



Preservation *of* Historic Winchester, Inc.

Membership Newsletter

Summer 2019

Volume 42 No. 2

2019-2020 BOARD OF DIRECTORS

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PHW's 55th Annual Meeting and Preservation Awards

Preservation of Historic Winchester's 55th Annual Meeting was held on Sunday, June 23 at Carter Hill Manor thanks to our hosts Tommy and Linda Ross Gibbs. As you may be able to see from the sidebar, the PHW board has grown to eleven members, with four having been added at the Annual Meeting, and Dan Whitacre joining in late winter to take the place of John Flood. We have already seen an increased excitement and engagement from our first board meeting, and we are looking forward to tackling some projects we have wanted to do but lacked the manpower to head the projects.

At the conclusion of the business meeting, eight people and projects were recognized with awards by Preservation of Historic Winchester. Six of the awards this year were Awards of Merit to recognize rehabilitation and adaptive reuse of buildings that contribute to improving the character of their neighborhoods and maintaining the overall historic fabric of the city. The recognized projects were:

221-223 South Loudoun Street, The Guitar Studio Building

This circa 1945 building recently completed a façade update to better bring the building in line with its modern construction by Daniel Brereton, the manager of the 106, LLC group. It is also a notable project for being able to keep the Guitar Studio in their longtime place of business.

119 West Leicester Street

Nancy Murphy is carrying on the tradition of PHW's revolving fund by honoring our vernacular houses and giving them a second chance at life. Miguel Reyes, who completed most of the work on the house, will be purchasing the property as his home.

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414 North Braddock Street

This circa 1890s folk Victorian had long been a property in decline. The recent rehab kept the exterior in line with its historic appearance, and many of the historic pieces in the house were reused and repurposed. The house is Thomas Ritter's first project in Winchester but not his first rehabilitation project in the area.

411 North Loudoun Street, Fort Loudoun Condominiums

While this is not the first major overhaul of The Fort, this was the first major overhaul of the building since the mid-1950s when Irvan O'Connell bought the former school and converted it to apartments. The Fort began a new phase of life in 2016 when Stan and Janet Corneal began a renovation to convert the apartments into luxury condominiums. The apartments have original fireplaces, marble bathrooms, high ceilings, gourmet kitchens, and wonderful upstairs views.

501 North Loudoun Street, Pizzoco Karen Darby

This adaptive reuse of a former gas station to a pizza parlor was a project that had faced almost insurmountable odds finally came to fruition this spring. Much of the work on this project was going through the permitting process and working with neighbors to mitigate concerns in addition to the building rehabilitation. The award celebrates the completion of the building and the opening of Pizzoco, the neighborhood pizza parlor.

13 East Pall Mall Street GinTon, LLC

This shotgun house from the early 1900s was a blighted and derelict property. By utilizing the local ten year real estate tax abatement

program and discounted building permit fees, GinTon, LLC was able to completely rehabilitate the building. The house retains most of the original framing and floors while receiving new electricity, plumbing and HVAC. While not a traditional preservation project by many measures, it is hoped the efforts of GinTon, LLC will help turn over a new leaf for the historic properties in the neighborhood.

The **Elsie Rosenberger Award** was presented to Frances C. Lowe. This award is named in honor of Elsie Rosenberger, who volunteered behind the scenes at PHW in the 1970s and 1980s. The award recognizes the unsung volunteer or volunteers who selflessly contributed to the activities of PHW. Mrs. Lowe volunteered to read over the retyped *Winchester: Limestone, Sycamores & Architecture* manuscript for accuracy, grammar, and fact checking. The project took place behind the scenes at PHW from January to May, with the final reading of the completed proofs just this month.

The final award presented at the meeting was the **Patron's Award**. This award recognizes a person or business which has been an outstanding supporter of the goals and programs of PHW. Elizabeth G. Helm was the mastermind behind the republication of *Winchester: Limestone, Sycamores & Architecture*. Discussion of the republication and how it would be tackled had been discussed for years behind the scenes at PHW. It was Mrs. Helm's push that spurred the project to completion in 2019. We are immeasurably grateful to her and to the team that pulled this project together. ♦

Reflections on Limestone, Sycamores & Architecture

By Ed Acker

How many of you have heard this expression? "The Greenest building is...the one that is already built...."

Carl Elefante, prominent preservation architect and national president of the American Institute of Architects, coined this phrase in 2007. He was trying to move the needle at the intersection of historic preservation and sustainability by placing more green building emphasis on existing and historic buildings. Numerous studies since then have verified the economic and environmental benefit of preserving and adapting historic buildings, particularly older Main Street mixed-use and housing.

When I moved to Winchester in 2011, I had been involved in green building advocacy and consulting for the previous six years. But in my prior years of architectural practice I worked on both new and existing buildings; residential, commercial, and institutional, from monumental historic gems to Victorian and early 20th century era homes, including two houses of my own. Preservation and adaptive reuse have been important parts of my professional experience since the 1960s.

I was immediately attracted to the largely intact Winchester historic building stock, with one of the few surviving outside walking malls in the country. I was impressed by its compact size and ease of getting around, and how its buildings related to human scale and have been adapted to modern needs over these many years. Yet not all was sacrificed on the altars of stylistic "modernization," or turned into parking lots or drive-ins, as in so many other places.

Winchester: Limestone, Sycamores & Architecture is a well-crafted labor of love.

The early parts of the first chapter, *Where The Past Still Lives*, talks about how buildings from the founding of the city right into the 20th century are built essentially in the same way save for stylistic differences and newer materials and building technologies.

Before the automobile, the elevator, and air conditioning, earlier buildings were forced to adapt to human scale and height, provide available light and natural ventilation to occupants, adapt to local climatic conditions, and human settlements had to be more efficiently laid out and compact in size. Does this all sound familiar? If you follow "smart growth" planning and architectural literature it sounds like current practice to deal with climate change and resiliency. And it sounds a bit like a description of Winchester.

As a primer on our history, *Winchester: Limestone, Sycamores & Architecture* educates us with a thoughtful and concise discussion of how Winchester developed historically and culturally, and how its architecture gradually evolved as available building materials and technologies changed. It recalls early days of the local preservation movement and how PHW came into being, and how it went on to be influential in preserving the city's historic legacy.

So in the same spirit of gradually evolving, PHW was delighted and very grateful to be given the opportunity to bring this 2nd edition to life and update the text to reflect the changes that have taken place over the last 40 years. Going forward, we have the possibility for future digital updates, and I see turning *Winchester: Limestone, Sycamores & Architecture* into a continual living historical document. ◆

Old Hospital Brick Donation

We were surprised and delighted when Shirley Louthan called in June to let us know her family had a brick from the old Winchester Memorial Hospital that was in need of a new home. The brick came from the addition to the 1903 hospital, and was most likely “liberated” from the trash during the demolition in the early 1990s.

While this may be a relatively insignificant piece, it found the perfect home at PHW. It is currently on display underneath a print of the Winchester Memorial Hospital showing the addition from

whence it came. It is not very often when we can show both an image and an artifact connected with a piece of “Vanished Winchester,” and we are truly grateful to Shirley for giving us this unique opportunity to house a piece of history. ♦



Coming September 15: “From Disaster to Redemption: George Washington and the Making of Winchester”

An event for the 275th Birthday of Winchester!

The French and Indian War Foundation together with the Winchester-Frederick County Historical Society is heading up this event. This will be a lovely celebration in a lovely place, with a dynamic speaker, Dr. Carl Ekberg. I promise you Dr. Ekberg will give a fascinating presentation.

DATE: Sunday, September 15, 2019

PLACE: The George Washing Hotel Ballroom, 103 E. Piccadilly St.

TIME: 1:30 p.m. mingle with the speaker and enjoy food and drinks *

2:30: "From Disaster to Redemption: George Washington and the Making of Winchester"

COST: This is a free event.

**Menu: Fried chicken plate with greens and mashed potatoes and a biscuit for \$15.00. Apple cobbler and coffee for \$5.00. There will be a bar. The Hotel has asked that you pay with cash.*

Dr. Carl J. Ekberg is a retired history professor from Illinois State University. Rutgers Un.; Ph.D. Author of several books, many awards, two outstanding; 2014 Medaille de Valeurs from the French Ambassador and 2015 Best Book Award from State Historical Society of Missouri. Carl resides in Winchester and serves on the board of the F&I War Foundation. ♦

Coming October 4: Why Old Places Matter

How Historic Places Affect Our Identity and Well-Being

A Book Talk and Reception with Thompson M. Mayes

Please join us for a book talk by Thompson M. Mayes, Chief Legal Officer and General Counsel for the National Trust for Historic Preservation on his recent book [Why Old Places Matter: How Historic Places Affect Our Identity and Well-Being](#) (Rowman and Littlefield, 2018).

This event is hosted by Preservation of Historic Winchester with special thanks to the Friends of the Handley Library and the National Trust for Historic Preservation

DATE: Friday, October 4, 2019
PLACE: The Handley Library, 100 West Piccadilly Street, Winchester
TIME: 3-4 p.m. lecture and Q&A in the Robinson Auditorium
4-5 p.m. book signing and reception with wine & cheese in the Benham Room
COST: This special event is FREE and open to the public.
Donations to Preservation of Historic Winchester accepted.

Tom Mayes is Chief Legal Officer and General Counsel for the National Trust for Historic Preservation. He is the author of many articles relating to, and has lectured widely on, preservation easements, shipwreck protection, historic house museums, accessibility, preservation public policy, and the future of historic preservation. For many years, he taught historic preservation law at the University of Maryland. A recipient of the National Endowment for the Arts Rome Prize in Historic Preservation in 2013, Mr. Mayes is the author of [Why Old Places Matter](#) (Rowman and Littlefield, 2018). Mr. Mayes received his B.A. with honors in History in 1981 and his J.D. in 1985 from the University of North Carolina at Chapel Hill, and an M.A. in writing from Johns Hopkins University.

[Why Old Places Matter](#) reveals the fundamentally important yet under-recognized role old places play in our lives. While many people feel a deep-seated connection to old places—from those who love old houses, to the millions of tourists who are drawn to historic cities, to the pilgrims who flock to ancient sites throughout the world—few can articulate why. The book explores these deep attachments people have with old places: the feelings of belonging, continuity, stability, identity and memory, as well as the more traditional reasons that old places have been deemed by society to be important, such as history, national identity, and architecture.

This book will be appealing to anyone who has ever loved an old place. But more importantly, it will be a useful resource to articulate why old places are meaningful to people and their communities. This book will help people understand that the feeling many have for old places is supported by a wide variety of fields, and that the continued existence of these old places is good. It will give people the words and phrases to understand and express why old places matter.



2019 Holiday House Tour Advertising Sponsorship

Thank you for your interest in sponsoring PHW's major fundraising event of the year and helping us keep this community tradition alive!

Please refer to the back of this sheet for the size and cost of the classic full page, half page, and business card size ads. **New in 2019** is the local logo option, geared toward providing your logo and business information on a page of dining options for tour-goers in Winchester. In general, your ad should be:

A print-ready **digital** file, full color or black and white.

Minimum acceptable dpi is 300; higher dpi is preferable.

PHW's preferred file formats during booklet creation are **JPG** and **PNG**.

To learn more about file preparation standards, you may visit <https://www.gotprint.com/resources/preparing-files.html>. If you need help, please contact us at 540-667-3577 or phwinc.org@gmail.com. We will help you ensure your ad is the highest quality possible. A handsome ad reflects well on both your business and PHW!

When you are ready to submit your ad, you may email the digital file to phwinc.org@gmail.com or place it on a CD/DVD or flash drive and drop it off at PHW's office at **530 Amherst St., Winchester, VA 22601**.

Also, for our records to ensure you receive your complimentary Holiday House Tour tickets, please include with your submission:

Your name

Your business name (if applicable)

Your mailing address

Your email or phone number for any questions

For local logos sponsors, please include your physical business address and a phone number and/or website where tour-goers can find dining information

Any extra billing instructions for PHW (checks may be made out to PHW, or we may send a paper or PDF invoice.)

Important dates:

All ads should be submitted to PHW no later than **5 PM on October 31, 2019** to ensure your inclusion in the program booklet. We ask all sponsors to remit payment no later than **December 31, 2019**.

Thank you for your interest and support of this cherished local tradition!

Full Page Ads

Please submit your print ready digital file with the following specifications:

- ◆ 5x8 inches (1500x2400 pixels at 300 dpi)
- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG

Pricing:

Major Sponsor (1): \$500 (back cover)

Advertising Sponsor: \$250/ad (interior pages)

All Full Page advertising sponsors receive two complimentary Preview Party tickets to the Holiday House Tour, which includes access to the Preview Party on Saturday evening and the tour houses on Sunday.

The Major sponsor receives additional visibility during Holiday House Tour promotions, on our website, etc.



Half Page Ads

Please submit your print ready digital file with the following specifications:

- ◆ 5x4 inches (1500x1200 pixels at 300 dpi)
- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG.

Pricing:

\$150/ad (interior pages)

All Half Page advertising sponsors receive two complimentary tickets to the Holiday House Tour on Sunday.

Business Card Ads

Please submit your print ready digital file:

- ◆ 2x3.5 inches (600x1050 pixels at 300 dpi)
- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG.

Pricing:

\$75/ad (interior pages)

All Business Card sponsors receive one complimentary ticket to the Holiday House Tour on Sunday.

Local Logos

New in 2019! PHW is accepting logos for dining options for a page in our tour booklet (example available). Please submit your business information with a digital logo:

- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG.

Pricing:

\$50/logo (interior pages)

All sponsors receive one complimentary ticket to the Holiday House Tour on Sunday.



Preservation of Historic Winchester

Hexagon House ♦ 530 Amherst St. ♦ Winchester, VA 22601

NEWS

Summer 2019

Nonprofit Org.
US Postage
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UPCOMING EVENTS

Now-October 31: Artist applications for the Bough & Dough Shop are open.

September 15: "From Disaster to Redemption: George Washington and the Making of Winchester" at the George Washington Hotel Ballroom, 103 E. Piccadilly St. Mingle begins at 1:30 and talk with Carl Ekberg begins at 2:30.

October 4: "Why Old Places Matter: How Historic Places Affect Our Identity and Well-Being": A Book Talk and Reception with Thompson M. Mayes at the Handley Library, 100 W. Piccadilly St., 3-5 PM.

November 22-December 15: Bough & Dough Shop The Hexagon House, 530 Amherst St., Tues.—Sat. 10 AM-5 PM, Sun. (December only) noon-5 PM.

December 7: Preview Party at 214 W. Cork St. and Candlelight Tour of homes for PHW members (limited to 100 guests), 6-9 PM. \$50 for members.

December 8: Holiday House Tour Through the Centuries, noon-4 PM at 226 Amherst St., 421 West Clifford St., 512 Courtfield Ave., and 163 Academy Lane. Open to the public; advance tickets \$25.

ARE YOU A PHW MEMBER?



Preservation of Historic Winchester, Inc., is a 501 (c)(3) nonprofit organization dedicated to protecting Winchester's architectural heritage. PHW depends on income from membership and contributions to achieve its goals.

All contributions above membership are tax deductible.

Join today by completing this form and returning it to PHW, 530 Amherst St., Winchester, VA 22601.

Individual \$30 Family/Business \$55
 Corporate \$100 Other

Name: _____

Address: _____

Phone: _____

E-mail: _____

GET YOUR NEWS BETWEEN NEWSLETTERS;
FIND PHW ON:

