

FROM THE DIRECTOR

“Rehabilitating historic buildings and using the infrastructure that is already in place to serve them is the height of fiscal and environmental responsibility.” Donovan Rypkema, economist

One of the things that make Greensboro such a great place is our neighborhoods. Our older ones especially tell wonderful stories about life at different points in our history. In this issue we examine the Planning Department’s historic preservation programs and their value for all of Greensboro. The Department works with the preservation community to save and protect our built environment and historic properties. For example, in 2014 a College Hill landmark was rescued from demolition and beautifully restored. We integrate historic preservation into our planning processes by encouraging re-use and infill development, managing the Historic District Program, and maintaining Greensboro’s Inventory of Historic Resources. We sponsor and support the nominations of buildings and neighborhoods to the National Register of Historic Places, making them eligible for valuable federal and state historic rehabilitation tax credits.

Through these efforts we support the reuse of historic buildings—the ultimate form of recycling, sustaining Greensboro’s unique community character. With 3 local districts, 12 national districts, Guilford Courthouse National Military Park, Blandwood Mansion (a National Historic Landmark), and 44 individually designated properties on the National Register of Historic Places, we support investments that make Greensboro an attractive community with a sense of place and vibrant, walkable neighborhoods.

Promoting Quality Growth Throughout Greensboro,

Sue Schwartz, FAICP

Director, Planning Department



The William A. Crawford House at 919 Spring Garden Street suffered a disastrous fire in 2011. The Planning Department partnered with Preservation Greensboro, Inc and the College Hill Neighborhood Association to save the house from demolition.

All Images from the Greensboro Planning Dept. unless otherwise noted.

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City of Greensboro

Planning Department

300 West Washington Street

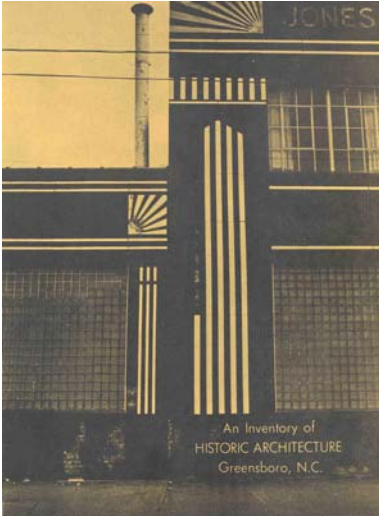
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“Promoting Quality Growth Throughout Greensboro”

Identify & Designate



ARCHITECTURAL SURVEYS identify historic resources and are key to community preservation efforts. A fundamental basis for all of our preservation efforts in Greensboro, the North Carolina Department of Cultural Resources conducted Greensboro's first survey in 1975 (left). The survey revealed the tremendous loss of Greensboro's architectural heritage and sounded a call to action. Once identified, properties become eligible for designation on the National Register of Historic Places. Regular updates of the survey are necessary to continue preservation efforts and identify new properties of significance. The survey was updated in 1989 and again in 2009. The scope was broadened to include more examples of historic architecture and neighborhoods developed before 1960. Roughly 30% of the structures identified in the 1975 survey have been lost to deterioration and demolition including Proximity, the first of the Cone cotton mills.



The East White Oak School served the mill village built by Cone Mills for its African American workers. It was listed on the National Register in 1992.



Constructed just before the Civil War, the Wilson-Andrews House "Boxwood", is a county landmark property that was designated in 1990.

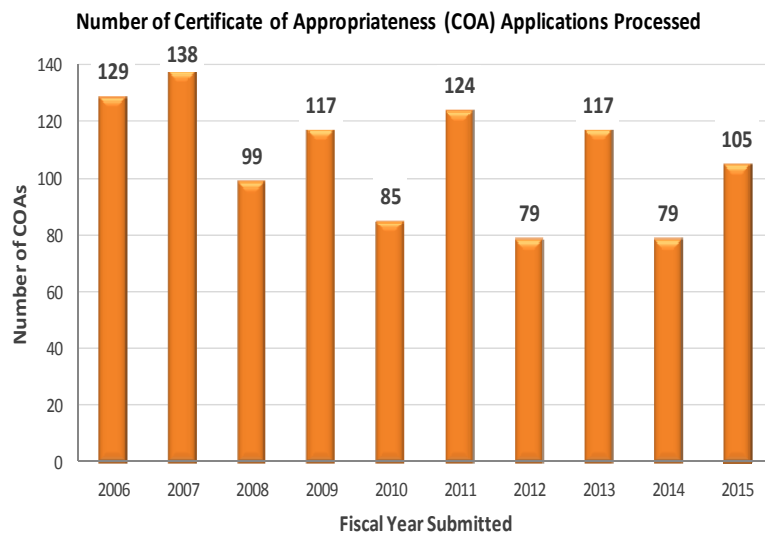
THE NATIONAL REGISTER OF HISTORIC PLACES was established to designate historic properties by the National Preservation Act of 1966 and is the "...official list of the Nation's historic places worthy of preservation." The National Register is managed by the National Parks Service. Guilford Courthouse National Military Park was the first site in Greensboro to be designated in that same year. Since then, the list has grown to include churches, residences, mills, a fire station, a cemetery and numerous neighborhoods districts. Nominations can be submitted by individuals, preservation organizations and government agencies. The Planning Department has sponsored nominations including Sunset Hills, Fisher Park, South Greensboro, White Oak New Town, NC A&T State University and Bennett College Historic Districts and the individual designation of East White Oak School, McIver School, Pomona High School, L. Richardson Hospital, and Union Cemetery. Listing on the National Register makes the property owner eligible for federal and state tax credits for qualifying rehabilitation work. For more information about the National Register visit www.hpo.ncdcr.gov.

THE GUILFORD COUNTY LANDMARK PROGRAM designates and protects individual historic properties. There are 53 designated Landmarks in the city limits. City Council appoints 3 members to the County Historic Preservation Commission who review applications for new Landmark properties and Certificate of Appropriateness applications for changes to the exterior and/or interior of a property. Owners of Landmark properties receive a re-

duction in property taxes. The tax savings can help offset the cost to restore or maintain a Landmark property. For more information on County Landmarks visit www.greensboro-nc.gov/historicpreservation.

Protect and Preserve - Local Historic Districts

Department staff manage Greensboro's Historic District Program and support the Historic Preservation Commission, a 9-member board of volunteers appointed by City Council. In the locally designated historic districts of College Hill, Fisher Park and Aycock, property owners must secure a Certificate of Appropriateness (COA) when making exterior changes to buildings or sites. The Commission and staff rely on adopted Historic District Design Guidelines to guide property owners and ensure that projects compliment the historic character of the districts. Analysis of COA submittals over the last decade indicate a consistent level of investment in historic properties in the districts over time. These efforts help to maintain the architectural integrity of the districts which showcase a variety of styles including Queen Anne, Craftsman and Colonial Revival (pictured below).



Source: City of Greensboro COA database

Local historic districts offer valuable benefits for property owners, the neighborhood and City by maintaining historic assets throughout the neighborhood that protects the investments of all owners and residents.

The National Trust for Historic Preservation found that local districts accomplish this by encouraging better quality projects and the use of innovative materials through a collaborative design review process. This helps to maintain the character of the neighborhood that initially attracted buyers and then helps retain property owners.**

In a 2012 study, Greensboro's local districts "witnessed one-third less demolition than the study areas over the past 16 years and...more historically sensitive alterations and compatible infill are found in the local historic districts." *** —*Taking the Long View*, Leimenstoll



10 Benefits of Establishing a local Historic District, Julia Rocchi, National Trust for Historic Preservation. Dec. 2015.**Taking the Long View: Tracking the Impact of Local Historic District Designation on Property Values in Greensboro, NC. 1972-2012*, Jo Ramsay Leimenstoll, The Alliance Review. July-August 2014.

Greensboro's Local Historic Districts

<p style="text-align: center; font-size: 2em; font-weight: bold;">COLLEGE HILL</p>	<p>The College Hill Historic District is among Greensboro's most intact late nineteenth and early twentieth century neighborhoods. First established in the mid-nineteenth century around the Greensboro Female College (now Greensboro College), the area was initially known as "Piety Hill" due to the number of ministers living in the area. It grew to encompass 4 different subdivisions, the latest being the Lenora subdivision which boasted "a street 50 feet in width". Serviced by streetcar and trolleys, the area was annexed into the city when the State Normal College (now UNCG) was established in 1892. Nestled between the two colleges, the area continues to be home to students and professionals. The district has numerous historically significant residential properties, multiple churches, the historic West End Hose Company Firehouse (ca. 1918) and Wafco Mills. The area became known as College Hill in the early phases of redevelopment and local historic designation. The area is also a National Register Historic District designated in 1993.*</p>
<p style="text-align: center; font-size: 2em; font-weight: bold;">FISHER PARK</p>	<p>In 1808, the center of Guilford County was located in the middle of what is now known as Fisher Park. Planned as the site for the new County Courthouse, poor drainage required that a different location be used. The land was purchased by Captain Basil J. Fisher and sat undeveloped for nearly a century. In the late nineteenth century, Capt. Fisher's vision of residences overlooking a grand park became a reality. Fisher Park would go on to be Greensboro's first suburb planned around a park and is one of the earliest park suburbs in North Carolina. The park continues to be the heart of the neighborhood. Primarily developed between 1915-1930, examples of Greek Revival, Tudor, Neoclassical Revival, and Prairie line the park. The area flourished due to the streetcar line on North Elm Street and became home to two prominent historic Greensboro churches. While the area was home to some of Greensboro's most successful businessmen it also provided homes for working class citizens in the more modest Bungalow, Foursquare and Colonial Revival residences. Fisher Park was listed on the National Register in 1992.*</p>
<p style="text-align: center; font-size: 2em; font-weight: bold;">AYCOCK</p>	<p>Before Summit Avenue became one of Greensboro's most prominent streets at the turn of the nineteenth century, it was part of 1,600 acres of farm land and field pines owned by Caesar Cone and the Proximity Manufacturing Company. In 1895, Cesar Cone made a deal with the City to modernize Summit Avenue as the grand thoroughfare to the east that would soon have a trolley car. Summit Avenue was developed with large, early-twentieth century homes for middle to upper income residents and some of Greensboro's most prominent families like the Sternbergers and Cones resided there. More modest scale craftsman bungalows and foursquare residences were built in the late teens and 1920's. Prior to local designation, several original structures were demolished along Summit Ave. including one of the Sternberger residences that is now Sternberger Park. The neighborhood has been home to several significant non-residential buildings including the historic Aycock Middle School, St. Leo's Hospital (demolished) and World War Memorial Stadium. It was designated as the Summit Avenue National Register Historic District in 1993.*</p>

*Historical Information taken from: *Greensboro: An Architectural Record*, Marvin Brown, 1995



DESIGNATED: 1980

**PERIOD OF
SIGNIFICANCE:
1837-1941**

**ARCHITECTURE:
QUEEN ANNE
COLONIAL REVIVAL
CRAFTSMAN**



DESIGNATED: 1982

**PERIOD OF
SIGNIFICANCE:
1889-1941**

**ARCHITECTURE:
COLONIAL REVIVAL
CRAFTSMAN
QUEEN ANNE
TUDOR REVIVAL
MEDITERRANEAN REVIVAL**

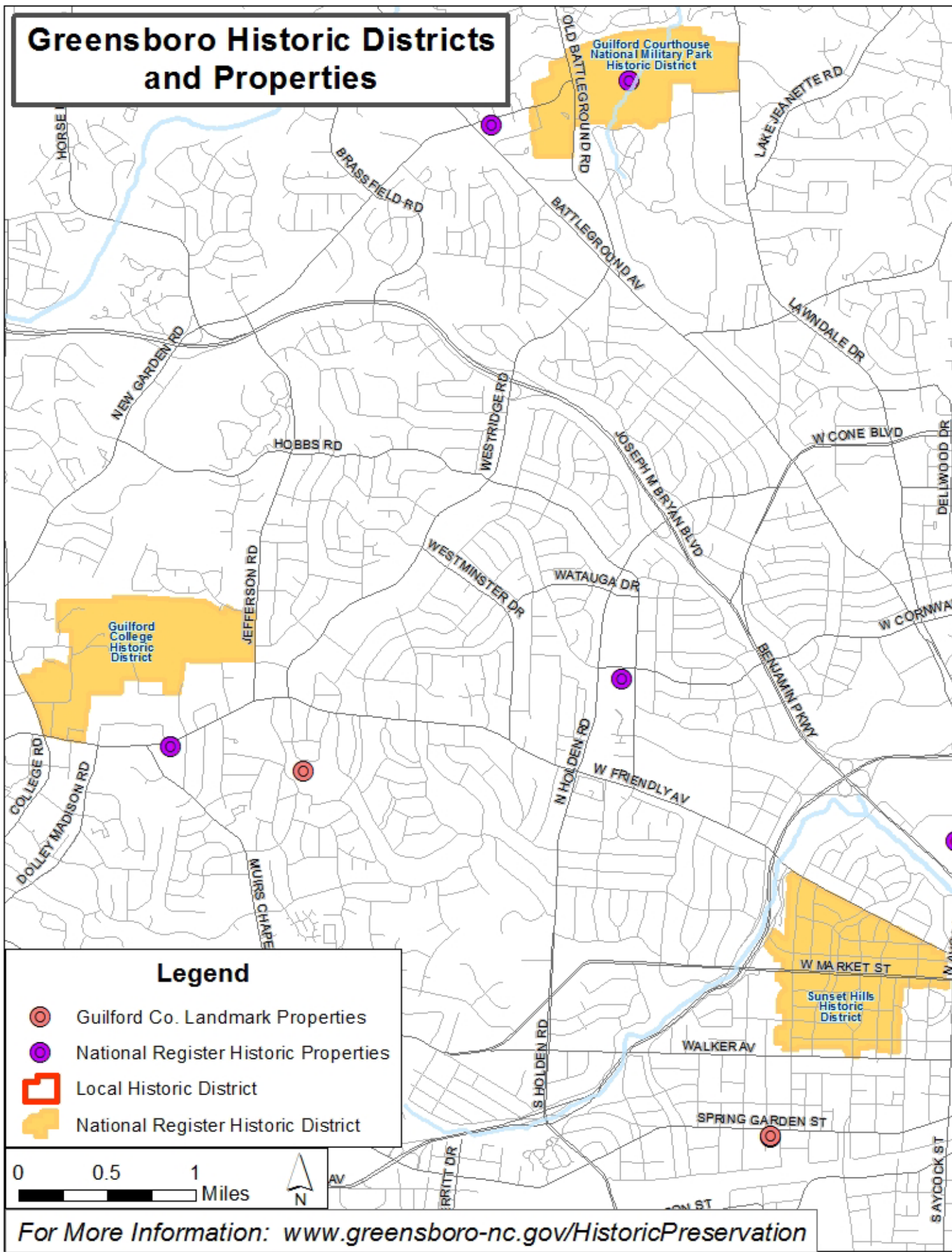


DESIGNATED: 1984

**PERIOD OF
SIGNIFICANCE:
1895-1942**

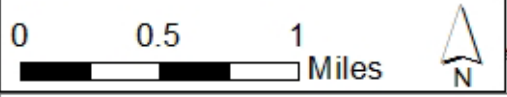
**ARCHITECTURE:
CRAFTSMAN
COLONIAL REVIVAL
QUEEN ANNE
NEOCLASSICAL REVIVAL**

Greensboro Historic Districts and Properties

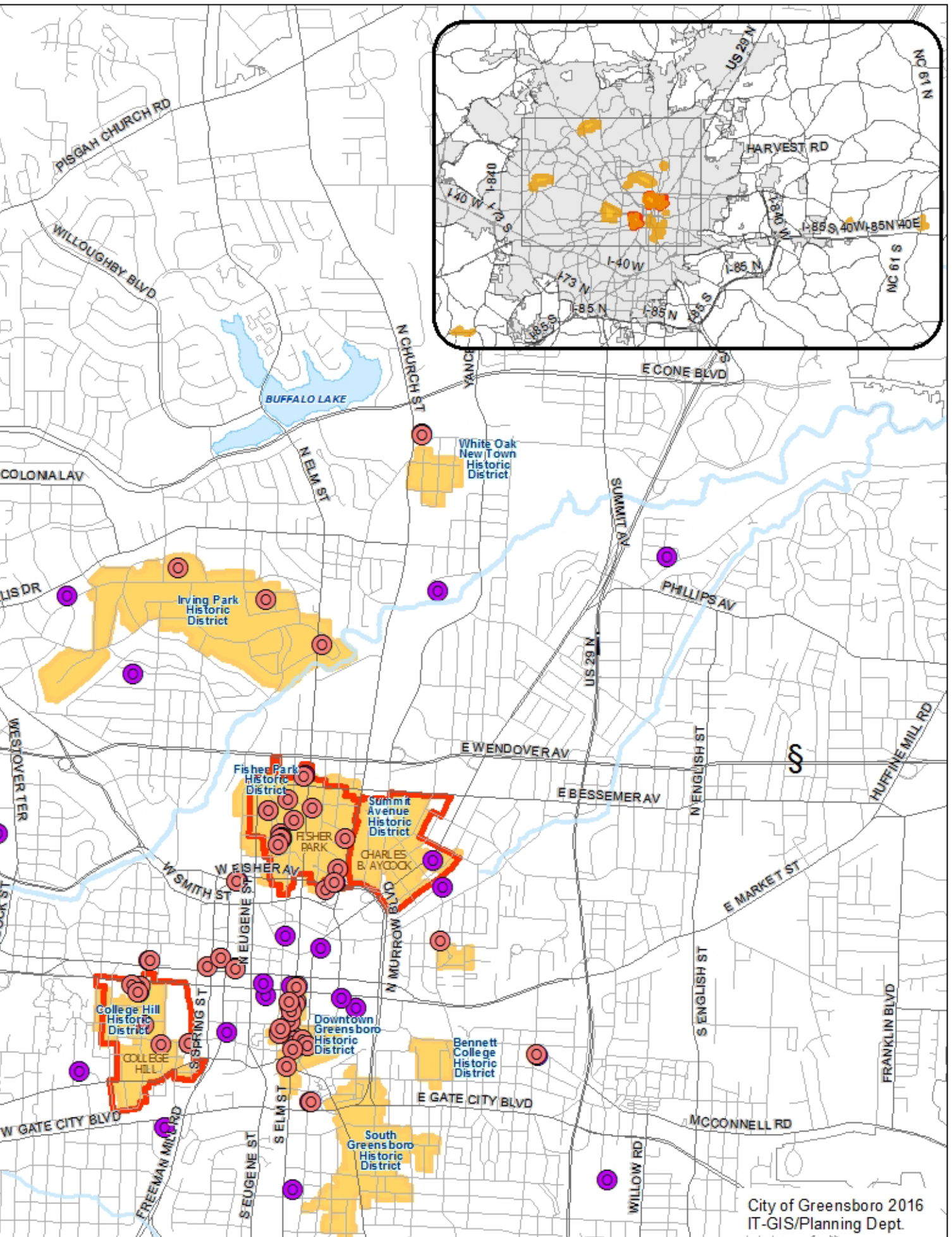


Legend

-  Guilford Co. Landmark Properties
-  National Register Historic Properties
-  Local Historic District
-  National Register Historic District



For More Information: www.greensboro-nc.gov/HistoricPreservation



Economic Impact

Historic Tax Credits

Tax credits for the rehabilitation of National Register historic structures are a valuable economic development tool. A Federal 20% income tax credit and 15% State of North Carolina credit are available for the rehabilitation of qualifying income-producing properties. The state also offers qualifying private residential rehabilitation projects a 15% income tax credit. Historic tax credits have been responsible for over \$1.5 billion in investment statewide. Each \$1 in state historic tax credits issued has been leveraged to create \$12.51 of investment for income-producing projects and \$7.93 for non-income-producing projects.* The Fisher Park historic district ranks fourth out of nearly 500 historic districts across North Carolina in use of tax credits. 45 homes have been renovated using the tax credits, resulting in over \$5 million of investment in the district.

In 2012 Self Help, a community development credit union, purchased Revolution Mill and embarked on a \$100 million rehabilitation to create a 570,000 square foot mixed-use development utilizing Federal, State and Mill tax credits.

These projects provide jobs and grow the tax base while preserving the city's architectural heritage. For more information on the Historic Tax Credit program visit: www.hpo.ncdcr.gov

*Tax Credits: Economic Impact, Becky Holton, The Historic Preservation Foundation of North Carolina, Inc. www.presnc.org/tax-credits-economic-impact.

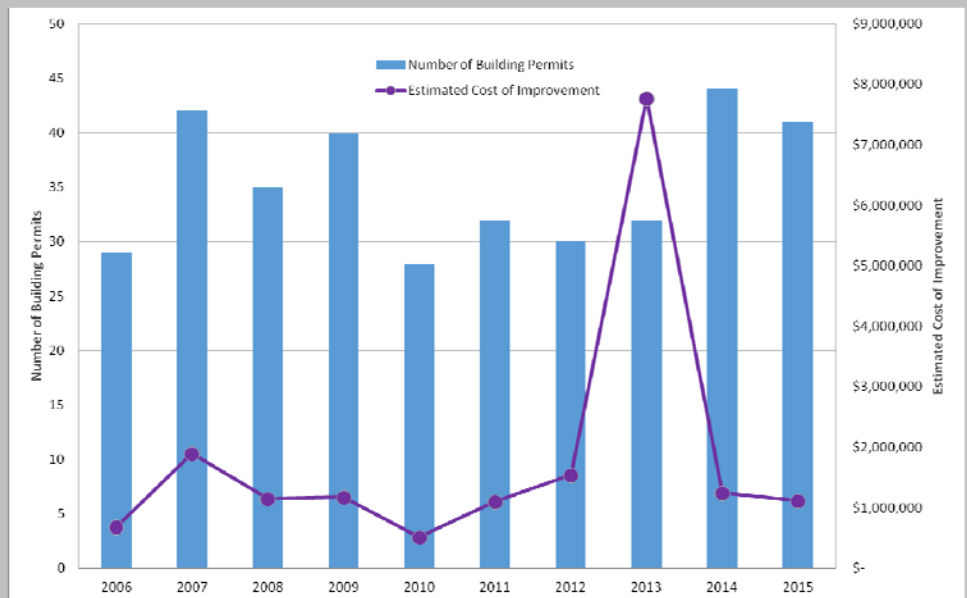


Above: Revolution Mills circa 1940. (Photo: Greensboro Historical Museum.)

Below: The Carpentry shop will soon become a restaurant and market.

Building Permits

Building permit data provides insights to the economic impact of historic preservation and rehabilitation. In a review of building permits submitted for work in the local Historic Districts, an estimated \$18 million in improvements and repairs were made between 2006-2015. Economist Donovan Rypkema found a link between rehabilitation and the local economy. Historic rehabilitation projects focus 60-70% of costs in skilled labor rather than materials—a higher rate than new construction.

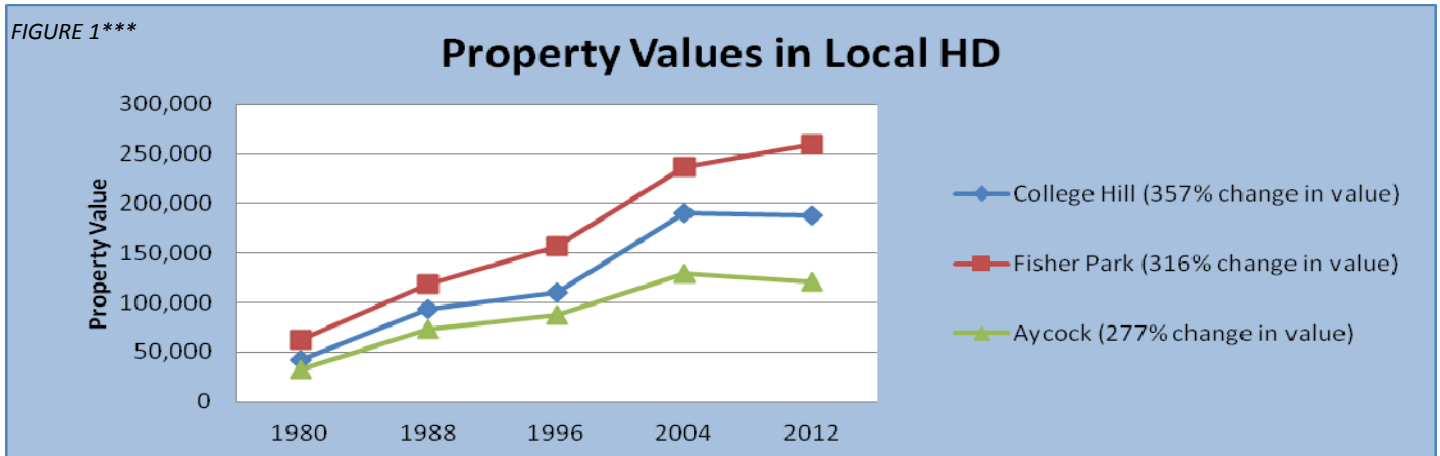


**Economic Benefits of Preservation Session, "Sustainability and Historic Preservation", Donovan Rypkema, Historic Districts Council Annual Conference in New York City, March 2007.

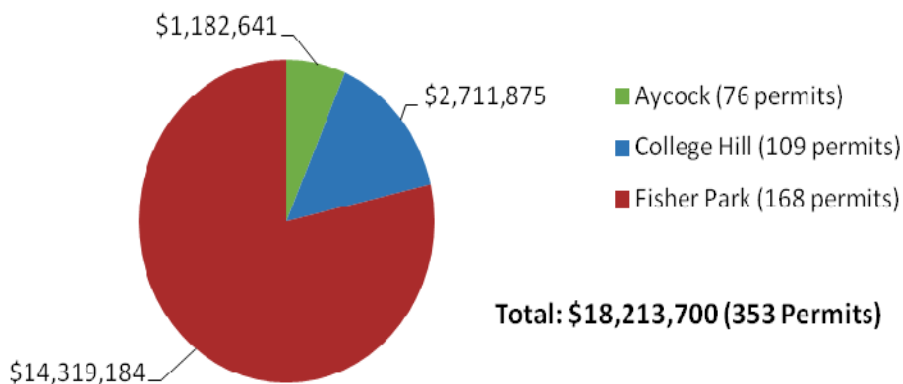
Table data from City of Greensboro Building Inspections/GIS records.

Property Values

At the national level, local historic designation has a positive impact on property values through stabilization and increased value. Designation influences property values by driving investment in the historic character of the neighborhood.** A 40-year study by University of North Carolina Greensboro professor Jo Ramsay Leimenstoll showed a steady rise in property value within Greensboro's three local historic districts (figure 1). Comparing College Hill, as a designated district with a comparison neighborhood that was not, property values were not only higher in College Hill, but designation helped keep the neighborhood fabric intact, despite pressures of expansion by neighboring institutions. The study further showed that in historic neighborhoods where there is a sentiment to preserve architectural character, designated or not, property values are higher. Between 2004-2012 property values in Fisher Park (locally designated) and Sunset Hills (listed on National Register in 2013) were shown to increase by 9% compared to a 10.5% decrease citywide over the same period.*** These examples illustrate the value of architectural integrity in historic neighborhoods.



Estimated Cost of Improvements 2006-2015



This means that the local labor force enhances the local economy by spending their earnings and "...recirculating that paycheck within the community".

Based on Rypkema's analysis of job creation rates, \$18 million dollars of building investment in Greensboro's historic districts translates into 645 construction jobs, nearly 100 more than would be created by new construction projects of a similar value.

****Taking the Long View: Tracking the Impact of Local Historic District Designation on Property Values in Greensboro, NC, 1972-2012*, Jo Ramsay Leimenstoll, The Alliance Review. July-August 2014.

Revitalize

Municipal Service Districts

Property owners in the College Hill and Aycock Historic Districts participate in Municipal Service District (MSD) programs. These special tax districts are funded by a small additional property tax for the purpose of enhancing the historic character of these neighborhoods through streetscape improvements and projects that promote the historic nature of the district. Projects are determined through a neighborhood-wide planning process. Upcoming projects include improvements to gateways into the neighborhoods and neighborhood signage to help clearly identify the historic districts.

MSD Projects 2011-2016

College Hill	Aycock
Corner landscaping	Decorative trash receptacles
Special streetlights	Landscape enhancements & maintenance
Decorative trash receptacles	Pedestrian tunnel mural & safety improvements
Stone gateway sign	Street sign toppers
Purchase of at-risk historic home	Tree inventory
Tree inventory	Tree inventory



Sign toppers in the Aycock district (left) and decorative street lights augment pedestrian scale lighting in College Hill (right).

From top: Entryway Signage in College Hill, the Max Thompson Pedestrian Bridge and decorative mural at the Leftwich tunnel in Aycock. College Hill residents discuss corner landscaping plans with a landscape architect.

Downtown Revitalization

The revival of downtown as a center of activity continues as more historic buildings are adapted for new businesses and residences. Property owners are taking advantage of a variety of tools available in the Downtown Greensboro National Register Historic District such as tax credits and County Landmark designation to support restoration. There are 22 County landmark properties in downtown. This program provides a reduced property tax that helps to offset the higher cost of maintenance. There have been over 53 Income producing tax credit projects in Guilford County since 1976 resulting in a total \$60,464,759 in investment.



The Cascade Saloon (above), a Guilford County Landmark, has been spared demolition. The Preservation Greensboro Development Fund worked with a buyer on an adaptive reuse project. The Cascade Saloon (below) in 1895. Photo courtesy Greensboro Historical Museum.



Left: 304 S. Elm Street in the downtown district was restored utilizing tax credits.

Below: a 2016 Tax Credit Workshop tour discusses the tax credit program with State Historic Preservation Office staff inside at 304 S. Elm Street.



AWARD WINNING RESTORATION: THE SOUTHEASTERN BUILDING

The circa 1919 American Exchange National Bank, now known as the Southeastern Building, has been faithfully restored by developers Willard Tucker and Barry Siegal. The team worked with the State Historic Preservation Office to secure federal and state tax credits.

Among the many elements that were preserved, the original bank vault in the basement provides a unique re-use opportunity. The building is now a mixture of upscale apartments with offices and a restaurant planned.

In 2016, the project received the following awards:

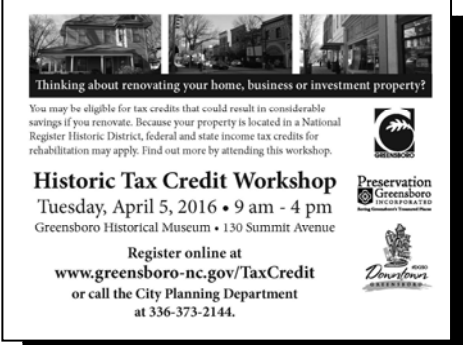
- American Planning Association's, North Carolina Chapter, *Great Places for Historic Restoration* people's choice award
- Preservation North Carolina's distinguished *Carraway Award of Merit*



Promote

Education and Awareness

The Planning Department sponsors workshops and events to promote the value of historic preservation in the community. Topics include historic tax credits, energy efficiency, and tree preservation. Promoting the historic tax credit program is a win-win: it encourages renovation and home improvements that benefit local contractors and suppliers while offsetting the costs of historic rehabilitation for property owners. Investment in restoring historic properties increases the tax base and strengthens neighborhoods.



Thinking about renovating your home, business or investment property?

You may be eligible for tax credits that could result in considerable savings if you renovate. Because your property is located in a National Register Historic District, federal and state income tax credits for rehabilitation may apply. Find out more by attending this workshop.

Historic Tax Credit Workshop
Tuesday, April 5, 2016 • 9 am - 4 pm
Greensboro Historical Museum • 130 Summit Avenue

Register online at
www.greensboro-nc.gov/TaxCredit
or call the City Planning Department
at 336-373-2144.

Logos: Greensboro Incorporated, Preservation Greensboro, and the City of Greensboro seal.

Heritage Communities



Ashe Street in Warnersville ca. 1960.
Photo: Greensboro Historical Museum

The Greensboro Heritage Community Recognition program is a way to commemorate areas of the city that have rich histories but do not qualify for listing in the National Register of Historic Places or local historic districts, due to the loss of historic buildings and landscapes. Warnersville, the first planned African American neighborhood in Greensboro, became the first Heritage Community in 2015. Warnersville was established in 1865 by Yardley Warner, a Pennsylvania Quaker, who purchased the land and created building plots for free African Americans and former slaves to own property and businesses. Warnersville was virtually cleared through Urban Renewal in the 1960s. Applications for the New Garden/Guilford College Area and Cottage Grove are currently under consideration.

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