Today's Treasure — Tomorrow's Trust

Virginia's Comprehensive Historic Preservation Plan

2016–2021

Virginia Department of Historic Resources
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Foreword

We, the crafters of this plan, envision a future where historic places are fully valued and used as assets for education, tourism, environmental sustainability, and economic vitality, as well as underlying cultural, social, and civic benefits; where pride of place lifts people's spirits and well-being in communities large and small throughout the Commonwealth; and where the preservation of those places is so accepted that it is integrated into daily life and decision making at all levels.

In a world where experiences are all too often "virtual" in nature, Virginia is blessed with places where historic events actually took place and where historic people – both founding fathers and ordinary men and women—lived their day to day lives. Here, one can stand and look out over a field and know that the real John Smith, Pocahontas, and Paramount Chief Powhatan met and spoke on this spot or that men rushed forward on foot or on horseback into the jaws of death in America's great Civil War. One can visit the homes where bluegrass and country music were born and raised or schools where brave, young African American women and men stood up for desegregated education.

Not only do authentic, historic places connect us with the people and events that shaped who we are today, but also the use of historic places as assets for a more vital future builds on the connectivity of groups and individuals who work to preserve these places, to interpret them, or to ensure their use as homes for families and businesses well into the future.

Sincerely,

Julie V. Langan
Director and State Historic Preservation Officer
Virginia Department of Historic Resources

Introduction

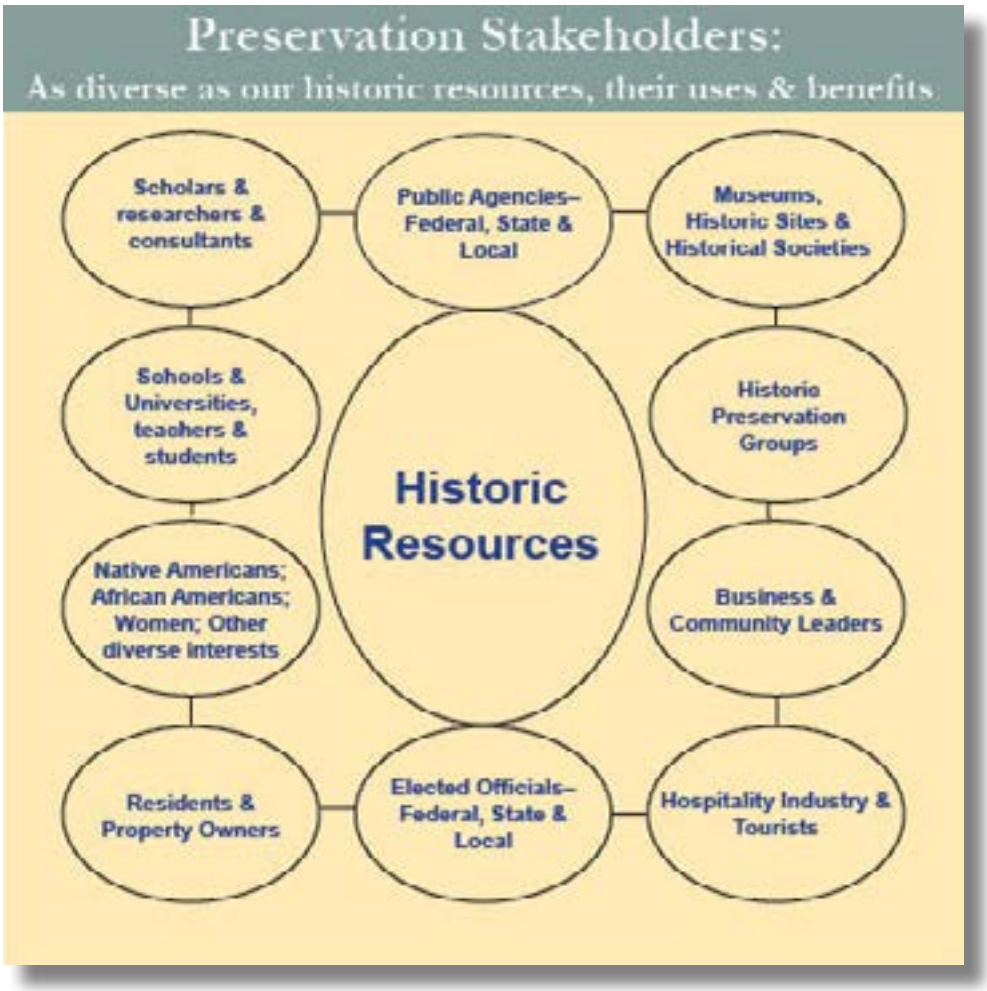
As a truly statewide and comprehensive historic preservation plan, this document is intentionally far-reaching and intended both to inspire and to represent the work of the diverse stakeholders who benefit and who shape the future of Virginia's rich, historic landscape. As Virginia's State Historic Preservation Office, the Department of Historic Resources is mandated to periodically develop and publish such a plan by the National Historic Preservation Act of 1966 (as amended) and has adopted a six-year planning cycle. Thus, the goals, objectives, and suggested strategies outlined later in this plan target the period from 2016 through 2021.

While DHR adopts the goals and objectives of this plan to guide its own agency efforts, it is not "the Department's plan." It is very much a plan for all Virginia communities and preservation stakeholders throughout the state. It both reflects the issues and opportunities identified by key players and citizens from every part of the state and creates broad goals and objectives that each of these stakeholders can use to play their parts in making sure that Virginia's irreplaceable lands and landmarks serve our communities today and tomorrow.

Stakeholders:

The people and organizations with a stake in the future of Virginia's historic places are as complex and varied as the historic places themselves. Among the most obvious stakeholders are the owners of historic places—both public and private—including but not limited to family homes, commercial enterprises, battlefields, museums and historic attractions, and also court houses, libraries, schools, parks, and other state, federal, and local public places. But every person who lives or works in or even who simply visits a community where the historic character is an integral part of the economy and quality of life is also a stakeholder for whom the existence, well-being, and usefulness of historic places are important.

Every person seeking to understand his or her family roots, every child learning about our collective history, and every educator teaching about history, civics, art, humanities, and even math and science can benefit from both the information and from being able to see, visit, and touch the authentic sites and buildings where earlier Virginians shaped the world we live in today.



Planning Process:

Work began on this six-year plan in March of 2014. The process has encompassed a combination of research, public participation, and examination of other related or comparable plans. Other plans examined include previous Virginia preservation plans, the most recent plans created by State Historic Preservation Offices (SHPOs) in other

states, plus Virginia specific plans and reports including the Virginia Outdoors Plan, the Virginia Tourism Plan and the strategic plans of key partner organizations and agencies. Research focused on issues of demographic, economic and climate change issues that will affect the health and use of historic places in coming years. Additional sources included (but was not limited to) reports and statewide goals developed by the Commission on Virginia's Future, studies conducted by the Virginia Commonwealth University on the economic impacts of preservation and the rehabilitation tax credits over recent decades, as well as a variety of reports by the National Park Service, the National Trust for Historic Preservation, the work of the Morven Park Preservation Forum, and others. Finally, just as one of the recommendations for historic preservation partners is to use the communications opportunities provided by technology and social media, the simple task of following Facebook comments on posts by Preservation Virginia, the Department of Historic Resources (DHR), the Archeological Society of Virginia (ASV), local and regional conservation organizations, and even samples from groups associated with specific counties or cities provided a sense of the broader preservation community and what they care about.

The heart of the planning process has been a seven-month long public participation process. Since the importance of historic places to Virginians and to Virginia's economy, outdoor recreation, and tourism is well-documented in several of the sources mentioned above, this public participation process was free to focus on specific preservation-related questions, issues, and target audiences. Public participation strategies included a steering committee representing key stakeholder/partner organizations, a statewide survey with responses from over 1000 individuals representing each of Virginia's 133 counties and independent cities, input from participants in the annual Virginia Preservation Conference and the Planning District Commission Association annual meeting and six regional preservation forums/planning workshops, as well as public comment on a review draft of the plan.

Goals in brief:

The combination of research, assessment, and public participation has led to an Action Plan with broad goals and objectives that reflect the issues and concerns expressed by stakeholders, the programs and tools available to key preservation partners both public and private, and closing integrating themes and actions found in related statewide plans in particular the Virginia Outdoors Plan and the Virginia Tourism Plan. These goals and objectives are among those that will guide DHR, Preservation Virginia, and their preservation partners. They are also available to inform and inspire the work of the full range of preservation stakeholders in communities throughout the Commonwealth.

Goal I: Improve appropriate management of historic assets

Objective A: *Lead by example in the stewardship of publicly and privately owned buildings/properties/records/archaeological and museum collections*

Objective B: *Expand statewide and local survey data*

Objective C: *Evaluate and register (or otherwise designate) significant historic properties*

Objective D: *Strengthen accuracy, accessibility, security, and use of data on historic properties by managing electronic and other information media and paper records effectively*

Objective E: *Improve the preparedness and resilience of historic places, archaeological and museum collections, and records to address hazard mitigation and long-term climate change*

Goal II: Connect with broader constituencies

Objective A: *Redirect and rebrand historic preservation to speak to broader as well as younger audiences*

Objective B: *Weave the message of historic preservation values and benefits as well as Virginia's complex social history into broader educational programs at all levels*

Objective C: *Reach out to public and private stakeholders to improve awareness of historic preservation values, benefits, programs, and tools*

Objective D: *Include Virginia's geographically and culturally diverse communities as active stakeholders*

Goal III: Build strong and sustainable statewide and community economies using historic assets

Objective A: *Integrate sustainability and historic preservation practices to ensure that historic assets are used to support a vital and viable future*

Objective B: *Strengthen the role of Rehabilitation Tax Credits in revitalizing historic residential, commercial, and industrial neighborhoods*

Objective C: *Increase availability and use of tools and programs that use historic assets for public and private benefit*

Objective D: *Reinforce the contribution of historic assets to outdoor recreation*

Objective E: *Strengthen the use of historic places as assets in support of Virginia's tourism industry*

Goal IV: Incorporate historic places and their preservation effectively into planning and policy decision-making

Objective A: *Improve the basis for decisions affecting historic places by increasing communication, planning, and coordination among government entities*

Objective B: *Strengthen local planning and decision-making tools and processes*

Goal V: Sharpen tools for historic preservation

Objective A: *Fortify state and local programs and incentives*

Objective B: *Address gaps in preservation of threatened property types through appropriations, statutory, programmatic, and educational measures*

Objective C: *Improve training for preservation craftsmen and stakeholders*

Objective D: *Expand networks and collaboration to meet common objectives*

The goals and objectives shown here appear in greater detail as the Action Agenda outlined in Section V with lists of broad strategies as well as the key players associated with each objective and/or strategy.

Informing the Plan/Assessment of the Issues

Taking Stock: Looking Back:

The year 2016 marks the beginning of a new planning cycle for the preservation and use of Virginia's historic assets. It also marks the 50th anniversary of the National Historic Preservation Act and Virginia's Historic Landmarks and Monuments enabling legislation. Taken together, these two laws, both passed in 1966, represent the reawakening and transformation of historic preservation both in the Commonwealth and across the nation.

Just down the road, Staunton undertook a similar urban renewal project tearing down several blocks of a still vital downtown commercial area but with a very different outcome. The scars from urban renewal that demolished entire blocks in the heart of downtown Staunton have still not been fully healed. However, the aftermath of these actions gave rise to the Historic Staunton Foundation and a decades-old commitment to building on the community's historic assets rather than throwing them away. In Staunton, demolition led to a realization of what was being lost and formed the basis for a steady, long-term preservation movement that has been a model for locally-based preservation efforts and the use of historic fabric to retain community quality of life, bring in tourists and boost the local economy.

A reaction across Virginia and the nation began to turn the tide in communities and at the state and national level. Taken together the National Historic Preservation Act and Virginia's Historic Landmarks and Monuments enabling legislation provided the basis for a state historic preservation office—initially the Virginia Landmarks Commission and now the Department of Historic Resources (DHR)—state and national registers of historic places, review of public projects for their potential impact on historic resources, and tools such as easements and tax credits to encourage private stewardship. Among the tools coming out of the National Historic Preservation Act was the mandate for each state to develop and follow comprehensive statewide preservation plans. That mandate is the legal foundation for this document, the most recent in a series of plans developed for the Commonwealth of Virginia.

The 50th anniversary of these two key laws in 2016—along with the start of a new comprehensive preservation planning cycle here in Virginia—is a good time to stand back and assess how far we have come, identify the issues we face today as Virginians and as historic preservationists, and answer the question: Where will we go from here?

Five Decades of Progress: Strong Tools

The tools established in 1966 have grown strong and have been joined by programs such as the Virginia State Rehabilitation Tax Credit and the Virginia Main Street program administered by the Department of Housing and Community Development (DHCD). Once seen as a block to economic progress, now many of preservation's greatest defenders are the developers and local officials who have seen the power of adaptive reuse to make money, create jobs, and revitalize communities. Over and over, we see quotes like the one from building co-owner and renovator of what is now called the Ward Center for Contemporary Arts who said that "there's no way he could have undertaken the $6.3 million renovation without historic tax credits." (*Style Weekly*, October 2014)

Urban renewal projects took place in small as well as large American cities during the 1950s and 1960s. A photo from around 1961 shows effects of urban renewal in Harrisonburg, where many blocks of residential and retail buildings on the north end of the downtown were demolished. (Photo: JMU)

Strong Partnerships

None of us are in this alone. The amazing successes for preservation across Virginia could never be done by a single entity. Rather, every major success has been a result of partnerships among many stakeholders from local citizen groups to statewide and nationwide agencies and organizations. Preservation in Virginia has always been and will always be a finely tuned balance between the efforts of the public and private sectors as illustrated by the sample key partners listed here. See Appendix A for a more detailed directory of key statewide and national agencies and organizations to which various stakeholders can turn for guidance and assistance.

Thus, the preservation and active use of historic places depends primarily on the property owners (public and private) and on the commitment of each community to know what it has and how to do something with it. In this context, community means a combination of local government which has the authority to regulate land use and enforce building codes – and also the local property owners, citizens and organizations who understand what is at stake. As one planning forum participant put it, "Nothing succeeds without the right people and the right passion!" And that passion is alive and strong throughout Virginia!

Active Local Communities

A popular axiom for success is to "think globally; act locally." This strategy is equally true for historic preservation as it is for environmental issues.

Not only do local governments own and operate buildings and sites such as court houses, schools, county and city offices, and parks which may have historic importance, but they also have the authority to shape private property actions through property tax assessments and abatements, building permits, comprehensive planning and zoning, local historic district ordinances, application and enforcement of the statewide building code (which makes provisions for historic buildings), and the use of state and federal grants and incentives which can affect historic places in both positive and negative ways.

In the broader sense (and as generally used in this document), the "locality" refers not only to local government but also to the business and home owners and private, nonprofit organizations whose decisions affect historic places—and who benefit from living and doing business in a place where the historic character contribute to the general quality of life as well as attracting both newcomers and tourists. Most long term strategies are prompted by the committed actions and advocacy of local citizens, property owners, and

Five Decades of Progress —Strong Tools

- State and Federal rehabilitation tax credits—$3.9 billion added to community economies; more than 31,000 jobs; $133 million state and local tax revenues
- More than 580 historic preservation easements on over 38,000 acres
- 34 Certified Local Governments
- 25 Virginia Main Street Communities
- More than 214,000 historic properties recorded; roughly 3,000 listed on the Virginia Landmarks Register and National Register of Historic Places
- More than 4,000 state/federal review actions annually

Five Decades of Progress —Strong Partners

- Preservation Virginia
- Virginia Association of Museums
- Virginia Tourism Corporation
- Department of Education
- Department of Conservation and Recreation
- Department of Housing and Community Development / Main Street
- Department of Transporation
- National Partners:
  - National Park Service
  - Advisory Council on Historic Preservation
  - National Trust for Historic Preservation
- Civil War Trust
- Department of Historic Resources

nonprofit organizations, leading to long term change in both public and private sectors within the locality. Statewide or national organizations (again both public and private) can contribute to these efforts in many ways, but it is the local players who ultimately provide the impetus, play the greater roles in achieving success, and benefit the most from the long-term results.

For example, following the 1960 projects that razed large areas of Staunton's downtown, the community itself began to realize what it was losing and to pull together and turn the tide. Led by a handful of visionary business men and women and historic preservation professionals and through the continuing advocacy of the Historic Staunton Foundation, the community began a long trend of façade improvement, identifying and listing buildings and neighborhoods on the National Register of Historic Places, and rehabilitation projects that preserved and repurposed the old train station created music and theater venues and restored the 1924 Stonewall Jackson Hotel. The charming and lively downtown that this long term partnership between public and private sectors created has been an economic boon to this vibrant Valley community. State and national tools such as the Virginia Landmarks Register, National Register of Historic Preservation, and both state and federal tax credits have played a vital supporting role in this ongoing preservation success story.

The poster-children of Virginia history like Alexandria and Williamsburg are not the only ones that can benefit from identifying and building on their authentic historic fabric. One can find such long-term successes in communities across the Commonwealth, from Fredericksburg, Spotsylvania, Winchester and other communities combining historic downtown and residential neighborhood charm with the preservation of nearby Civil War battlefields, to historic Abingdon capitalizing on its Victorian architecture and the Historic Barter Theater, and to Roanoke and Richmond for using tax credits to revitalize historic downtown neighborhoods for business and residential use as the traditional tobacco, manufacturing, and railroad industries changed or declined. Even small rural towns such as Eastville on Virginia's Eastern Shore and Stephen's City in the Shenandoah Valley have found that rediscovering and building upon their own historic roots both brings in outside visitors and improves the setting for local residents as well.

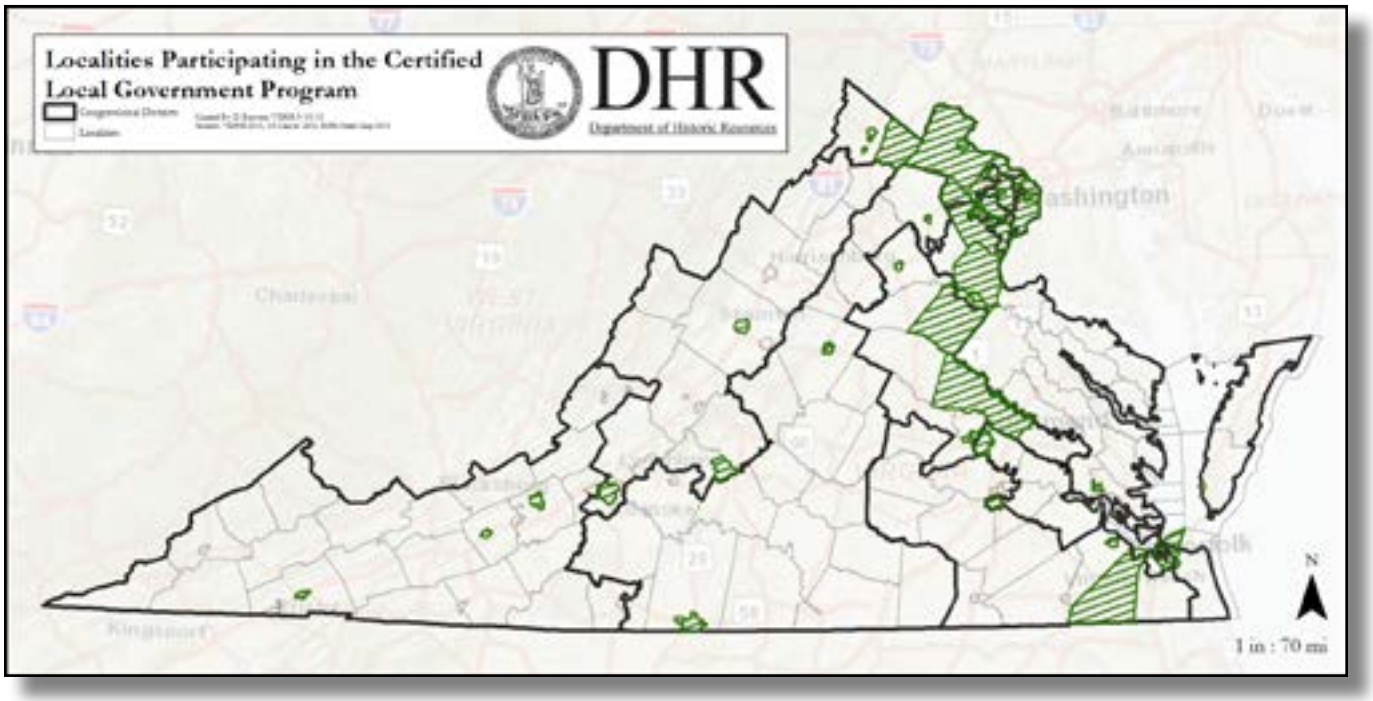
Five Decades of Progress —Active Communities

Top: A street festival in Staunton, May 2015.
Bottom: Bagpipers on parade during the Highlands Festival in Abingdon.

Secret to Staunton's Success

"Historic preservation is such an important part of who we are in Staunton that you can't separate it from the city's economic growth," said Economic Development Director Bill Hamilton, who helped launch the department more than two decades ago. "Most businesses that come to look at Staunton respond very well to the central business district, whether they are retailers or manufacturers looking to locate on the city's perimeter. I'm proud to take them downtown to talk about what we've tried to accomplish."

–From "The Secret to Staunton's Success: A Virginia City's Key to Economic Development is Preservation" by Logan Ward, Preservation Magazine, *January/February 2012, National Trust for Historic Preservation, http://www.preservationnation.org/magazine/2012/jan-feb/secret-stauntons-success.html)*



Certified Local Government partnerships between local government, federal preservation programs, and the State Historic Preservation Office (DHR) help to support and promote preservation within jurisdictions. CLGs are eligible for competitive federal funds passed through the SHPO (DHR) for preservation projects. There were 34 CLGs in Virginia as of late 2015.

Regional Perspectives

Forum participants also highlighted the need for regional perspectives and strategies. We have many successful examples of such regional – and even statewide and multi-state – strategies that demonstrate the value of a coordinated approach.

- The Shenandoah Valley Battlefields National Historic District, for example, was officially created by Congress but it grew from the passion of the same Civil War history and preservation community that also created the private Civil War Trails movement.
- Journey Through Hallowed Ground is a multi-state national heritage area, linking sites along a route from Gettysburg to Monticello. A few years ago, Journey Through Hallowed Ground and DHR partnered together in a training program for frontline staff to strengthen the tourism experience at historic sites—funded through an NPS grant.
- The Mosby Heritage Area is the active result of regional advocates who said to themselves, "if the government won't designate a Mosby Heritage Area, we'll create one on our own."
- Similarly, the Road to Revolution trail was initiated by a handful of Patrick Henry-related museums and sites in Richmond—with support from Hanover County, the Richmond Metropolitan Regional Tourism authority, and other public agencies including DHR—and has grown to include 22 historic sites telling the stories of Washington, Jefferson, Henry, Madison, Davies, Monroe, the Lees, Mason and Marshall and their roles leading up to the American Revolution.
- Like the Road to Revolution, the Crooked Road (Virginia's Heritage Music Trail) started from a grassroots movement to highlight Virginia's musical tradition and bring tourism into southwest Virginia.
- The Captain John Smith Chesapeake National Historic Trail, the Overmountain Victory Trail, and the Washington-Rochambeau Revolutionary Route National Historic Trail are all part of the National Historic Trail system with grassroots beginnings and complicated partnerships.
- The Fields of Gold Trail through the Shenandoah Valley is the newest example of regional cooperation. Initiated by local interests and the Central Shenandoah Planning District Commission, it is a regional program designed to collectively market and promote the Shenandoah Valley's agritourism sites and activities.

- The Lewis and Clark National Historic Trail begins in Virginia, home to both Meriwether Lewis and to Thomas Jefferson who commissioned the expedition to find a water route from the newly founded United States to the Pacific.

Such regional collaborations usually grow from grass-roots citizens' and non-profit initiatives that have been recognized and supported to varying degrees by local, state, and/or federal government agencies. These collaborations are also supported by a variety of tools and programs at the state level. Regional Planning District Commissions (PDCs) are explicitly charged in the *Code of Virginia; "...to encourage and facilitate local government cooperation and state-local cooperation in addressing on a regional basis problems of greater than local significance. The cooperation resulting from this chapter is intended to facilitate the recognition and analysis of regional opportunities and take account of regional influences in planning and implementing public policies and services."* (15.2-4207)

Many state agencies provide services regionally to one degree or another depending on the size of the agency and its mission. Some like the Department of Conservation and Recreation and the Department of Education are closely tied to regional and local communities by virtue of very specific programs such as state parks, recreation planning, state-owned colleges, universities and community colleges.

In the 1970s and 1980s, the Department of Historic Resources used federal grants to establish regional centers often in partnership with colleges and universities. When the federal funds were reduced, several of these regional offices became the foundation for university programs and local preservation programs in Fairfax and Alexandria. In 1989 DHR revived its regional approach with a western office based in Roanoke (now in partnership with Roanoke College in Salem) and expanded to regional offices in the northern Valley, central Virginia, and Tidewater. That four region system has now become three to meet changing fiscal and program pressures.

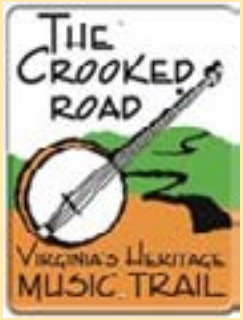
Finally, many related tools and programs provide a regional focus tying together historic places and historic landscapes to tell a larger story. Among these are rural historic districts and Virginia's Scenic Rivers and Scenic Byways.

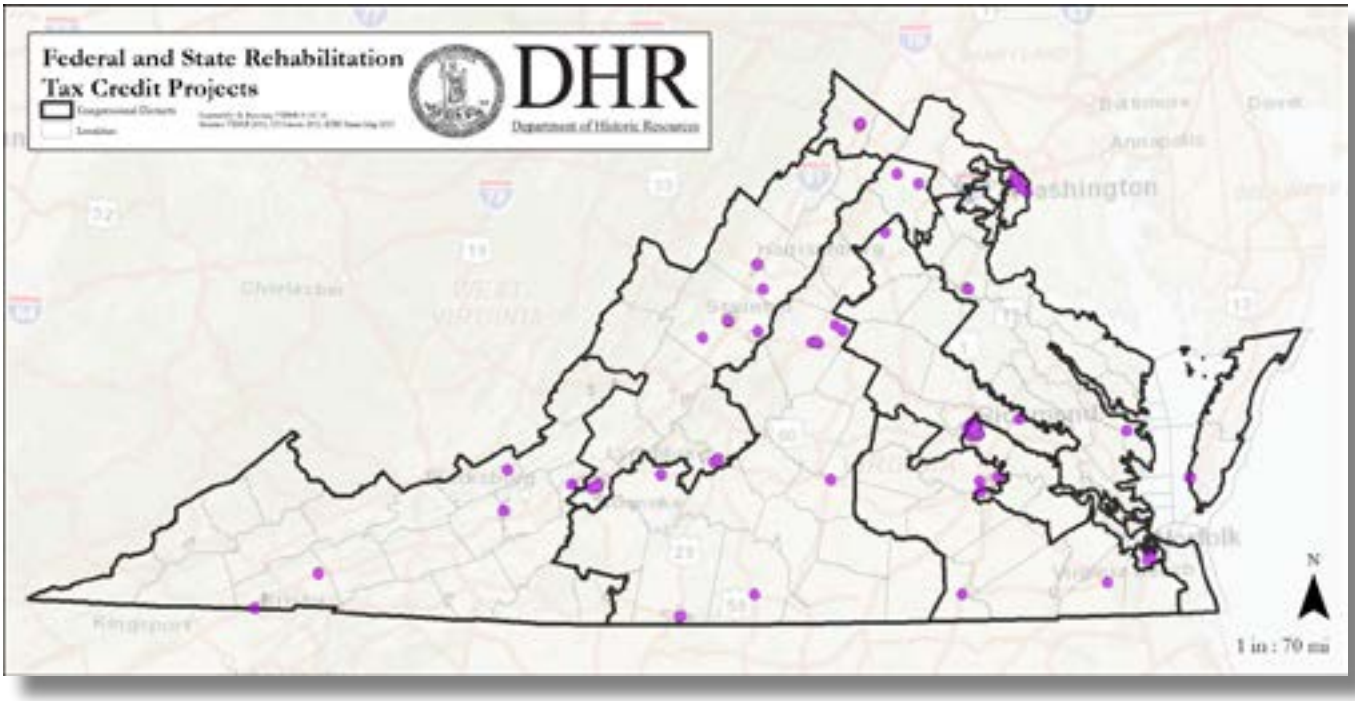
Five Decades of Preservation Successes

From rediscovering and interpreting the authentic English fort at Jamestown to con-

Five Decades of Progress
Heritage Areas / Heritage Trails

- Shenandoah Valley Battlefields National Historic District
- The Jouney Through Hallowed Ground National Heritage Area
- Mosby Heritage Area
- Civil War Trails
- Captain John Smith Chesapeake National Historic Trail
- Washington–Rochambeau National Historic Trail
- Overmountain Victory National Historic Trail
- The Crooked Road
- Fields of Gold
- Others





Rehabilitation tax credit projects play a vital role in the revitalization of urban cities and rural towns all around Virginia.

firming the location and placing an easement on the site of Chief Powhatan's principal seat at Werowocomoco to projects that have pushed knowledge of Virginia history back 22,000 years and salvaged data from sites being lost to rising waters or human activities Virginia archaeology has made tremendous strides. Similarly, historic buildings and neighborhoods in communities all across Virginia have been identified, preserved, rehabilitated and reused. Whether it is a public building like the Old Finance Building on Capitol Square that had been targeted for demolition for decades, or industrial buildings adapted for thriving commercial reuse, or deteriorating tobacco barns across the southern tier of the state, Virginia preservation partners and stakeholders continue to recognize and revitalize our treasures great and small. There are literally thousands of such success stories throughout the Commonwealth.

Success Stories from the Past Planning Cycle:

Focusing more recently on successes in the last planning cycle and as a result of Virginia's 2010 goals and objectives, a few key statistics and highlights come to mind. Selected successes are also tagged to highlight some of the 2016-2021 goals and objectives. It should be noted that many of Virginia's preservation successes involve multiple stakeholders, use several of the available preservation "tools," and may address more than one of the goals and objectives outlined in this plan. On another note, these stories may also be interpreted to address more goals and objectives than have been listed below.

A volunteer sifts soil during a public archaeological field school in Eastville in Northampton County, on Virginia's Eastern Shore. The county has the oldest continuous courthouse records in the nation. In partnership with the U.S. Forest Service's "Passport in Time" program and the Archeological Society of Virginia and the Council of Virginia Archaeologists, DHR co-sponsors field schools annually. The courthouse building, center, was built in 1730, the third courthouse. (See a video about the field school.)

Virginia Main Street: Main Street Theater and Hotel Historic Rehabilitation Success Stories
(2016 Goal III, Objectives A, C, and E)

Some of the key private investments in Virginia

Main Street communities have come from the rehabilitation of historic downtown theaters and hotels. For many Main Street communities, these once majestic cultural centers of the community sat vacant for too long waiting for the right development opportunity. These theaters and hotels have always been special places in the communities, destinations built as a Vaudeville show palace or hosting road weary travelers from across the nation. Markets change and the profitability of these community icons followed development to the hinterlands of downtown. But as communities become savvier about real estate finance and markets shift in favor of downtown, these hotels and theaters may be on the verge of a renaissance.

Historic rehabilitation projects that were leveraged by DHCD investment and/or in downtown or in designated Virginia Main Street Communities include:

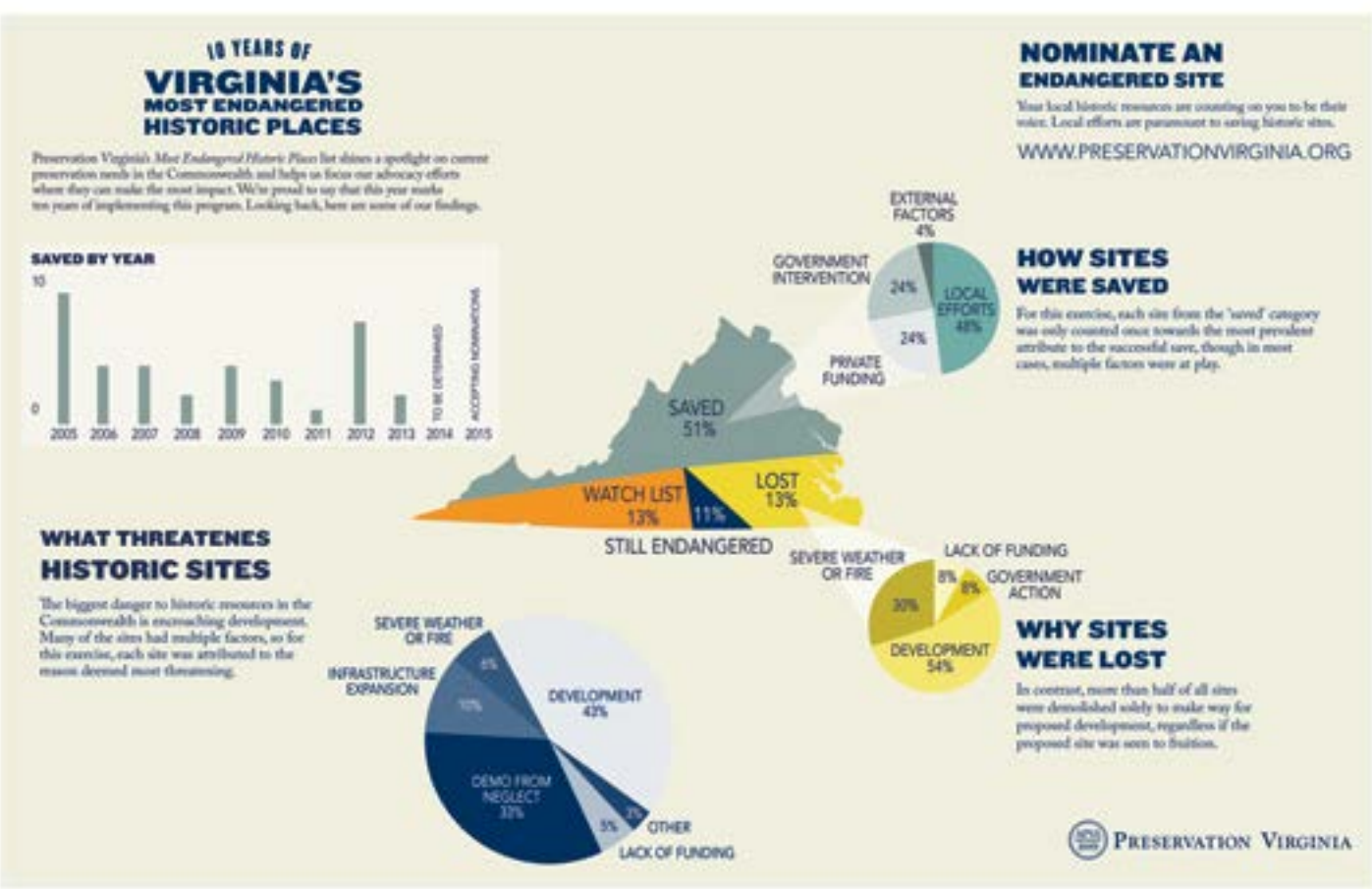
In the last five years, Virginia's 25 designated Main Street communities sparked more than $148 million in private investment in their districts. In 2014 alone, they collectively garnered more than $29 million in private investment and completed 353 downtown building projects, ranging from small façade improvements to the multi-million dollar projects that converted significant, abandoned Main Street buildings into major downtown assets.

The Beacon Theatre, Hopewell: Originally built in 1928 as a silent movie theatre, in the 1950's the theater was primarily a movie house. By 1981 the theatre sat vacant. The historic rehabilitation took place over several decades, first with a remodeling of the reception area and grand ballroom and then the restoration of the Art Deco architectural details. The final phase was completed in December 2013, when the city put the finishing touches on the 650-seat auditorium. In January 2014, the Beacon's first performance in 33 years took place in front of a sold out crowd.

The Bolling Wilson Hotel, Wythville: The hotel was originally built in 1927 as the George Wythe Hotel where it operated until the late 1960's. In 2010 it was purchased by a private enterprise and as the rehabilitation was conceptualized, the owners paid homage to Wythville's most prominent citizen, Edith Bolling Wilson, who was President Woodrow Wilson's second wife and was born and raised across the street from the hotel. With the historic character preserved and cosmopolitan interior design, the hotel offers an elegant addition to downtown Wythville's Main Street area.

Craddock Terry Hotel, Lynchburg: It took nearly five years to restore two buildings of the former Craddock Terry Shoe Company factory. In 2007, the original factory was converted into the Craddock Terry Hotel and Event Center, 44 guest rooms and suites provide authentic architectural character plus dramatic views of the James River from historic downtown Lynchburg.

The Lincoln Theatre, Marion: The Lincoln Theatre opened in 1929 to 1,000 patrons, each one in awe of its Art Deco interior, designed to evoke images of an ancient Mayan temple with painted appliqués of exotic creatures and mythological gods. While the theater closed in 1977, in the 1990's a community fundraising effort and hundreds of volunteers aided in the extensive reconstruction. It reopened in May of 2004 and now offers year-round events.



Encouraging Preservation by Bringing Attention to What We Stand to Lose: Virginia's Most Endangered Historic Sites List (2016 Goal II, Objective C and Goal V, Objective B)

For over a decade, Preservation Virginia has presented its annual list of Most Endangered Historic Sites to the Commonwealth. The list includes buildings, archaeological sites, and cultural landscapes that face imminent or sustained threats to their integrity or, in some cases, their very survival. The list is issued to help raise awareness of Virginia's historic sites at risk from neglect, deterioration, lack of maintenance, insufficient funds, inappropriate development or insensitive public policy. The intent is not to shame or punish the current owners or stewards of these places but to bring attention to the threats described and to encourage citizens, localities, and organizations to continue to advocate for their protection and preservation.

2014: A Banner Year for Virginia Tourism

VIRGINIA IS FOR LOVERS®

Travelers consistently come to Virginia to enjoy its rich heritage, natural beauty, and authentic, local travel experience; as a result:

- Tourism revenues exceeded $22.4 billion (a 4.1 percent increase over 2013), and
- Supported an estimated 216,000 jobs, an increase of 1.5 percent in employment, and provided more than $1.5 billion in state and local revenue, an increase of 5.6 percent compared to 2013;
- Making tourism the fifth largest industry in Virginia, generating economic growth in all regions of the Commonwealth.

Case Study for Planning Success: Fort Monroe (Excerpted from *Biennial Report on the Stewardship of State-Owned Historic Properties,* Prepared by the Virginia Department of Historic Resources, May 2015) (2016 Goal I, Objective A; Goal II, Objective D; Goal III, Objectives A, D, and E; Goal IV, Objective A)

Constructed between 1817 and 1834, Fort Monroe is a national treasure. A legacy of the War of 1812, it was built after the war to bolster the young nation's coastal defenses. During the Civil War, Fort Monroe, under Union control throughout the war, became known as "Freedom's Fort" after Maj. Gen. Benjamin Butler decreed that runaway slaves who sought refuge there were "contrabands of war." The first three freedom-seekers that escaped from Confederate service are known to history as Frank Baker, James Townsend and Sheppard Mallory. Eventually, as many as 7,000 formerly enslaved persons resided in "contraband camps" in the vicinity of the fort. After the war, Confederate President Jefferson Davis was imprisoned for a time at the installation.

When the Army announced in 2005 that it would deactivate the fort, its future preservation as a unique and nationally significant landmark became a focal point for the Commonwealth, the City of Hampton, and a variety of local citizens groups and state organizations. With the Army's departure in 2011, most of Fort Monroe was slated to revert to the Commonwealth under the terms of the 1830s deeds. That same year, President Obama designated Fort Monroe as a National Monument. The Fort Monroe Authority (FMA) began leasing properties from the Army in 2010 and 2011 in advance of property transfer and the Army first conveyed property to the Commonwealth in June 2013. The Army's deactivation of Fort Monroe was subject to Section 106 of the NHPA which encouraged proper protection of the fort's historic character as part of the transfer from Federal control. The Army, National Park

Archaeology and Fort Monroe

For many years it was thought that all evidence of prehistoric habitation had washed into the Chesapeake Bay long ago and that everything else that had happened at Old Point Comfort over the past 400 years had been so well documented that archaeology had little, if anything, to add.

But a series of discoveries beginning in 1984 with the finding of a giant iron hinge from the fort's landmark Water Battery continue to prove that archaeology, even in an area where the documentary record is as detailed as Fort Monroe, can still bring surprises and enhance the details of what we thought we already knew. More recent studies since 1996 have identified more than 20 potential sites at Fort Monroe — with nearly a dozen boasting features that made them eligible for the National Register of Historic Places.

Among these is a prehistoric site found some 7 feet below today's surface, a trash deposit from the first Hygeia Hotel, brick-lined drains associated with Quart #1, a cache of 140 well-preserved glass bottles, the concrete platforms and wooden timbers of a lost gun battery originally built in 1897 — plus an array of 900 related artifacts that did not include a single munition. All of these finds as well as future archaeology conducted as part of managing Fort Monroe will add to the understanding, interpretation and visitor experience for all who come to see this National Monument.

Service (NPS), Commonwealth, DHR, and 29 other Federal, state, and local government authorities and interested parties entered into a Programmatic Agreement (PA) that set forth principles and processes to ensure the appropriate stewardship of Fort Monroe after its transfer to the Commonwealth and to guide context-sensitive redevelopment where suitable. The Army, FMA, and the NPS, in consultation with DHR, have updated the National Register of Historic Places and National Historic Landmark nominations for the property to create an expanded inventory of the significant buildings and archaeological sites and to facilitate their proper management.

As the Commonwealth prepares to transfer portions of Fort Monroe to the NPS for the National Monument, the principles and processes set forth in the PA are extended through a series of cooperative management agreements and agreed upon standards and guidelines for the treatment of the Fort's significant properties. Continuity of commitment to the preservation of Fort Monroe from the Army to the Commonwealth to the NPS and future property owners solidifies our shared obligation to protect this irreplaceable resource and to maintain it for the enjoyment of generations to come. Through the vision and planning of many, Fort Monroe will continue to be a prized asset of the Commonwealth, a source of regional economic development, and a destination of international heritage and recreational visitors for the next 50 years and beyond.

The Resident Curator Program in Fairfax County (Goal I, Objective A; Goal IV, Objective B)

In 2011, the Virginia General Assembly enacted enabling legislation authorizing localities to create, by ordinance, Resident Curator Programs so the localities can enter into long-term lease agreements with private citizens or organizations in exchange for the rehabilitation and continued maintenance of historic resources in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties. Soon after, Fairfax County engaged a contractor to prepare a study that reviewed how states and localities with established Resident Curator Programs operated and provided recommendations for the establishment of a Resident Curator Program in Fairfax County. Fairfax County is the first locality in Virginia to adopt a local ordinance to enact a Resident Curator Program. Since adopting the local ordinance, Fairfax County has hired an interim project manager, drafted a charter and assembled a project team, and identified qualified historic resources for potential curatorship. The County will release the first property for curatorship in 2016, coinciding with the fiftieth anniversary celebration of the National Historic Preservation Act.

The Turner Farm House in Fairfax County is part of the county's Resident Curator Program. (Photo: Fairfax Co.)

Clermont (Goal I, Objective A; Goal II, Objectives C and D; Goal V, Objective C)

Bequeathed to the Department of Historic Resources in 2004 by Elizabeth Rust Williams, historic Clermont Farm, just outside of Berryville in Clarke County, is operated as a historic site and model farm by the Clermont Foundation through a management agreement with DHR. Rather than being open to the public as a historic attraction, Clermont focuses on using preservation of the site and its management as an active farm to inspire and educate target audiences. Among other activities, the Foundation hosts tours for school groups, special events such as an annual Historic Clermont Farm Day, art and preservation forums, and archaeological field schools. In addition Clermont has formal training relationships with universities in Virginia and Maryland and

a Community Agricultural Partnership with the Clarke County Public Schools and Farm Bureau. Recent preservation successes at Clermont include:

- A Historic Structures Report on Clermont's principal historic buildings
- An animated video showing the evolving stages of construction from 1755 to 1970
- Adoption of a Clermont Archaeological Survey Plan, 2012-2017
- A detailed topographic survey of the core area to facilitate ongoing archaeological work
- Replacement of a historic tenant house porch roof with appropriate materials
- A privately-funded new website devoted to the history, preservation activities, and agricultural programs at Clermont (www.clermontfarm.org)
- Creation of an Archaeological Advisory Committee and a process for the committee to review projects proposed by the Foundation to assess potential impacts to archaeological resources
- A privately-funded, research-based replacement of the roofing on the Owner's House (1755-70) and Smoke House (1803), documenting the original and evolved components. Completed in 2012-13, this was the largest project undertaken together until the Slave Quarters Stabilization Project.

This circa 1825 slave quarters building at Clermont was restored in September 2015 with funds from an NPS Hurricane Sandy grant and labor provided by HistoriCorps.

The main house at Clermont Farm has portions dating to the 18th century.

Collections Management Study (Goal I, Objective A; Goal II, Objective B; Goal V, Objective C)

In 2012, the Council of Virginia Archaeologists (CoVA) Collections Management Committee conducted, in partnership with DHR, a survey of 171 agencies and institutions around the state with responsibility for archaeological collections getting a 63% response rate. The report growing out of this survey made a strong case for the educational and research value of well-managed collections as opposed to continual reliance on new excavation. It set a baseline for assessing the management of collections by both public and private entities and made a series of recommendations for improved management and use of those collections. Among the positive outcomes from this report was the development of a course in Archaeological Collections Management at the University of Mary Washington. This course provides hands-on and group research experience in archaeological collections management, utilizing the artifact, material, archival, and digital collections within the Department's laboratory and storage facilities. http://cova-inc.org/resources/COVAcollectionsSurvey.pdf

Tobacco Barn Preservation Project (Goal V, Objective B)

Growing out of a 2009 inclusion of tobacco barns of Pittsylvania County on the Endangered Sites List, in 2012 Preservation Virginia began a multifaceted project to help raise awareness and protect tobacco barns as distinct reminders of Virginia's rich tobacco and agricultural heritage. While many tobacco barns are still standing, countless are at risk from neglect and disrepair. As these barns disappear, so does the story of tobacco and a testament to a way of life, a culture, and an economy that helped shape Virginia.

Preservation Virginia's tobacco barns project is the first formal one of its kind in the state to promote the protection of these barns and other rural historic resources and to raise awareness of the state's rich agricultural heritage. The project has received recognition from the National Barn Alliance and numerous state and national news sources including American Farm and Virginia Living Magazines.

Elements of the Tobacco Barns Preservation Project include: Free public workshops on barn stabilization and maintenance; *Preserve our Barns so they are more than a Memory* poster contest for local middle school students; a tobacco barn architectural survey of Pittsylvania County; an oral history project, *Tobacco Memories*, to interview and publish tobacco farming families' histories; annual mini-grants for the stabilization, repair and maintenance of selected tobacco barns in southern Virginia; a "Showcase Barn" project where a highly visible tobacco barn is repaired and a video made of the repair work to be distributed to the public.
The aim of the Mini-Grants Project is to give small grants to barn owners to repair barns. Hundreds of barn owners attended the initial grant information meetings and applications for almost 300 barns were received. Repair work was conducted on six barns in 2014: the Pearson curing barn, Hutcherson curing barn, Blair pack house and Gosney Pack

Top: A historic "bright leaf" tobacco barn in Pittsylvania County.

Middle: A crew works to stabilize a historic tobacco barn in Southside Virginia.

Bottom: The Tobacco Barn Project, under the leadership of Preservation Virginia, is preserving an important agricultural legacy in Virginia. (Photos: Preservation Virginia)

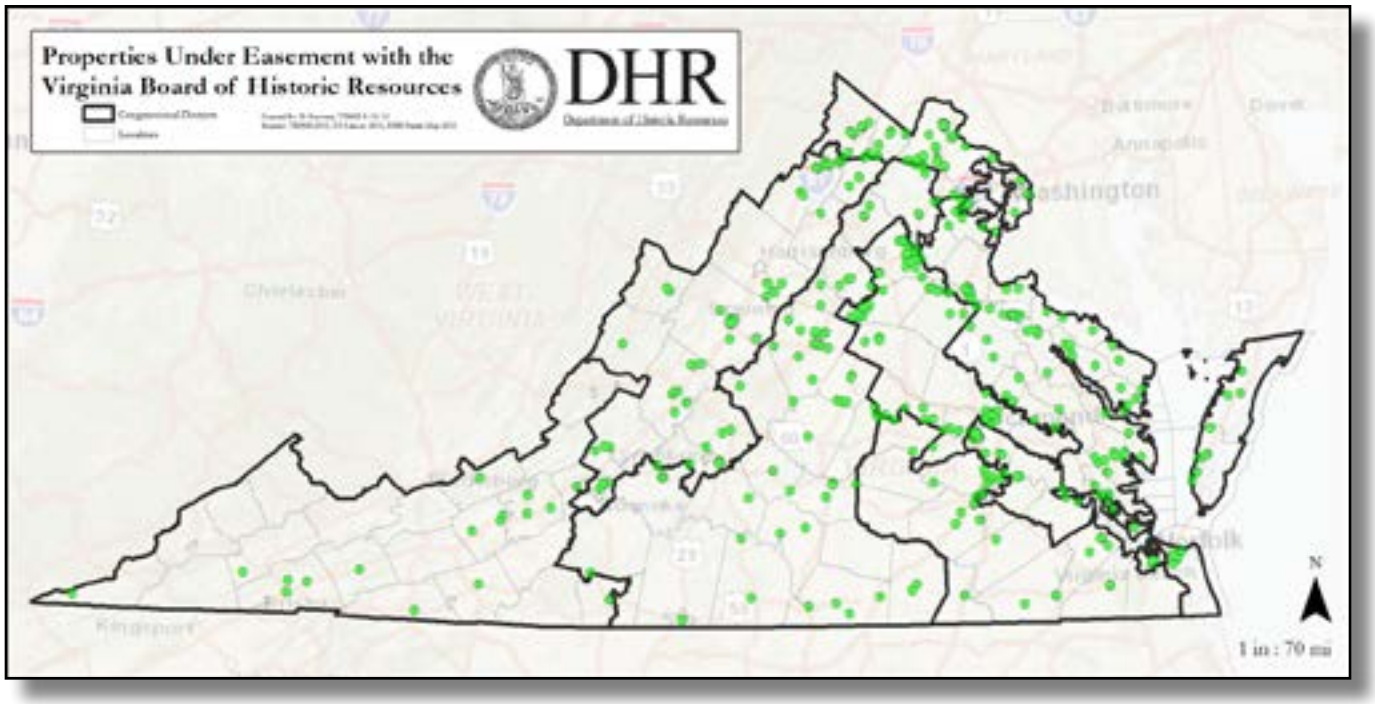
House, and Nuckols Barn (used as both curing barn and pack house at different times) in Pittsylvania County, and three curing barns and two pack houses in Halifax County. Preservation Virginia anticipates that the Mini-Grants Project will continue into 2015 and 2016.

Also in 2014, Preservation Virginia partnered with the Danville Regional Foundation to repair a very visible tobacco barn on State Route 29 in Pittsylvania County, north of Danville. The project included the repair and stabilization of the barn, the creation of a video of the repair work for public distribution, and the installation of a Virginia highway marker at the site that describes the importance of tobacco barns to the region.

Legislative Successes (Goal IV, Objective B; Goal V, Objectives A and B)

The Virginia General Assembly sessions from 2010 through 2015 have produced several legislative successes ranging from the codification of the now well-established battlefield grant program to technical changes that make it easier to provide accurate and timely information for decisions that affect historic places. A more detailed description of these successes is outlined in Appendix B. Highlighted examples include:

- Codification of the Civil War Sites Preservation Fund (2010) which was originally funded through the Appropriations Act in 2006. That grant program was expanded by the General Assembly in 2015 as the Virginia Battlefield Preservation Fund to include preservation of significant battlefield lands from the Revolutionary War, the War of 1812 and the Civil War.
- Creation of a separate class of property for real property tax rate purposes, consisting of buildings that are on the Virginia Landmarks Register, permitting localities to impose a lower tax rate than that imposed on other types of real property. (2011)
- Clarification that local government authority to lease historic properties allows a locality to develop a resident curator program for the purpose of managing, preserving, maintaining, or operating historic areas owned or leased by the locality. (2011)
- Requirement that applications to the State Corporation Commission for approval of an electrical transmission line of 138 kilovolts or more include a summary of the applicant's efforts to reasonably minimize adverse impacts on the scenic assets, historic districts, and environment of the area concerned. (2011)

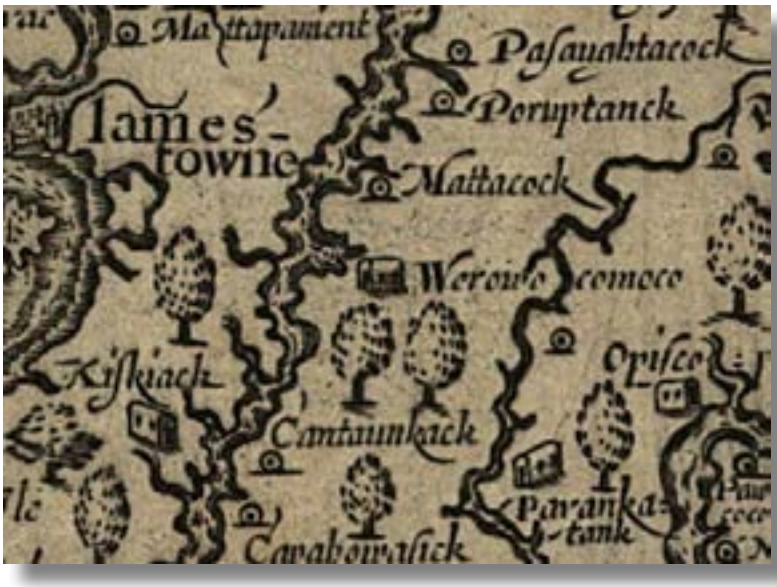


Virginia's easement program was established in 1966 to allow landmarks and/or underground resources to be preserved while remaining in private ownership. In late 2015, DHR's Board of Historic Resoures held or co-held approximately 600 easements on just over 39,000 acres.

- Expanded notification and public participation requirements for disinterment and relocation of human remains from cemeteries or graveyards by local governments and private landowners focusing on notice to descendants and any local historical organizations plus consultation with the Department of Historic Resources. (2014).

Protecting Werowocomoco, Now and in the Future (Goal I, Objective A; Goal II, Objectives C and D)

Everyone knows the story of Jamestown, this country's first permanent English settlement established in May 1607. But the site of Werowocomoco, principal seat of Paramount Chief Powhatan should share that spotlight. It was here, in December of 1607, that Captain John Smith, explorer, cartographer, and one of the councilors of the newly-founded English settlement at Jamestown was brought before Paramount Chief Powhatan, the sovereign leader of more than 30 tribes inhabiting the coastal lands of what was to become the Commonwealth of Virginia.



This detail from John Smith's 1612 Map of Virginia shows the settlement of Werowocomoco (center of image) and its proximity to Jamestown (upper left).

This encounter was the basis for the popular story of John Smith and Powhatan's eleven year old daughter Pocahontas. It was the only time that Smith met face-to-face with Powhatan and with Pocahontas. Their meeting set the stage for the survival of the English settlement at Jamestown and the direction for relations between the native peoples and English newcomers for generations to come.

"When I step on this site . . . I just feel different. The spirituality just touches me and I feel it."
–Stephen R. Adkins, Chief of the Chickahominy Tribe

While Jamestown remained a revered historic site and the focus of commemorations and visitation since 1907, it was nearly 400 years before the site of Werowocomoco was confirmed ("ground-truthed") by archaeologists on private property along the shores of the York River. The Werowocomoco Research Group, a collaborative effort of the Department of Historic Resources, the College of William and Mary, and advisors from the descendant Powhatan tribes has since conducted excavations and held educational programs at the site. This work and comparison with historic records have confirmed this site as Powhatan's seat of power, and its historic importance was recognized through listing on the Virginia Landmarks Register (2005) and National Register of Historic Places (2006). Werowocomoco is also the subject of a book, *Virginia Indians at Werowocomoco*, developed by DHR and the National Park Service in 2015 and distributed by the University of Virginia Press.

Werowocomoco site circa 2003. (Photo: John Henley)

Approximately 58 acres of the Werowocomoco site received permanent protection in 2012, when the owners decided to place the land under a conservation easement administered by the Virginia Department of Historic Resources that both protects the site and allows for continuing research and eventual interpretation. Artifacts uncovered at Werowocomoco remain in the Ripley's ownership while the land is in their hands, but eventually they will be donated to the Department of Historic Resources or to a museum or other organization approved by the department.

"The easement does what Lynn and I have done since the moment we learned that this land was Werowocomoco. . . it prohibits any penetration of topsoil or subsoil without archeologists making excavations first."
–Bob Ripley

"This is history we've been blessed to live on . . . We feel a strong responsibility to make sure it is here for generations to come."
–Lynn Ripley

Members of the Virginia Indian Advisory Board and the Werowocomoco Research Group at a meeting, circa 2003, discuss plans for archaeological investigations of the site.

On a related note, in July 2015, after many years of research by the tribe, the federal Bureau of Indian Affairs (BIA) completed its review and formally recognized the Pamunkey Indian Tribe. As of this writing it is the only Virginia tribe recognized by the federal government. The nearby Mattaponi are seeking federal recognition through the same BIA process; six other tribes are seeking recognition through Congressional action.

Taking Stock: Public Participation

This plan relies on active public participation designed to develop a statewide perspective and on third party studies in which historic resources and preservation were key elements but not the primary thrust of the study (see boxes on outdoor recreation and heritage tourism). It is these latter studies, namely the Virginia Outdoors Recreation Plan survey and the Virginia Tourism Corporation Drive Virginia plan, which addressed a broad and essentially random audience. Both of those studies clearly show that historic places have a very high value to a broad spectrum of Virginians and to the visitors who are often drawn to Virginia specifically because of the authenticity and richness of our historic places and communities.

With the importance of historic places and preservation of these places already established by third party sources, the active public participation for this plan focused more closely on why preserving historic places is important, what the threats are, and what the priorities should be for the preservation community through 2021. In order to address these questions, the Department of Historic Resources used several overlapping strategies:

- A steering committee with representatives from such organizations as Preservation Virginia, the

Historic Places as Outdoor Recreation Opportunities:

- A 2011 study conducted for the Department of Conservation and Recreation's Virginia Outdoors Plan found that visiting historic sites again ranked as the 2nd most frequently mentioned recreation activity as cited by 64% of the respondents (up from 56% in 2006).
- When asked what they thought were the most needed recreation opportunities in Virginia, just over 50% called for more access to historic areas.

Virginia Association of Museums, the Virginia Tourism Corporation, VDOT, the Department of Conservation and Recreation, the Council of Virginia Archaeologist, and the Department of Housing and Community Development led off planning discussions helping to shape a vision for the future of Virginia's historic places and to define the issues, threats and opportunities. A list of steering committee members is included as Appendix C.

- A statewide online survey reached out to citizens, local officials, educators, developers, historic property owners, tourism and preservation professionals, state and federal public agency staff, and state elected officials. The survey garnered responses from over 1000 participants and heard from someone in each of Virginia's 133 counties and independent cities. With the value of historic places to Virginia's economy, tourism, and recreation well established from other sources, this survey focused on a series of targeted questions to help refine what kinds of places were most important and most threatened, and to determine priorities for action over the next few years. The statistical results are summarized in Appendix D. Each question also allowed for open-ended comments. Highlights from a select few comments appear throughout this plan.
- Public Preservation Forums in the form of planning workshops in Richmond, Dayton, Salem, Abingdon, Norfolk and Manassas. From several hundred invitations, 84 people engaged in active dialogue focusing on what preservation means to Virginia – and what they see as the issues and priorities for the next decade. A summary of the results from all six preservation forums can be seen in Appendix E.
- Presentations and listening sessions at key conferences—in particular the 2014 Conference of the Alliance of Planning District Commissions and Virginia Preservation Conference.
- Focused interviews with key stakeholders.
- In addition, DHR tapped into a parallel visioning and planning process conducted during 2014 and 2015 by historic Morven Park in Leesburg which brought together state and national leaders from the National Trust for Historic Preservation, the National Park Service and a broad range of public and private sector preservation professionals from Maryland, Virginia, and the District of Columbia.
- Public comment on the draft plan itself.

The results of these methods were remarkably consistent.

Why is US Cultural & Heritage Tourism Important?

- Cultural & Heritage Tourism is the largest growing segment of the Tourism Market (Ref. TIA and U.S. Department of Commerce/OTTI)
- Culture & Heritage is the #3 top tourism activity in the USA (Shopping and Dining are #1 & #2 Ref. U.S. Department of Commerce/OTTI Studies)
- Cultural & Heritage Tourism is a $192.3+ billion industry (Ref. *The Cultural Traveler Market Research* Study)
- Cultural & Heritage Tourists spend more and stay longer at their Destinations (Ref. *The Cultural Traveler Market Research* Study)
- Arts and Culture Economic Growth has increased 24% in last 5 years—now a $162.2 Billion Economic Activity (Ref. Americans for the Arts)

Who are the Most Productive Cultural Travelers in generating ROI?

(Ref. *The Cultural Traveler Market Research*)

- Baby Boomer/Seniors
- College Degree/Professional
- Annual HH Income of $75,000 or More
- Stays Longer & Spends More
- Looks for Unique Travel Experiences
- Wants Value-- Both in Time AND Dollars
- Spends $3,000+ on 4.2 Trips Per Year
- Force Behind Multi-Generational Travel
- Get Information From the Web (as well as word of mouth)
- Part of 80%+ of Americans Who Book Their Travel On-Line

Taken from *U.S. Cultural and Heritage Tourism Marketing Council Fact Sheet*, written by Sheila Armstrong, May 21, 2014 http://theculturaltraveler.com/uscht-media/49-u-s-cultural-heritage-tourism-marketing-council-fact-sheet

Results from Statewide Survey:

The online survey was open from early June through the end of December 2014. It was actively promoted through emailed invitations to over 5,000 individuals and organizations (local officials, historical organizations, DHR constituent lists, Destination Marketing Organizations (DMOs), Planning District Commissions (PDCs), etc.), a link attached to out-going agency staff email messages, on the DHR website, via postings on the DHR Facebook page, and through newsletters, Facebook postings, and other communications by key stakeholders. Over 1070 individuals participated in the survey, with at least one or more responses from each of Virginia's 133 counties and independent cities. Full statistical results of the survey are included as Appendix D.

It is worth noting that the text comments offered as an option after most of the questions, were generally consistent with the ratings/ranking that resulted from each question. Within each set of comments, a few people expressed deep distrust for government (all levels), developers, and realtors alike. Some pushed for stronger laws and regulations while others essentially called for a total "hands-off" of private property. Many focused very narrowly on a specific property, locality or interest. Many "proved" the need for education by showing a great lack of understanding of preservation in general – and the authority of DHR as a state agency in particular. Many of the comments dealt with issues more appropriately addressed by localities, other public agencies (e.g. VDOT, VTC, DHCD) or private citizens and organizations. Sample comments are quoted throughout this plan to illustrate what we have been hearing from the public.

When asked to "describe yourself and your connection to Virginia's history and historic places," there were at least 4 respondents in each of 20 categories: Local historical society (member or staff) (84), Library, museum, or arts organization, member or staff (63), Cultural resource manager or consultant (43), Government employee (local, state, or federal) (205), Local historic preservation commission (member or staff) (52), Main Street Organization (member or staff) (7), Educator (at any level) (43), Student (at any level) (23), Caring Resident (110), Not-for-profit organization (member or staff) (65), Owner of a historic property (65), Realtor or property developer (15), Professional architect, engineer, or planner (34), Professional archaeologist (37), Avocational archaeologist (10), Professional historian (17), Landscape architect (18), Cemetery advocate (4), History enthusiast and/or heritage tourist (79), or Elected official (local, state, or federal) (11). The largest groups of respondents were government employees at just under 20%, another 17.5% combining history enthusiast/caring resident, and 13.6% representing non-government preservation professionals (consultant, archaeologist, historian, architectural historian, landscape architect). Of the 84 respondents who identified themselves as "other," the vast majority fit into the 20 categories, who wished to make a distinction such as the specific organization for which they work or volunteer, that they are retired, or something similar.

When asked to "Identify what you think are the four most critical public needs or concerns in your community" education/public schools (61%) and historic preservation (60.4%) were literally neck-and-neck, followed by economic development/jobs (51.6%), environmental quality and protection (44.3%) and infrastructure improvements (36.4%).

Just under 98% of all respondents said they believe that preservation is important. The 263 comments that followed this question for the most part elaborated this importance with a few insightful exceptions including:

> *"It SHOULD anyway… Even within a highly historic county as ours (especially Civil War), there is an unbelievable laissez faire attitude that seems to permeate everywhere. Little education, and what there is of it, advertising doesn't seem to instigate much… There is only so much history out there that is still preservable." (Public Comment)*

> *"In small communities (less than 2,000), this resource is virtually useless to small business owners and investors who cannot afford the requirements and the lengthy process to obtain historic tax credits." (Public Comment)*

One survey question asked, "If you think it is important to preserve Virginia's historic resources, please tell us

which of the following statements you agree with—rated on a scale of 1 to 5 with 5 being the most important..." When one looks at the overall rating scores (the average rating of all respondents for that particular option), none of the options were rated lower than 3.5. Listed below are the options from the highest to lowest ratings as rated by the survey respondents.

Participants in a cemetery workshop at the historic Oakwood Cemetery in Martinsville (Henry Co.) learn about conserving grave markers. DHR and Preservation Virginia routinely collaborate with local organizations to conduct these workshops at graveyards around Virginia.

- Leaves a legacy for future generations to learn from and enjoy (4.6)
- Retains community character (4.4)
- Creates educational opportunities for teaching about history and culture (4.4)
- Tells the story of Virginia's diverse history (4.3)
- Makes for livable communities and improves quality of life (4.2)
- Brings tourism dollars to communities (4.1)
- Reduces sprawl and saves farmland and open space (4.0)
- Demonstrates respect for our ancestors (3.8)
- Creates opportunities for economic development (3.7)
- Has environmental benefits like conserving energy and saving space in landfills (3.5)

When asked to identify from a list "which types of historic resources do you believe are threatened (in your community)?" Respondents ranked the 10 options as follows:

- Rural landscapes (including battlefields) (59.8%)
- Archaeological sites (56.9%)
- Historic downtowns and commercial areas (51.9%)
- Cemeteries and burial grounds (47.3%)
- Farms and agricultural buildings (45.4%)
- Historic schools (38.3%)
- Ethnic/minority resources and communities (30.3%)
- Residential neighborhoods (27.6%)
- Transportation related resources (bridges, gas stations, motor courts, historic signage, railroad resources, etc.) (23.5%)
- Churches and religious buildings (22.2%)
- Government properties and public buildings (17.9%)
- Industrial properties (8.4%)
- Other (8.6%)

Most of the 91 resources listed under "Other" were either specific properties (rather than "types") or fell within the listed categories (homes, private structures and archaeological sites, trains stations and museums, Civil War sites, etc.) Types not directly included among the listed options included waterfront resources, parks, coal-industry resources, other industrial resources, specific time periods such as 16th and 17th century and mid-20th century resources, historic springs and related resources, and a range of natural resources.

Respondents identified the top five threats to historic resources as:

- Development pressure including teardowns and sprawl (71%)
- Lack of funding, both public and private (67.6%)
- Public lack of awareness/interest in historic resources (55.7%)
- Demolition by neglect (52.6%)
- Apathy (48.6%)

The next most selected option was uninformed decision makers (45%) followed by lack of preservation staff and tools (31%). Inadequate laws and ordinances (24%) and ineffective enforcement of existing laws and regulations (19%) ranked relatively low.

When asked to select the top 5 things that will make the most improvement, respondents ranked the following highest:

- Increased funding & economic incentives (73.1%)
- Better education/training for public (55.1%)
- Better education/training for public officials (52.5%)
- More/better historic resource surveys/preservation plans (42.7%)
- Better working partnerships among preservation groups (39.1%)

When asked to rate the kinds of training most needed in the coming decade, respondents identified the following as their top 5 training needs:

- About financial incentives (73.7%)
- Developing & using local preservation planning tools, design guidelines, etc. (51.9%)
- How to build /strengthen area heritage tourism (51.2%)
- Rehab topics (masonry, woodwork, windows, etc.) (46.8%)
- Training for local commissions/review boards (37.2%)

When asked to rate 10 possible priorities for the Department of Historic Resources in particular, on a scale of 1 to 5 with 5 being the most useful, the lowest combined score for any of the proposed actions was 3.6. The suggested priorities are listed from highest to lowest scores below:

- Engage local elected officials about historic preservation practice and community benefits (4.4)
- Develop and disseminate information about the economic and cultural value of historic preservation in Virginia (4.3)
- Reach out to developers and real estate profes-

The state historical marker program connects local places—rural and urban—to regional, state, or national history. Communities, oganizations, and individuals sponsor markers to highlight local stories of persons, places or events of significance at those levels. Here, members of the Lacks family pose after an official ceremony to dedicate and unveil a marker honoring Henrietta Lacks (1920–1951). She was raised in the crossroads community of Clover, in Halifax County, in Southside Virginia. Cell tissue from Lacks gave rise to the "HeLa line," the cell line Jonas Salk used to develop a polio vaccine.

sionals to increase their awareness of the benefits of historic preservation and related laws and incentives (4.3)

- Be more proactive in the identification of sites that are potential landmarks or eligible for registration (4.1)
- Compile and disseminate information on local "best practices" related to historic preservation (4.0)
- Provide more direction in the identification, registration and preservation of culturally significant resources (4.0)
- Conduct training workshops for the general public related to historic preservation practices (3.8)
- Increase public access to DHR archives and archaeological artifact collections both on the internet and at the DHR main facility (3.7)
- Assist in the development of educational materials for K-12 educators (3.6)
- Develop additional guidance for compliance with state and federal historic preservation regulations (3.6)

The survey included only a few demographic questions (other than county/city location). Responses to these questions were not required. Based on response to these questions,

- Male/female participation was fairly equal (45/52%).
- By far the greatest participation came from people aged 40 and over (40-64 – 56%; 65+ -- 21%) with moderate showing from the 25-39 age group (17%) but very few respondents under age 25 (under 18 - <1%; 19-24 – 2%).
- Ethnic/racial identity was self-identifying; only a handful of people identified themselves as African American, Native American, Hispanic, or Asian.

The purpose of these questions was intended to check how and to what degree the efforts to reach a diverse audience were succeeding. The results essentially confirm gaps identified during the preservation forums that efforts are needed to reach and engage both a younger audience and non-traditional stakeholders.

Results from Preservation Forums:

At the same time that the survey was collecting statewide data, the Department conducted six focused planning workshops in: Richmond, Dayton/Harrisonburg, Salem, Abingdon, Norfolk, and Manassas during August and early September. As with the survey, attempts were made to seek input from all areas of the state, while recognizing that people would not be likely to travel more than an hour each way for an all-day workshop. More than 300 invitations went out via email to key preservation stakeholders in each of the DHR regions, all Planning District Commissions, Certified Local Governments, Main Street coordinators, and Destination Marketing Organizations (DMOs) in strategic communities. Of these, 84 people attended the forums—a participation rate of nearly 28%.

The workshops drew active participation from all attendees through three key planning exercises and an "open mic" session at the end. The first exercise asked participants to write the three top words or short phrases that highlighted what historic preservation meant to them and then share those values in a "round robin" session with an opportunity to add any major afterthoughts once everyone had a chance to share. The second exercise drew out the top three actions that would make the most difference to historic preservation in their communities or statewide over the next decade. In both of these exercises, round robin responses were noted on a flip chart and the pages posted around the room. In the third exercise, each participant was given four colored "dots" and asked to use these to prioritize the actions proposed in exercise number two.
In the first exercise which focused on why historic preservation is important, participants in each forum gave a range of relatively consistent responses. They told us:

- Virginia is the safeguard of a national and international legacy.
- Historic places are beautiful. They are unique and authentic. They improve our quality of life; strengthen cohesive, healthy neighborhoods; and represent unique, regional lifestyles.

- Historic resources are closely tied to our sense of place, community, character and culture. They help us retain cultural memories and honor our ancestors and our heritage.
- Historic Preservation/Resources are about connectivity and continuity. They provide tangible, emotional, and irreplaceable links between the past, present, and future generations—connecting us to the land, to others, and to our communities—acknowledging our past and preserving our shared legacy.
- Historic places tell our stories—teaching us and shaping our visions of both past and future. They tell us who we are and how we got here—about family heritage and contributions.
- Preserving historic places strengthens our economy. Historic resources are non-renewable, economic assets. They are an important part of deleting blight—bringing old buildings back into active use. Tourism = Revenue and economic development. Preservation encourages support of local economy.

Participants prioritize preservation "actions" during a comprehensive planning forum conducted by DHR. The Harrisonburg-Rockingham Historical Society hosted the forum at its Heritage Museum in Dayton.

Discussion also focused on the importance of:

- Craftsmanship (and craftsmen) as well as quality of construction
- Understanding past technology with future technology
- Public engagement with the past

Participants emphasized key threatened property types:

- Cemeteries
- Battlefields
- Archaeology
- Agricultural and landscape resources

They also focused on preservation as process:

- A way to mediate change
- Connecting to the past
- Process by which significant properties are preserved in perpetuity
- Methodologies
- Foundation for other planning tools

The participants acknowledged that there are downsides to the discussion of historic preservation; it can be (or can be seen as) divisive, attractive to one demographic, restrictive, frustrating, too

On bringing the historic preservation message to a new generation:

One way this might be done is to create an historic preservation image bank—not only of buildings and sites, but of objects that represent ways of life. I'm sure there are online resources such as this, but none to my knowledge that would allow children to build "virtual exhibitions" or even "virtual museums" about Virginia history. Many objects are in Virginia's historic properties and museums, but Virginia's battle flags from Pickett's Charge are in Minnesota, and the oldest sample of Henrietta Lack's cervical tumor cells are in my former collection at the National Museum of American History. Indeed, Virginia's material culture heritage is spread all over the United States, but could be reassembled in modern media. To my knowledge no other state has done this, but maybe that's partly because no one thought of it. This is an opportunity for [Virginia] to take national leadership.

–Public Comment

expensive, too slow and subjective, and lead to gentrification.

Needs:
- Need for education
- Public history – broaden education beyond just the history of a single/specific place
- Improve promotion
- Finding relevance

Threats:
- Finite resources
- Loss of history through construction

A builder's craftsmanship is revealed in this mortise and tenon joint on a vernacular building in Southwest Virginia.

Historic Preservation should be seen as part of broader environmental awareness and conservation:
- Engendering respect for the environment
- Conservation of agricultural and forest resources
- Enhancing the quality of the environment and sustainable communities by recycling old buildings

Inclusiveness:

- Everyone's legacy
- Retaining community identity
- It is community
- Maintaining our cultural depth
- Solution to a variety of community problems
- Diversity of culture/regions across Virginia
- Respect for the past in its difference and diversity

Miscellaneous:
- Listening
- New Vitality
- Ensuring we don't make the same mistakes
- Stewardship
- Preserves a sense of culture
- Education
- Discovery
- Partnership

In the exercises intended to draw out and prioritize (exercises #2 and #3) ways the broader preservation community could make a difference

On the theme of African Americans and rural Virginia:

After the Civil War, Virginia was the only southern state that had more African-American farm owners than tenants. Between 1865 and 1910, they acquired land holdings which, if aggregated, were 25% larger than the state of Delaware. Much of their success was due to "bright" tobacco which only grew well for cigarette production on nitrogen-poor soil. Virginia's African-American farm-owners in 1910 were greater in number than that of the entire United States today. Their accumulated wealth allowed them to migrate to northern industrial cities during both world wars. A run down farm house, whether it belonged to a tenant or an owner, might have looked much the same, but in Virginia, the mind's eye is deceived. That home is as much a symbol of hope, imagined and achieved, as the Nebraska "soddie." In fact, the rise of Virginia's freedmen from having "nothing" to achieving competent living may be the Commonwealth's single greatest story.

–Public Comment

in upcoming years, the primary recurring theme referred to education and awareness:.

- Educate publicly elected officials, decision makers, property owners and the general public about the economic and cultural value of historic places, how to preserve them, laws, processes and practices, and why they should care
- Educate about key resource types particularly cultural landscapes, agricultural, rural, and battlefield resources, landscapes and lifestyles
- Target younger students and strengthen history curriculum (K-12)
- Develop and offer community college courses in historic preservation particularly in preservation trades and promote training in preservation trades in general

Kentland Farm, an historic plantation, is part of Virginia Tech's 3,200-acre agricultural science facility. DHR co-sponsors a public archaeology program during the University's annual Kentland Community Heritage Festival. Research has focused on relocating an unmarked slave cemetery and archaeological investigation of a domestic quarter. Descendants of the original plantation's enslaved community pose during the dedication of a marker commemorating the slave cemetery there.

Another key focus was the need to expand the "brand" appeal of historic preservation to younger generations (preservation is "hip," "green," and local – it recycles – it is sustainable) as well as to non-traditional stakeholders. Many of these suggestions addressed finding new ways to express historic preservation and to raise public awareness and to promote interactive dialogue making historic resources relevant. Among these were calls to:

- Partner with environmental groups about climate change—integrate historic resources into environmental issues
- Undertake a major public relations effort – including good models of preservation
- Engage underserved communities and demographics (rural/urban…ethnic etc.)
- Increase community awareness of transplants/newcomers
- Engender greater involvement – using preservation as a catalyst for neighborhood revitalization (not just as a single end in itself)
- Reach out to private property owners to help them without scaring them—and balance property rights with preservation
- Use Cost Share or other state funding (maybe from the Virginia Tourism Corporation?) for a preservation marketing campaign
- Commit to local preservation
- Highlight success stories that involve "multiple stakeholders"
- Illustrate "what's in it for me" for a broad audience
- Use innovative technologies for communication

Participants addressed the need to improve the legal framework and, more importantly to improve communication and the use of existing preservation processes. But more often than calling for new laws, they asked that existing processes (e.g. register, easements, tax credits, project review and access to funding and other processes at federal, state, and local levels) be simplified, streamlined, and made more user-friendly. As part of this clarification, they suggested that specific penalties be defined and enforced for easement violations. Participants noted a need for better communication/coordination and consistency among state, federal and local government policies and programs in general and specifically to prevent demolition and poor quality replacement of public buildings. They suggested better state/federal directives to deal with blight and to avoid demolition and policy changes to ensure that preservation/older resources play a greater role in creating affordable housing. More broadly, they called for policies that

would stop the practice of demolishing old buildings to replace them with new structures.

There were several suggestions that the Secretary of Interior Standards be interpreted (or changed) to encourage greater and more flexible re-use options as well as requests for help with conflict management particularly at the local level including a conflict management tool kit and training. Participants suggested that local government ordinances be enforced early in project planning and similarly that building codes be reconcile with the use of older structures – perhaps having a different status/ranking for historic buildings.

While some called for new preservation legislation, others called for fewer regulations. Some of the ideas for legislative actions included updating the state's enabling legislation for preservation, new laws to:

- Create functional greenspace
- Provide an option for local "106-like" review processes
- Empower local administrators to take action or make decisions without being over-ridden by the board of supervisors
- Investigate the statute of limitations regarding abandoned property with an idea to strengthening the laws in a way that protects property rights of neighbors/community and encourages preservation not demolition
- Get and keep historic properties in the right hands

Participants at each location called for adequate and available funding including cutting the red tape to get access to what funds might be available, to prioritize whatever funding is available (emphasizing preservation over aesthetics), and to earmark funds for specific priorities including but not limited to:

- More support for research
- Viable revolving fund
- Budget for county-owned cultural resources
- Bricks and mortar grants for organizations

Beyond access funds, participants addressed the need to strengthen and improve existing incentives (primarily tax credits) and to create more incentives. Among these, the most frequently mentioned was the need to ensure continuation of tax credits (both for rehabilitation and land conservation)—including getting the General Assembly to make a strong statement supporting rehabilitation tax credits. Some participants also suggested creating new incentives for preserving, not necessarily rehabilitating, historic buildings as well as open space. In stressing the importance of the rehabilitation tax credits as a preservation (and economic development) tool, they pointed out that this incentive would be strengthened by access to more guidance for specific projects and (as noted above) greater flexibility in application of the standards. Many of the suggestions addressed improving interpretation and promotion of historic places as well as ensuring that historic attractions receive ongoing quality maintenance. Among the suggestions was improving access (including better roads, signage, and maps) and opening up more private historic properties. Participants emphasized the importance of authentic historic communities and telling the "real" story as opposed to "false" history and new places mimicking the old. They pointed out the need to create and promote tours and publications, to interpret history, not just architecture, and both to manage and promote the use of archaeological collections as well as historic places.

Another major theme was a strongly perceived need to strengthen and encourage statewide, regional and local planning. Suggestions included adopting unified goals for historic preservation and setting priorities for what needs to be preserved. The point was made that localities should integrate preservation into city/town/county planning and follow those plans.

More specific suggestions to improve tools that planners at various levels could use included:

- Expansion of Abingdon Historic District
- Periodic census of cemeteries
- More survey/identification
- More historic contexts
- Detailed research and publications
- Develop digital communications/technologies
- Easily accessible resources
- Better relationship between planning and zoning
- Addressing flood risk management
- Better understanding of adaptive re-use
- Conscious understanding of process by decision makers
- Complete thorough documentation of earliest resources (prehistoric and early historic)
- A holistic approach in considering all periods and all types of resources
- Conduct a truly comprehensive survey

Community commitment and involvement came up repeatedly as essential to successful preservation at state, regional, and local levels. Historic preservationists need to become "cheerleaders" and to engender wide grassroots support. It is vitally important that statewide coalitions continue to be at the ready to respond quickly to statewide and local issues. There is a continuing need to promote involvement and coordination among stakeholders, to enhance public/private partnerships, and to build better relationships between town government and businesses. Successful historic preservation relies on a viable private preservation movement. It also requires that people who can do rehabilitation work are available when and where needed. Participants repeatedly emphasized a need for a wider awareness of the Department of Historic Resources as a resource to provide technical assistance for the public on how to preserve, calling on DHR to expand its guidance and training to help local communities resolve contentious issues and create an agency "road show" to bring its knowledge and programs into local communities. Also cited as important are the needs to improve communication and partnerships among local governments and among people; to strengthen partnerships among local, regional and statewide stakeholders; and to create networking tools to connect people, projects, skills, and needs. A final point that came up on several occasions was the need to look beyond localities to develop regional perspectives and regional preservation alliances—with a related call for DHR to expand and enhance its regional offices.

Preservation Forum Listening Sessions:

For the most part, the listening sessions repeated and reinforced many of the same themes—economic and cultural values of historic preservation, strengths and opportunities for improvement in existing laws and programs, the need for education and rebranding, for coalitions and partnerships both within and beyond the traditional historic preservation community, and a desire for additional funding and the critical importance of existing incentives. Beyond the more common themes, however, some additional points are worth including here.

In particular, demographic and economic changes in Southwest Virginia need critical attention. Southwest Virginia counties are experiencing changing demographics as young people leave to find jobs elsewhere and as the area's industries in textiles, coal, and tobacco decline. One possible strategy that can help is a shift to a tourism economy—trails and natural and historic attractions. As it stands, whole towns are disappearing due to lack of resources, money, knowledge and people. One participant shared that people moving back into the area are horrified by what they see but need a lot of hand-holding to use the available tools for rehabilitation and revitalization. Here more

Native American and African American historic places are in many ways more vulnerable than most places:

Becoming more inclusive to me means making it easier to preserve, promote and educate the public about sites important to Native American and African American history. The threats to this goal that I have observed in Charles City County are the following:

(a) Gravel mining is frequently permitted without a phase 1 study because state law does not require it—thus threatening archaeological sites, both Native American and early American. Witness the salvage archaeology of the Walter Aston house site.

(b) Historic structures important to African American history on private land are threatened with collapse because the owners lack the funds to rehabilitate them. The tax credit program doesn't help those who can't cover the difference between rehabilitation costs and the amount for which those credits can be sold. Presently endangered are the Lott Cary House and two Rosenwald Fund Schools.

(c) Few edifices important to African American history survive and a large number of them are presumed ineligible for the National Register because they are churches. Witness rejection of Elam Baptist Church which is the 3rd structure housing a congregation that is one of the oldest regularly organized (and admitted to the Dover Assn.) Black Baptist churches in VA.

(d) As far as I know, there is no program/incentive to document, mark and provide public access to slave cemeteries—especially those on large plantations. Were these burial grounds celebrated -- rather than hidden—descendants of those slaves might have an incentive to travel to Virginia and to visit those cemeteries.

(e) When the first census was taken in 1790, Virginia accounted for 42% (305,493) of slaves and free persons of color living in the thirteen states. Charles City counted 3,141 slaves and 363 free persons of color. While this number was a small percentage of the total in Virginia, more persons of color lived in this county than in the states of New Hampshire, Vermont and Maine combined. Moreover, persons of color accounted for 80% of the county's total population of 5,588. These numbers suggest that Virginia (and counties like Charles City) should be recognized as a sort of "ground zero" for the history of African Americans in the United States, but the state ranks very low as a destination for African American tourists. I think part of the reason is that it is bare (or paved over) patches of ground that tell the story (not surviving edifices) and there is a limit to the number of Historical Markers a road can hold or a community can afford. We need some sort of digital marker program to be able to preserve and promote this history—perhaps an interactive Virginia map with categories of sites (e.g. birth sites of famous people, slave auction sites, slave uprising sites, significant slave emancipation sites, early church sites, free towns, historic schools, slave burial grounds, desegregation events, Civil War engagements with important USCT involvement, etc.).

–Public Comment

than ever is a need to tie preservation of resource to economic development/jobs and strategies to document dying communities that cannot be preserved. The red tape and complicated procedures are not helping (sometimes the perception of red tape gets in the way, even if the procedure is not that bad). People need help with the paperwork. They need information on where to go for help, and they need realistic and flexible rehabilitation standards, particularly in residential and problem areas. In many cases, the communities need to consider the questions of whether public or private ownership is in the best interest of the property and/or the community. Southwest Virginia needs more attention (survey, data recover, analysis, interpretation, etc.—particularly for prehistoric/native American sites). More than any other area the participants here called on DHR to "bring Richmond closer to the area" through expanded regional offices and services.

"Nothing succeeds without the right people and the right passion!"
–Preservation Forum participant, Abingdon

Some specific suggestions from the other forums included:

- Stronger working relationships with universities
- Better stewardship of state-owned historic resources – especially when those are declared surplus and transferred to local/private ownership
- A federal homeowners tax credit
- Changes to tax laws so that rehabilitation credits can be used better on small projects
- A tax credit (or other incentives) to conduct archaeological studies needed prior to easement donation
- Plan future idea sharing sessions (such as DHR bag lunches), and use these sessions to prepare for the General Assembly and create working strategies with various partners, among other topics.
- Tie the statewide preservation plan to other plans (such and the Virginia Tourism Plan/Virginia Outdoors Plan) and encourage better integration of objectives.
- Consider the potential consequences/economic downfall of localities when they ignore/demolish historic assets by comparing infrastructure costs and tax revenue among other things.
- Take the Virginia Commonwealth University economic study done for Preservation Virginia and DHR and get it out to the elected officials.
- Use good examples from one community to improve awareness in another.
- Educate regarding misconceptions particularly about the Virginia Landmarks Register, the National Register and easements; such misconceptions are a huge roadblock to historic preservation.

Vacant buildings = Lost revenue

Conversely, rehabilitation and recycling older structures keep them in active use and producing revenue.
–Preservation Forum participant, Richmond

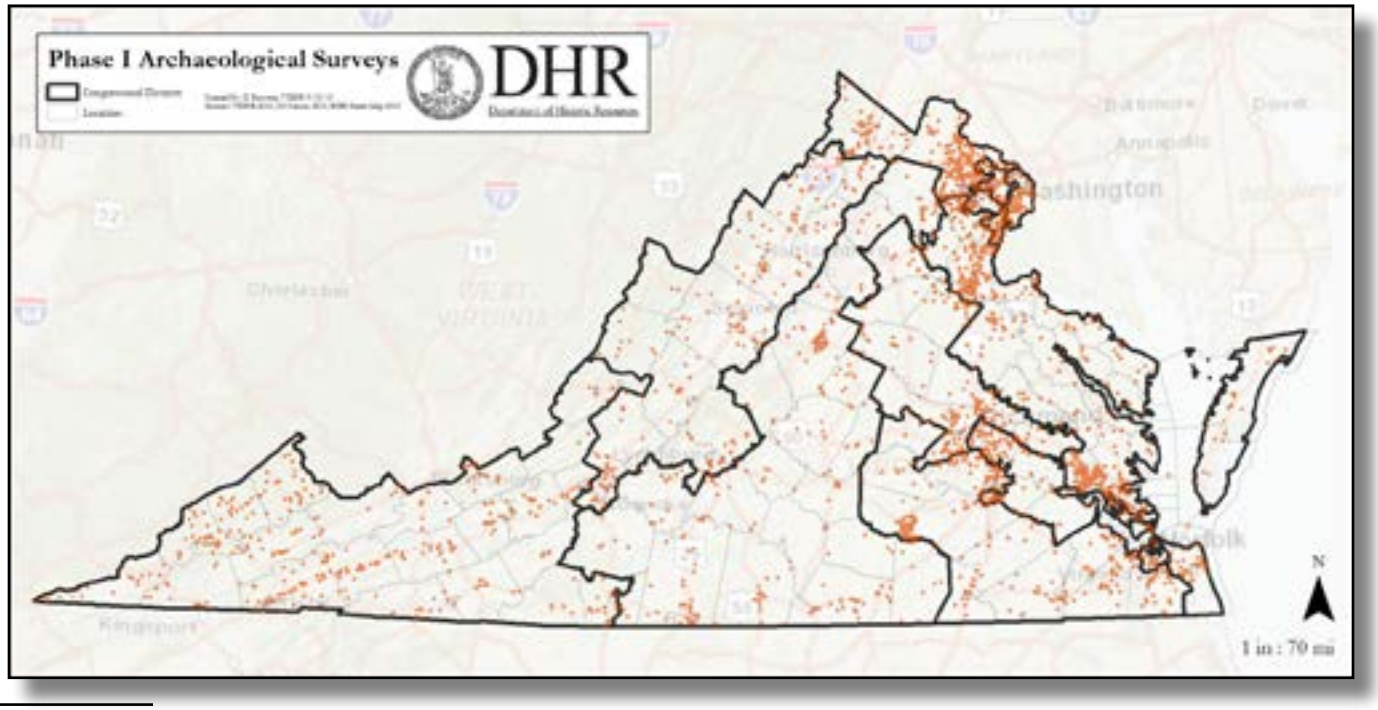
Taking Stock: Assessing Virginia's Historic Resources and their Preservation

Since the passage of the National Historic Preservation Act, Virginia has consistently ranked among the top states for gathering information about its cultural resources. The Commonwealth – an area of slightly more than 42,500 square miles – has now recorded 214,282[1] resources (41,456 archaeological sites and 172,826 historic buildings and structures) through surveys and studies. These numbers represent a 9 percent increase for archaeological sites and a 17 percent increase for buildings and structures recorded since data was gathered for the previous version of this plan.

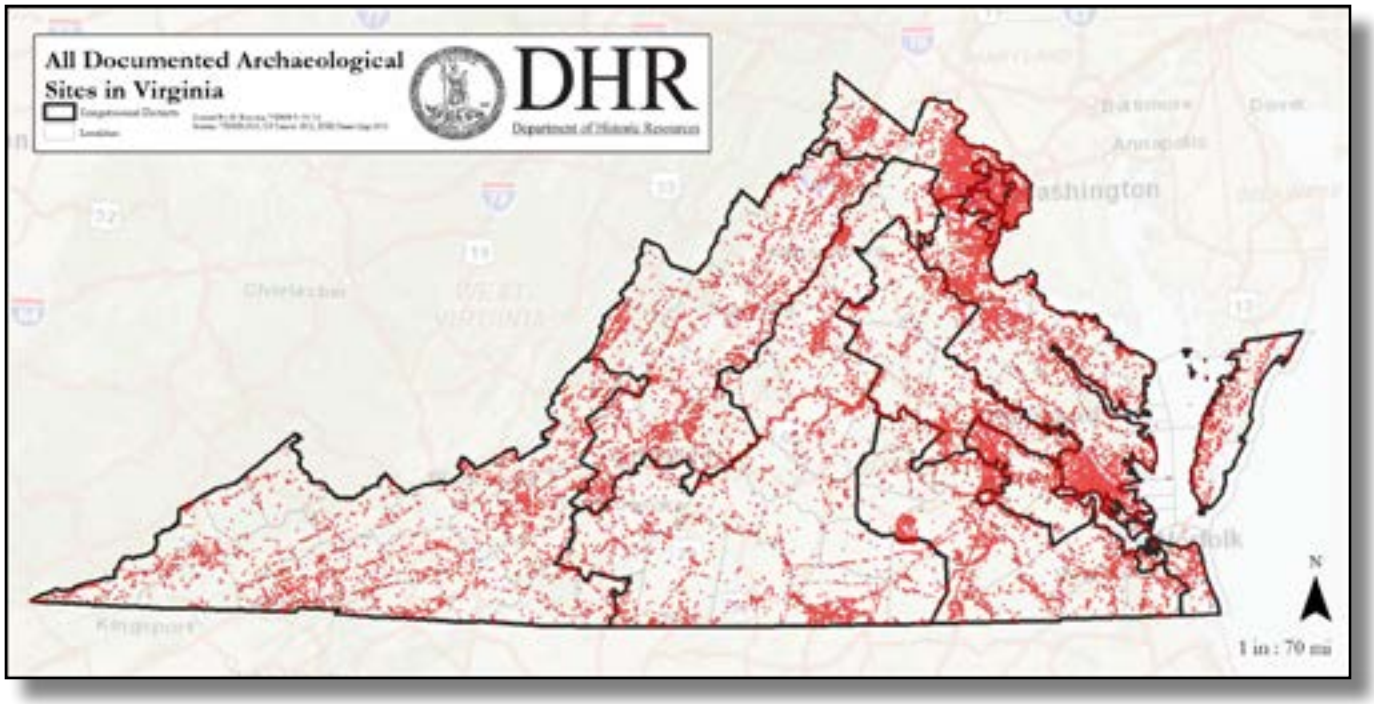
Cultural Resource Survey	2010	2014	% increase
Surveyed Archaeological resources	37,866	41,456	9%
Surveyed Architectural resources	148,156	172,826	17%

Fewer than 1,700 of these resources had been recorded prior to passage of the National Historic Preservation Act in 1966. The vast increase in documentation in Virginia during the past forty-nine years is a testament to the focus on the tangible evidence of America's past that was set in motion by the Act. It is also a cause for celebration as Virginia and the nation prepare to mark the anniversary of the Act in 2016. As of 2015, Virginia has 2,993 individual entries listed in the National Register of Historic Places, the majority of which are also recorded in the Virginia Landmarks Register. More than 730 historic districts in Virginia are now listed in the National Register, an increase of 27 percent during the past five years. The districts account for more than 103,000 contributing resources, which represents an 18 percent increase over the number reported by the Commonwealth in its previous plan. The level of survey for 85 percent of the resources has been conducted at Phase One Reconnaissance level or higher. In addition, Virginia's Department of Historic Resources curates more than 6.5 million archaeological artifacts; the artifacts represent more than 16,000 years of human history.

In 2013, DHR in partnership with the Virginia Department of Transportation (VDOT), successfully launched the Virginia Cultural Resource Information System (VCRIS) which is one of the biggest changes to the way DHR conducts its business since the previous Comprehensive Plan in 2010. VCRIS is an advanced technology designed to provide access to information in DHR's Archives to those who need it most – federal and state agencies and their contractors who manage lands in Virginia or are responsible for the maintenance and development the infrastructure necessary to sustain a vital economy. The goal, successfully achieved, was to streamline the on-line entry of

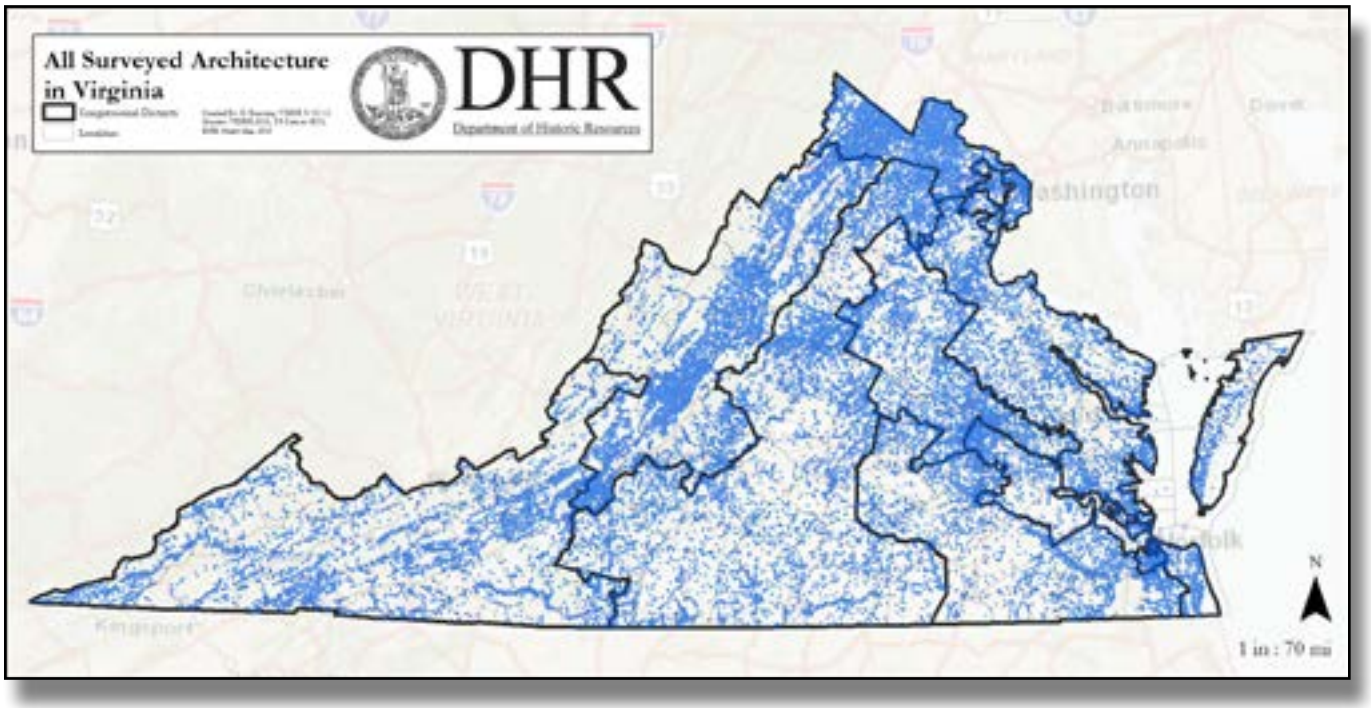


1Based on VCRIS records accessed 05/26/2015 for the period ending 12/31/2014

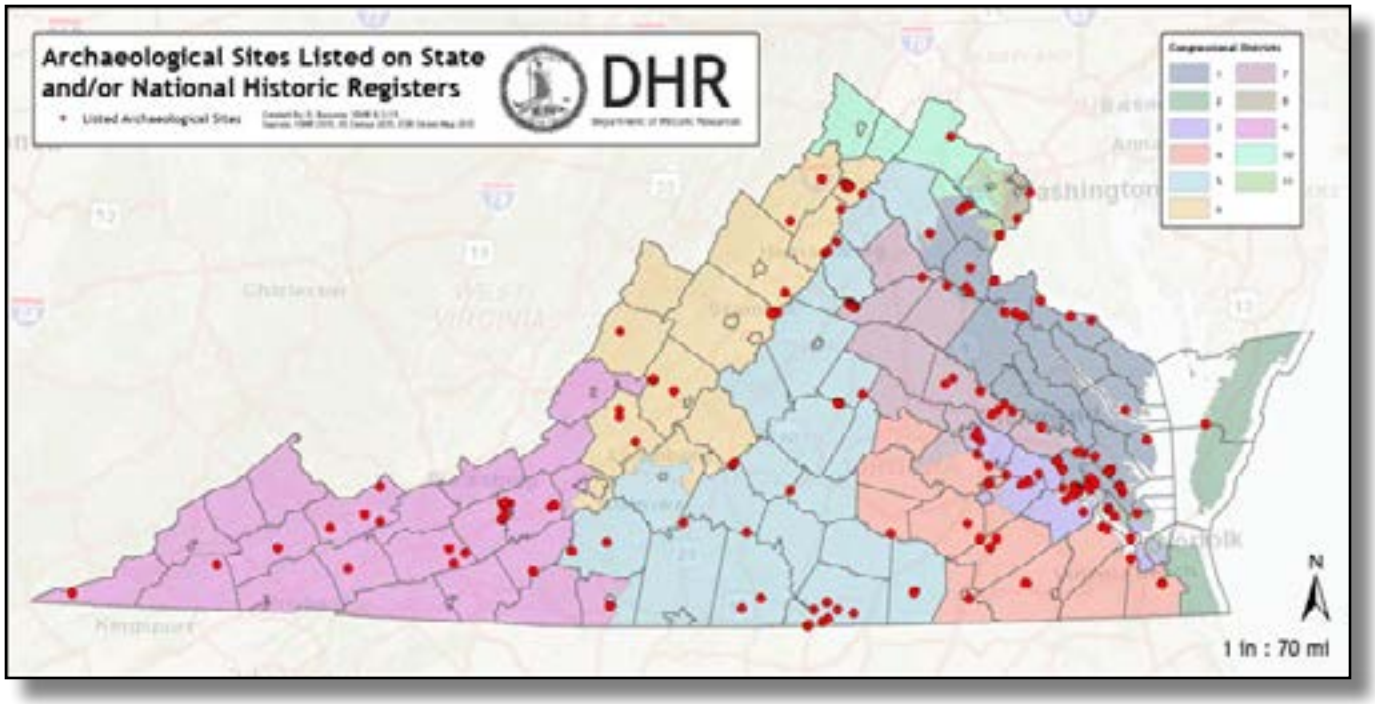


While the distribution of archaeological resources within the Commonwealth is in part mirrored by the Section 106 requirement of the National Historic Preservation Act for Phase I survey (see map opposite page), other factors enter into the overall recordation of sites. The presence of active university programs, enlightened municipalities, historic preservation organizations, proactive chapters of the Archeological Society of Virginia, and even individual avocational archaeologists have led to numerous sites being recorded outside of any legal requirements.

data about cultural resources in Virginia while providing users direct access to it. The improved functionality of VCRIS, as compared with the earlier systems used by DHR to manage the information under its care, facilitates rapid fulfillment of data requests while improving reporting accuracy. VCRIS displays invaluable mapping and geographic information and presents evaluative information about the significance of Virginia's historic resources. Most importantly, VCRIS also allows clients to add information to existing records or create new records in DHR archives, thus greatly extending the capabilities of DHR's professional staff.



Working with local partners, DHR continues to add to its online GIS-based inventory of historic architectural sites throughout the state.



VCRIS is also used to analyze areas of deficiency. Analysis of DHR records indicates that much of what is known about Virginia's cultural resources is now significantly outdated. Survey records for approximately 26 percent of resources in the state inventory are more than twenty years old. Many of the cultural resources in Virginia that are considered to be of national significance, and hence were among the first to be surveyed and nominated to the National Register, are in this group. Outdated information impedes analysis of vital preservation planning decisions at the local level in the Commonwealth. DHR is particularly aware that the significant investment that has been made in developing sophisticated technological tools to keep track of the resources under its care will be negated by data that is insufficient or lacks necessary specificity unless deliberate efforts are made to revisit and refresh it.

DHR also continues to be aware that the concentration of known resources varies dramatically from one region in the Commonwealth to the next. What is different now is the ability of DHR to utilize VCRIS to more accurately track change, analyze differences, and identify trends. Regional variability regarding the numbers of historic resources that have been recorded and/or registered is perhaps best demonstrated when viewed from the perspective of the Commonwealth's eleven Congressional districts, each of which contains an average of 750,000 citizens. The percentage of recorded historic resources ranges from a high of 19 percent in District 1 to a low of two percent in districts 7 and 11. As has been reported in the past, variation from locality to locality is frequently the result of differences in the level of survey completed to record resources rather than the presence or absence of historic buildings or sites, and higher numbers can be a result of proactive survey due to higher local interest in preservation and history and/or stronger development pressures due to population density as well as the availability of funds to conduct surveys. Still, a significant imbalance does exist, and the implication is, on a per capita basis, the residents of Virginia, in particular those of diverse ethnic backgrounds, are not being equitably served.

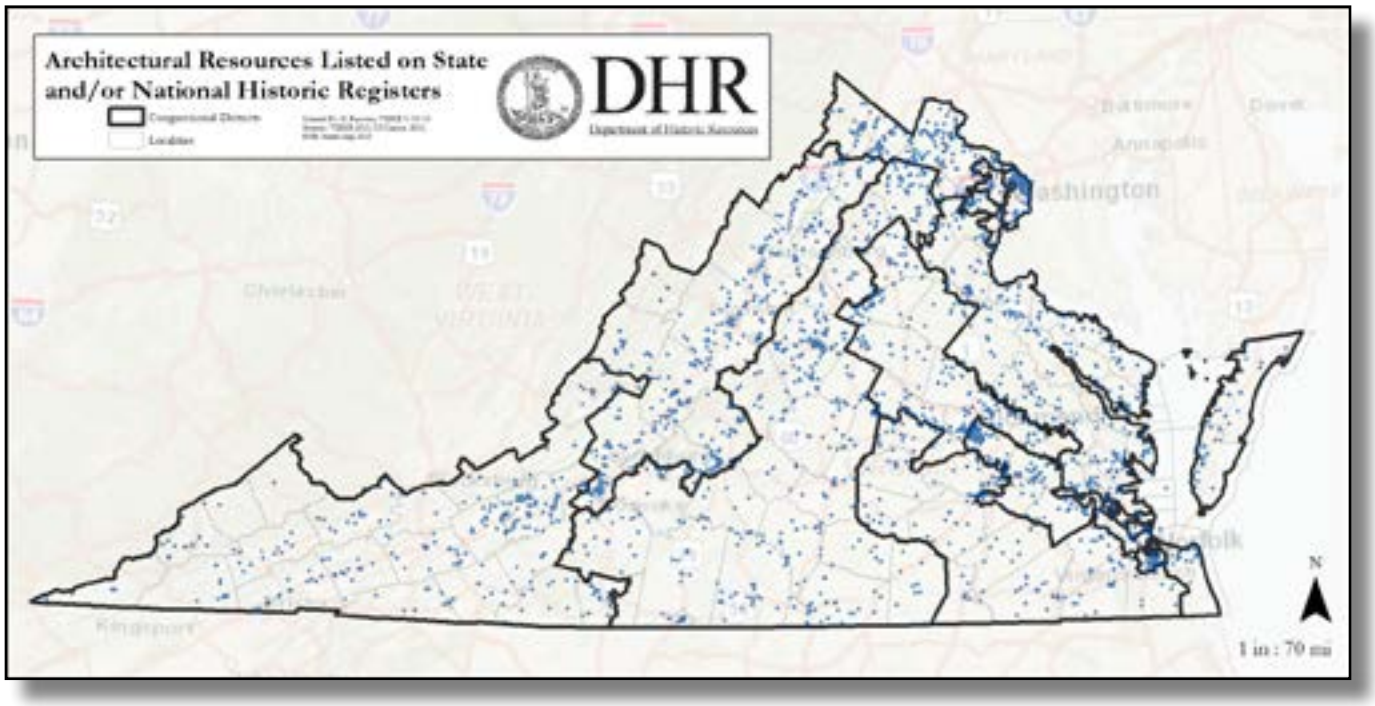
Since 2003, DHR has conducted a programmatic effort to increase public awareness of the full diversity of Virginia's rich historic legacy by recognizing important people, places, and events in the history of Virginia Indians, African Americans, women, and other underrepresented topics and ethnic heritage themes. The program has concentrated on new National Register listings and additions to Virginia's Historical Highway Markers program, which is the oldest in the nation. Public and private partners have worked with DHR to list 172 individual properties and historic districts associated with diversity themes on the Virginia Landmarks Register and/or in the National Register since 2003. Much work, however, remains to be done.

Although balanced in terms of the number of individuals residing within them, the geographic size and demographic

makeup of each of Virginia's congressional districts are quite disparate. One case in point is Virginia's 5th Congressional District – our geographically largest – which encompasses a region of 10,000 square miles that nearly bisects the state from north to south. Fewer than three cultural resources per square mile have been recorded in it. Virginia's 8th District, by comparison, is geographically the smallest at 149 square miles and yet it contains 13% of all of Virginia's recorded resources (approximately 163 resources per square mile). The 8th District also contains the largest concentration of residents of Hispanic origin at 19 percent, and yet, despite the great number of resources that have been recorded in the district, virtually none pertain to Hispanic cultural origins. While Hispanic immigration to the Commonwealth is a relatively recent phenomenon, DHR and the preservation community at large are aware they must prepare to serve this emerging demographic in the future, particularly as cultural resources associated with it cross the 50-year National Register threshold. The same can be said for Virginia's emerging Asian population.

At 57 percent, the 3rd Congressional District proportionally contains the greatest concentration of citizens of African-American descent. Less than six percent of the total inventory of cultural resources, however, has been recorded here, which is a cause for concern considering that it was in and around the 3rd District that African peoples were initially introduced to Virginia in 1619. Statewide, less than two percent of the 43,570 recorded archaeological sites are associated with Americans of African descent. Given the significance of the African American community to the history of Virginia, efforts to record their contribution are falling short. More survey and efforts to nominate resources to the registers will need to be made to adequately reflect this essential component of the Commonwealth's history and its ethnic composition.

Native American resources fair better in this regard, accounting for more than 52 percent of the archaeological sites recorded. This befits the significance of native peoples to the history of Virginia. More than 95 percent of these resources are associated with time periods pre-dating European contact. It was in the decades following contact with European colonists, however, that each of the Virginia Indian tribes recognized by the Virginia General Assembly negotiated, and have since continuously occupied, their permanent tribal lands. Remarkably, only twelve nominations to the National Resister since 2003 have focused on historic properties associated with Virginia Indian Tribes during the post-contact period, which is less than ten percent of the new nominations produced through the diversity initiative discussed above. The resulting knowledge gap denies Virginians of all backgrounds the opportunity to understand this essential heritage and its historic and contemporary influence in the Commonwealth. Fortunately, DHR will have an opportunity to begin to redress this imbalance having received an Underrepresented Communi-



ties grant from the NPS in 2014 that is allowing it to partner with Virginia Indian Tribes to prepare Multiple Property Documents for post-1607 resources associated with them.

Climate change and sea level rise are of equal concern in the Commonwealth and the potential to impact cultural resources is significant. Analysis of the 29 governmental units that qualified to receive Hurricane Sandy Disaster Assistance Relief Grants for Historic Properties contain 27 percent of Virginia's surveyed cultural resources and 23 percent of the properties listed in the National Register. Many of these counties and independent cities are among the least surveyed areas in the Commonwealth data systems and 18 percent of the surveys that have been recorded for resources within them are more than 20 years old. DHR has begun to address this deficiency by using more than half of the $1.5 million in Hurricane Sandy Disaster Relief Assistance funding received by the Commonwealth in 2014 for new Phase One reconnaissance level survey in the counties bordering Chesapeake Bay and within the Shenandoah River watershed.

Historic Resources Recorded by Congressional District

District	No. of resources	% of Total Resources	Resources/Sq. Mile
District 1	35,301	19%	10
District 2	12,600	7%	13
District 3	11,403	6%	12
District 4	12,843	7%	3
District 5	24,821	13%	2.5
District 6	26,445	14%	4.5
District 7	4,597	2%	1.5
District 8	24,322	13%	163
District 9	19,062	10%	2
District 10	10,464	6%	7.5
District 11	3,949	2%	21

Taking Stock: New Millennium/New Challenges/New Tools

Without detracting from the great success of the past 50 years – or the past planning cycle – there is still much to be done with a context of continuing change and challenge:

- Many of the same challenges remain. Urban decay and redevelopment can result in loss of historic buildings and neighborhoods. Suburban development and sprawl continue to encroach on historic farms and rural viewsheds. Battlefield lands continue to be lost to both commercial and residential development. These trends impact historic places both directly (loss of battlefield lands, historic buildings, archaeological sites, and cemeteries for example) and indirectly through the loss of the surrounding historic context. Increased demands for energy (oil, gas, electricity) and both building new roads and re-building an aging infrastructure result in large-scale linear projects that cut across the countryside and through many different jurisdictions.

"It is not enough to protect a specific structure or the core of a battlefield if that protection results in the loss of context for that resource."
–Public Comment in reference to Salem Baptist Church, Spotsylvania County

- As more and more buildings reach the 50-year threshold, we must develop contexts and strategies to evaluate which of these are historically significant, not just old. At the same time, it has become clear that at a community level in particular, places become important to preserve and/or otherwise recognize within as little as

a single generation and may be important to the community whether or not they meet the well-developed criteria established for the Virginia Landmarks Register and the National Register of Historic Places. This must be a time to re-examine both those criteria and how they are applied in the contexts of public decision-making.

- Recent trends reveal that the threat of climate change to coastal and tidal communities is imminent threatening erosion and inundation of hundreds of known archaeological sites and endangering equal numbers of coastal historic properties. A study by the Virginia Institute of Marine Science recommends not only that the Commonwealth prepare for a 1.5-foot sea level rise over the next twenty to fifty years but also warns that sea levels may rise as much as three feet by 2065. Rising sea levels along with an increase in the frequency and severity of catastrophic weather events have already significantly affected historic properties in the Commonwealth, most critically along the Eastern Shore of Virginia.

Threat of Linear Infrastructure Projects

Whether it is an interstate gas pipeline crossing battlefields and historic districts, a 500-kV transmission line near an iconic historic American landscape, or a proposed road utilizing National Park Service land and the induced development the road would bring, these large-scale projects can undo decades of preservation efforts, stymie future investments in the impacted resources, and obliterate, if not the resource itself, the context and setting critical to interpretation of that resource. Given their size and nature, large linear projects often result in numerous conflicts with the state and local objectives for preservation….

–Public Comment

- Response to a changing climate can be both proactive and reactive. Reducing the state's greenhouse gas emissions and reliance on fossil fuels has been and will continue to be a priority for the Commonwealth's leadership. Recent executive orders have directed state agencies to pursue efficient measures to reduce energy consumption and cost, as well as to lower carbon emissions. Whenever practicable, however, state agencies should consider efficiency measures that are sensitive to the historic significance of their buildings and consider repairing materials instead of using modern, more resource-intensive replacements.
- Hazard mitigation planning for natural disasters can help relieve the effects of climate change and promote resiliency for historic places. State agencies, local governments, and private property owners (particularly the wide range of privately held historic attractions) should take into account the historic resources under their control as part of their strategic and emergency planning and seek guidance from DHR/VDEM/DHCD on appropriate measures to minimize and mitigate the impacts of climate change and other natural disasters. For example, Accomack, Northampton, and Matthews counties are conducting shoreline archaeological surveys underwritten by a grant from the National Park Service, and administered by DHR, provided to address damage sustained during Hurricane Sandy. These surveys will record sites that may soon be lost and also offer an assessment of the impacts from sea level rise and erosion on coastal sites. Under the same National Park Service grant, Chippokes Plantation State Park is developing a Cultural Resources Hurricane Emergency Plan which will guide disaster planning, preparation,

Climate Change and Archaeology

The changes we will be experiencing in the Commonwealth's onshore and nearshore areas will have profound research value in terms of site formation processes relating to the submergence of both prehistoric and historic archaeological sites. Currently, when we search for and find submerged prehistoric archaeological sites on the outer continental shelf, we have little understanding of what has happened to these sites between the time that they were used and the present. Watching this happen to sites in the coming years – and learning from it as it does happen – can inform site preservation planning and future identification efforts as well as helping us understand human behavior 20 to 50 thousand years ago.

–Public Comment

and recovery through an updated inventory of historic and cultural resources, a network of preservation professionals, and an emergency response plan.

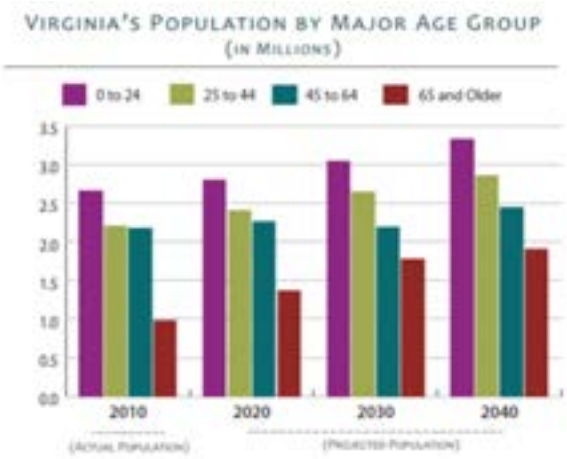
- Economic uncertainties and policy shifts at local, state, and national levels impact historic places and how we as stakeholders are able to protect and use them.
- The importance of historic places and preservation projects as economic stabilizers and tools for revitalization continues to grow. During the economic downturn of the past decade, rehabilitation of older buildings, particularly those for which tax credits would be available, became the mainstay for the construction industry. The availability of tax credits was often the factor making such projects possible and were among the few projects for which loans were available.

The Greenest Building

A 2011 study finds that it takes 10 to 80 years for a new building that is 30 percent more efficient than an average-performing existing building to overcome, through efficient operations, the negative climate change impacts related to the construction process.

–National Trust for Historic Preservation, *The Greenest Building: Quantifying the Environmental Value of Building Reuse.* http://www.preservationnation.org/information-center/sustainable-communities/green-lab/lca/The_Greenest_Building_lowres.pdf

- Visiting historic places remains among the top choices for outdoor recreation and tourism as demonstrated in independent studies for the Virginia Outdoors Plan and in tourism studies and reporting. Tourism too was a mainstay during recent recessions and has rebounded to record numbers in the past few years.
- Changing demographics beyond the long-standing movement away from rural areas into the cities will affect how historic places are perceived, used, and protected. Virginia, like the nation as a whole, is becoming older and more diverse:
  - Population projections for 2020, 2030, and 2040 by major age group indicate that the elderly population (65 and older) is expected to grow by almost 95 percent between 2010 and 2040, when the elderly are expected to comprise slightly more than 18 percent of the total population, up from around 12 percent in 2010.
  - The under-20 age group will continue to be the largest overall, followed by the 20-44 age group.
  - Both non-Hispanic Euro-American and African American populations are decreasing in proportion to other ethnicities. The largest growth in Virginia population will be in the "other" categories: Hispanic, Asian, Middle Eastern, etc. Most studies discuss this trend in terms of economy, politics, and education, but it could have a major impact for historic resources/historic roots for which a larger share of the population feels no personal or family connection.
- At the same time, we have (and will have) new tools and opportunities, such as the relatively new legislation reminding and encouraging localities to use their authorized power to lease publicly owned historic properties. So far, only Fairfax has taken the lead to develop a county-wide program that will try to match up county-owned historic properties with private



Source: The Virginia Report

individuals and organizations as "resident curators" but this is a tool that can be adapted for any locality large or small and is a concept that can be used administratively by state and federal agencies as well as the private sector.

- It is similarly important to stay informed of changes in federal laws, regulations, and policies. For example, new flood insurance law changes flood insurance rates for everyone and defines specific instances in which historic properties are exempt from some of the standard requirements regarding flood insurance. This is a major policy shift that can affect historic resources throughout the Commonwealth, particularly in those areas affected by rising waters.
- The information technology revolution of the past few decades has already revolutionized how public and private individuals and organizations manage and share data and how they interact with each other. Having survey data at the fingertips of project managers and DHR reviewers improves efficiency and reliability of project review. The ability to communicate and share information almost instantaneously makes partnerships and service delivery much easier and less time-consuming. With websites and social media, all parties with an interest in historic preservation can reach ever increasing audiences—and be more responsive to their issues and needs. At the same time the vastly improved access to this data highlights gaps and uneven levels of documentation in an inventory based on surveys and register nominations, some of which date to the late 1880s and through the 20th century. These records reflect very different values and detail that do not meet the planning needs of today.

As Virginia faces the challenges of the coming decades, preservation stakeholders must keep in mind both that everyone benefits from the historic places that grace the Commonwealth and its communities. All of us, all of the various stakeholders throughout Virginia, are part of the solutions to ensure those historic assets continue to bless future generations. No single organization or agency could possibly have accomplished the enormous successes of the past 50 years, and it will take all of us to continue this momentum into the future.

Thus, the statewide comprehensive preservation plan is truly a plan for all Virginians. In order to be effective—and to bridge the successes of the past to an even more successful future—it must be both broad enough to encompass the full range of historic resources and the full expanse of this great Commonwealth and inclusive enough to be a document that can inspire and guide people and organizations both public and private to do their part.

Action Agenda for Virginia's Preservation Partners

As Virginia moves beyond the first 50 years of the National Historic Preservation Act and the Commonwealth's enabling legislation for historic preservation, it remains clear that the historic places that shape the character of communities from the Eastern Shore to Cumberland Gap and from Lake Gaston to the Potomac provide valuable assets for today and tomorrow. The strong network of preservation partners at all levels work together on many fronts and share common goals.

The goals and objectives outlined here reflect a combination of careful examination of trends and issues in historic preservation, economic development, climate change and rising sea level, and changing demographics as well as the cumulative knowledge about and decades of experience promoting the preservation and effective use of historic places and thoughtful consideration of what a broad range of stakeholders have expressed over the past year. They also draw heavily from the plans already adopted or in the process of being adopted by several of the key partner organizations such as the Virginia Outdoors Plan and the Virginia Tourism Plan. Objectives and strategies, in particular, also have been adapted from elements found in the strategic plans of Preservation Virginia, the Department of Housing and Community Development, and others.

The goals and objectives, and the suggested strategies that can be used to address those objectives, together establish a framework intended to guide and inspire Virginia's many and varied preservation partners and stakeholders and to provide direction to the Department of Historic Resources as Virginia's official state historic preservation office. As such, this framework will help DHR, and any stakeholder that chooses to use this plan, to set both short-term and longer-term priorities and to make choices in allocating limited resources.

As an action plan to advance the preservation and active use of historic resources throughout the Commonwealth, the goals and objectives are necessarily broad. Similarly, the strategies also are fairly broad and may be interpreted and applied differently by a variety of partners and stakeholders. Some (but not all) of the strategies are further refined with suggested actions ("tactics" if you will). These suggestions are not intended to be all inclusive but to serve as examples of some of the ways these strategies can be carried out by various stakeholders.

Objectives and strategies are further refined parenthetically with both specific stakeholders (named agencies and organizations) and categories of stakeholders (such as public and private property owners, museums, localities, etc.) who play key roles in whether or not those objectives and strategies are successful. In many cases, the most critical stakeholders are listed first with supporting players listed toward the end. Just as the success stories highlighted on previous pages illustrate, accomplishing the goals and objectives outlined here will require very different actions by the full range of players—state, federal, and local leaders and agencies, the historic museum community, public and private property owners, the tourism industry, the education community, to name just a few. The key stakeholder organizations mentioned most frequently are the Department of Historic Resources, Preservation Virginia, Department of Tourism, Department of Housing and Community Development, Department of Conservationand Recreation, Virginia Association of Museums (and the museum community it represents), and local governments in general, but the usefulness of the goals, objectives, and strategies goes far beyond these key players. These and other key partners are discussed in greater detail along with the programs they bring to the table in Appendix A.

Goal I: Improve appropriate management of historic assets

Objective A: *Lead by example in the stewardship of publicly and privately owned buildings/properties/records/archaeological and museum collections (State agencies such as DGS, DCR, DGIF, DOF, VMFA, and public colleges and universities, federal agencies, and private organizations such as Preservation VA, CWT, SVBF, private colleges and universities, VAM, Mount Vernon, COVA, museums, etc.)*

Strategies

1. Identify, evaluate, and register historic properties owned or leased by the agency or organization (State and federal agencies, local governments, public institutions of higher education, private non-profit historic property owners/museums such as Preservation Virginia, Mount Vernon, Monticello, Montpelier, etc., DHR)

2. Develop and implement appropriate short- and long-term management strategies appropriate to each historic asset (State and federal agencies, local governments, public institutions of higher education, Private non-profit historic property owners/museums such as Preservation Virginia, Mount Vernon, Monticello, Montpelier, etc., DHR, VTC)

3. Conduct critical self-examination a) to determine whether or not the current business model is sufficient to sustain the organization, its programs, and any historic places it owns and b) to explore appropriate alternatives to include, but not limited to: (State and federal agencies, local governments, public institutions of higher education, Private non-profit historic property owners/museums, DHR)

    a. Innovative public/private partnership and local/regional collaboration,

    b. Use of leases and resident curator strategies to shift responsibility but not ownership of the historic place, and

    c. Transfer or sale of the property to an entity (public or private) better suited to its care and management.

4. Manage Clermont and the Wilderness Tract in collaboration with private partners to meet preservation and educational objectives (DHR, Clermont Foundation, Friends of the Wilderness Battlefield)

5. Use Clermont as a preservation training facility for current and future generations of Virginians (DHR, Clermont Foundation)

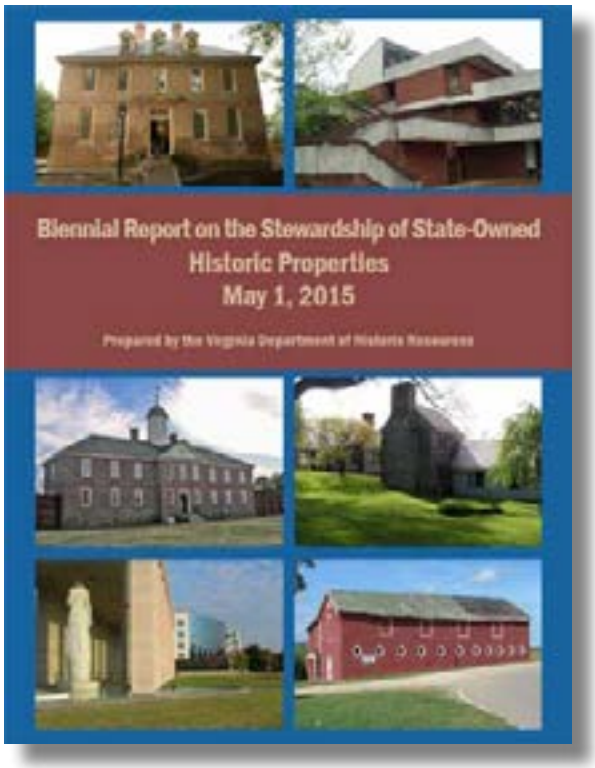
6. Manage archaeological collections in accordance with federal guidelines and to meet agency fiduciary responsibility (DHR, state institutions of higher education, military installations, private museums and historic attractions)

    a. Update the COVA/DHR survey of archaeological collections conducted in 2012 and implement its recommendations as appropriate. (COVA, DHR, public and private holders of archaeological collections)

7. Steward historic easement and tax credit properties as examples of appropriate use and standards (DHR, private property owners)

8. Educate constituents to be better stewards of historic properties whether or not easements or tax credits are involved (DHR, Preservation Virginia, local governments and review boards, planning district commissions, state/regional/local historical societies)

9. Provide education regarding public use of historic structures and cultural landscapes to state land management agencies (e.g. state parks) (DHR, DCR, VTC, DGS, state land management agencies)



By mandate of the General Assembly, every two years DHR reports on the stewardship of state-owned property and offers recommendations for improved stewardship. The report is posted on the agency's website and available as a PDF.

Objective B: *Expand statewide and local survey data (DHR, localities, private organizations, public agencies as part of project planning, consultants, COVA, VTC)*

Strategies

1. Add to and/or update survey records in inventory (DHR, localities, private organizations, public agencies, consultants, COVA)
2. Prioritize, facilitate, and conduct surveys of historic resources based on gaps and weaknesses in existing data and on geographic area, history-related theme, property types, known climate change, and development pressures (DHR, planning district commissions, local governments)
3. Conduct survey and planning projects through the Cost-Share and Certified Local Government programs and other grants and partnerships (DHR, local governments, planning district commissions, public agencies and private organizations)
4. Identify core areas of probable sea level rise and the threat of severe flooding, and target surveys of historic places in those areas (DHR in collaboration with VDEM/FEMA/VIMS, local governments, and others)
5. Make identification of historic places a routine practice for all construction, highway, and other projects whether or not it is required by law (State and federal agencies, local governments)

Lane Hall, Virginia Tech, was completed in 1888 and is among the first academic buildings constructed on the campus. As mitigation for demolition of other historic dormitories on the Upper Quad, VT listed the building on the Virginia Landmarks Register and the National Register in 2014. (Photo: VT)

Archaeologists and volunteers conduct excavations during a field school at Savage Neck, a prehistoric archaeological site along the Chesapeake Bay in Northampton County. DHR annually co-sponsors field schools. (Photo: Courtesy Bert Wendell, Jr.)

Objective C: *Evaluate and register (or otherwise designate) significant historic properties (DHR, public and private property owners, localities)*

Strategies

1. Manage the process, in collaboration with property owners, localities, public agencies, and others leading to listing on the Virginia Landmarks Register and the National Register of Historic Places (DHR)
2. Develop historic contexts and multiple property nomination forms to help guide evaluation and stimulate

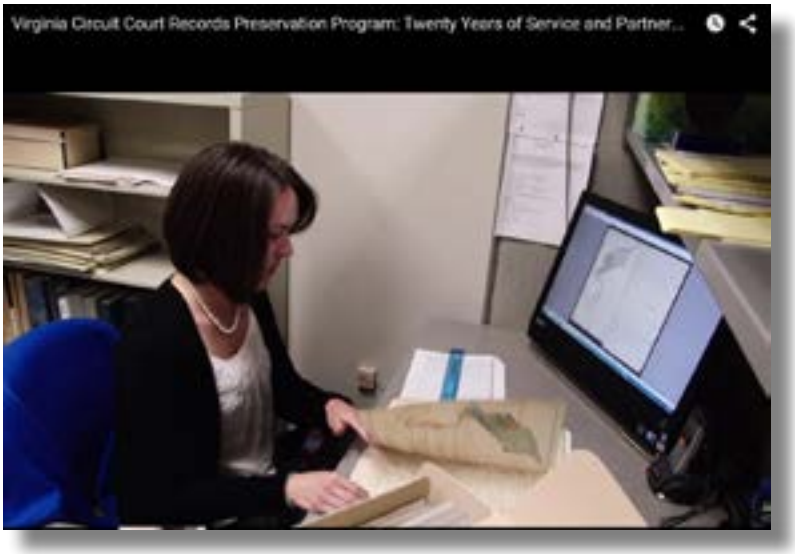
registration of high priority places (DHR, public and private partners)

3. Identify and register significant publicly owned historic properties (State and federal agencies, military installations, institutions of higher education, local governments, DHR)

Objective D: *Strengthen accuracy, accessibility, security, and use of data on historic properties by managing electronic and other information media and paper records effectively (DHR, LVA, local governments, state and federal agencies, public and private institutions of high education, private museums and historic attractions)*

Strategies

1. Increase data connectedness to eliminate data silos; to increase organizational efficiency and appropriate management of historic places; and to use that data in tourism, economic development, decision-making, and interpretation to the public. (DHR, VTC, VDOT, public and private agencies and organizations)
2. Refine/expand the capacity of VCRIS, GIS, and other electronic data tools (DHR)
3. Enter legacy data from paper records and older databases into VCRIS (DHR)
4. Conduct training for potential VCRIS users (DHR)
5. Enforce the use of VCRIS by public and private partners to increase accuracy and timeliness of data used in a variety of decision-making processes (DHR)
6. Commit to using VCRIS for data gathering, sharing and analysis (State, federal, local agencies and private organizations)



For nearly 25 years, the Library of Virginia and Circuit Court Clerks throughout the Commonwealth have collaborated on the Virginia Circuit Courts Records Preservation Program. According to the Library of Virginia's website, the program "*was created to address the preservation needs of some of the most important records in the state. Virginia's 120 circuit court clerks' offices are a treasure trove of state and local history and contain some of the nation's oldest and most vital legal records. However, these records are also under constant threat from natural and man-made disasters and format and technology obsolescence, which requires constant monitoring and care to ensure their preservation for future generations. This sustained effort can only be achieved through continued cooperation between state and local governments.*" The image is captured from a video about the project (video: https://www.youtube.com/watch?v=slwMmz892Bo).

7. Utilize VCRIS to share and communicate; standardize data; update and use data to a variety of planning purposes at all levels in both public and private sectors (DHR, state, federal, local agencies, private organizations)
8. Ensure that public and private databases/GIS systems include information on historic places to meet the needs of that organization (public agencies, local governments, private organizations, DHR)
9. Commit to protecting security and integrity of sensitive data (DHR, public agencies, local governments, private organizations)

Objective E: *Improve the preparedness and resilience of historic places, archaeological and museum collections, and records to address hazard mitigation and long-term climate change (VDEM, VAM, DHR, LVA, all museums/educational institutions with historic properties, records, collections, etc.)*

Strategies

The effects of storm surges and sea-level rise are seen here along the Chesapeake Bay shore.

1. Review existing disaster response and recovery plans, partnerships, and procedures (DHR, public agencies, private organizations)
2. Review current laws, regulations, policies, and appropriate related research to ensure that plans and responses address issues and responses effectively and in a way that is consistent with current knowledge and legal requirements; e.g. changes to flood insurance laws and policies at a national level that provide certain waivers to historic properties in flood-prone areas (DHR, public agencies, private organizations)
3. Identify those areas, historic resources, cultural collections, etc. most vulnerable to and in need of additional historic preservation assistance and expertise in disaster planning, response, and recovery (DHR, public agencies, private organizations)
4. Work actively with statewide, and/or local as appropriate, emergency management agencies/organizations to ensure cultural resources are properly considered in all state and local hazard mitigation planning efforts (DHR, public agencies, private organizations)
5. Provide tools to help preservation partners in their hazard mitigation and climate change planning and response efforts (DHR, Preservation Virginia, VAM)
6. Create and disseminate guidance, both online and through other means, to help stakeholders prepare for and respond to emergencies, including those related to climate change, extreme weather conditions, earthquakes, and rising sea levels (DHR, VAM, Preservation Virginia)
7. Develop a statewide disaster management/hazard mitigation plan template for owners and managers of historic assets (DHR)
8. Manage and promote a network of and toolkits for Museum Emergency Support Teams (MESTs) (VAM, DHR, museums and historic attractions)
9. Conduct joint training programs and workshops (online and/or in person) to address hazard mitigation and climate change planning and response (DHR, VAM, Preservation Virginia)

Goal II: Connect with broader constituencies

Objective A: Redirect and rebrand historic preservation to speak to broader as well as younger audiences (Preservation Virginia, DHR, public and private agencies and organizations)

Strategies

1. Examine and understand the changing face of Virginia demographics and the potential effect on historic places both statewide and in key regions/communities (Broad Preservation Partnership under leadership of Preservation Virginia and DHR, VTC)

a. Conduct studies that help define what is important to Virginia's changing demographics and what strategies will engage their interests

b. Connect visitor and economic data to the use, interpretation, and preservation of historic places as assets for tourism

c. Engage with localities and cultural organizations within the locality to find what is important to them

d. Engage with Virginia Indian tribes, as well as organizations representing other demographic interests such as African American, Hispanic, and Asian populations

e. Rethink what is considered important and what are appropriate treatment strategies in different situations

f. Collaborate among key stakeholders to identify broad constituencies and specific groups to include in ongoing communication and outreach efforts

2. Update the message to be more relevant in a changing Virginia (Broad Preservation Partnership under leadership of Preservation Virginia and DHR)

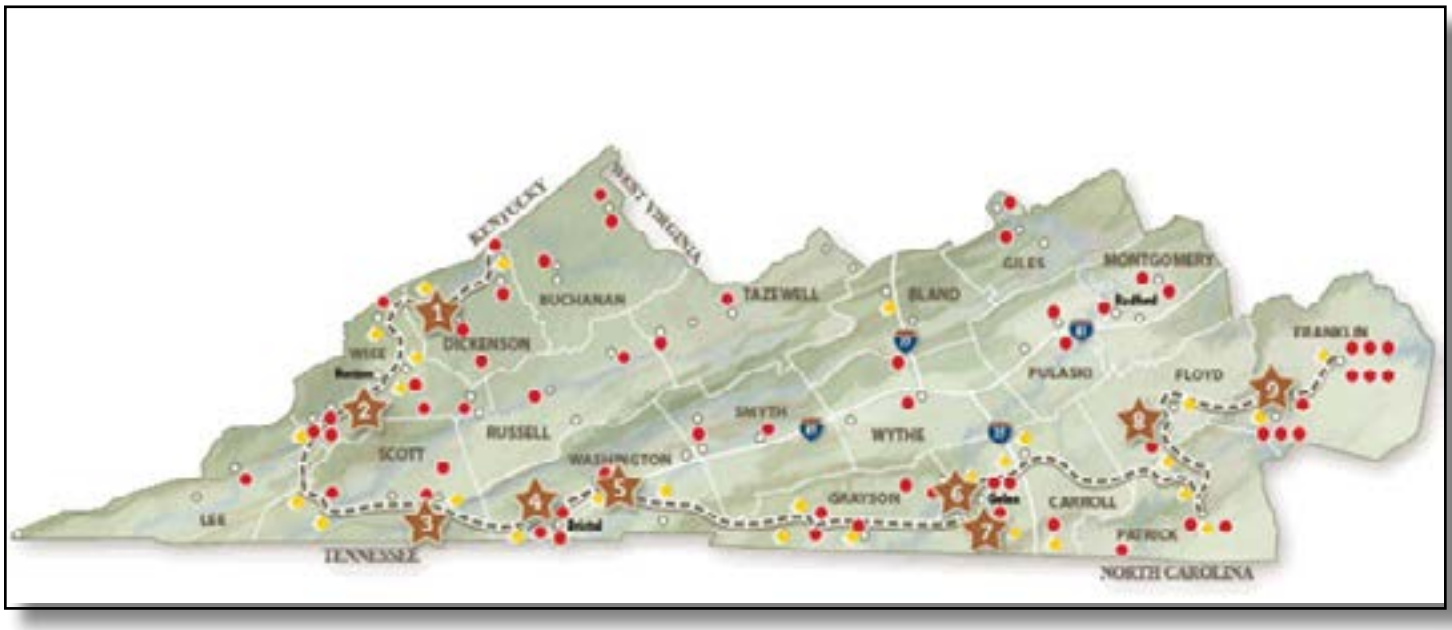
   a. Explore opportunities to identify and connect to related organizations and issues such as environmental awareness, conservation, preservation as recycling, etc.)

   b. Promote the positive economic, environmental, and cultural effects of preservation

3. Use social media effectively to expand agency/organization reach (DHR, Preservation Virginia, public and private agencies and organizations, historic museums and attractions, etc.)

4. Develop ongoing strategies to include non-traditional stakeholders in historic preservation policy, planning, program development, and implementation (Preservation Virginia, DHR, local governments, public and private organizations)

5. Use outdoor recreation as a platform/conduit to reach youth and younger audiences about the value and preservation of historic places



Southwest Virginia's Crooked Road Trail winds for 330 miles through the Blue Ridge and Applachian mountains, connecting nine major music venues and over 60 affiliated venues and festivals. According to the Crooked Road website, "*The Commonwealth of Virginia named The Crooked Road as Virginia's Heritage Music Trail. Although the Trail is focused on the uniqueness and vitality of this region's heritage music, it also includes outdoor recreational activities, museums, crafts, and historic and cultural programs.*" (Map from Crooked Road website)

a. Incorporate education through living history, as used in state parks and other sites

b. Incorporate the relationship of historic places and outdoor recreation in the annual training at state park interpreters' sessions for seasonal workers

The DHR Facebook page continues to gain fans since its debut in early 2014.

Objective B: *Weave the message of historic preservation values and benefits as well as Virginia's complex social history into broader educational programs at all levels (DOE, SCHEV, Institutions of Higher Education, Preservation Virginia, DHR, VTC, Local school systems, public and private historic museums and attractions, etc.)*

Strategies

1. Integrate an ethic of conservation of both natural and historic assets as early as possible by sharing resources and materials with educational partners and entities (DOE, Local school systems, teachers)

2. Submit public comment from the historic preservation community during the Board of Education process to review and revise the Standards of Learning (DOE, DHR, Preservation Virginia, VHS, VAM, COVA, public and private Historic Museums and Attractions)

3. Contribute to the Department of Education teacher curriculum, training, and advisories strategies to use historic places and historical and archaeological research practices to address Standards of Learning (DOE, DHR, Preservation Virginia, NPS, VAM, VHS, COVA, public and private Historic Museums and Attractions)

4. Engage the historic preservation community and historic attractions in the development and marketing of the *Voluntourism* program with VTC (VTC, Preservation Virginia, DHR, historic museums and attractions, local/community leaders and organizations)

5. Use Standards of Learning to guide educational programming for teachers, students, and families (Public and private historic museums and attractions, VAM, VHS, Preservation Virginia, DHR)

6. Create guide books, pamphlets, or webpages as appropriate in partnership with teachers provide age-appropriate educational materials about Virginia's historic places and historic preservation (DOE, Preservation Virginia, DHR)

7. Expand undergraduate and graduate curricular offerings to prepare students with competencies needed for employment in historic preservation and related fields and for civic engagement needed to understand the use and public/community benefits of historic places and to advance the economic and cultural prosperity of the Commonwealth and its regions (SCHEV, public and private institutions of higher education)

8. Increase internship and volunteer opportunities to train future preservation professionals and teachers and to stimulate long-term stakeholder awareness (DHR, Preservation Virginia, public and private institutions of higher education, public and private historic museums and attractions)

Objective C: Reach out to public and private stakeholders to improve awareness of historic preservation values, benefits, programs, and tools (Preservation Virginia, DHR, COVA, ASV, localities)

Strategies

1. Provide accurate information and outreach programs to help private property owners understand how to appreciate and steward historic assets in ways that are non-threatening and voluntary (Preservation Virginia, DHR, Farm Bureau, local governments, etc.)

2. Increase awareness through collaborative action

   a. Develop and coordinate a strong network of local historical societies to enhance community history and sense of place (VHS, DHR, LVA, VAM)

   b. Participate in community events (takeaways, banner, tent)

   c. Target newsletters and direct marketing to constituents (for all organizations)

   d. Sponsor meetings and informal gatherings to provide a forum for stakeholders to interact and share with each other and with key preservation leaders (Preservation Virginia, DHR, easement owners, tax credit developers, local governments, PDCs, etc.)

   e. Share the intrinsic and financial value, strategy, and benefits of creating "new" historical homes and sites and in linking with other tourism drivers (DHR, Preservation Virginia, VTC, localities, community leaders and organizations)

   f. Create online interactive story maps like the Cultural History Tour of Old Colchester Park and Preserve. (Link for more information: http://fairfaxcountygis.maps.arcgis.com/apps/MapTour/index.html?appid=30f2ef6e8cf044d3b7a4e7d27a452046&webmap=629b9816879844b2a39ee-a4aeee6d476) (Localities, public and private museums, Preservation Virginia, VTC, DHR)

   g. Organize programs such as the Urban Archaeology Corps in Richmond where the nonprofit Groundwork RVA and the National Park Service have partnered to give high school students opportunities to excavate historic sites and conduct oral histories. (Link for more information:http://us3.campaign-archive1.com/?u=3416c3b3ca1f8a2468457030c&id=c25ff394f4&e=93969114e0 (Localities, public and private museums, Preservation Virginia, VTC, DHR)

3. Increase research efforts about, and using, historic places beyond survey

   a. Develop collaborative relationships and habits of sharing information in conducting archaeological research, historical research, and architectural surveys (DHR, colleges and universities, consultants, museums, public agencies)

   b. Leverage archaeological collections to attract researchers. (DHR, colleges and universities, military installations/Fort Lee)

   c. Encourage public accessibility of research products, records, and collections—historical, architectural, and archaeological (DHR, museums, colleges and universities, public

In November 2013, DHR and Shenandoah University co-hosted a two-day workshop for archaeologist. A professional organization, Advanced Metal Detecting for the Archaeologist, led participants in a day of classroom presentations and then hands-on instruction in the field at Clermont Farm in Clarke County. The image is from a video about the workshop available on *YouTube*: https://www.youtube.com/watch?v=32_i14YmoPk.

agencies)

Objective D: Include Virginia's geographically and culturally diverse communities as active stakeholders

Strategies

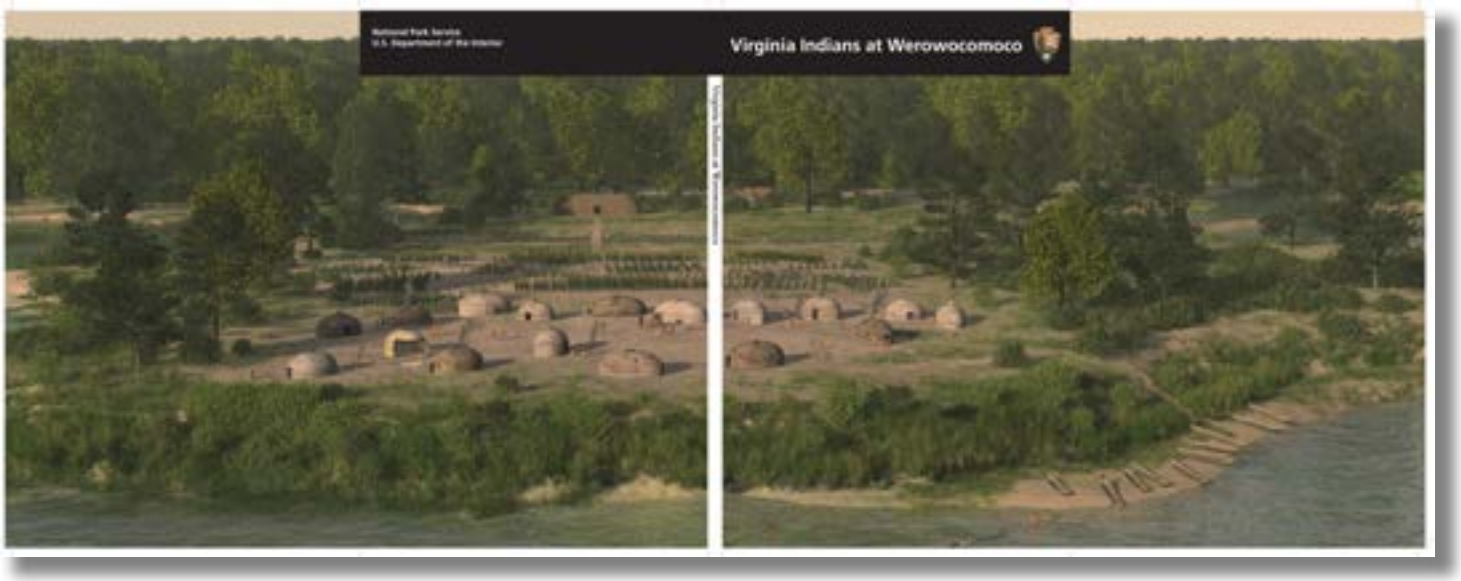
1. Tell the full range of Virginia's stories (DOE, Preservation Virginia, DHR, Virginia Foundation for the Humanities, VTC)
2. Use the Highway Marker program strategically for education throughout the state (DHR, private marker sponsors)
3. Identify and target geographic and cultural/social gaps in the awareness and practice of historic preservation (DHR, Preservation Virginia, VTC, Planning District Commissions)
    a. Priorities may vary from year to year and initially include Southwest Virginia/Appalachia, Historically Black Colleges and Universities, Virginia Indian tribes, LGBT sites and historians, Rosenwald Schools and alumni

Goal III: Build strong and sustainable statewide and community economies using historic assets

Objective A: Integrate sustainability and historic preservation practices to ensure that historic assets are used to support a vital and viable future

Strategies

1. Support the use of environmentally sustainable practices at historic properties, where such practices are consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties and associated guidance. (DHR, Preservation Virginia, DHCD/Main Street, local governments)



In September 2015, the book *Virginia Indians at Werowocomoco* was released through the University of Virginia Press, the distributor. The book, the result of a partnership between DHR and the National Park Service, tells the story of the village of Werowocomoco, the seat of power of paramount chief Powhatan and the place where Capt. John Smith, Powhatan and his daughter Pocahontas crossed paths. As part of DHR's educational outreach, a poster touting the site and the book was sent to every public elementary school in Virginia. This image shows the fully extended gatefold cover of the book, featuring an original illustration imagining the site's appearance during the 1500s, prior to the arrival of the English at Jamestown.

2. Promote preservation as recycling historic buildings by restoring historic fabric instead of buying new, reducing waste, and cost of new construction (DHR, Preservation Virginia, DHCD/Main Street, local governments)

3. Educate the public about how environmentally sensitive and sustainable practices can be implemented at historic properties in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties, so to preserve and retain significant historic fabric and character.

4. Increase the integration of historic assets into environmental and land conservation

    a. Educate state partners in land conservation (such as VOF, DCR, private easement holders) about use of VCRIS to identify presence of historic places (DHR)

    b. Cross-promote agricultural, environmental, and historic preservation tools to encourage their complementary use and integration (Preservation Virginia, DHR, USDA, Agriculture and Consumer Affairs, Virginia Department of Forestry, DGIF, DCR, PDCs) Such programs include but are not limited to:

        i. Conservation Reserve Program (CRP) and Conservation Reserve Enhancement Program (CREP) (USDA)

        ii. Forest Stewardship Management Plans (Virginia Department of Forestry)

Objective B: *Strengthen the role of Rehabilitation Tax Credits in revitalizing historic residential, commercial, and industrial neighborhoods (DHR/Preservation Virginia)*

Strategies

1. Provide expert guidance and training to help private property owners to rehabilitate and reuse historic assets in accordance with state and federal standards (DHR)

2. Provide sound data and analysis on the economic impacts of historic rehabilitation and the state and federal rehab tax credits (Preservation Virginia, DHR, VCU, localities and others, private property owners, business leaders)

3. Promote use of the credits (Preservation Virginia, DHR, VCU, local governments, Planning District Commissions, DHCD, local business leaders and Chambers of Commerce)

4. Educate state and local leaders (Preservation Virginia, DHR, VCU, local governments, Planning District Commissions, local business leaders and Chambers of Commerce)

Objective C: *Increase availability and use of tools and programs that use historic assets for public and private benefit*

Strategies

1. Use the statewide Main Street program to encourage active reuse of historic assets (DHCD, local governments, private sector partners, DHR)

2. Use Community Development Block Grants to maximize the effective reuse of public and private historic assets to meet both economic and preservation objectives in accordance with appropriate state and federal standards (DHCD, local governments, private sector partners, DHR)

3. Promote tools and partnerships that match preservation sensitive buyers and sellers to sustain the ongoing use of historic homes, industrial, and commercial properties (Preservation Virginia, realtors, etc.)

4. Re-evaluate and improve use of Virginia's revolving fund to have an impact on communities by (Preservation Virginia)
    a. Activating the revolving fund within the current requirements specified
    b. Attempting to gain approval to re-purpose the revolving fund to increase its flexibility and return on investment
5. Recognize successes, threats to, and loss of historic assets through awards, "endangered" lists, and other outreach efforts (Preservation Virginia, local governments, news media, DHR, public and private historical societies and organizations)
6. Leverage the Virginia Battlefield Preservation Fund to protect battlefield lands from all wars fought on Virginia soil (Revolutionary War, War of 1812, and the American Civil War) by acquiring lands and easements in partnership with both the public and private sectors (DHR, CWT, SVBF and other private preservation organizations, NPS, DCR)

Objective D: Reinforce the contribution of historic assets to outdoor recreation

Strategies

1. Continue to incorporate historic places and attractions in development of 2018 Virginia Outdoors Plan including questions for demand surveys, inclusion of historic preservation organizations and professionals on advisory committees, and public participation as well as recommendations for the effective use and expansion of historic assets as part of a broader outdoor recreation and education package (DCR, DHR, Preservation Virginia, CWT, SVBF, historic museums and attractions)
2. Use recreational statistics from the Virginia Outdoors Plan and Virginia Tourism Corporation to support the economic assessment of historic resources in the context of recreation (DCR, VTC, DHR, Preservation Virginia, local communities, historic museums and attractions)
3. Partner in conducting a statewide economic assessment of historic resource tourism combined with outdoor recreation tourism (DCR, VTC, DHR, Preservation Virginia)
4. Identify, evaluate, register, and manage significant historic places in Virginia's State Parks in accordance with sound preservation standards and principles (DCR, DHR, VTC)
5. Fully integrate historic aspects along with the environment in developing and interpreting new State Parks including Natural Bridge and Middle Peninsula State Parks (DCR, DHR, VTC)
6. Take advantage of history and historic places as part of the total educational and recreational package for State Parks including walking trails as well as classroom and outdoor educational activities (DCR, DHR)
7. Identify and evaluate historic places for use as

Department of Conservation and Recreation staff worked with DHR to complete a National Register nomination for Pocahontas State Park, which was listed in the Virginia Landmarks Register and the National Register of Historic Places during 2015. The historic district encompasses the park's initial acquisition, design, and construction by the Civilian Conservation Corps during the 1930s. It became a state park after the National Park Service donated the land to the Commonwealth of Virginia in 1946.

recreational assets by communities at the local and regional level (Local governments, community organizations, regional park authorities)

8. Promote outdoor recreation and tourism through the continued creation and development of heritage areas and heritage trails including, but not limited to, the Civil War Trail, the Crooked Road, the Captain John Smith Chesapeake National Historic Trail, Fields of Gold, the Road to Revolution, and more (DHR, DCR, VTC, PDCs, Preservation Virginia, Local Governments, local and regional organizations and attractions)

9. Collaborate in the development and recognition of river corridors and scenic byways

   a. Use the model of Envision the James, an on-going conservation initiative of the James River Association in partnership with the Chesapeake Conservancy and National Geographic Maps, that works with communities and partners in the James River watershed to plan and implement projects that sustain and enhance the natural and cultural heritage, local economies, wildlife abundance, and outdoor recreation assets along Virginia's historic and scenic rivers for present and future generations (more info is at http://www.envisionthejames.org/) (Local and regional organizations, local governments, planning district commissions, Scenic River/DCR)

   b. Take advantage of river access points to interpret history, historic places, and historic themes related to the river (Local and regional organizations, local governments, planning district commissions, Scenic River/DCR)

The City of Petersburg has a "Walk in Lincoln's Footsteps" self-guided tour. The tour, which chronicles Lincoln's historic time in the region, includes General U.S. Grant's Headquarters, the Forts where the last Civil War battles raged, and the grand mansions Lincoln visited in the war's final days.

Objective E: Strengthen the use of historic places as assets in support of Virginia's tourism industry

Strategies

1. Ensure that tourism education and training programs at all levels integrate the value of historic places and ways that they can be integrated as assets into the full range of tourism activities (VTC, DHR, Destination Marketing Organizations, Localities, Planning District Commissions)

2. Increase communication, planning, and coordination among government entities to ensure that key players are involved in tourism development (VTC, DHR, Destination Marketing Organizations, localities, Planning District Commissions)

3. Increase connectivity among tourism attractions, businesses, and destinations through expanded partnerships (VTC, DHR, Destination Marketing Organizations, Localities, Chambers of Commerce, Planning District Commissions, Historic Museums and Attractions, etc.)

4. Establish and uphold guidelines for town/city center enhancement and redevelopment that are sensitive to and capitalize on available historic places to provide a unique and authentic experience (local government, public and private sectors, VTC, DHR)

5. Refresh history and heritage visitor experiences (Historic Museums and Attractions, Local Government, Destination Marketing Organizations, local and regional organizations and authorities)

6. Invest in historic structures, sites, and attractions (Public and private property owners, visiting public, state/local/federal agencies and elected officials)

7. Connect history experiences including inter-jurisdictional and regional collaborations (VTC, Historic Museums and Attractions, Planning District Commission, Local Governments, Destination Marketing Organizations, local and regional organizations and authorities, DHR, Preservation Virginia, National Scenic and Historic Trails)

8. Enhance historical experiences through the creation and promotion of accommodations in historic structures such as historic hotels, bed and breakfasts, and the use of the National Trust for Historic Preservation "Historical Hotels" designation (VTC, owners of historic hotels and properties suitable for B&Bs, NTHP, DHR, Destination Marketing Organizations, Chambers of Commerce)

9. Leverage historic military assets—from battlefield and related sites to active military installations (VTC, CWT, DOD, DHR, Destination Marketing Organizations, Chambers of Commerce)

10. Commemorate historic "anniversaries" to highlight both the richness of Virginia history and the importance of appreciating and preserving the places and tangible remains associated with that history (State, federal, and local commemorative commissions, Preservation Virginia, DHR, VHS, LVA, VAM, VFH, NPS, DCR, community organizations, etc.). Key anniversaries in this planning cycle include:

    a. 2015 – 30th anniversary of the Virginia Main Street program

    b. 2016 – 50th anniversary of both the National Historic Preservation Act and the independent creation of the Virginia Landmark Commission in 1966; 20th anniversary of the Virginia Rehabilitation Tax Credit legislation; 100th anniversary of the National Park Service; 80th anniversary of the Virginia State Parks system

    c. 2017 – 100th anniversary of America's involvement in World War I; 400th anniversary of "Private Property" in English America; 90th anniversary of Virginia's Historical Highway marker program

    d. 2018 –50th anniversary of the Virginia Association of Museums

    e. 2019 – 400th anniversary of the first democratic assembly in the western hemisphere (now the Virginia General Assembly), the arrival at Jamestown of a shipload of women to become wives of English settlers, and the arrival of African-Americans from a captured Portuguese ship all in 1619; 130th anniversary of Preservation Virginia; 50th anniversary of the Virginia Is For Lovers tourism slogan

    f. 2020 – 100th anniversary of Women's right to vote

    g. Planning for celebration of the 250th anniversary of the Revolutionary War in 2028-2033, including the events that led up to the war and the Declaration of Independence

Goal IV: Incorporate historic places and their preservation effectively into planning and policy decision-making

Objective A: Improve the basis for decisions affecting historic places by increasing communication, planning, and coordination among government entities

Strategies

1. Integrate VCRIS into planning and decision-making processes to ensure use of the most up-to-date information on known historic places and to streamline communications about significant historic places (Local governments, VDOT, DGS, state and federal agencies including military installations and institutions of higher education, DHR)
2. Redirect federal environmental review and mitigation processes from project-driven to a resource management approach recognizing an agency's extended responsibility to the long-term preservation and protection of resources (Federal, state, and local agencies, DHR)
3. Address historic preservation issues early in project planning processes (State, federal, and local agencies)
4. Provide accurate and appropriate information to reviewing agencies to facilitate meaningful comment and recommendations (State, federal, and local agencies, and their consultants)
5. Develop and implement programmatic agreements to streamline and strengthen review processes and outcomes for historic resources (DHR, State, federal, and local agencies)
6. Complete both submissions and responses in a constructive and timely fashion to facilitate meaningful reviews (State, federal, and local agencies, DHR)
7. Address training needs at all levels of government to enable proactive attention to historic places and effective compliance with review processes to balance historic preservation values with project objectives (State, federal, and local agencies, DHR)
8. Use a wide range of mitigation strategies including, but not limited to, survey, registration, documentation, data recovery, donation of easements, interpretation and educational products, alternate site preservation, and mitigation banking when projects cannot avoid damage to historic assets (DHR, state, federal, and local agencies)
9. Lead by example in the renovation and restoration of sustainable historic sites owned or managed by state agencies and institutions (DCR, DGS, public institutes of higher education, state land management agencies, DHR)
10. Coordinate major statewide planning efforts to ensure that key agencies and staff are at the table for efforts such as the Virginia Comprehensive Statewide Preservation Plan, the Virginia Outdoors Plan, the Virginia Tourism Plan, statewide transportation planning, disaster and hazard mitigation planning and similar efforts (DHR, DCR, VTC, VDOT, DHCD, DOE, VDEM)

The New College Institute in Martinsville is a good Section 106 mitigation story. Built on what is locally known as the Baldwin Block using federal funds, the project was determined to have an adverse effect on underlying archaeological resources related to Dr. Dana O. Baldwin, the first African-American physician in Martinsville. The project was developed in close consultation with members of the community, including the Fayette Street Oral History Group. The resulting mitigation included an interpretive display on the interior of the NCI building about the life of Dr. Baldwin and the Baldwin block, including illustrative panels by a local artist on the exterior of the building showing life on the Baldwin Block, re-use of historic bricks in the courtyard, and an oral history video about the Fayette community.

Objective B: *Strengthen local planning and decision-making tools and processes*

Strategies

1. Develop a local process to identify and

evaluate what the community and the public feel are important to recognize and preserve (Local governments and community groups)

2. Develop and use historic place layers in local GIS and other planning tools (Local governments, DHR)

3. Utilize VCRIS to share, communicate, standardize, update, and use data about historic resources for a variety of planning purposes at all levels in both public and private sectors (Local governments, DHR)

4. Use data on historic places above and below ground to inform comprehensive planning, zoning, permitting, and other land use decisions (Local governments)

5. Adopt historic preservation ordinances and programs that promote a community sense of place and support use of historic assets for economic and cultural benefits (Local governments)

Toms Brook School was constructed in 1939. Revitalizing the school was a priority project for the Town of Toms Brook and Shenandoah County after it closed its doors in 1992. The developer and future landlord, People Incorporated, gave the property new life and a new purpose, meeting the community's need for affordable housing, as the Toms Brook School Apartments. The photo shows the school prior to renovation.

6. Adopt and use the property maintenance portion of the Universal Building Code to avoid or minimize demolition by neglect (Local governments)

7. Train local officials who inspect and administer the Universal Building Code to improve their understanding of how to apply it effectively to old buildings and to maximize the flexibility already inherent in the Code (Local governments, DHR, Preservation Virginia)

8. Incorporate information on the presence, significance, and treatment of historic places in local hazard mitigation planning (Local governments)

9. Develop innovative solutions such as resident curator programs to help maintain and restore historic properties owned by local agencies (Local governments, DHR)

10. Consider all options for rehabilitation including adaptive reuse and public/private partnerships for which tax credits are available when a public building or school has outlived its original purpose (Local governments, local school boards, private development partners)

11. Consider statewide and regional tourism data and evaluate options for using historic places to enhance local tourism potential (Local governments, VTC)

12. Understand and fulfill preservation and review responsibilities that have been delegated by federal and state agencies to local agencies (Local governments, state and federal agencies, DHR)

Goal V: Sharpen tools for historic preservation

Objective A: Fortify state and local programs and incentives

Strategies

1. Educate state decision makers to keep state rehabilitation tax credits and land conservation credit programs strong and effective (Preservation Virginia, Scenic Virginia, business and community leaders, DHR)
2. Address the full range of conservation values (both natural and historic) in the context of all conservation easements (DCR, VOF, public and private easement holders, DHR)
3. Define and enforce penalties for easement violations (DHR, DCR, VOF, OAG, private easement holders)
4. Create new financial incentives and resources for historic preservation (State and local elected officials, Preservation Virginia, community organizations)
5. Develop active tools to encourage rehabilitation and reuse in localities
    a. Adopt local tax incentives (tax abatements) and ensure that these are carried out in ways that protect Virginia Landmarks (Local governments)
    b. Empower local administrators (staff) to take action/make decisions within their own area of responsibility (Local governments)
6. Ensure that sensitive reuse of older buildings plays a greater role in creating affordable housing (DHCD, DHR, Private sector)

Objective B: *Address gaps in preservation of threatened property types through appropriations, statutory, programmatic, and educational measures*

Strategies

1. Reclaim and rehabilitate more abandoned and neglected historic buildings for active continued use
    a. Strengthen laws and ordinances in ways that protect property rights of owners as well as neighboring property owners and businesses and encourage preservation and reuse over demolition (Local governments, Preservation Virginia, community organizations, DHR)
    b. Encourage efforts to get and keep historic properties (especially abandoned and neglected properties) in sensitive ownership (State and local elected officials, Preservation Virginia, community organizations)
2. Focus attention on threatened property types such as aging school buildings, archaeological sites, slave cemeteries, old family cemeteries, tobacco barns and abandoned agricultural buildings, cultural landscapes, battlefields, rural villages, and places associated with civil rights, LGBT, African American, Native American and women's

Cornland School, a one-room schoolhouse built in 1903, served African-American students during segregation in former Norfolk County, now part of the City of Chesapeake. Cornland School replaced a circa-1868 school that stood on the same site. The Cornland School building is one of the oldest one-room schools still standing today in Chesapeake and was listed on the Virginia Landmarks Register and the National Register of HIstoric Places in 2015 to further its preservation.

history (Preservation Virginia, DHR, Community Organizations, Local governments)

a. Promote/conduct surveys and thematic studies that identify and draw attention to rare and/or threatened historic places and property types
b. Conduct educational programs to help local governments, community groups, and property owners identify, evaluate, and maintain older threatened properties
c. Leverage new and existing resources to help revive and maintain these irreplaceable assets
d. Promote data recovery and documentation of historic places where preservation and/or rehabilitation is not possible

3. Seek out and administer state, federal, and private grants/funding to address threatened and endangered historic places

An archaeologist conducts a survey of a Late Woodland prehistoric site along Onancock Creek, near its mouth in the Chesapeake Bay in Accomack County. An NPS Hurricane Sandy grant has enabled DHR and local jurisdictions to survey threatened prehistoric and historic archaeological resources along Virginia's Eastern Shore.

Objective C: Improve training for preservation craftsmen and stakeholders

Strategies

1. Provide targeted training workshops for preservation and museum professionals and craftsmen (DHR, Preservation Virginia, VAM, others)

   a. Educate property owners and those involved in the construction trades on appropriate treatment of historic properties, using Secretary of the Interior's Standards for the Treatment of Historic Properties and associated guidance (DHR, Preservation Virginia)
   b. Partner with experts and educational organizations to provide training in historic building trades and techniques (DHR, Preservation Virginia)

2. Expand curricular offerings at community college, undergraduate, and graduate levels to support the needed competencies for craftsmen and other preservation and museum professionals (SCHEV, community colleges, colleges and universities)

3. Provide training and guidance to help local governments carry out their planning and regulatory responsibilities including (but not limited to) a statewide certification program for Architectural Review Boards and training for building inspectors in applying building codes to promote reuse of older structures (Preservation Virginia, DHR, DHCD, Local Governments)

4. Provide field schools and workshops for both career and avocational archaeologists (COVA, ASV, DHR, community colleges, colleges and universities, historic museums and attractions)

5. Develop and increase use of internship programs in colleges and universities and internship opportunities with both the public and private sector (Public and private colleges and universities, DHR, Preservation Virginia, local governments, public agencies, consultants, etc.)

6. Incorporate historic preservation and interpretation topics into staff training for appropriate state and federal agencies as well as statewide and regional organizations, for example:
    a. Provide training for state parks field staff, planners, and resource specialists (DCR, DHR)
    b. Utilize annual training at state park interpreters' sessions for seasonal workers (DCR, DHR)
    c. Provide training about the value of historic places in community revitalization and appropriate use of the Secretary of the Interior Standards to key state agency and local economic development staff (DHR, DHCD, et al)
    d. Provide training to Destination Marketing Organizations, local Chambers of Commerce, Planning District Commissions, etc. about the value of historic places to local and regional tourism (VTC, DHR)

Objective D: Expand networks and collaboration to meet common objectives

Strategies

1. Coordinate ongoing public participation such as periodic meetings of the statewide comprehensive plan steering committee (DHR, Preservation Virginia and other key partners)
2. Conduct statewide/regional planning workshops/preservation forums (DHR, Preservation Virginia and other key partners)
3. Conduct surveys on historic preservation issues targeted at different stakeholder audiences (DHR, Preservation Virginia and other key partners)
4. Use social media and other alternatives to gather opinions on an on-going basis (DHR, Preservation Virginia and other key partners, VTC)
5. Integrate the broader idea of public participation via online technologies such as exploring the possibility of "crowd sourcing" to engage the public and/or collect local historic and preservation data from a ground-up approach. (DHR, Preservation Virginia, localities, PDCs, statewide and regional organizations)
    a. For example, such techniques could include creating an online map layer (possibly using Google Earth) with geo-rectified 19th century maps overlaid on a modern map and encouraging citizens to hand-code the location of historic sites.
6. Increase communication, planning, and coordination among government entities
    a. Develop strategies for interactive communication and information-sharing on a regular basis (meetings, routine emails, conference calls, etc.) (DHR, DCR, DHCD, Scenic Virginia, etc.)
    b. Ensure staff participation by key agencies in important planning and implementation meetings, such as but not limited to:

Governor Terry McAuliffe greets residents of Tangier Island during a June 2015 event on the island to highlight the island as a Virginia Treasure. The day's event drew representatives of the National Park Service, the U.S. Army Corps of Engineers, and DHR as well as Virginia Secretary of Natural Resources Molly Ward and other members of the Governor's cabinet.

i. DHR/VTC staff participation in annual Virginia Outdoors Plan meeting;
ii. DHCD/VTC/DCR/DOE/VDOT staff participation in annual implementation update sessions of this Comprehensive Plan;
iii. State land management agency participation in and implementation of biennial State Stewardship reporting

7. Increase communication, planning, and coordination among government, local, and private entities such as:
   a. Participation in key annual conferences held by Virginia Association of Museums, Preservation Virginia, Virginia Association of Planning District Commissions, Virginia Municipal League, Virginia Association of Counties, Archeological Society of Virginia, Virginia Farm Bureau, Virginia's United Land Trusts, American Planning Association/Virginia Chapter, Rural Planning Caucus, and others (All partners and stakeholders)
   b. Participation in joint projects by both public and private partner organizations (All partners and stakeholders)
8. Link related programs and services on websites and to cross-post related messages through social media and other means as appropriate
9. Create a preservation consortium among Virginia's colleges, universities, and community colleges to share ideas and stimulate collaborative or individual preservation classes and projects (Public and private colleges, universities, and community colleges, DHR, Preservation Virginia)
   a. Offer credit to students in a class for conducting surveys of Asian American or Hispanic cultural assets in their communities, thereby meeting three goals in one (liaise with institutions of higher education, train young people to care about preservation, and document some of the newer sites that are just now turning 50-years old).
   b. Share expertise to support historic preservation projects on the campuses of different institutions of higher education

Implementing the Plan

Because this plan is intended to inspire and guide the preservation-related activities of a wide variety of stakeholders, it will also be implemented in a variety of ways as determined by the relevant stakeholders and partners themselves. For example:

- Biennial strategic plans for state agencies (DHR, VDOT, DHCD, VTC, DOE, etc.)
- Annual work plan development and execution (DHR – reporting both via strategic plan and annual reports to NPS)
- Performance of ongoing programs such as:
  * Project Review, Certified Local Governments, Survey and Register, Preservation Easements, etc. (DHR)
  * Main Street (DHCD)
- Implementation of related statewide plans
  * Virginia Outdoors Plan (DCR and its partners)
  * Drive Tourism (VTC and its partners)
- Individual organization plans and activities
  * Preservation Virginia, VAM, COVA/ASV/museums/attractions, Destination Marketing Organizations, Planning District Commissions, etc.
- Local governments' comprehensive plans, zoning departments and boards, school boards, architectural review boards, and similar decision-making bodies

As noted earlier, these and other organizations can use this plan to set short-term and long-term priorities and to help allocate limited staff and funding.

Each organization is encouraged to set meaningful measures to assess progress toward various interim objectives. For example, DHR establishes measures through its biennial strategic plan and annual work plan, and reports on its progress (and the results of any federal funding channeled through DHR for related purposes) through annual reports to the National Park Service and through the official Commonwealth system for planning and reporting which is accessible to the public through the Virginia Performs website. Sample measures DHR uses to assess the outcomes of its efforts in partnership with the public and private sectors include:

- Number of historic preservation easements added or amended to protect Virginia's significant historic assets. (2016 Target: +15)
- Percentage of properties under easement inspected for compliance with easement conditions (2016 Target: 33%)
- Number of historic properties newly identified and recorded or for which new data is added to the statewide inventory. (2016 Target: +3500)
- Percentage of historic properties newly identified or revisited on the statewide inventory that are within defined climate change impact areas (2016 Target: 10%)
- Number of projects that rehabilitate and reuse historic buildings as certified to meet the criteria for tax credits (2016 Target: > 175)
- Amount of private investment (in millions of dollars) leveraged rehabilitation tax credits to reuse historic buildings and stimulate local economies (2016 Target > $300million)
- Percentage of new Listings on the Virginia Landmarks Register and/or National Register of Historic Places that reflect Virginia's rich and diverse cultural heritage (2016 Target: 20% of total properties listed in SFY2016)
- Percentage of agency responses that comply with the 30-day federal response requirement for state, federal, and local project review (2016 Target > 95%)
- Completion rate for projects that salvage or analyze data from archaeological sites threatened with major damage or destruction through human or natural forces (Target: 100%)

Call to Action for All Virginians

All Virginians have a stake in the present and future of Virginia's rich historic legacy—the places that tell our collective stories, that draw visitors to our state, and that give character to our neighborhoods, our cities and towns, and our rural countryside. In one way or another, each of us reaps the economic, community, and educational benefits of historic preservation. By preserving the historic resources that make communities unique, localities strengthen their identity and sense of place and bring their heritage home to their citizens. Historic resources and heritage tourism make up a significant portion of the state's $22.4 billion tourism industry, enhancing local economies and educating young Virginians. Reusing infrastructure and revitalizing downtowns conserve open space and preserve the vitality of communities, creating a magnet for investment.

Preservation happens because communities and property owners want it to happen. Everyone—property owners, communities, small businesses, corporations, and all government agencies—can play their part to help build a sustainable future for our environment, businesses, and communities through historic preservation. Together, we have the opportunity today to create a vital Virginia for tomorrow. That is the challenge, and our choices will make the difference.

Everyone can join in the action and support historic preservation. Listed below are some suggestions and starting points for getting involved.

What Individual Virginian's Can Do

(Private citizens, children, families)

- Learn about the history of your community
- Visit a historic site
- Join and support local and statewide preservation organizations
- Volunteer for a local historical society, museum, historic foundation, or DHR regional office
- Celebrate National Historic Preservation Week and Historic Garden Week
- Encourage your community to take stock of its historic resources and to use them for the good of its citizens
- Buy, restore, and enjoy living in a historic house
- Keep or locate your business in an older downtown area
- Support downtown businesses and events
- Attend or even organize a Virginia Archaeology Month event
- Document and protect archaeological sites on your property
- Volunteer at an archaeological excavation
- Sponsor a historical highway marker
- Get involved in local planning processes

What Local Communities Can Do

(**Elected Officials, City, Town, and County Governments, Planning Commissions, and Local Historic Preservation Commissions)**

- Maintain offices in historic buildings and historic districts
- Examine and adapt appropriate concepts and actions in this Plan to achieve the preservation priorities of your community, region, or organization

- Identify the historic landmarks (buildings, sites, structures, objects, cemeteries, battlefields, districts, etc.) important to the history and the social and economic well-being of the community either independently or in partnership with DHR
- Use VCRIS to determine what is already recorded about historic places and to share new findings with DHR for use by a wider audience
- Incorporate these into local comprehensive planning, zoning, recreation, and educational programs in a way that is meaningful to the citizens of that community
- Adopt zoning and other local ordinances, incentives, and practices that strengthen the ability of property owners and the community to meet their own preservation objectives
- Work with other public and private sector partners to make the most of these assets
- Work through the Virginia Association of Counties and the Virginia Municipal League to encourage statewide policies and legal tools to help each locality meet the preservation needs of its citizens
- Ensure that preservation and continued use (including adaptive reuse potentials) are given serious and balanced consideration when planning for the future of aging public buildings, including schools
- Apply to be designated as a Certified Local Government (CLG) if your community already has an established local preservation commission
- Participate in intensive commission training opportunities, such as the National Alliance of Preservation Commissions' biannual Forum and Commission Assistance and Mentoring Program (CAMP)
- Prepare emergency management/hazard mitigation plans and procedures that take historic resources into consideration
- Adopt zoning policies and tax incentives that benefit preservation and revitalization activities
- Support policies that reduce sprawl and encourage adaptive reuse strategies
- Increase funding for preservation programs and activities
- Include historic preservation and archaeology as funding priorities in any grant and incentive programs
- Conduct or support historic and archaeological resource surveys
- Seek out Scenic River and Virginia Byway designation to help recognize these important historic assets

What State and Federal Agencies Can Do

- Maintain offices in historic buildings and historic districts
- Identify the policy and budgetary advantages that your agency can gain by collaborating with the Department of Historic Resources and other preservation partners and participating in the implementation of this Plan
- Establish a clear line of communication with DHR by designating a single point of contact
- Integrate preservation into your agency's plans to grow Virginia's economy, revitalize communities, and conserve and provide public access to natural resources
- Support DHR efforts to improve its NHPA, Section 106, and Commonwealth of Virginia consultation procedures so that your agency is afforded quicker responses with less paperwork
- Consult the Virginia Cultural Resources Information System (VCRIS) when planning and implementing projects
- Use VCRIS to identify resources that may be affected by your agency's actions
- Consider historic resources in your agency's planning and programming activities. Act in proactive ways to productively use and preserve these resources and avoid adverse impacts. When impacts are unavoidable, collaborate with DHR to develop mitigation strategies that will add value to local communities
- Examine and adapt appropriate concepts and actions in this Plan to achieve the preservation priorities of your community, region, and organization

What Not-For-Profit and History-Related Organizations Can Do

(Historic Preservation, Archaeology, Neighborhood, Community, Arts, Cultural, and Other Organizations, Historical Societies, Museums, and Libraries)

- Locate in a historic building
- Examine and adapt appropriate concepts and actions in this Plan to achieve the preservation priorities of your community, region, and organization
- Partner with other preservation advocates to make the voice of preservation stronger and more unified throughout the Commonwealth
- Evaluate your financial, time, and other resources and put them to use in ways that have the greatest chance for success
- Be prepared with a plan to address urgent, emergency, and immediate historic preservation issues as they arise in your community
- Sponsor historic preservation education programs and speakers
- Host or participate in cultural and ethnic heritage festivals
- Host or coordinate Virginia Archaeology Month and Historic Preservation Week activities and observances
- Develop heritage tourism materials and promote local or regional heritage tourism attractions
- Nominate locally important historic sites, structures, and districts to the National Register of Historic Places, especially resources associated with under-represented groups
- Digitize primary source materials on community history and make them publicly accessible
- Make historic preservation information available to professionals, teachers, elected officials, and the general public
- Use new technology and social media to communicate your organization's message and news to more people faster and more cost-effectively than printed newsletters and mailings
- Develop and implement emergency management/hazard mitigation plans and procedures for your organization as a way to protect historic resources, artifacts, collections, and documents during and after disasters using tools and guidance available from such sources as the Virginia Department of Emergency Management (http://www.vaemergency.gov/), the Virginia Association of Museums (http://www.vamuseums.org/), and the Department of Historic Resources (http://www.dhr.virginia.gov/)
- Advocate for the creation and adoption of local preservation plans by local governments
- Attend the annual Virginia Preservation Conference, co-hosted each year by Preservation Virginia and DHR, to network with counterparts and learn more about preservation and program opportunities
- Sponsor a historical highway marker
- Identify historic landscapes and work with the appropriate agencies to secure their recognition
- Examine and adapt appropriate concepts and actions in this Plan to achieve the preservation priorities of your community, region, and organization

What Owners of Historic Places Can Do

(**Businesses, Homeowners, Farmers, Churches, Colleges & Universities, Non-Profit Organizations, and Government Agencies**)

- Reuse historic buildings as an alternative to demolition and new construction
- Research your historic property and write about its history
- Learn about and take advantage of any available financial incentive opportunities such as tax credits, grant programs, or low-interest loans
- Participate in your community's Main Street program or your neighborhood association
- Advocate for and support local improvement projects and programs that benefit preservation
- Regularly inspect your historic property; develop a maintenance schedule; perform routine preventive maintenance to avoid costly repairs, and address problems in a timely manner
- Retain and rehabilitate historic windows and doors and add interior or exterior storm units to improve energy efficiency as a cost-effective alternative to replacement
- Donate a preservation easement to protect those features that make your property historically significant
- Be aware of potential threats from such factors as rising water, storm damage and flooding and develop your own emergency preparedness/hazard mitigation plans using the tools available from such sources as the Virginia Department of Emergency Management (http://www.vaemergency.gov/), the Virginia Association of Museums (http://www.vamuseums.org/), and the Department of Historic Resources (http://www.dhr.virginia.gov/)
- Take advantage of technical assistance and information tools for best practices such as *Preservation Briefs* and other materials available from the National Park Service and programs and incentives available from the Department of Historic Resources (http://www.dhr.virginia.gov/), Preservation Virginia, and other sources

What Preservation-related Professionals Can Do

(Historians, Architects, Engineers, Planners, Developers, and Realtors)

- Educate yourself about the history and development of your community, historic architectural styles, and historic preservation programs and funding opportunities
- Learn how a preservation ordinance regulates specific exterior alteration activities in your community and attend a local preservation commission meeting to understand how the approval process works
- Develop creative ways to stabilize, rehabilitate, and market vacant or under-used historic buildings
- Educate yourself and others about the economic, social, and environmental benefits of historic preservation
- Review the growing body of literature about how to cost-effectively improve energy efficiency in historic buildings while retaining historic features and fabric
- Use available tools, programs, and technical assistance to create and promote preservation strategies that meet the needs of your community
- Respect and promote the unique qualities and features of historic properties, neighborhoods, and commercial areas
- Volunteer to teach an SOL-based history, archaeology, preservation, or other related activity in your local schools or museums
- Adopt appropriate concepts and actions in this Plan to achieve the preservation priorities of your community, region, and organization

What Teachers & Educators Can Do

(Elementary, Middle, and High School Teachers, and Home School Educators)

- Use "Teaching with Historic Places" and "Discover Our Shared Heritage Travel Itineraries" from the National Park Service to incorporate historic properties into lesson plans for social studies, local or state history, government, and geography
- Teach students how to conduct research with primary source materials such as historical maps, city directories, census data, diaries, letters, and newspapers
- Participate in Virginia Archaeology Month activities and use nearby or regional archaeological dig "open houses" as field trip venues
- Encourage students to enroll in any history and preservation-focused courses, programs, or experiences that are available outside the classroom
- Adopt appropriate concepts and actions in this Plan to achieve the preservation priorities of your community, region, and organization

Appendices

A. Directory of partner/stakeholder organizations
B. Legislative Successes
C. Full survey with results
D. Summary of preservation forums
E. References/Bibliography
F. Acronyms Defined

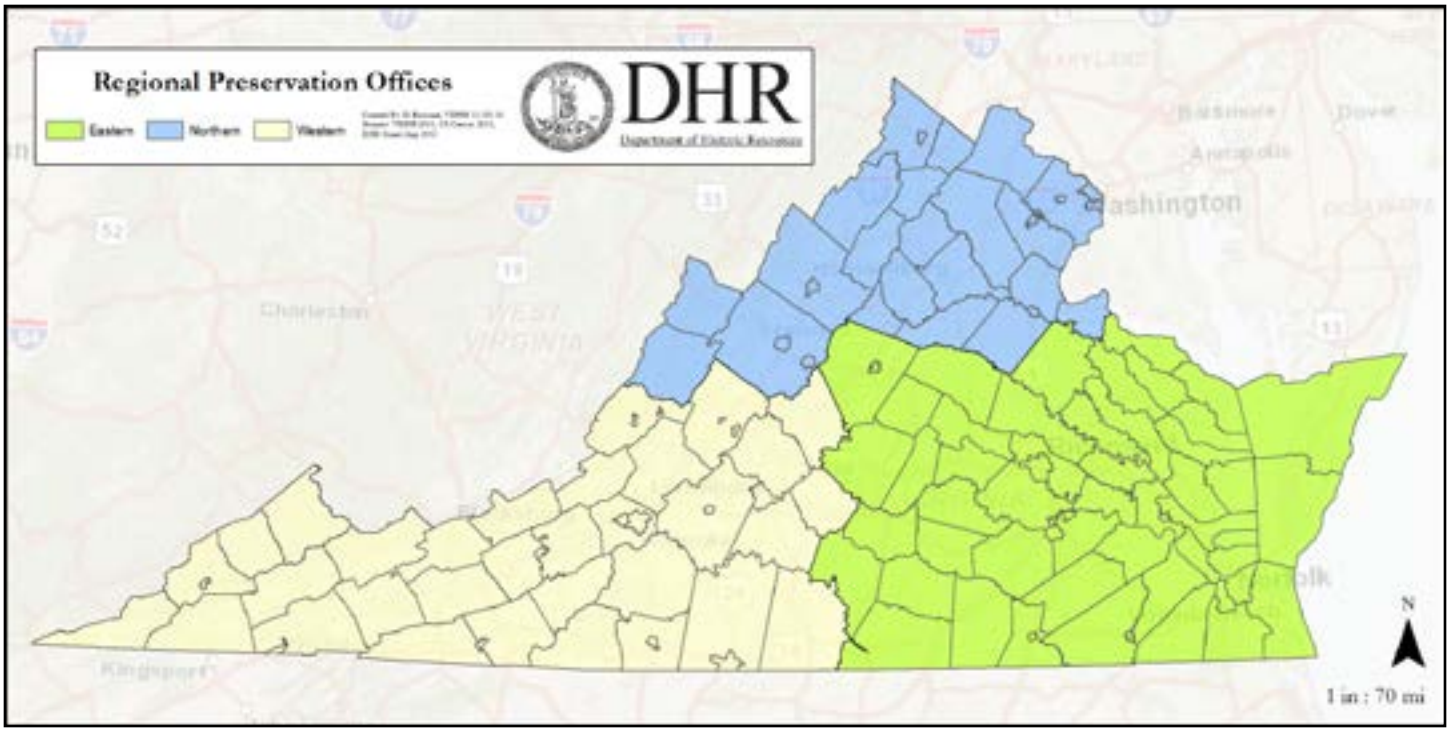
Appendix A: Preservation Partners Directory

State Agencies:

Virginia Department of Historic Resources (State Historic Preservation Office)
2801 Kensington Avenue
Richmond, VA 23221
(804) 367-2323
www.dhr.virginia.gov

The Department of Historic Resources is the Commonwealth's official historic preservation agency, and its director is designated as the State Historic Preservation Officer (SHPO). Department staff administers both federal and state mandated activities. Specific programs and services of the Department of Historic Resources include the following: Survey and Inventory, Planning, National Register of Historic Places and Virginia Landmarks Register, State and Federal Tax Credits, Certified Local Governments, State and Federal Government Project Review, State Grants to Historic Attractions, Threatened Sites Archaeological Research, Historic Preservation Easements, Historical Highway Markers, and a wide range of Technical Assistance on the above and other preservation topics.

In addition to these programs, the department maintains an open-to-the-public research center with both paper and electronic archives for its inventory of more than 247,000 historic properties (including more than 40,000 archaeological sites) and library for students, researchers, scholars, consultants, or anyone interested in the archaeological and architectural history of Virginia. The department curates more than six million objects in the Commonwealth's archaeological collections and makes these collections available to researchers and to the public through loans to museums across the state. Educational programs include Virginia Archaeology Month, Teaching with Historic Places, an Archaeology Resource Kit, tours of the department's curation and conservation center, and other changing programs for adults, children, and educators. The department also produces several reference publications including the *Financial Incentives Guide* for historic preservation; the *Tourism Handbook: Putting Virginia's History to Work*, which provides a step-by-step guidance in heritage tourism development; *Virginia's Historical Registers: A Guide to Property Owners* with a full explanation of the register process; and *Researching Your Historic Virginia Property*.



Most of the direct services of the department are delivered to communities through its three regional offices. These regional centers provide the first point of contact for agency programs and can also provide information about regional and local preservation organizations.

Eastern Region Preservation Office
(serving Central, Southside, Tidewater and the Eastern Shore)
2801 Kensington Avenue
Richmond, VA 23221
Map & Directions
Phone: (804) 482-6099
Fax: (804) 367-2391
Contact: *Marc Wagner*

Western Region Preservation Office
(serving Southwest Virginia and the Lower Piedmont)
962 Kime Lane
Salem, VA 24153
Map & Directions
Phone: (540) 387-5443
Fax: (540) 387-5446
Contact: *Michael Pulice*

Northern Regional Preservation Office
(serving the Shenandoah Valley and Northern Virginia)
P.O. Box 519
5357 Main Street
Stephens City, VA 22655
Map & Directions
Phone: (540) 868-7029.
Fax: (540) 868-7033
Contact: *David Edwards*, Director, DHR Regional Offices.

Virginia Department of Conservation and Recreation
203 Governor Street
Richmond, VA 23219-2094
(804) 786-1712
www.dcr.virginia.gov/
Email: pco@dcr.virginia.gov

Virginia's state park system has been recognized as one of the best in the nation. Of the 35 parks managed by the Department of Conservation and Recreation, many were built by the Civilian Conservation Corps, and many others including, but not limited to, Chippokes Plantation, Southwest Virginia Museum Historical Park, High Bridge Trail, Belle Isle, Staunton River Battlefield, Mason's Neck, Leesylvania and Sailor's Creek Battlefield Historic Park protect and interpret a wide range of historic and prehistoric archaeological sites as well as historic buildings and landscapes. In addition to managing all state parks, the Department of Conservation and Recreation provides primary support for the Virginia Land Conservation Foundation which provides funding for land and easement acquisition grants to protect historic properties as well and lands significant for other environmental reasons.

In addition, DCR manages the Virginia Scenic Rivers Program which serves to identify, designate and help protect rivers and streams that possess outstanding scenic, recreational, historic and natural characteristics of statewide

significance for future generations. As of May 2009, there were 24 river segments totaling 529 miles including such historically important rivers as the James River (several segments), the Appomattox, the Rivanna, and the Rappahanock Rivers.

Also of note is a newly launched Virginia Treasures program which targets conservation of historic resources as one category of treasures worthy of preservation. The Virginia Treasures initiative focuses on quality rather than just quantity and stresses safeguarding significant sites and assets rather than just the numbers. The idea is to preserve, protect and highlight Virginia's most important ecological, cultural, scenic and recreational assets as well as its special lands. Efforts to conserve working farms, forests, waterways and open space will continue primarily through conservation easements. The initiative also aims to identify and expand public access to the great outdoors and increasing public access to and appreciation for Virginia's outdoor treasures, as a means of gaining public support for conserving, protecting and maintaining Virginia's natural and historic resources. (http://www.dcr.virginia.gov/virginia-treasures.shtml)

The Virginia Outdoors Plan is coordinated every five years by DCR to provide guidance for statewide outdoor recreation. This guidance includes recommendations for historic and cultural resources related to visitor experiences and recreational assets of these resources including calling for localities to identify historic resources and incorporate them into local comprehensive and land use planning and decisions and to consider development of additional regional heritage areas. Both the Virginia Outdoors Plan and this plan address similar issues and emphasize the importance of many of the same public and private partners. Compiled on different cycles each plan draws on issues, lessons learned, goals, and recommendations in the other. In addition, DCR helps local parks and recreation departments through funding, expertise and training, manages Virginia's Land Preservation Tax Credit, and administers the Virginia Conservation Lands Database.

Virginia Department of Transportation
1401 East Broad Street
Richmond, VA 23219
(804) 786-0765
www.vdot.virginia.gov

There are more than 2,500 miles designated as scenic byways in Virginia in the Virginia Scenic Byways program managed by the Virginia Department of Transportation (VDOT). Each Virginia Byway offers travelers a side of the Commonwealth that is uncommon and revealing—leading to scenes of natural beauty and places of historical and social significance such as Historic Route 5 connecting the Colonial Capital of Williamsburg to the Confederate Capital in Richmond with historic plantations dotting the countryside along the way.

Highway projects conducted under VDOT's auspices include survey and review of the effects that these projects have on historic resources—often resulting in highway redesign or other mitigation measures.

VDOT also partners with DHR in managing historical highway markers and administers the federally funded Transportation Enhancement grant program for Virginia. Individuals, organizations, and state and local governments are eligible to apply under 10 project categories—six of which are directly related to preservation.

Department of Housing and Community Development
Main Street Centre
600 East Main Street, Suite 300
Richmond, VA 23219
(804) 371-7000
http://www.dhcd.virginia.gov/

The Virginia Department of Housing and Community Development (DHCD) is committed to creating safe, affordable, and prosperous communities to live, work and do business in Virginia. DHCD partners with Virginia's communities to develop their economic potential, regulates Virginia's building and fire codes, provides training and certification for building officials, and invests more than $100 million each year into housing and community development projects throughout the state - the majority of which are designed to help low- to moderate-income citizens. By partnering with local governments, nonprofit groups, state and federal agencies, and others, DHCD is working to improve the quality of life for Virginians.

In carrying out these objectives, DHCD implements programs that profoundly shape the preservation and continued use of historic places for the benefit of communities, businesses, and families, including:

- **Virginia Main Street Program**: Communities can put the traditional assets of downtown, such as unique architecture and locally owned businesses, to work as a catalyst for economic growth and community pride through the Virginia Main Street Program. By 2007, nearly 13,000 jobs had been created and $500 million in private money had been invested in the 19 Main Street communities in Virginia—using old buildings and historic character as an asset to bring people back into older business districts.

Virginia Main Street Program
Virginia Department of Housing & Community Development
Main Street Centre, 600 East Main Street
Suite 300
Richmond, VA 23219
(804) 371-7030
www.dhcd.virginia.gov/CommunityDevelopmentRevitalization/VirginiaMainStreet.htm
Email: mainstreet@dhcd.virginia.gov

- **Housing Preservation and Rehabilitation Programs**: While not specifically targeted at historic buildings, several related programs administered by DHCD can be leveraged to meet historic preservation objectives. These include: the Emergency Home Repair Program, Indoor Plumbing Rehabilitation Programs, Livable Homes Tax Credit, Low-Income Home Energy Assistance Program, Virginia Lead Safe Homes Program, Water/Sewer Programs, and Weatherization Assistance.
- **Community Development Block Grants**: The Virginia Community Development Block Grant (VCDBG) is a federally-funded grant administered by the Virginia Department of Housing and Community Development (DHCD) since 1982. DHCD provides funding to eligible units of local government (non-entitlement communities only) for projects that address critical community needs including housing, infrastructure, and economic development. DHCD receives up to $19 million annually for this "small cities" Community Development Block Grant (CDBG) program. Currently, more than 280 localities in Virginia who do not receive CDBG funds directly from the federal government are eligible for VCDBG funding. Each VCDBG funded project or activity must meet a national objective. Projects may contain activities which meet multiple national objectives for CDBG funding: activities benefiting low- and moderate-income persons; activities which aid in the prevention or elimination of slums or blight; and activities designed to meet community needs having a particular urgency

Virginia Tourism Corporation:

901 East Byrd Street
Richmond, VA 23219-4048
(804) 545-5500
www.vatc.org

The Virginia Tourism Corporation (VTC) offers Cooperative Marketing Grants in which museums and historic sites may partner with regional tourism agencies to apply for financial assistance in promotion and marketing as well as smaller matching grants. Historic sites and museums may also post their events on VTC's consumer Web site calendar.

- **Tourism Research and Promotion**: VTC conducts a wide range of tourism-related data analysis and gathering including visitor profiles, market share, the economic impact of tourism on the state and localities, and the VTC's advertising and marketing campaigns as well as conducting statewide and targeted advertising and public relations to stimulate visitation to Virginia's communities. VTC's integrated marketing programs often draw on and promote the importance of Virginia's historic attractions. VTC has been a strong partner in Jamestown 2007, the John Smith Water Trail, and other history-based trails and marketing strategies.
- **Marketing Grants**: Historic sites and museums may partner with regional tourism agencies to apply for financial assistance in promotion and marketing through the Virginia Tourism Corporation's (VTC) Cooperative Marketing Program and a smaller Matching Grant Program. Awards vary annually depending on availability of funds and applications.

Statewide Preservation Organizations

Archeological Society of Virginia
http://www.archeologyva.org/

The Archeological Society of Virginia (ASV) is a statewide membership organization with more than 800 members in 15 chapters from the Eastern Shore to Abingdon. The purposes of the ASV are: to promote the study of archeology and anthropology, especially but not limited to the prehistoric and historic periods in Virginia; to work for the proper conservation and exploration of archeological sites and materials; to encourage the scientific study of archeological sites and materials; to discourage careless, misdirected, or commercial collecting of artifacts; to promote the spread of archeological knowledge through the media of publications, meetings, lectures, exhibits, etc.; to collaborate with other organizations and agencies that serve the same purposes as those of this society, and to serve as a bond between individual members and as a link with similar organizations in other states. ASV co-sponsors, with COVA and DHR, a certification program to train people in field and lab techniques outside of formal academia and publishes a quarterly bulletin and newsletter as well as numerous well-respected occasional research publications. ASV's headquarters and base of operations is the historic plantation of Kittiewan in Charles City County, a working farm and historic site donated to and stewarded by ASV. ASV statewide, local chapters and individual volunteers have been a fundamental part of archaeological research and preservation in Virginia for well over a half-century. (As a non-profit membership organization, contact addresses, phone numbers, and/or emails vary from year to year. Go to the organization website for the most current contact information.)

The Council of Virginia Archaeologists, Inc.
http://cova-inc.org/

The Council of Virginia Archaeologists (CoVA) was founded in 1975 and incorporated in 1996 as an organization

dedicated to the preservation and study of Virginia's archaeological resources. The organization and its members support the scientific and humanistic study of the human past, the preservation of archaeological sites and collections, and the dissemination of archaeological information for the benefit of the public. It recognizes that archaeological sites are fragile and non-renewable, that investigations must occur within a research framework under the oversight of professionally trained archaeologists, and opposes actions by individuals or groups that contribute to the deliberate destruction or loss of such resources in any situation and that result in the loss of scientifically-gathered contextual information important for interpreting those resources. CoVA members hold themselves to Standards of Performance and Ethical Practices that disallow participation in or facilitation of activities where the intent is to obtain a personal collection and/or monetary gain. As an organization, CoVA is dedicated to working with public and private groups, property owners, and individuals in an effort to identify, protect, and interpret archaeological sites, artifacts, and elements of material culture that contribute to our understanding of the prehistory and history of the Commonwealth at the local, regional, state, and national levels. CoVA co-sponsors, with ASV and DHR, a certification program to train people in field and lab techniques outside of formal academia and publishes a quarterly bulletin and newsletter as well as numerous well-respected occasional research publications. It offers small grants each year for special projects that address CoVA's core mandates of preservation, public education and research. (As a non-profit membership organization, contact addresses, phone numbers, and/or emails vary from year to year. Go to the organization website for the most current contact information.)

Preservation Virginia
204 West Franklin Street
Richmond, VA 23220
(804) 648-1889
www.apva.org/

Founded in 1889, Preservation Virginia, formerly Association for the Preservation of Virginia Antiquities, is the oldest statewide preservation organization in the nation. Currently, Preservation Virginia plays an advocacy role in local as well as statewide issues, maintains 34 historic properties, and administers the Virginia Historic Preservation Revolving Fund. Among Preservation Virginia's advocacy tools is an annual list of the most threatened historic properties in Virginia. In addition, at a legislative reception during the General Assembly session, Preservation Virginia announces the recipients of its annual, competitive awards in several historic preservation categories such as awards for best rehabilitation of a domestic structure, commercial structure, individual contributions to preservation and lifelong achievement.

It conducts archaeological research and provides interpretation and public programs at fourteen historic sites including Historic Jamestowne, the John Marshall House, Scotchtown, Historic Smithfield and other sites that tell the story of the Commonwealth through the lives of the people who shaped it. It also provides educational programs, services and technical advice for preservation projects and programs, communication among individuals, businesses, and organizations interested in preservation, and educational opportunities for preservationists and the public. Such collaborative programs include Preservation Partners and a historic Tobacco Barn Initiative.

Virginia Association of Museums
3126 West Cary Street
Richmond, VA 23221
(804) 358-3170
www.vamuseums.org

The historic museum community will find a great resource in the Virginia Association of Museums (VAM), one of the largest state museum associations in the country. With more than 800 members, VAM brings together the

Virginia museum community to further educate and train, foster development, and provide support for museums and museum staff. Through VAM, the staff members of cultural and historical sites around the state have a forum to voice their common concerns and share ideas so that they may learn from each other and strengthen their institutions in the process. In particular, VAM offers training through its annual conference and frequent workshops on a wide range of topics including leadership, customer service, building community partnerships, interpretation strategies, and other topics that help keep museums and historic attractions strong organizationally. As part of its training program, VAM offers a Certificate in Museum Management. It also administers an Endangered Artifacts program as a way to help museums get the word out about the importance of historic preservation and conservation. VAM also plays a leadership role in emergency preparedness for museums and historic attractions by providing training and written guidance to help museums prepare for and respond to emergencies such as hurricanes, fires, floods and coordinating a network of emergency response self-help teams through which museums can rapidly draw on the expertise of colleagues across the state in time of need.

Virginia Conservation Association
P.O. Box 4314
Richmond, VA 23220
www.virginiaconservationassociation.org

The Virginia Conservation Association (VCA), a regional conservation group begun in 1989, is organized as an association of conservators, museum professionals, archivists, librarians, art collectors and other interested persons. The VCA meets bi-monthly throughout Central Virginia to disseminate information on conservation, to promote on-going training and to foster professional contacts among members.

National Preservation Programs

Advisory Council on Historic Preservation
401 F Street NW, Suite 308
Washington, DC 20001-2637
Phone: (202) 517-0200
E-mail: achp@achp.gov
Web site: www.achp.gov
Twitter: @usachp
Facebook: Preservation-The Next Generation

The Advisory Council on Historic Preservation is an independent federal agency that provides a forum for influencing federal activities, programs, and policies as they affect historic resources. The council advocates full consideration of historic values in federal decision-making; reviews federal programs and policies to promote effectiveness, coordination, and consistency with national preservation policies; and recommends administrative and legislative improvements for protecting our nation's heritage with due recognition of other national needs and priorities. ACHP programs include:

- **Training**: ACHP provides frequent and ongoing training and guidance for federal, state, and local agencies in the federally mandated "Section 106" review process.

- **Preserve America**: Provides grants to designated Preserve America Communities to support preservation efforts through heritage tourism, education, and historic preservation planning. Preserve American Communities in Virginia include: Alexandria, Chesterfield County, Fauquier County, Hanover County, Harrisonburg, Herndon, Hillsville, Leesburg, Lynchburg, Middleburg, Petersburg, Prince William County, Purcellville, Roanoke, Scott County, Smithfield, Spotsylvania County, Stafford County, Strasburg, Suffolk, Warrenton, and Williams-

burg. Since the program began in 2006, $17 million has been awarded through 6 competitive rounds supporting 228 projects awarded in 47 states. Projects funded in Virginia include:

* Initial Interpretive Activity for Prince William County Historic Sites
* The African-American Contribution to Spotsylvania County's Heritage
* Harrisonburg Wayfinding Initiative: Heritage Tourism in the Shenandoah Valley
* Petersburg Historic District Enhancement Program
* Route 15 Corridor Front-Line Hospitality Training/Professional Development

HistoriCorps
1420 Ogden Street, Suite 103
Denver, Colorado 80218
Phone: (303) 893-4260
Fax: (303) 893-4333 info@historicorps.org
http://historicorps.org/

HistoriCorps is a national initiative that works through partnerships to mobilize volunteers to save and sustain our nation's special places while providing educational and outdoor experiences. Based in the Rocky Mountain region, HistoriCorps works with partner organizations to coordinate volunteers on preservation projects throughout the United States. In addition to the volunteer labor, HistoriCorps brings the expertise to assess, recommend treatments, provide cost analyses, and, if approved, negotiate the terms for an agreement to execute the work. They provide the vehicles, tools, equipment, professional expertise and supervision, and volunteer staff to undertake and complete the work. They also feed and care for the volunteers, arrange for volunteers to camp at or near the project site, and provide all the administration and oversight, including documentation and reporting, to complete projects successfully and to the expectations and satisfaction of their partners. (adapted from HistoriCorps website)

National Alliance of Preservation Commissions
325 South Lumpkin Street
Founders Garden House
Athens, GA 30602
(706) 542-0169
www.uga.edu/napc/

The National Alliance of Preservation Commissions is an excellent resource for local preservation commissions and architectural review boards.

National Conference of State Historic Preservation Officers
Suite 342, Hall of the States
444 N. Capitol Street, N.W.
Washington, D.C. 20001-1512
(202) 624-5465
www.ncshpo.org/

The National Conference of State Historic Preservation Officers (NCSHPO) is the professional association of state government officials who carry out the national historic preservation program as delegates of the Secretary of the Interior pursuant to the National Historic Preservation Act (16 USC 470). NCSHPO acts as a communications vehicle among the State Historic Preservation Officers (SHPOs) and their staffs and represents the SHPOs to federal agencies and national preservation organizations.

National Park Service
Heritage Preservation Services
1849 C Street, N.W.
Suite NC 330
Washington, D.C. 20240
(202) 209-3100
www.nps.gov/history/hps/

With responsibility for 407 national parks and 40 national heritage areas, which along with other land holdings includes responsibility for more than 68,000 archeological sites and 27,000 historic structures, the National Park Service (NPS) is of enormous importance to historic preservation nationwide and here in Virginia. NPS is the steward of some of Virginia's most recognized historic places including Colonial National Park, the Maggie Walker Historic Site, and parks preserving and protecting Civil War battlefields in Richmond, Petersburg, Fredericksburg, Manassas, Spotsylvania and other Virginia communities. NPS administers the National Register of Historic Places, the National Historic Landmarks List, and the federal historic rehabilitation tax credit program at the national level and the Historic Preservation Fund which funds core programs in state historic preservation offices in each state and territory. NPS develops nationwide standards, guidelines and technical briefs to guide public and private partners in the identification, evaluation, and treatment of a wide range of historic properties. Competitive grants programs support American battlefield protection, historic black colleges and universities, documenting and repatriating Native American human remains and associated artifacts, the use of technology in support of preservation, active preservation and interpretation of historic sites, and tribal heritage. Five of these programs that have benefited Virginia sites and preservation are highlighted here.

- **Save America's Treasures**: Stewards of historic sites can raise awareness about their preservation efforts by becoming official Save America's Treasures projects. (Save America's Treasures, a national historic preservation program, has awarded nearly $7 million in grants to 39 historic preservation projects in Virginia ranging from projects to conserve archival and artifact collections at Colonial Williamsburg, the Virginia Historical Society in Richmond, and the James Monroe Museum and Memorial Library in Fredericksburg to education and restoration projects at the Robert Russa Moton Museum in Farmville, the Jackson Ward Historic District in Richmond, the Adam Thoroughgood House in Virginia Beach, the Phoenix Bank in Suffolk, and Menokin in Warsaw, Virginia.)

- **American Battlefield Protection Program**: In addition to grants to governments, nonprofit organizations, and educational institutions in support of the preservation of America's historic battlefields, this program has produced key reports on battlefields representing the Revolutionary War, War of 1812, and the Civil War that are used widely in funding and land use decisions. Grants to public and private organizations such as the Civil War Preservation Trust and the Shenandoah Valley Battlefield Foundation have been used to protect and interpret many key battlefields in Virginia and are the major source of matching funds for the Virginia Civil War Historic Sites grant program.

- **Teaching With Historic Places**: In addition to educational resources and links about using archaeology and other historic places and practices in the classroom, NPS offers a Teaching With Historic Places approach with programs to train teachers about how to use local and regional historic places to meet their educational objectives and also a series of lesson plans using places listed on the National Register of Historic Places to address national standards of learning. NPS has issued nine lesson plans based on places in Virginia:
  * Brown v. Board: Five Communities That Changed America
  * The Building of the Chesapeake and Ohio Canal
  * Chatham Plantation: Witness to the Civil War

* First Battle of Manassas: An End to Innocence
* "The Great Chief Justice" at Home
* Memories of Montpelier: Home of James and Dolley Madison
* New Kent School and the George W. Watkins School: From Freedom of Choice to Integration
* Thomas Jefferson's Plan for the University of Virginia: Lessons from the Lawn
* Waterford, Virginia: From Mill Town to National Historic Landmark

- **Archaeology Travel Guides**: NPS provides travel guides on-line linking visitors to places around the country where archaeology is interpreted to the visitor on an ongoing basis. The NPS guide directs visitors to sixteen such places in Virginia: Alexandria Archaeology Museum, Alexandria, Booker T. Washington National Monument, Hardy (NPS), Colonial National Historical Park (Jamestown and Williamsburg) (NPS), Colonial Williamsburg and Carter's Grove, Williamsburg (NHLs), Flowerdew Hundred, Hopewell, George Washington Birthplace National Monument, Washington Birthplace (NPS), George Washington's Mount Vernon Estate and Gardens, Mount Vernon (NHL), Gunston Hall Plantation, Mason Neck (NHL), Jamestown Island, Jamestown (including Jamestown Rediscovery, Historic Jamestowne National Historic Site (NPS), and Jamestown Settlement and Yorktown Victory Center), Historic Kenmore, Fredericksburg (NHL), Maggie L. Walker National Historic Site, Richmond (NPS), Manassas National Battlefield, Manassas (NPS), Monticello, Albemarle (NHL), Shirley Plantation, Charles City (NHL), Stratford Hall Archaeology, Stratford (NHL), and Thomas Jefferson's Poplar Forest, near Lynchburg (NHL).

- **National Register On-Line Travel Itineraries**: Thematic and regional itineraries provide information on routes and historic places listed on the National Register for self-guided tours. Intineraries in Virginia include: American Presidents, James River Plantations, Journey Through Hallowed Ground, Richmond, Virginia Main Street Communities, Aviation, Lewis and Clark Expedition, and We Shall Overcome (Civil Rights).

National Trust for Historic Preservation
1785 Massachusetts Ave., N.W.
Washington, D.C. 20036
(800) 944-6847
www.preservationnation.org

As America's national non-profit, membership-based historic preservation organization, the National Trust provides a broad range of research, educational, and advocacy programs including an annual conference and *Preservation* magazine. The Trust provides training (usually in collaboration with state and local partners) to provide targeted workshops in preservation leadership, management of historic sites, and various preservation related legal and community issues. It provides resources for property owners, educators, and community leaders. It sponsors awards, a national list of threatened properties, and an annual historic preservation month. For more detail on the wide range of tools offered by the Trust, go to its website at: http://www.preservationnation.org/. Historic sites owned and operated by the National Trust in Virginia include: Belle Grove (Middletown), James Madison's Montpelier (Orange County), Oatlands (Leesburg), Pope-Leighey House and Woodlawn (Arlington).

National Trust Southern Field Office
1785 Massachusetts Ave., NW
Washington, DC 20036
(202) 588-6040
www.preservationnation.org/about-us/regional-offices/southern/
Email: sfo@nthp.org

Preservation Action
National Building Museum
401 F Street, NW
Room 324
Washington, D.C. 20001
(202) 637-7873
www.preservationaction.org
Email: mail@preservationaction.org

Preservation Action advocates federal legislation to further the impact of historic preservation at the local, state, and national levels. It is dedicated to elevating historic preservation as a national priority through our legislative actions; monitoring federal agency actions that affect the preservation of the nation's historic and cultural resources; participating directly in policy development; and creating an environment for others to succeed with their preservation initiatives.

Tools provided by Local Governments:

As noted earlier, most preservation decisions are made by property owners and local governments. While local leaders can avail themselves of the nationwide and statewide tools outlined above to help meet local preservation goals, the will must come from the locality. In addition, local governments have a number of specialized tools at their disposal to help them put local historic resources to work. Decisions on whether or how to implement these tools vary greatly from locality to locality. These descriptions are necessarily general as each locality varies in the way in and extent to which they use these tools for preservation goals.

- Comprehensive plans are mandated as tools that each locality can use to guide land use planning decisions. In accordance with § 15.2-2224, comprehensive plans must address historic areas with historic, archaeological, or cultural significance. These plans must be updated every five years. Surveys to identify historic areas are required for these plans, with the option of using the historic property inventory of the department in lieu of a local survey.
- Only local governments have the authority to enact historic district zoning. Unlike listing on the state and national registers, historic district zoning can be used to protect historic resources from destruction or inappropriate changes through an architectural review process. At least 60 cities, towns, and counties in Virginia have adopted preservation ordinances to manage historic resources.
- Cities and counties can also offer incentives for preservation such as real estate tax abatements, proffers when zoning changes are requested, free design assistance, and low-interest loans to owners of historic properties.

Appendix B: Legislative Successes Since 2010

2010

HB717 (Peace) and SB614 (Houck) Established the Civil War Historic Site Preservation Fund in Code confirming a grant program that had been started in 2006 when the General Assembly first began appropriating funds. Funding has been relatively stable at around $1 million annually since then and has resulted in the preservation of roughly 21,000 acres of battlefield lands through purchase and easements.

HB1213 (Kory) clarified that local governments are eligible for the historic preservation grants appropriated by the General Assembly and are subject to the same requirement as other recipients to donate a historic preservation easement on properties that receive a bricks-and-mortar grant of $50,000 or more. (All General Assembly grants to "charitable organizations", i.e. non-profits, were deemed unconstitutional by the state Attorney General—in effect making such grants possible only for local governments).

House Joint Resolution 138 (McQuinn) expressed General Assembly support for the preservation of Lumpkins Jail, a slave trade site in Shockoe Bottom, Richmond for which DHR and the City of Richmond had funded archaeological research in preceding years.

2011

HB1602 (Peace) established a War of 1812 Heritage Trail system comprised of historic sites and historical highway markers that collectively tell the story of Virginia's role in America's "Second War of Independence" for both educational and tourism purposes.

SB860 (Wagner) and HB1851 (Stolle), introduced at the request of the City of Virginia Beach, defined buildings that are individually listed on the Virginia Landmarks Register as a separate class of property for real property tax rate purposes, allowing localities to impose a lower tax rate than that imposed on other types of real property.

HB1953 (Rust) clarified that existing authority for a local government to lease historic properties also provided that a locality may develop a resident curator program for the purpose of managing, preserving, maintaining, or operating historic areas owned or leased by the locality.

HB2024 (May) adopted a requirement that applications to the State Corporation Commission for approval of an electrical transmission line of 138 kilovolts or more include a summary of the applicant's efforts to reasonably minimize adverse impacts on the scenic assets, historic districts, and environment of the area concerned.

HB2116 (Armstrong) and SB1161 (Reynolds) added Leatherwood Plantation in Henry County to the Road to Revolution Heritage Trail—a coalition of sites significant to telling the story of Patrick Henry.

HB2177 (Phillips) added a clause to the cemetery access section preventing a landowner from erecting a wall, fence or other structure or device that prevents ingress and egress to a cemetery or grave on the landowner's private property by persons authorized by law to have a right of ingress and egress, unless the wall, fence or other structure or device has a gate or other means by which ingress and egress can be accomplished.

2012

HB327 (Peace) provided that a locality may require by ordinance that certain structures within a local "historic district" zoning overlay not be demolished until approved by the local review board or, on appeal, the governing body after consultation with the review board. The bill also provided, however, that if the local maintenance code official

in accordance with the USBC, Part III, Maintenance determines that the structure constitutes a hazard, the historic structure shall be razed and removed.

HB531 (Cole) and its companion SB444 (Vogel) addressed uncertainties created for rehabilitation project investors resulting from a 2011 Fourth Circuit Court of Appeals ruling in which the distribution of state historic rehabilitation tax credits within some partnership structures can be considered taxable income. This legislation provided that funds that may be deemed a gain or income by federal taxing authorities as a result of the method of allocation of state historic rehabilitation tax credits would not, as is currently the case, be considered a gain or income for Virginia state tax purposes. The bill's provisions were declaratory of existing law.

HB1137 (D.W. Marshall) provided that before any locality designates (or expands) by ordinance any building, structure, district, object, or site as part of a local "historic district" zoning overlay, the locality shall identify and inventory all structures in the area being considered, establish written criteria for evaluating those structures, notify the owners of buildings being considered for inclusion, and may adjust the boundaries around the perimeters to exclude properties that do not meet the criteria.

HB1185 (Peace) expanded the potential for sites on The Road to Revolution state heritage trail from those celebrating Patrick Henry and his role in liberating Virginia from Colonial rule to all those significant to men and women who played a role in liberating Virginia and establishing the United States of America.

2013

HB1398 (Ware) added the Civil War Historic Sites Fund to the list of conservation programs to be funded from Land Preservation Tax Credits.

HB1589 (Minchew) and SB774 (Black) changed the local authority to demolish derelict buildings to require landowner permission and to exclude buildings listed as Virginia landmarks either individually or in listed historic districts.

HB2137 (Byron) raised the threshold for defining a "major state project" from $500,000 to $2 million (triggering state environmental review) and required localities to consult with the Department of Historic Resources for highway projects over $500,000 and make a reasonable effort to avoid or minimize impacts to historic resources.

2014

HB997 (Anderson) strengthened the notification and public participation requirements for disinterment and relocation of human remains from cemeteries or graveyards by local governments and private landowners focusing on notice to descendants and any local historical organizations plus consultation with the Department of Historic Resources.

2015

HB1488 (Pogge) as originally proposed would have removed third party interests, eliminated co-held easements, and given the Virginia Outdoor Foundation sole final authority in any disputes between the property owner and easement holder for conservation easements under the Virginia Conservation Easement Act. The language was transformed to give the Virginia Land Conservation Foundation authority to serve as formal mediator in such disputes—without removing existing checks and balances from the law thereby addressing the root problem of owner/holder disputes without damaging a valuable conservation tool.

HB1875 (Kory) exempted the Department of Historic Resources from local fees for remote access to local land records.

HB2193 (Edmunds) expanded the purpose of the Civil War Historic Sites Fund to allow grants from this fund to be used to protect Revolutionary War and War of 1812 battlefields—not just Civil War battlefields.

SB1306 (Watkins) addressed a technicality to allow the Department of Historic Resources to acquire battlefield lands or easements thereon based on criteria of significance other than being listed as a Virginia Historic Landmark.

Appendix C: Historic Preservation Survey Results

1. Please describe yourself and your connection to Virginia's history and historic places: (Check ONE box for the response that best describes you)

	Number of Response(s)	Response Ratio
Local historical society, member or staff	84	7.8%
Library, museum, or arts organization, member or staff	63	5.8%
Cultural resource manager or consultant	43	4.0%
Government employee (local, state, or federal)	205	19.1%
Local historic preservation commission, member or staff	52	4.8%
Main Street organization, member or staff	7	<1%
Educator (at any level)	43	4.0%
Student (at any level)	23	2.1%
Caring Resident	110	10.2%
Not-for-profit organization, member or staff	65	6.0%
Owner of a historic property	65	6.0%
Realtor or property developer	15	1.3%
Professional architect, engineer, or planner	34	3.1%
Professional archaeologist	37	3.4%
Avocational archaeologist	10	<1%
Professional historian	17	1.5%
Landscape architect	18	1.6%
Cemetery advocate	4	<1%
History enthusiast and/or heritage tourist	79	7.3%
Elected official (local, state, or federal)	11	1.0%
Other	84	7.8%
No Responses	3	<1%
Total	1072	100%

2. In order to look for variation in the needs and priorities of different parts of the state, we ask that you tell us which county or independent city (not town) in which you reside. (for example: Richmond County; Richmond City)

1070 Response(s)

3. Identify what you think are the four most critical public needs or concerns in your community.

	Number of Response(s)	Response Ratio
Education/public schools	648	61.0%
Economic development/jobs	548	51.6%

Environmental quality and protection	471	44.3%
Historic preservation	642	60.4%
Infrastructure improvements	387	36.4%
Affordable housing	238	22.4%
Public transportation	209	19.6%
Urban/rural sprawl	309	29.0%
Public safety/domestic security	108	10.1%
Agricultural land development	161	15.1%
Disaster preparedness	51	4.8%
Private property rights	109	10.2%
Ethnic/cultural diversity	87	8.1%
Gentrification	41	3.8%
Military base closures	31	2.9%
Other	73	6.8%
Total	1062	100%

165 Comment(s)

4. Do you believe that the preservation and active use of historic resources plays an important role in the future of Virginia?

	Number of Response(s)	Response Ratio
Yes	1050	97.9%
No	19	1.7%
No Responses	3	<1%
Total	1072	100%

263 Comment(s)

5. If you think it is important to preserve Virginia's historic resources, please tell us which of the following statements you agree with rated on a scale of 1 to 5 with 5 being the most important. "Preserving historic places in a community...."

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Least Important				Most Important
Retains community character	8 1%	29 3%	93 9%	300 29%	621 59%
Creates opportunities for economic development	56 5%	103 10%	224 21%	355 34%	313 30%
Has environmental benefits like conserving energy and saving space in landfills	89 8%	150 14%	267 25%	287 27%	258 25%
Demonstrates respect for our ancestors	65 6%	105 10%	217 21%	292 28%	372 35%
Tells the story of Virginia's diverse history	12 1%	31 3%	121 12%	317 30%	570 54%

Leaves a legacy for future generations to learn from and enjoy	7 1%	20 2%	55 5%	257 24%	712 68%
Brings tourism dollars to communities	30 3%	49 5%	162 15%	379 36%	431 41%
Creates educational opportunities for teaching about history and culture	6 1%	22 2%	102 10%	382 36%	539 51%
Makes for livable communities and improves quality of life	21 2%	49 5%	157 15%	332 32%	492 47%
Reduces sprawl and saves farmland and open space	49 5%	72 7%	184 18%	307 29%	439 42%

91 Comment(s)

6. In your community which types of historic resources do you believe are threatened? (Check all that apply)

	Number of Response(s)	Response Ratio
Archaeological sites	602	56.9%
Historic downtowns and commercial areas	549	51.9%
Rural landscapes (including battlefields)	633	59.8%
Residential neighborhoods	292	27.6%
Farms and agricultural buildings	480	45.4%
Transportation related resources (bridges, gas stations, motor courts, historic signage, railroad resources, etc.)	249	23.5%
Government properties and public buildings	190	17.9%
Historic schools	405	38.3%
Industrial properties	89	8.4%
Churches and religious buildings	235	22.2%
Cemeteries and burial grounds	500	47.3%
Ethnic/minority resources and communities	321	30.3%
Other	91	8.6%
Total	1057	100%

132 Comment(s)

7. What do you believe are the five most serious threats facing historic resources right now?

	Number of Response(s)	Response Ratio
Development pressure, tear-downs, and sprawl	760	71.0%
Big box superstores driving out local businesses	317	29.6%
Demolition by neglect	563	52.6%
Looting and vandalism	110	10.2%
Industrial and agricultural practices	45	4.2%
Apathy	521	48.6%

Lack of funding, both public and private	724	67.6%
Public lack of awareness of/interest in historic resources	597	55.7%
Lack of awareness of laws protecting historic resources	213	19.9%
Inadequate laws/ordinances to protect resources	263	24.5%
Ineffective enforcement of existing laws/ordinances	210	19.6%
Uninformed decision makers	482	45.0%
Natural threats and disasters (including long term sea level rise)	98	9.1%
Public works projects	53	4.9%
Inadequate building codes	28	2.6%
Lack of local preservation staff and tools (e.g. design guidelines)	334	31.2%
Other	76	7.1%
Total	1070	100%

8. What five things do you think would most improve the preservation of Virginia's historic resources over the next 10 years?

	Number of Response(s)	Response Ratio
Increased economic funding and incentives	782	73.1%
Greater technical assistance and best practice guidelines	365	34.1%
More or better local historic resource surveys and preservation plans	457	42.7%
Strengthened history museums which protect collections and resources	257	24.0%
Better education and training for public officials	562	52.5%
Better education and training for the general public	590	55.1%
Better historic resource education for grades K-12	330	30.8%
Better historic resource tools for higher education	133	12.4%
Mobile apps to increase access to Virginia historic resource data (such as historic districts, highway markers, historic museums, etc.)	265	24.7%
Better impact analysis and response plans for natural threats and disasters, including long term sea level rise	125	11.6%
Better protection for archaeological sites (including underwater sites)	318	29.7%
Better working partnerships among preservation groups	419	39.1%
Additional and/or higher quality heritage tourism destinations	251	23.4%
Improved enforcement of existing state and local preservation laws and regulations	319	29.8%
Other	71	6.6%
Total	1069	100%

112 Comment(s)

9. What five training, information, or education topics would be the most useful to you and your community in its preservation efforts?

	Number of Response(s)	Response Ratio
Rehabilitation of historic features such as masonry, woodwork, windows, etc.	491	46.8%
Developing local preservation planning tools, design guidelines, etc.	544	51.9%
Stewardship of archaeological sites	388	37.0%
Energy efficiency and weatherization in historic buildings	360	34.3%
Training for local preservation commissions/architectural review boards	390	37.2%
Review of infrastructure/development and the potential effect of federal projects on historic resources	295	28.1%
State and National Register nomination processes	186	17.7%
Financial incentives for preservation and archaeology	773	73.7%
Training on laws protecting historic resources	332	31.6%
Documenting and preserving historic cemeteries	272	25.9%
How to build/strengthen heritage tourism in your community	537	51.2%
How to record/document historic resources	322	30.7%
Other	52	4.9%
Total	1048	100%

62 Comment(s)

10. On a scale of 1 to 5 with 5 being the most important, how would you recommend the Virginia Department of Historic Resources focus its efforts over the next ten years?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Least Important				Most Important
Develop and disseminate information about the economic and cultural value of historic preservation in Virginia	12 1%	34 3%	142 14%	336 33%	509 49%
Be more proactive in the identification of sites that are potential landmarks or eligible for registration	18 2%	43 4%	198 19%	372 36%	402 39%
Increase public access to DHR archives and archaeological artifact collections both on the internet and at the DHR main facility	34 3%	85 8%	308 30%	325 31%	281 27%
Reach out to developers and real estate professionals to increase their awareness of the benefits of historic preservation and related laws and incentives	12 1%	36 3%	122 12%	315 30%	548 53%

Assist in the development of educational materials for K-12 educators	52 5%	118 11%	260 25%	315 30%	288 28%
Compile and disseminate information on local "best practices" related to historic preservation	15 1%	63 6%	214 21%	403 39%	338 33%
Develop additional guidance for compliance with state and federal historic preservation regulations	34 3%	106 10%	290 28%	371 36%	232 22%
Provide more direction in the identification, registration and preservation of culturally significant resources	17 2%	64 6%	217 21%	366 35%	369 36%
Conduct training workshops for the general public related to historic preservation practices	33 3%	90 9%	219 21%	360 35%	331 32%
Engage local elected officials about historic preservation practice and community benefits	12 1%	24 2%	95 9%	275 27%	627 61%

116 Comment(s)

11. What is your gender?

	Number of Response(s)	Response Ratio
Female	553	51.5%
Male	478	44.5%
Prefer not to answer	30	2.7%
No Responses	11	1.0%
Total	1072	100%

12. Which of the following age categories matches your current age?

	Number of Response(s)	Response Ratio
Under 18 years old	1	<1%
19-24 years old	23	2.1%
25-39 years old	186	17.3%
40-64 years old	596	55.5%
65 years and older	226	21.0%
Prefer not to answer	33	3.0%
No Responses	7	<1%
Total	1072	100%

13. Do you identify yourself with any particular ethnic heritage?

	Number of Response(s)	Response Ratio
Yes	326	30.4%
No	727	67.8%

No Responses	19	1.7%
Total	1072	100%

14. If your answer to the preceding question was "yes" please tell us which ethnic group/heritage with which you identify most closely (such as African-American, Virginia Indian, Hispanic, Asian, Pacific Islander, German American, or any other by which you would identify yourself).

327 Response(s)

Appendix D: Summary of Priorities from Preservation Planning Forums 2014

Two exercises were used to compile and prioritize suggested actions/needs that would make the most difference for the future of historic preservation over the next few years. First, all participants were asked to list the top three things they believed would make a difference to preservation and historic places in their communities—regionally/statewide. Then a composite list was created by going around the room and asking each participant for one new item until all topics were covered. The lists were then posted on the meeting room walls.

In a related exercise, each participant was given a sheet with four colored dots. Each color was assigned 1 to 4 points to denote priority with 4 being the highest and 1 being the lowest. Each participant was asked to put a dot beside his or her top four priorities – using the color code ("red" equal 4 points, etc.) to rank those items as well.

While it was easy to get a sense of the group's priorities visually during the meeting, after all workshops were conducted, the entire list was compiled in a spreadsheet with the results of the color-coded dots tallied by total number of dots and points for each color dot an item received. Finally, duplicate or similar items were combined to get the following picture of the collective priorities of all six workshops as summarized below.

	Total Number of Dots	**Priority #1 - 4 points each**	**Priority #2 - 3 points each**	**Priority #3 - 2 points each**	**Priority #4 - 1 points each**	**Total priority score**
Marketing & Education-Inform and educate the general public, public officials & decision makers, property owners, non-traditional stakeholders and engage younger generations through rebranding and K-12 education: Why should people care?/What's in it for me?/Cultural, social and economic benefits/Proper preservation tools and practices/Improved local government understanding/Property owner education & guidelines--tell people what they have and how to take care of it/Spreading knowledge of laws and regulations	92	56	90	48	25	219
Funding: Everything from more funding for existing and new programs to program and bricks & mortar grants to organizations	40	112	9	2	7	130
Strong Incentives (economic and other) for preservation/Ensure continuation of tax credits/viable revolving fund/ Get the General Assembly to make a strong statement supporting rehabilitation tax credits	21	44	12	2	4	62

Strengthen state and federal laws: Update state enabling legislation/Investigate the statute of limitations regarding abandoned property with an idea to strengthening the laws in a way that protects property rights of neighbors & community and encourages preservation not demolition/create a local "106" authority/Reconcile building codes with use of older structures – perhaps have different status/ranking for historic buildings/Better state/federal directives to deal with blight and to avoid demolition	15	8	30	0	3	41
Improve Community commitment and involvement/grassroots support	10	16	12	4	1	33
Strengthen preservation in planning: Connect and integrate preservation into city/county/town planning--including better relationship between local planning & zoning/strengthen & encourage statewide, regional and local planning--these should be focused & followed	12	8	15	6	2	31
Strengthen DHR offerings: Expand/enhance DHR regional offices/Wider awareness of DHR as a resource--DHR "road show"/Add one or more preservation planners to DHR staff	9	0	15	6	1	22
Strengthen partnerships among local, regional and statewide stakeholders/Improve communication and partnerships among local governments and among people/Continue statewide coalitions – need a readiness to respond quickly to statewide and local issues/Partner with environmental groups about climate change—integrate historic resources into environmental issues	10	8	0	4	7	19
Simplify Processes (register & funding)	8	4	3	8	2	17
"Living" preservation*	6	0	9	4	1	14
Empower local administrators (staff) to take action/make decisions within their own local governments	5	0	12	2	0	14
Conscious understanding of process by decision makers	5	4	0	8	0	12
Promotion of trades (including community college courses in historic preservation trades	7	0	0	8	2	10
Expand tool kit/guidance/training in conflict management to help local communities to resolve contentious issues	6	0	0	6	4	10

Better understanding of adaptive re-use	4	0	3	4	1	8
Involvement from stakeholders	2	8	0	0	0	8
Complete thorough documentation of earliest resources (prehistoric and early historic)	2	4	3	0	0	7
Recognize and Educate about historic and cultural landscapes & contexts--especially agricultural, rural, and battlefield resources, landscapes and lifestyles	3	4	0	2	1	7
Attack the popular notion that "old is bad"	2	4	0	2	0	6
Highlight success stories that involve "multiple stakeholders"	4	0	0	2	3	5
Create networking tools to connect people, projects, skills, and needs	3	0	0	4	1	5
Promote tours/publication of sites/tours	2	4	0	0	1	5
Define penalties for easement violations	2	4	0	0	1	5
Develop regional perspectives & alliances	3	0	0	4	1	5
Develop digital communications/innovative technologies	2	0	3	2	0	5
More support for research	1	4	0	0	0	4
More involvement w/ life cycle of historic properties after designation	2	0	0	4	0	4
Stop demolition of old buildings for development of new	1	4	0	0	0	4
Flood risk management	1	4	0	0	0	4
Interpretation of History, not just architecture	2	0	3	0	1	4
Engage underserved communities and demographics (rural/urban…ethnic etc.)	4	0	0	0	4	4
Ensure that preservation/older resources play a greater role in creating affordable housing	2	0	0	4	0	4
Engender greater involvement – using preservation as a catalyst for neighborhood revitalization	1	4	0	0	0	4
Communication/coordination and consistency among state, federal and local government policies and programs	1	0	3	0	0	3
More survey/identification	1	0	0	2	0	2
Budget for county-owned cultural resources	1	0	0	2	0	2
Viable private preservation movement	1	0	0	2	0	2
Periodic census of cemeteries	1	0	0	2	0	2

Ongoing quality maintenance	1	0	0	2	0	2
Provide a bridge to technical assistance for the public on how to preserve	1	0	0	2	0	2
Greater flexibility of the Secretary of Interior Standards	1	0	0	0	1	1
Less regulation	1	0	0	0	1	1
Easily accessible resources	0	0	0	0	0	0
Legislation to create functional greenspace and by-right development	0	0	0	0	0	0
More wildlife preservation	0	0	0	0	0	0
Programs to enhance preservation	0	0	0	0	0	0
More promotion of archaeological collections	0	0	0	0	0	0
Unified goal for historic preservation	0	0	0	0	0	0
More historic contexts	0	0	0	0	0	0
Better availability to people who can do rehab work	0	0	0	0	0	0
Agreed upon plan	0	0	0	0	0	0
Promotion of saving resources	0	0	0	0	0	0
Balancing property rights with preservation	0	0	0	0	0	0
Becoming cheerleaders	0	0	0	0	0	0
Local code enforcement early on	0	0	0	0	0	0
Commit to local preservation	0	0	0	0	0	0
Set priorities for what needs to be preserved	0	0	0	0	0	0
Explore/provide unlimited usages	0	0	0	0	0	0
Improve access (including better roads), signage – and even move – historic places	0	0	0	0	0	0
Small and focused path of action to engage public interest and action	0	0	0	0	0	0
Communication w/ federal government to prevent demo and poor quality replacement of public buildings (specifically the post office and Belmont Hotel)	0	0	0	0	0	0
Awareness of needs (priorities)	0	0	0	0	0	0
Expansion of Abingdon Historic District	0	0	0	0	0	0
Signage and maps to identify historic places (more/better)	0	0	0	0	0	0
Ability to repurpose	0	0	0	0	0	0
Better Economic climate	0	0	0	0	0	0
Better relationship between town government and businesses	0	0	0	0	0	0
Detailed research and publications	0	0	0	0	0	0
Advice or consulting in Tax Credit projects	0	0	0	0	0	0

Coordination between active stakeholders	0	0	0	0	0	0
Access to private historic properties	0	0	0	0	0	0
Authentic historic communities vs. false history	0	0	0	0	0	0
Better coordination of public and private lands (policy and practice)	0	0	0	0	0	0
Increase community awareness of transplants/newcomers	0	0	0	0	0	0
Encourage compelling story telling	0	0	0	0	0	0
Take a wholistic approach in considering all periods and all types of resources	0	0	0	0	0	0
Conduct a truly comprehensive survey	0	0	0	0	0	0
Prioritize whatever funding is available – emphasize preservation over aesthetics	0	0	0	0	0	0
Promote interactive dialogue making historic resources relevant	0	0	0	0	0	0

Appendix E: Key Reference & Source Material

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Appendix F: Acronyms

ABPP	American Battlefield Protection Program (a unit of the National Park Service)
ACHP	Advisory Council on Historic Preservation
ASV	Archeological Society of Virginia
BIA	Bureau of Indian Affairs
COVA	Council of Virginia Archaeologists
CWT	Civil War Trust
DCR	Department of Conservation and Recreation
DGIF	Department of Game and Inland Fisheries
DHCD	Department of Housing and Community Development
DHR	Department of Historic Resources
DMME	Department of Mines, Minerals, and Energy
DMO	Destination Marketing Organization
FEMA	Federal Emergency Management Agency
HBCU	Historically Black Colleges and Universities
LVA	Library of Virginia
MPO	Metropolitan Planning Organization
NPS	National Park Service
NRHP	National Register of Historic Places (or just NR) (a program of the National Park Service)
NTHP	National Trust for Historic Preservation
PDC	Planning District Commission
SOI	Secretary of the Interior (used particularly in reference to key preservation guidelines)
VAM	Virginia Association of Museums
VDEM	Virginia Department of Emergency Management
VDOT	Virginia Department of Transportation
VFH	Virginia Foundation for the Humanities
VHS	Virginia Historical Society
VIMS	Virginia Institute of Marine Science
VLR	Virginia Landmarks Register
VOF	Virginia Outdoors Foundation
VOP	Virginia Outdoors Plan
VTC	Virginia Tourism Corporation