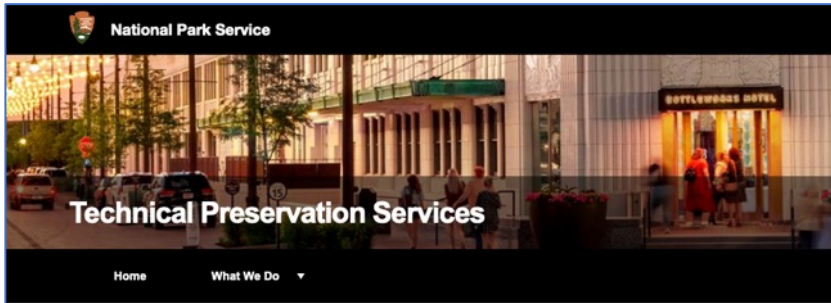
BUILDER/ARCHITECT

### STATEMENT OF SIGNIFICANCE

An early Colonial settlement, Petersburg is one of Virginia's oldest cities. It first gained regional significance as the site of Fort Henry, an important mid-17th-century military fort in frontier America. By 1769 Petersburg had developed into the major tobacco center of Virginia. Its growth continued through the mid-19th century, when Petersburg emerged as a leading Virginia manufacturing and transportation center. In 1860 the city was served by four railroads and a canal system providing transportation facilities for local merchants and manufacturers as well as for regional farming interests. Although deeply scarred physically and economically by the Civil War, Petersburg's prosperity was soon renewed through the leaf tobacco, cotton, grain, peanut, and lumber industries.



# NPS Technical Preservation Services



National Park Service  
U.S. Department of the Interior  
Technical Preservation Services

ITS  
NUMBER 56

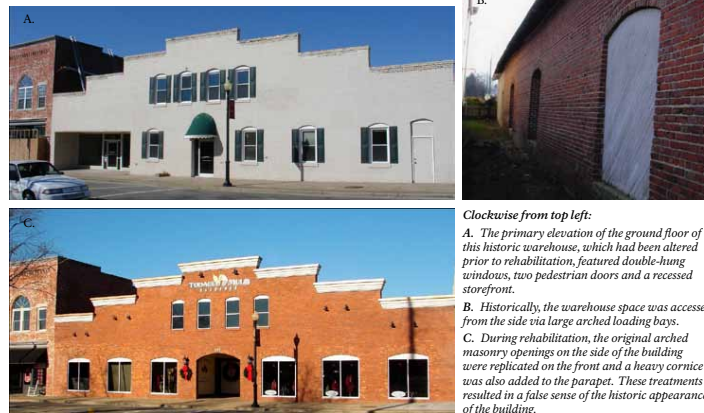
## Interpreting The Secretary of the Interior's Standards for Rehabilitation

Subject: Alterations without Historical Basis

Applicable Standards: 2. Retention of Historic Character  
3. Recognition of Historic Period  
6. Repair/Replacement of Deteriorated or Missing Features Based on Historic Evidence  
9. Compatible New Additions/Alterations

**Issue:** Alterations to a historic building made during rehabilitation for a new or a continuing use must not alter the historic character of the building. Distinctive historic features in one location should not be replicated in another portion of the building without documentary or physical evidence. Conjectural changes create a false sense of historical development and are contrary to the *Secretary of the Interior's Standards for Rehabilitation*. When there is no record of the historic appearance of a building, the rehabilitation should take into consideration its historic use and remaining evidence to design a compatible new or replacement feature.

**Application 1 (Incompatible treatment):** This early-twentieth century tobacco and cotton warehouse is sited on the main commercial street in a historic district. Prior to rehabilitation the front of the building featured one-over-one windows, two pedestrian doors and an incompatible recessed storefront that had been added in the mid-twentieth century. Original large, arched openings on a side elevation that had provided access to the warehouse area were still extant. When the warehouse was rehabilitated for retail use, one of the objectives was to create large display windows on the primary elevation. The owner chose to base the design of these new shop windows on the historic arched openings located on the side of the building. The front was further changed by the addition of a heavy new cornice to the stepped parapet. These conjectural changes—the new arched openings and the large cornice—diminish the historic utilitarian character of the property and convey a false sense of historicism. This project does not meet the Standards.



Clockwise from top left:  
A. The primary elevation of the ground floor of this historic warehouse, which had been altered prior to rehabilitation, featured double-hung windows, two pedestrian doors and a recessed storefront.  
B. Historically, the warehouse space was accessed from the side via large arched loading bays.  
C. During rehabilitation, the original arched masonry openings on the side of the building were replicated on the front and a heavy cornice was also added to the parapet. These treatments resulted in a false sense of the historic appearance of the building.

ALTERATIONS WITHOUT HISTORICAL BASIS

## 1 PRESERVATION BRIEFS

### Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings

Robert C. Mack, AIA  
Anne Grimmer



Inappropriate cleaning and coating treatments are a major cause of damage to historic masonry buildings. While either or both treatments may be appropriate in some cases, they can be very destructive to historic masonry if they are not selected carefully. Historic masonry, as considered here, includes stone, brick, architectural terra cotta, cast stone, concrete and concrete block. It is frequently cleaned because cleaning is equated with improvement. Cleaning may sometimes be followed by the application of a water-repellent coating. However, unless these procedures are carried out under the guidance and supervision of an architectural conservator, they may result in irrevocable damage to the historic resource.

The purpose of this Brief is to provide information on the variety of cleaning methods and materials that are available for use on the exterior of historic masonry buildings, and to provide guidance in selecting the most appropriate method or combination of methods. The difference between

water-repellent coatings and waterproof coatings is explained, and the purpose of each, the suitability of their application to historic masonry buildings, and the possible consequences of their inappropriate use are discussed.

The Brief is intended to help develop sensitivity to the qualities of historic masonry that makes it so special, and to assist historic building owners and property managers in working cooperatively with architects, architectural conservators and contractors (fig. 1). Although specifically intended for historic buildings, the information is applicable to all masonry buildings. This publication updates and expands *Preservation Brief 1: The Cleaning and Waterproof Coating of Masonry Buildings*. The Brief is not meant to be a cleaning manual or a guide for preparing specifications. Rather, it provides general information to raise awareness of the many factors involved in selecting cleaning and water-repellent treatments for historic masonry buildings.



Figure 1. Low-to-medium-pressure steam (hot-pressurized water machinery) is being used in front of the exterior of the U.S. Tariff Commission Building, the first marble building constructed in Washington, D.C., in 1833. This method was selected by an architectural conservator as the "gentlest means possible" to clean the marble. Steam can soften heavy soiling deposits such as those on the cornice and column capitals, and facilitate easy removal. Note how these deposits have been removed from the right side of the cornice which has already been cleaned.

[NPS.gov](http://NPS.gov) / [Home](#) / [What We Do](#) / [Publications](#)

## Technical Preservation Services Publications

Our publications are used by historic preservation professionals; federal, state, and local government officials; preservation commissions nationwide have adopted the Secretary's Standards and Guidelines, and informational architectural specifications. The collection includes a wealth of technical guidance and other information on preservation architectural specifications. The collection includes a wealth of technical guidance and other information on preservation architectural specifications.

Many of our publications are available through the [U.S. Government Bookstore](#) of the Government Printing Office. Use the Order Number to find the publications that you want to purchase.

### Explore our publications

- [Historic Preservation Tax Incentives](#)
- [Interpreting the Standards \(ITS\) Bulletins](#)
- [Case Studies in Affordable Housing Through Historic Preservation](#)
- [Preservation Standards and Guidelines](#)
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- [Preservation Tech Notes](#)
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<https://www.nps.gov/orgs/1739/index.htm>



# Local Planning & Management

## Preservation Planning

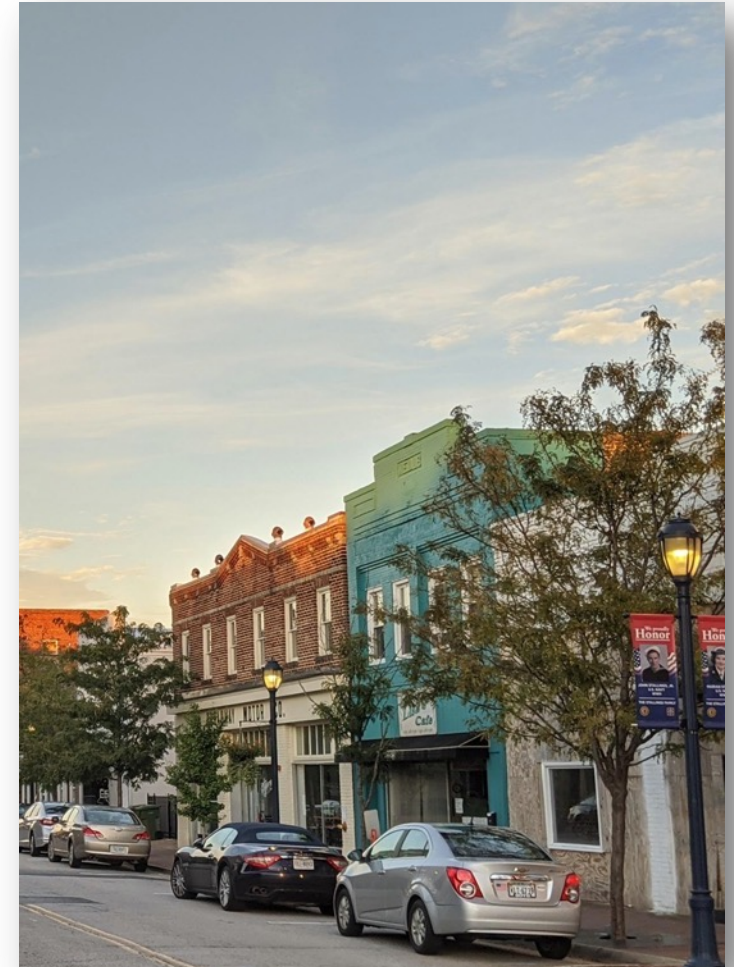
- Plans for guiding future real estate development and public improvements

## Local Zoning & Ordinances

- Regulations for construction, property use, and appearance of the district

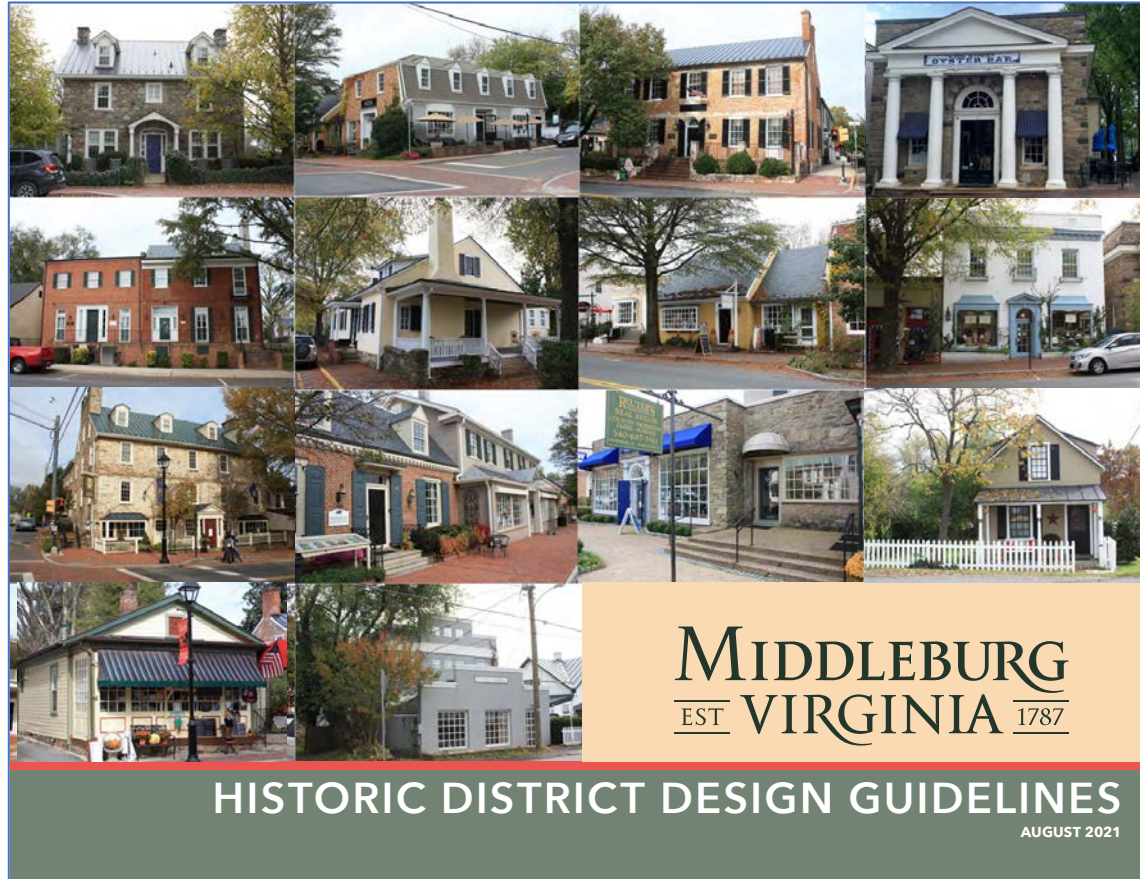
## Local Design Guidelines

- Offers design support and can be programmed as either a “carrot” or “stick”





# Local Historic Preservation Ordinance



- Local district designation
- Local Review board that reviews projects in the district
- *Design Guidelines* that follow the *Secretary's Standards* so there is seamless connection between the Federal, State and local, particularly if property is using tax credits.
- Some localities defer to State and Federal for review if project is using historic tax credits

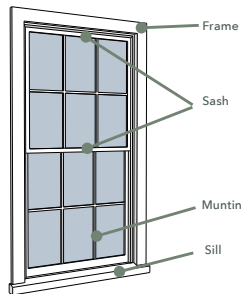


# Design Guidelines

## GUIDELINES FOR EXISTING BUILDINGS - ELEMENTS 5

### B. Windows

Windows are one of the major character-defining features on most historic buildings. Their size, sash type, framing, details, and arrangements play a major part in defining the style, scale, and character of a building. The function of windows adds light to the interior of a building, provides ventilation, and allows a visual link to the outside.



Commercial buildings with upper levels typically contain windows that help define the character of the building and may provide a pattern of openings with neighboring buildings. Façade windows may be more decorated than windows on secondary elevations, which may be more utilitarian and may have been blocked in or covered up. Smaller buildings may have dormer windows within the roof structure and storefronts are typically just large openings containing display windows. Early dwellings may have taller windows on the main level and shorter ones on the upper floors.

Prior to the proposed replacement of any windows on a historic building, a condition survey of existing windows should be undertaken as a part of an application to the HDRC. By noting the number of windows—whether each window is original or replaced, the material, type, hardware, and finish, the condition of the frame, sash, sill, putty, and panes—you may be able to more clearly gauge the extent of rehabilitation or replacement necessary. Most wood windows can be repaired instead of being replaced.

Windows should not be replaced unless a window survey reveals that a majority of them are beyond repair or have already been replaced by architecturally inappropriate replacements.

The subject of window repair and replacement is one of the most common issues that architectural review boards deal with on a regular basis. The following website has a large amount of information about many aspects of historic windows:

<http://www.oldhouseguy.com/windows/>

It also includes information about private companies that make windows and related products. The inclusion of this site does not mean that this publication endorses or agrees with any opinions or information from the author regarding these private companies.

### BEFORE REPLACEMENT OF HISTORIC WINDOWS

Care should be taken before deciding to replace existing historic windows for the following reasons:

1. Historic wooden windows are often constructed of old-growth wood that has dense growth rings and provides for better resistance to water and insect damage. These types of windows therefore last much longer than wood windows made with recent-growth wood. Historic wood windows may also be repaired, and their life extended through several rebuilding phases, instead of replaced.
2. Often, historic windows are replaced in an attempt to save energy costs and to prevent air infiltration. Studies have shown that a properly maintained historic window, with a well-fitted storm window, can be just as efficient as a double-paned replacement window with simulated divided lights.
3. Vinyl windows may have an average life of 20 to 25 years before they will need to be replaced again, and they cannot be repaired easily, or at all, if there is failure of their material or sealing.
4. Window replacement is generally a poor investment since the payback time for them usually is longer than the average individual owns the building.



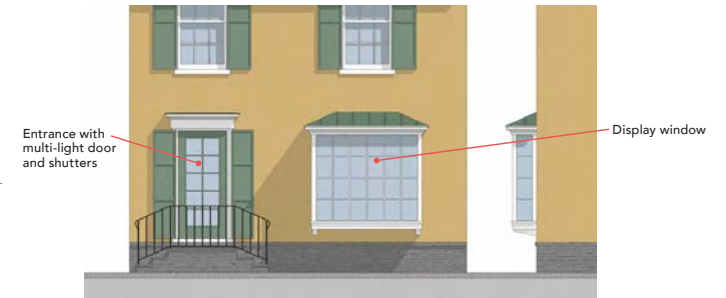
Careful repair of original wood windows can extend their life indefinitely.



## GUIDELINES FOR EXISTING BUILDINGS - ELEMENTS 5

### K. Storefronts

The storefront is one of the three significant sections of a typical facade of a historic commercial building, and is the most visible since it is located on the main (pedestrian) level of the structure. Its transparent windows were designed to draw the customer or client to the business within, as well as, to display the merchandise sold there. At night, the lit storefront helps illuminate the sidewalk and adds visual interest for downtown visitors. Many of the traditional storefronts in Middleburg's central business district date from the late 19th century to the first half of the 20th. There is a wide variety of storefront designs within Middleburg which adds a visual richness to the pedestrian scene.



### GUIDELINES

1. Preserve all elements, materials, and features that are original to the building or are early remodeling projects that have become significant in their own right; repair them as necessary. These elements may include character-defining features such as cornices, windows and trim, storefront windows, doors, and bulkheads. They may also include glass butt window joints and molded clips, bronze window strips, and bronze moldings found on period storefront systems. Also retain historic hardware such as hinges and door handles.





# Preservation-Based Incentives

- Historic Tax Credits
- Local grant funds for exterior improvements (Gloucester)
- Other grants for feasibility studies, etc.
- Free design assistance (VMS)
- CLG – grants through VDHR if community has local ordinance (only 10 VMS communities qualify – See VDHR website)





Downtown Design  
in the Context of  
Historic Preservation  
*(Things to be looking for...)*



# Consistency With Variety





# Mixed-Use





Authenticity: “To thine own character be true”



**NO**



**YES!**



Contextual: “This isn’t someplace else”





# New Design Fits Scale and Character of Historic Context





# Quality Execution: “Do it right the first time”





# Pedestrian Oriented



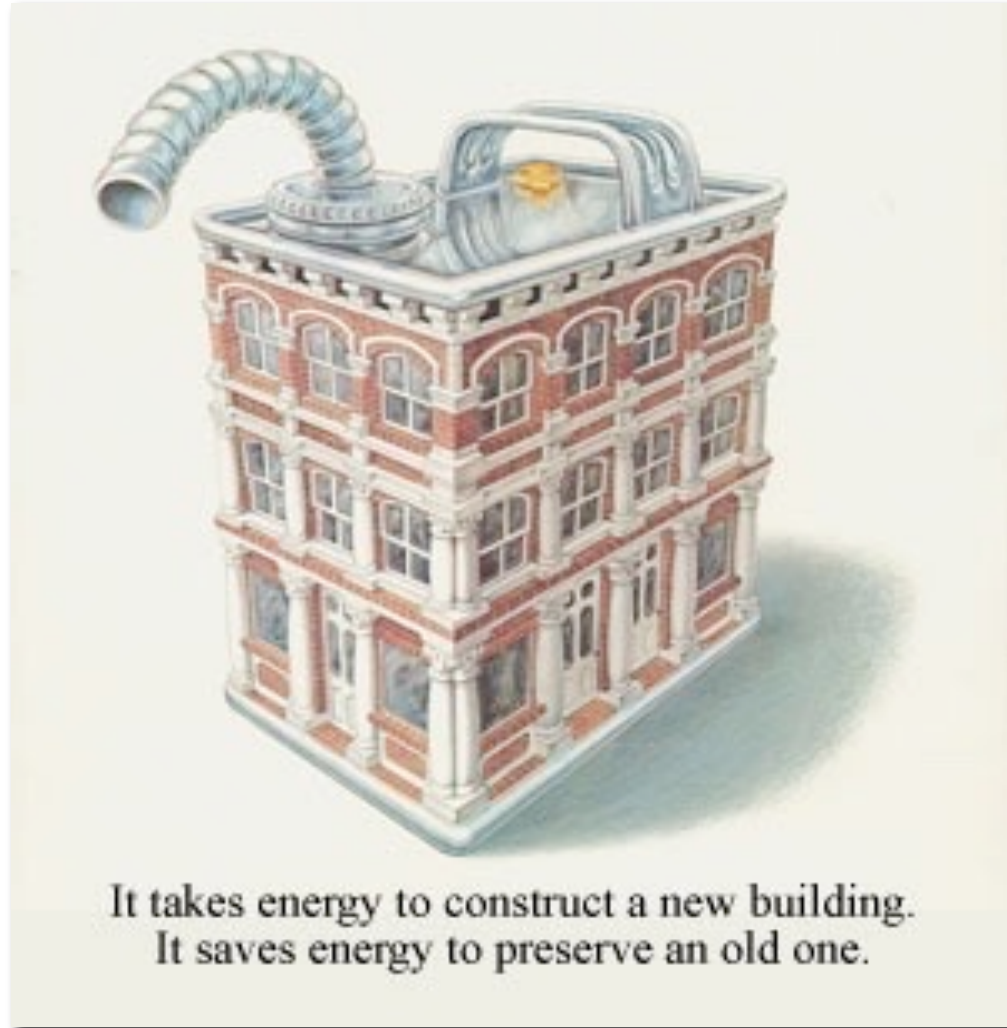




# Continual Maintenance & Curb Appeal!



# Historic Preservation - “Green at its best”



It takes energy to construct a new building.  
It saves energy to preserve an old one.



# Core Preservation Principles & *The Secretary of the Interiors Standards for Rehabilitation*

- Preservation
- Rehabilitation
- Restoration
- Reconstruction

(See *NPS.gov*)

1. Use aligns with building
2. Maintain historic character
3. Avoid false historicism
4. Recognize changes over time
5. Preserve materials and craft
6. Repair rather than replace
7. Use gentlest means possible to clean
8. Protect archeological resources
9. New additions
10. Related new construction



# VMS Design Services: Follow *Sect. Standards*

## For Instance:

- Historic Windows: retain, repair not replace. (Do you know why replacement windows are called “replacement windows”?)
- Brick: Do not paint unpainted brick
- Storefronts: retain character-defining storefront or rebuild missing storefront based on historic photos, physical evidence or make it “contemporary compatible.” Fill the storefront opening with display, door, transom etc. if no documentation or physical evidence.



# VMS Façade Example – Existing

## GENERAL NOTES

**VIRGINIA MAIN STREET:** This community is a designated Virginia Main Street Community and as such these drawings are provided at no charge to the property owner. The Virginia Main Street program is sponsored through the Virginia Department of Housing and Community Development. Design recommendations must follow the Secretary of the Interior's Standards for Rehabilitation when the project is a designated historic building.

**SCHEMATIC DESIGN:** This drawing is conceptual and is not a working drawing for construction. The notes are intended as guidelines for rehabilitation. Any changes to the conceptual design should be reviewed and approved by the Main Street Designer and the local Program Manager. Some aspects of the design may require further drawings prior to construction. It is the responsibility of the owner and contractor to acquire additional technical or professional assistance as needed before or during construction. Field check any dimensions shown on this drawing.

**STATE AND FEDERAL HISTORIC TAX CREDIT PROJECTS:** If this project is seeking historic rehabilitation tax credits, it is the owners responsibility to submit all required forms and secure any and all approval from state and federal agencies for proposed work prior to beginning any construction. Contact staff at the Virginia Department of Historic Resources (VDHR) for general guidance and understanding the approval process for state and federal tax credits -- [www.dhr.virginia.gov/tax-credits/](http://www.dhr.virginia.gov/tax-credits/). Changes to these drawings and additional drawings will likely be required.

**ADA GUIDELINES:** It is the owner's responsibility to ensure that the entire building meets the ADA Guidelines. Efforts are made in these drawings to meet the Guidelines when applicable.

**LEAD PAINT & HAZARDOUS MATERIALS:** The Owner & Contractor are responsible for total compliance of the Virginia Occupational and Health Administration regulations regarding protection for workers from and removal of lead paint, asbestos and all other hazardous materials.

**PAINT AND AWNINGS:** If new paint colors and awnings are shown for this building, they will be specified on an attached or separate Colors and Materials Chart. Paint colors can be matched to paint brand of the owner's choice as long as the color is the same and a high quality paint is chosen. If an exact color match is not possible, please contact the Virginia Main Street Designer for assistance in choosing new colors. See the back of the Colors and Materials Chart for paint specifications.

**SIGNS:** Verify compliance of sign size, mounting, and location with municipality's sign ordinance prior to manufacturer and/or purchase. All efforts were made to comply with all information provided by owner and owner representative at the time of this drawing.

## KEYNOTES:

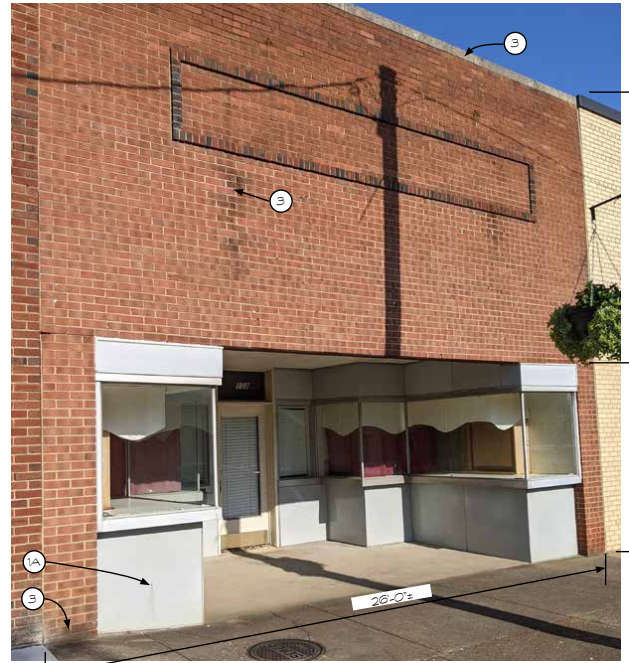
1. Confirm storefront panel material and finish, which is assumed to be enameled metal.
  - A) Rust-treat and spot paint to match existing;
  - B) Patch or replace entire panel with new to match existing finish as closely as possible.
2. Clean storefront framing with restoration cleaner for specific metal finish.
3. Chemically clean environmental staining from precast coping and brick masonry using most environmentally-safe and gentlest means possible, as per manufacturer's instructions. Consider Prosocco Restoration Cleaners or similar.
4. Scrape, prime and paint wood entry door frame to match storefront metal panels.
5. Scrape, prime and paint wood entry door.
6. Install new contemporary ceiling-mounted lighting approved for damp locations. Match finish colors of storefront.
7. Provide new fabric awning with loose valance. See Awning Valance Detail, Sheet A.2, for more information.
8. Install new translucent window film treatment to coordinate with business logo colors. Test different grades of transparency on storefront, after interior and exterior lighting has been installed, to provide desired privacy yet still allow movement to be visible from outside.
9. Install new furnishings. Add leveling platform for furnishings in recessed entry, if needed.
10. Install new planters.
11. Install new sign package:
  - A) Wall Sign: Aluminum sign panel with at least the strength and durability properties of alloy 5005-H15, square cut edges and baked enamel finish;
  - B) Window Sign: Window film to coordinate with new window film treatment;
  - C) Door Sign: Match Window Sign above;
  - D) Sandwich Board, optional.

**SIGN INFORMATION, SQ. FEET (S.F.):**  
 Maximum allowable sign area = 50 S.F.  
 New wall sign: 16'-6" x 20' = 29 S.F.  
 New window sign: (2) 36" x 75" = 4 S.F.  
 New door sign: 16" x 33" = 0.38 S.F.  
**TOTAL SIGN AREA: 33.38 S.F.**

**COLOR & MATERIALS CHART**

Acquire paint chip or material sample to confirm recommendation listed below on building surface at different times of day before making final decision on color or material.


PAINT:	AWNING FABRIC:
P1: Benjamin Moore paint or equivalent HC-154 Hale Navy	A1: 82010 Admiral Navy
P2: Match storefront panels.	



**EXISTING FAÇADE**  
 Dimensions provided by other. Verify all dimensions in field.




**PARTIAL LEFT STOREFRONT**  
 Dimensions provided by other. Verify all dimensions in field.



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VIRGINIA  
**MAIN**  
 Street  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

**HOPEWELL**  **DOWNTOWN**  
 PARTNERSHIP

Schematic Design for:  
 108 N. Main Street  
 Hopewell, Virginia

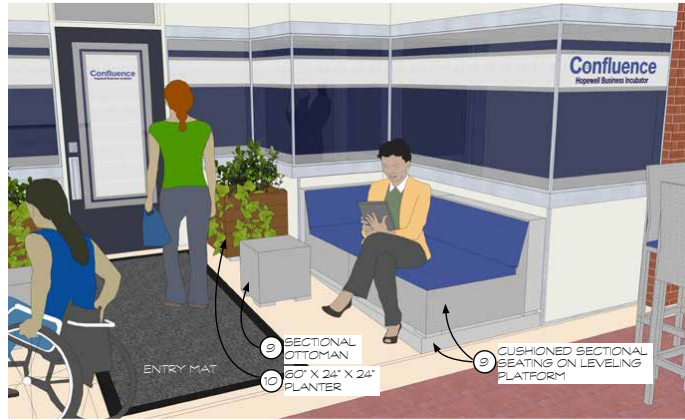
06/20/2023  
 86002.KK.52

A.1  
 SHEET 1 OF 8

**SCHEMATIC DESIGN ONLY**  
**NOT FOR CONSTRUCTION**



# VMS Façade Example – Proposed



PARTIAL VIEW OF STOREFRONT & ENTRY WITH OPTION A SITE FURN.

SEE SHEET A.1 FOR KEYNOTES AND COLOR & MATERIALS CHART.



OVERHEAD VIEW OF N. MAIN ST. FAÇADE WITH ONLY OPTION A CUSHIONED SECTIONAL SEATING



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Schematic Design for:  
108 N. Main Street  
Hopewell, Virginia

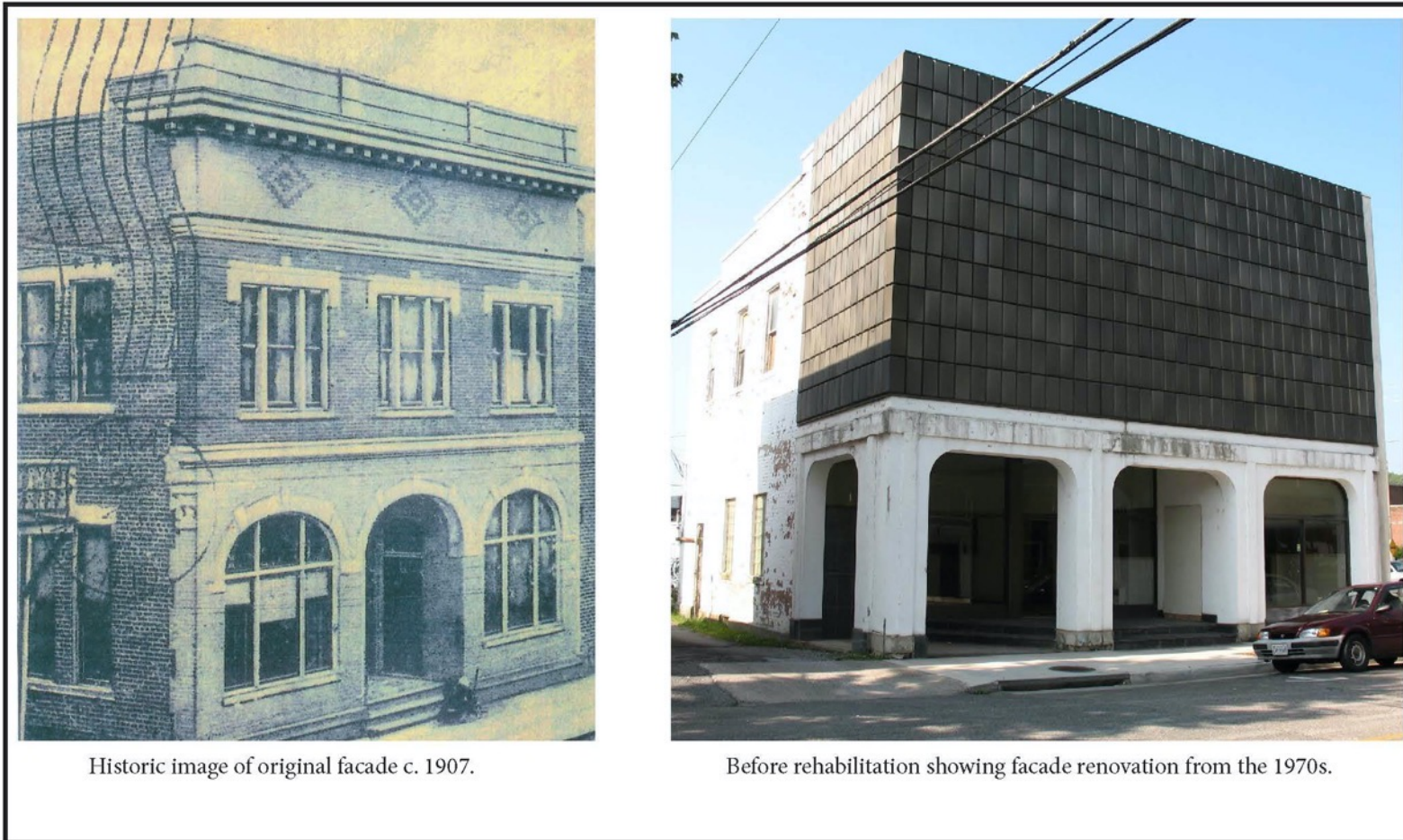
06/20/2023  
86002.KK.52

A.4  
SHEET 4 OF 8

**SCHEMATIC DESIGN ONLY**  
**NOT FOR CONSTRUCTION**



# Façade Improvements – Remove Added Coverings





# Historic Façade Restored







# Façade Improvement – Recapturing Original Features





# Awnings and Signs – Fit the Historic Facade





# Financial Incentive: Historic Tax Credits

- Federal

- 20% credit
- Income producing property
- Substantial rehabilitation – meaning spend more than \$5000 or the adjusted basis
- Work must be reviewed and meet the *Secretary of Interior's Standards*
- A 3-part application must be prepared with project description, photos and plans.
- <https://www.nps.gov/subjects/taxincentives/eligibility-requirements.htm>

- State

- 25% credit
- Income producing and owner occupied residential
- Spending threshold is 25% of the assessed value for owner-occupied residential and 50% of assessed value for commercial.
- Work must be reviewed and meet the *Secretary of Interior's Standards*
- The same 3-part application is required.
- <https://www.dhr.virginia.gov/programs/tax-credits/>

# Sample Tax Credit Projects - Small



# Sample Tax Credit Projects - Small



# Sample Tax Credit Projects - Large





# Large Warehouse and Factory Buildings



Adaptive reuse that respects the historic features and character of the building





# Old Hotels/Department Stores Adapted to New Uses









# Medium-sized Historic Commercial Building





# Storefront Rehabilitation





# Interior Rehabilitation





# Another Example...



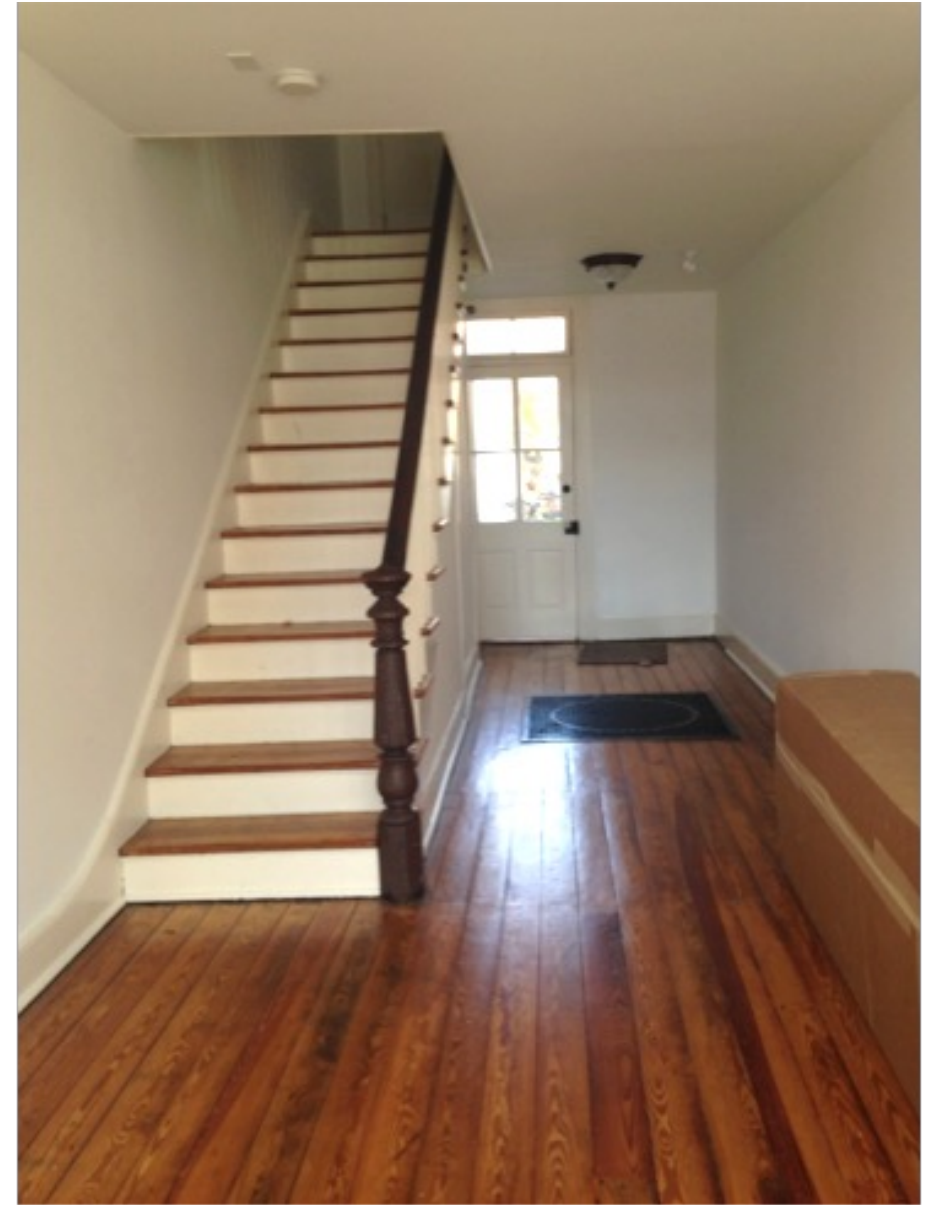


# Interior Before and After



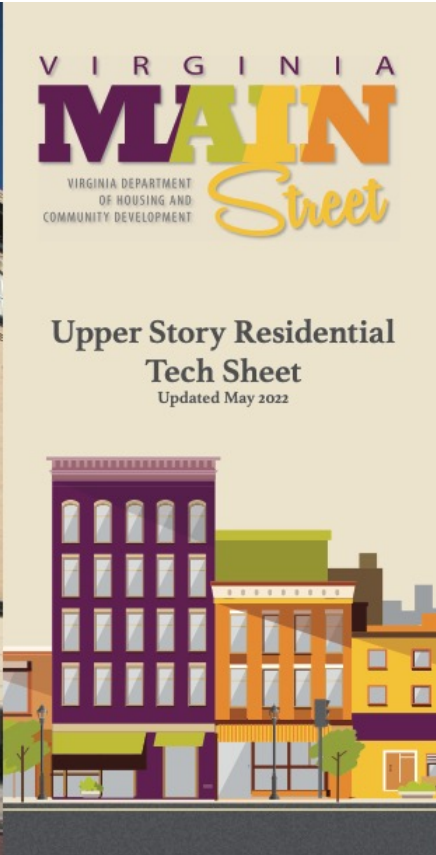


# Interior Stair B & A





# VMS - Upper Story Tech Sheet



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*Frazier Associates wishes to thank the following Virginia property owners for sharing their projects:*

- Waynesboro Redevelopment and Housing Authority, Waynesboro
- Kathy and Ron Denney, Staunton
- Jack Reid, Staunton
- Barry Kelley, Harrisonburg
- Andrew Forward, Harrisonburg

## Upper Story Residential Tech Sheet

### TABLE OF CONTENTS

1. Typical Historic Downtown Commercial Buildings
2. Zoning Essentials
3. Building Code Essentials
4. Underlying Economic Drivers
5. Historic Designation and Historic Tax Credits
6. Building Owners
7. Potential Developers
8. Construction Costs/Potential Rents

### Sample Projects

### Building Code Reference for Projects in Virginia





# Schools/Department Stores can be Adapted to New Uses





Non-historic buildings can be adapted to fit the character of historic context





# Non-historic Buildings Can be Updated to Complement Context





Downtown Design  
in the Context of  
Historic Preservation  
*Streetscape Improvements*



# Streets - Traffic Patterns and Amenities Modified to Better Fit Historic Context





# Enhanced Pedestrian Crosswalks Create Connectivity





# Sidewalk and Streetscape Enhancements for Pedestrians





# Planters & Hanging Baskets







# Outdoor Dining Possibilities





# Streetlights & Utilities

Utilitarian vs  
Designed for Historic  
Context





# Alleys Enhanced for People





# Upgraded Auto-Oriented Alleys





# Open Spaces Enhanced for Passive and Active Uses





# Parking Lots become Multi-Use Spaces





# Wayfinding Signs take Visitors to the Downtown





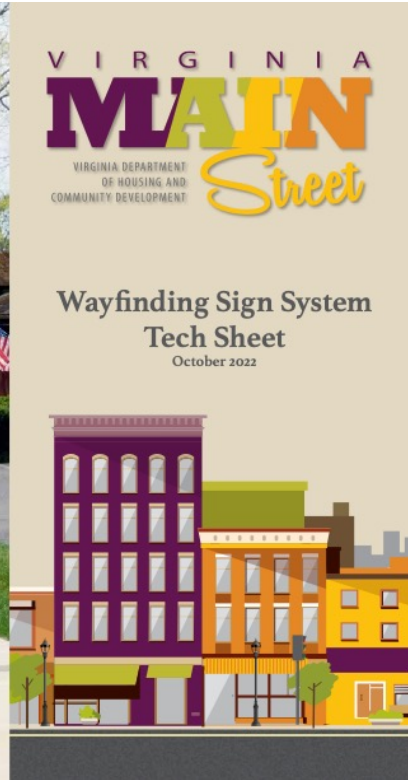
# Pedestrian Directional Signs Reinforce the Downtown Experience







# VMS - Wayfinding Tech Sheet



## Wayfinding Sign System Tech Sheet

### TABLE OF CONTENTS

- I. What is Wayfinding?
- II. Why Custom Wayfinding?
- III. Wayfinding Goals
- IV. Custom Wayfinding Sign Components
- V. Design Considerations
- VI. The Design and Implementation Process



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*Frazier Associates thanks the following Virginia communities for their participating projects:*

- Alleghany County
- Falls Church
- Front Royal
- Harrisonburg
- Portsmouth
- Wytheville



# Entry Corridor (Before)





# Entry Corridors (After) Improvements Create Welcoming Entrance to Historic Downtown





# Walkable Connectivity from Downtown to Adjacent Historic Neighborhoods



# Incentives

## “Carrot”

- Design support, financial incentives, and resource information
- Ex. Free architectural services, application consultation, contractor and materials reference list

## “Stick”

- Local ordinances, land-use zoning, building codes, & comprehensive planning
- Ex. Sign/design ordinance review and updating, minimum maintenance ordinance development

## Financial Incentives

- Grants
- Loans
- Tax Breaks



Downtown Design  
in the Context of  
Historic Preservation  
*(Things to be looking for...)*



# Design Assessment Form

**DESIGN ASSESSMENT**  
Rev Up 2023 - DRAFT

Rate the following for area in the downtown.  
 + means positive,  
 0 means neutral-neither positive or negative, and  
 - indicates a negative,  
 na indicates not applicable.  
 Put a few words in the "Comments/Ideas" column to remind you of improvements. Take pictures to help record existing conditions.

**BLOCK** \_\_\_\_\_

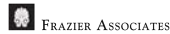
		Rating (+ - 0 na)
<b>Buildings</b>	Together, buildings create strong historic sense of place	
	Recent rehabilitations complements historic character and conveys strong historic preservation values	
	Positive image of the businesses as reflected by the buildings	
	Upper story used and contributes to historic character	
	Upper story general condition (wall materials, windows, roof cornices) and authenticity	
	Appearance and appropriateness of business signs as they relate to historic character	
	Maintenance in general	
	First floor spaces fully occupied and engage the street	
	General curb appeal	
<b>Sites (Private Property)</b>	Buildings use inviting sidewalk or other private site spaces to engage visitors and customers	
	Maintenance and general appearance of private spaces whether parking or green space	
<b>Public Spaces</b>	Overall general image contributes to the historic character of the downtown	
	Sidewalks are in good condition, accessible, contribute to character	



**DESIGN ASSESSMENT**  
Rev Up 2023 - DRAFT

**BLOCK** \_\_\_\_\_

		Rating (+ - 0 na)	Comments/Ideas for Improvements
<b>Public Spaces</b>	Overall general image contributes to the historic character of the downtown		
	Sidewalks are in good condition, accessible, contribute to character		
	Crosswalks are in good condition, accessible, contribute to character		
	Streets are in good condition and contribute to character		
	Light poles and traffic signals are in good condition and contribute to character		
	Utilities are not a dominant feature that takes away from the historic character		
	Trash Cans are in good condition and contribute to character		
	Benches exist where convenient for pedestrians and are in good condition and contribute to character		
	Parks/open spaces (public) are well located and complement and reinforce the experience of downtown		
	Public parking lots are easily accessible but do not dominate the character of the downtown and are well designed and have landscaping.		
	Public Art (sculpture/historic plaques/murals/fountains/other environmental art) complements the historic character of the downtown and helps create the sense of place		
	Street trees, hanging baskets, planting areas and planters are well designed and complement the character of the downtown		
	Street trees, hanging baskets, planting areas and planters are well designed and complement the character of the downtown		
	Signs including regulatory, street, directories and wayfinding complement the downtown's sense of place and are positive for the visitor experience		
<b>Other Observations</b>			



**DESIGN ASSESSMENT**  
Rev Up 2023 - DRAFT

Rate the following for area in the downtown.

+ means positive,  
 0 means neutral-neither positive or negative, and  
 - indicates a negative,  
 na indicates not applicable.

Put a few words in the "Comments/Ideas" column to remind you why you gave this rating and note ideas for possible improvements. Take pictures to help record existing conditions.

**BLOCK** \_\_\_\_\_

		Rating (+ - 0 na)	Comments/Ideas for Improvements
<b>Buildings</b>	Together, buildings create strong historic sense of place		
	Recent rehabilitations complements historic character and conveys strong historic preservation values		
	Positive image of the businesses as reflected by the buildings		
	Upper story used and contributes to historic character		



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- [Kyle Meyer](#) (Eastern)
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Community Business Launch, [Jessica Hartness](#)

GO Virginia

- [Cody Anderson](#)
- [Joseph Dennie](#)
- [Billy Gammel](#)
- [Annie Conte](#)

Industrial Revitalization Fund

- [Brandon Archer](#)
- [Jeff Szyperski](#)

Virginia Enterprise Zone

- [Kate Pickett](#)
- [Mandy Archer](#)

Virginia Main Street, previous slide