

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 17, 2007

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: RECEIPT OF HISTORIC PRESERVATION CONFERENCE FIVE-YEAR
ACTION PLAN FROM THE HISTORIC ALEXANDRIA RESOURCES
COMMISSION

ISSUE: Receipt of the Historic Preservation Conference Five-Year Action Plan from the Historic Alexandria Resources Commission (HARC).

RECOMMENDATION: That Council:

- (1) Receive the Historic Preservation Conference Five-Year Action Plan from the Historic Alexandria Resources Commission, as written by the Alexandria Historic Preservation Conference Committee;
- (2) Thank the Commission for their efforts on behalf of the City; and
- (3) Refer the Action Plan to the City Manager, and request that he report back to Council in regard to the recommendations in this Report.

DISCUSSION: During the past several months, the Alexandria Historic Preservation Conference Committee held a series of meetings to discuss the outcomes of the Alexandria Historic Preservation Conference held on May 4-5, 2007. The purpose of these meetings was to propose a Historic Preservation Conference Five-Year Action Plan for consideration by the City to enhance, maintain, and promote Alexandria's significant historic resources, utilizing the advances and improvements in preservation tools and practices to support sustainable heritage tourism for the economic benefit of the community. The Action Plan has identified five primary goals and recommendations, each supported by specific objectives, to foster historic preservation and economic sustainability within the City of Alexandria.

The Alexandria Historic Preservation Conference Committee submitted the Action Plan to the Historic Alexandria Resources Commission and Alexandria Archaeological Commission for consideration. The Historic Alexandria Resources Commission approved a motion endorsing the

Action Plan on September 18, 2007, and has submitted the plan to the City on behalf of the Committee. The Alexandria Archaeological Commission approved a motion endorsing the Action Plan on September 19, 2007. The Board of Trustees of the Historic Alexandria Foundation reviewed and endorsed the Plan at its meeting on September 17, 2007.

FISCAL IMPACT: There would be a budgetary impact to implement the recommendations in this Report. Any additional budget resources should be considered as part of the FY 2009 budget process and will be addressed in the report from the City Manager.

ATTACHMENT: Historic Preservation Conference Five-Year Action Plan and Introduction

STAFF: J. Lance Mallamo, Director, Office of Historic Alexandria



Alexandria, Virginia

Historic Alexandria Resources Commission

220 North Washington Street
 Alexandria, Virginia 22314-2521
 (703) 838-4554



HISTORIC PRESERVATION CONFERENCE FIVE-YEAR ACTION PLAN SEPTEMBER 2007

The action plan is the result of the May 2007 historic preservation conference and several meetings held in the summer of 2007 attended by members of the planning committee of the conference. The Historic Alexandria Resources Commission unanimously endorsed the action plan on September 18, 2007. We hope that the City Council will adopt our recommendations and integrate historic preservation into all aspects of planning within the City.

The goals are listed in order of their priority. Of note is the first goal regarding creating an historic preservation management plan. The Alexandria Master Plan adopted by City Council in 1992 recommended that the City write a comprehensive plan with citizen involvement. This plan would provide a framework for the preservation and enhancement of our historic resources throughout the city.

Alexandria has long had a deserved reputation as a leader in historic preservation nationwide. Sixty years ago, in 1946, the locally regulated Old and Historic Alexandria District was created by City Council. It was not until 1966 that the federal government passed the National Historic Preservation Act and the National Register of Historic Places was established. Now, there are two locally regulated districts, and many neighborhoods and sites are listed on the National Register. In addition, the Alexandria districts are on the Virginia Landmarks register and the Alexandria historic district legislation is the basis for the Virginia historic district legislation.

Over the years, the City has taken stewardship of many important buildings and sites and maintained archives and collections. Historic preservation public commissions have been established. In addition, a vibrant and strong historic preservation community has evolved that provides financial support as well as education and advocacy.

The City of Alexandria has benefited enormously from being in the forefront of historic preservation. However, the challenge for the city is to remain current with 21st-century practices, what the Association for the Preservation of Virginia Antiquities calls the "21st-century toolbox." We cannot rest on our laurels. Quite the opposite is the case; Alexandria must remain a leader of historic preservation for the benefit of our historic resources, our quality of life, and for our economic sustainability.

Ellen Stanton
 Ellen Stanton, Chair *mbs*

HISTORIC PRESERVATION CONFERENCE FIVE YEAR ACTION PLAN

GUIDING PRINCIPLE: To Enhance, Maintain and Promote Alexandria's Unique and Significant Historic Resources—Utilizing the Advances and Improvements in Preservation Tools and Practices—and To Support Sustainable Heritage Tourism for the Economic Benefit of the Community

- **GOAL # 1: To create an historic preservation management plan, as directed in the Alexandria Master Plan of 1992, that will establish priorities for public officials and the community in making decisions regarding the future of preservation in Alexandria**

RECOMMENDATION: The City of Alexandria hire additional preservation professionals to write the preservation plan and, on an ongoing basis, to implement and manage preservation policies espoused in the plan

- **GOAL # 2: To promote history as a key factor in Alexandria's development and economic sustainability**

RECOMMENDATION: City Council appointment representatives of the historic preservation community to active roles on commissions and work groups dealing with economic development and heritage tourism efforts

- **GOAL # 3: To promote public awareness and support of historic preservation and heritage tourism in Alexandria**

RECOMMENDATION: City Council charge the Office of Historic Alexandria with studying, developing and coordinating a preservation education program for the community

- **GOAL # 4: To evaluate and improve the current regulatory process governing historic preservation**

RECOMMENDATION: City Council establish a Regulatory Review Panel consisting of city staff and community representatives to evaluate the regulatory process and make recommendations

- **GOAL # 5: To coordinate and enhance public/private partnerships and volunteer efforts on preservation initiatives including the maintenance of historic structures**

RECOMMENDATION: City Council charge the Historic Alexandria Resources Commission with outlining the diverse community resources dealing with preservation issues and the opportunities for cooperative ventures and diversified funding initiatives

GOAL #1: To create an historic preservation management plan, as directed in the Alexandria Master Plan of 1992, that will establish priorities for public officials and the community in making decisions regarding the future of preservation in Alexandria

RECOMMENDATION: The City of Alexandria hire additional preservation professionals to write the preservation plan and, on an ongoing basis, to implement and manage preservation policies espoused in the plan

OBJECTIVES:

- **Write a Preservation Plan for acceptance as part of the Master Plan by June 2009—the Preservation Plan will insure that significant cultural resources are identified, protected and enhanced during decision-making by City Council, BAR, Planning Commission, BZA, historical commissions and City staff**
 - ◆ **Consistently integrate preservation insight and planning information into all Small Area Plans and into the Waterfront Plan which is now being developed**
- **Develop historical themes as part of preservation planning to guide visitor and resident experiences and understanding of the city's heritage**
- **Develop clear areas of responsibility and interaction between the Office of Historic Alexandria and the Department of Planning and Zoning**
- **Coordinate new and old information on historic buildings, structures, archaeological sites, significant historic places into a city-wide GIS data base that will improve staff efficiency and collaboration within planning, review, research and interpretive processes**
 - ◆ **Develop web-based public use of selected GIS data base on City website**
- **Establish a preservation coordinating committee composed of the preservation professionals and representatives of relevant departments in the city to meet regularly with City Manager so that historic preservation and archaeological issues are considered at the inception of all public projects**
- **Integrate historical information and preservation perspective into the review process for new development—this will ensure that historical resources outside historic districts are rehabilitated for adaptive reuse and that historical themes and materials appropriate to the historic character of a site are incorporated into the architecture and open spaces of these places**
- **Develop a streetscape plan for the residential area of the Old & Historic District—the plan should not only identify, protect and restore important architectural features like bootscrapers, cast iron downspouts and curb & gutter materials, but also should address how best to incorporate modern features**

GOAL # 2: To promote history as the key factor in Alexandria's development and economic sustainability

RECOMMENDATION: City Council appointment representatives of the historic preservation community to active roles on commissions and work groups dealing with economic development and heritage tourism efforts

OBJECTIVES:

- **Appoint a representative from the historic preservation community to the Budget and Fiscal Affairs Advisory Committee, as an at-large member**
- **Recognize and improve the community understanding of the economic impact of tourism and history on the community.**
- **Develop a strong and clear definition of the place of history in Alexandria, focusing both on existing regulated and unregulated historic districts, as well as all other neighborhoods in the city**
- **Develop a strong program of history education focused on Alexandria, including both the history of the city and the built environment—only by educating the public will an understanding of the place of history in the city's economic life become clear to the community**
 - ◆ **The history programming should be aimed both at the school audience (public, as well as private) and at the general public**
- **Develop a strong working relationship with the affordable housing movement that emphasizes the role of historic structures in serving the needs of affordable housing**
- **Coordinate with city planning to emphasize the need for green architecture and sustainable development that is consistent with historic preservation**

GOAL # 3: To promote public awareness and support of historic preservation and heritage tourism in Alexandria

RECOMMENDATION: City Council charge the Office of Historic Alexandria with studying, developing and coordinating a preservation education program for the community

OBJECTIVES:

- **Initiate coordination of the Second Preservation Conference for May 2008**
- **Enhance marketing of Alexandria as an historic city of unique character**
 - ◆ **Develop PBS type production for Alexandria that is similar to the History of Arlington that was shown on PBS**
- **Prepare an interpretative plan for heritage tourism in Alexandria**
- **Develop historic preservation education program for various audiences (school classes, residents, visitors, diverse groups)**
 - ◆ **Prepare audio tours, pod casts, enhanced websites that use modern technology in providing historic information and tours of Alexandria**
 - ◆ **Write periodic articles for local newspapers and newsletters and work with other media such as TV and internet to provide information on local history including biography and neighborhood stories**
 - **Include 20th Century history in articles**
 - ◆ **Provide an information packet to all new residents on local history and sites**
 - **Offer “new resident day” at sites, with no admission charged**
 - ◆ **Develop photo display initiative for local businesses in which photos of the street/location in earlier decades are placed in windows**
- **Focus on schools by meeting with ACPS and eliminating barriers to schools visiting local historic sites**
 - ◆ **Write histories of each school to be shared with students and families**
- **Complete the *Wayfinding* initiative and establish an historic marker system, so that attractive and consistent signage is seen throughout Alexandria**
 - ◆ **Work with neighborhoods in developing a signage plan that is adopted by City Council, and assure that historical interpretation signs are placed in all relevant new developments, parks, etc.**
- **Provide grant money for neighborhoods to research the history of our diverse neighborhoods and develop a written brochure and/or walking tour**
- **Develop an awards program honoring significant achievements in historic preservation**
- **Publish an annual “most endangered list” for Alexandria**
- **Evaluate other successful models for generating public support**

GOAL # 4: To evaluate and improve the current regulatory process governing historic preservation

RECOMMENDATION: City Council establish a Regulatory Review Panel consisting of city staff and community representatives to evaluate the regulatory process and make recommendations

OBJECTIVES:

- **Review and update the design guidelines for both the Old & Historic District and Parker-Gray to meet or exceed the U.S. Secretary of the Interior's Standards for Historic Preservation**
- **Review and update provisions of the City Code and Zoning Ordinance pertaining to protection of archaeological resources**
- **Complete the 100-year-old building survey**
- **Complete the remaining work around the expansion of the Old & Historic District in the area between upper King and Cameron Streets**
- **Explore the cost/benefit of updating the National Register nomination for the Old & Historic District**
- **Explore methods for affording protection to historic neighborhoods and buildings that are not currently designated as regulated historic districts**
- **Establish a system for policing and regulating unapproved construction**
- **Reduce the age of significance to 50 years or more for a structure's inclusion on the list of significant structures protected under the local historic district ordinance**
- **Provide thorough initial and ongoing historic preservation training for BAR members and provide periodic forums for BAR members to meet with historic preservation groups**
- **Provide greater public notice in advance of BAR hearings and post BAR applications and accompanying drawings and photographs on the web in advance of hearings**
- **Involve the historic preservation community in the BAR member nomination process**
- **Reduce or eliminate the property tax for unimproved historic outbuildings in order to remove the incentive to demolish them through neglect**

GOAL # 5: To coordinate and enhance public/private partnerships and volunteer efforts on preservation initiatives including the maintenance of historic structures

RECOMMENDATION: City Council charge the Historic Alexandria Resources Commission with outlining the diverse community resources dealing with preservation issues and the opportunities for cooperative ventures and diversified funding initiatives

OBJECTIVES:

- **Identify and codify all current public and private sector funding of historic preservation initiatives**
- **Define the capital improvement and maintenance needs of public and private museum properties in the city**
- **Research how other historic communities in the region and nationwide address the challenges of funding for historic preservation initiatives, e.g. fund-raising events, community historic preservation funds or trusts**
- **Establish an effective network for sharing information among public preservation officials and private sector preservation non-profits, the business community, civic associations and citizens**
 - ◆ **Continue regular meetings between city staff and HARC**
 - ◆ **Develop a preservation “listserv”**
 - ◆ **Develop a forum for ongoing communication between the business and preservation communities**
- **Continue to foster and develop “Friends Groups” initiatives for city-owned historic properties**
- **Organize an annual or biennial fund-raising event, the proceeds of which will be dedicated to the establishment of a community historic preservation fund**
- **Research and publish a list of foundations and other funding sources that make grants or appropriations for historic preservation initiatives**
 - ◆ **Publish a guide to writing grant applications**
 - ◆ **Conduct an annual workshop on writing grant applications**
- **Publish a guide of resources available to private property owners for underwriting the costs of preservation, e.g. tax credits, easements, etc.**
- **Compile and distribute a directory of trades and craftsmen with preservation technical expertise**

EXHIBIT NO. 1

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10-23-07



<archaeology@alexandriava.gov>
>

10/17/2007 03:06 PM

Please respond to
<archaeology@alexandriava.gov>

To <alexvamayor@aol.com>, <timothylovain@aol.com>,
<councilmangaines@aol.com>, <council@krupicka.com>,
<delpepper@aol.com>, <paulcsmedberg@aol.com>,
cc

bcc

Subject COA Contact Us: AAC Endorses Five-Year Preservation Action
Plan

History: This message has been forwarded.

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Wed Oct 17, 2007 15:06:36] IP Address: [206.113.148.2]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Kathleen
Last Name: Pepper
Street Address: Alexandria Archaeological Commission
105 N. Union Street, #327
City: Alexandria
State: VA
Zip: 22314
Phone: 703-838-4399
Email Address: archaeology@alexandriava.gov
Subject: AAC Endorses Five-Year Preservation Action Plan
I am sending this letter for Kathleen Pepper, Chair of the Alexandria
Archaeological Commission.
Comments: Jennifer Barker
Secretary
OHA/Alexandria Archaeology
href='http://alexandriava.gov/contactus/uploads/ecc3c33eb1392a5d6bea88
Attachment: c9b3c3f952.doc'>http://alexandriava.gov/contactus/uploads/ecc3c33eb139
2a5d6bea88c9b3c3f952.doc

October 17, 2007

Mayor William Eiulle, Vice Mayor Redella Pepper, and Members of City Council
City Hall
301 King Street, Room 2300
Alexandria, VA 22314

Dear Mayor Eiulle, Vice Mayor Pepper, and Members of City Council:

The Alexandria Archaeological Commission (AAC) endorses the Five-Year Preservation Action Plan submitted to you by the Historic Alexandria Resources Commission (HARC) and recommends it for your consideration. This plan presents a broad spectrum of goals and actions that will enhance the City's reputation as a preservation leader. The plan complements the City's existing Strategic Plan by setting forth proposed goals and actions related to the History Principle.

In particular, the AAC believes that the creation of a historic preservation management plan is an important priority, which would provide an integrated structure for preservation planning throughout the City. This plan would be a guide to future actions that retain the City's historic structures, districts, and character. Furthermore, approval of a preservation management plan implements the recommendation of the City Council in 1992, when the Historic Preservation chapter of the City Master Plan was adopted.

The other proposed goals and actions reflect ideas to preserve and enhance the City's historic resources through public/private partnerships, fundraising, and citizen outreach and involvement. The Five-Year Preservation Action Plan is the culmination of ideas from several citizen work-sessions and the 2007 Preservation Conference. It represents a new approach to preservation planning which the AAC endorses.

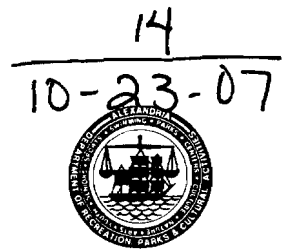
Sincerely

S. Kathleen Pepper
Chair
Alexandria Archaeological Commission

jeb



Alexandria Archaeological Commission
America's First Archaeological Commission



October 17, 2007

RECEIVED

OCT 19 2007

Mayor William Euille, Vice Mayor Redella Pepper, and Members of City Council
City Hall
301 King Street, Room 2300
Alexandria, VA 22314

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Sincerely

S. Kathleen Pepper
Chair
Alexandria Archaeological Commission

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