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THE Phoenix



PUBLISHED · QUARTERLY · FOR · MEMBERS · OF · PRESERVATION · MARYLAND
DEDICATED TO PRESERVING MARYLAND'S HISTORIC BUILDINGS, NEIGHBORHOODS, LANDSCAPES, AND ARCHAEOLOGICAL SITES THROUGH OUTREACH, FUNDING, AND ADVOCACY

FROM THE DESK OF NICK

A Summer of Action

This summer has been a busy one for all of us here at Preservation Maryland.

IN BETWEEN TRIPS TO THE SHORE and much needed vacations, staff has also been active planning for the many programs, events and projects that lie ahead of us this fall and beyond in 2016.

Advocating for preservation is a year-round job that requires constant vigilance. Fortunately, we've been paying attention — and working with the new administration to make the case for the programs, incentives and policies that make preservation possible. As Governor Hogan's team is now working on the next state budget, we've been in Annapolis regularly to meet with his deputies — including a high-level meeting with David Brinkley, the Secretary of Budget and Management. Our message has been clear: preservation is a powerful force for prosperity. From the jobs created by heritage tourism to the economic activity spurred by rehab tax credits; ours is a story of economic development fueled Maryland history.

In order to highlight the diversity of Maryland businesses and organizations that support preservation, this September we also announced two new coalitions: the Maryland Historic Tax Credit Coalition and the Campaign for Maryland History.

In addition to being forceful advocates, staff has also been busy with our recently launched Six-To-Fix program. This effort, which is covered in great detail in this issue of *The Phoenix*, is providing us with an exciting opportunity to become more hands-on and focused on preservation solutions.

Equally ambitious as our advocacy and preservation projects, are the fundraising goals we've set to make all of this work possible. Our hope is that through greater transparency (like this newsletter and our new website), and clear and positive impacts (in our Six-To-Fix program), we will continue to earn your support — and expand our reach to new supporters who also believe in the urgent and compelling nature of this work.

With pride in our past and faith in our future,

Nicholas A. Redding • Executive Director



Nicholas A. Redding
EXECUTIVE DIRECTOR

SIX-TO-FIX EVENT KICKS OFF A YEAR OF NEW PROJECTS

Turning Retreat into Advance

“Now is the time for action.” With those words, Preservation Maryland Executive Director Nicholas Redding concluded his inaugural Six-to-Fix announcement.



THE OCTOBER 9th EVENT — staged in Price Modern's posh, mid-century-modern showroom — was attended by nearly 200 Preservation Maryland supporters, and kicks off a year-long effort to proactively engage in six targeted projects across the state.

The goal of the new program is simple: select six historic sites around the state that could benefit from the assistance of Preservation Maryland and through a cooperative partnership with the applicant, put that site on a new trajectory towards a better state of preservation.

In operation, of course, this becomes a much more complex effort — as each project is unique in its challenges, resources and potential outcomes. In order to bring clarity and focus, the Preservation Maryland team is crafting concise one-year project plans which will outline a timeline and goals, identify deliverables and include a needs-assessment for each site. With this information in hand, each project will then move to a more public outreach phase, soliciting the help of volunteers to assist with specific, targeted portions of the larger overall project. From graphic design to technical writing, architectural assistance or legal work — each project will require a different skill set.

Tony Azola, President of the Preservation Maryland Board, explained, “What's really great about this program is that we have an opportunity to engage our members and supporters in meaningful volunteer work. It's an all-hands-on-deck moment for this organization — and something I think we will all be very proud of for many years to come.”

(top) REPRESENTATIVES OF EACH SIX-TO-FIX SITE: Henry Wixon, Katie Clendaniel, Kym Taylor, Tom Clemens, Nicholas Redding, the Honorable Robert J. Alt, Rev. Dr. Gerard Green, Jr., Johns Hopkins.
(bottom) Preservation Maryland Board Member Matthew J. Daw with the Hon. Rev. Dr. Gerard Green, Jr. at the Pleasant View Historic Site.



The status of each project will be updated often on Preservation Maryland's social media platforms and our new website, which will launch this month. With Six-to-Fix in mind, the site's developers at Younts Design created a unique landing page for the program — complete with opportunities to learn more, get involved and take action for a project — not to mention many opportunities to also financially support the program.

At an approximate cost of \$15,000 in staff time, expenses and other expenses per Six-to-Fix project, generating financial support for the program will also be an important aspect of the new effort and one that Director of Development Doug Harbit is eager to start. Harbit explained, “I've been involved with preservation for nearly my entire career — and the idea for Six-To-Fix fills me with tremendous hope. These projects are important and I'm looking forward to working with our donors to fill the gap to adequately fund this program.”

To keep up with the latest news on the status of these projects and how you can get involved and make a difference, be sure to visit our recently re-designed website at: sixtofix.org.



PROSPERITY THROUGH PRESERVATION By the Numbers

- \$8.53** **ECONOMIC ACTIVITY** generated by every \$1 invested by the state in the historic rehabilitation tax credit program.
- \$3 B** **ECONOMIC ACTIVITY** created since the creation of Maryland's historic rehabilitation tax credit.
- 72** **NUMBER OF JOBS** created by every \$1 million of state historic rehabilitation tax credits.
- \$91 M** **THE DIFFERENCE** between Maryland's 2014 investment in state historic tax credits (\$9 million) and Virginia's 2014 investment (\$100 million).
- 78%** **PERCENTAGE OF U.S. LEISURE TRAVELERS** that actively seek out historic sites or museums on their trips.
- 63%** **INCREASED AMOUNT** heritage tourists spend vs. average leisure travelers.

1

A CLEANUP CAMPAIGN

Antietam Battlefield

THE "FINAL ATTACK" ON NON-NATIVE INVASIVE PLANT SPECIES

PARTNERS: National Park Service, Save Historic Antietam Foundation

THE SITE OF THE FINAL ATTACK of the Battle of Antietam (September 17, 1862) is one of the least understood in the Antietam story. The battle took place over a rolling rural landscape, including a 40-acre corn field, which is now choked with invasive plants. The site lacks in-depth informational and way-finding signage to help the one million annual visitors there to visualize this conclusive phase of the battle.

THE FIX: To address these problems, Preservation Maryland will undertake a large-scale volunteer clean-up day, the design and installation of new signage, the restoration of fence-lines and promotion of the project as an aspect of the 100th anniversary of the National Park Service in 2016.

2

FROM CIVIL WAR TO CIVIL RIGHTS

Pleasant View

PRESERVING MONTGOMERY COUNTY'S AFRICAN-AMERICAN STORY

PARTNER: Pleasant View Historic Association

THE PLEASANT VIEW HISTORIC SITE comprises the Quince Orchard Colored School, the Pleasant View Methodist Episcopal Church, and the Pleasant View Cemetery. The buildings on this site are monuments to the story of how during segregation African Americans utilized the institutions available to them to forge a new future. The buildings are beginning to suffer from years of deferred maintenance, and Pleasant View needs to embrace new uses to remain relevant to the larger community. This will require a more comprehensive approach to rehabilitation and future use.

THE FIX: Preservation Maryland will assist with strategic visioning for the site, identifying new uses and partnerships, while also working to secure capital funding to stabilize and rehabilitate the historic structures.

3

NEW LIFE FOR OLD BUILDINGS

Glenn Dale Hospital

PRESSING PLAY ON A STALLED PROJECT

PARTNERS: Glenn Dale Citizens' Association, the Lincoln-Vista Civic Association, and the Glenwood Park Civic Association

SITUATED ON A WOODED CAMPUS of over 200 acres in Prince George's County, the majority of the two dozen Georgian Revival buildings of the Glenn Dale Tuberculosis Hospital and Sanatorium date from the 1930s. Once the area's largest employer, Glenn Dale hospital was closed in 1981. Vacant since, and a bit of a "white elephant," strong community efforts have stalled due to a lack of political will and unnecessary land-use restrictions.

THE FIX: Utilizing an existing framework of nearly 500 supporters and advocates, Preservation Maryland will assist community organizations and activists in identifying and engaging key players in State and County government as well as experts in preservation architecture, engineering, and design to remove the barriers to use and to complete a feasibility study for reuse and rehab.

SIX TO FIX PRESERVATION MARYLAND AT WORK

Six-to-Fix Inaugural Sites

On a new trajectory towards a better state of preservation

4

CORNER STORES AS CORNERSTONES

Baltimore's Historic Storefronts

HELPING A CITY HEAL ITS WOUNDS

PARTNER: Baltimore Heritage

THE INTERMINGLED ROWHOUSES and storefronts of Baltimore have long served their neighborhoods as places of community and commerce—and the historic architecture of Baltimore remains integral to the urban experience in the City. During the unrest of 2015 following the death of Freddie Gray, many storefronts were damaged, largely within historic districts.

THE FIX: Preservation Maryland will join public and private partners to assist in repairing storefronts that may have been recently damaged—in a manner sensitive to the historic character of the building. As one member of a larger team, Preservation Maryland will assist with project management and oversee a dynamic communications effort to publicize the projects and advocate for future efforts like it across the state.

5

THE GRAND DAME OF ELKTON

Holly Hall

A CITY RALLIES TO SAVE ONE OF ITS OWN

PARTNER: City of Elkton

AT OVER 200 YEARS OLD, Holly Hall is an iconic piece of the city of Elkton's history. The mansion is currently in need of restoration and preservation, something that Elkton's Mayor Robert J. Alt identified as one of his goals when he took office. This project has political, public, and private support. It just needs guidance.

THE FIX: Preservation Maryland will work to identify funding sources and will assist with reuse planning and feasibility studies to help make the restoration and adaptive-reuse of Holly Hall a success.

"This isn't just a list; this is a promise for action."

NICHOLAS A. REDDING

6

HIGH TIDES OF CHANGE

Dorchester County

IDENTIFYING OUR HISTORIC RESOURCES BEFORE THE WATER RISES

PARTNERS: Dorchester County, Heart of Chesapeake Country Heritage Area, Maryland Historical Trust

DORCHESTER COUNTY on Maryland's Eastern Shore is one of the state's most threatened coastal areas, where planning for large storms and related hazards has become critically important. With many of the County's historic resources located in impacted zones, the urgency to document, analyze, and communicate the impacts to those resources is critical for our local partners.

THE FIX: Preservation Maryland will assist our local partners with a grant-funded historic resource risk-assessment planning effort, as well as targeted community outreach on the findings and the design of a new user-friendly web resource on historic resource documentation, disaster planning, and mitigation.

Photo 4: Courtesy Fr. Kevin A. Mueller, Preserve the Baltimore Uprising, baltimoreuprising2015.org
Photo 5: Courtesy Kathy Bosin

Preservation Maryland Leadership

OVER 80 YEARS OF PROTECTING THE BEST OF MARYLAND
presmd.org

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YOU CAN HELP US THRIVE

Show your Support

As you look at the map on the opposite page, ask yourself how you can be part of the fix.

THE SIX-TO-FIX SITES are literally all over the map, geographically and by the challenges they pose. By being chosen, the nominees of each site got our unqualified promise to do whatever it takes to design a creative and sustainable preservation solution — the promise represents a huge commitment. Will you join us as an integral part of the fix?

There are many opportunities open to you to invest your time and money in a meaningful way. See sixtofix.org or contact Doug Harbit, Development Director, at (410) 685-2886, ext. 307 or dharbit@presmd.org, and let us know how you would like to help.



DIGITAL IMAGES NOW AVAILABLE

Say, "Cheese!"

Preservation Maryland has just uploaded nearly 1,500 photos from our digital image collection to Flickr.

OUR COLLECTION includes detailed metadata — architectural style, building materials, and relevant information about each photo. What was simply being stored on our servers is now a statewide resource and free to use and share under a Creative Commons license.

This is just the first milestone of a larger public access project; we intend to process our ever-growing collection of over 10 thousand digital images, and digitize a collection of historic photographs and 35mm slides. We are actively partnering with the University of Maryland Hornbake Library and Digital Maryland to preserve and archive this resource.

Take a moment to flip through our Flickr account — Flickr.com/presmd — and please donate to Preservation Maryland so that we can continue to progress through our collection and make it accessible to the world.

PRESERVATIONISTS COLLABORATE ACROSS MARYLAND

New Coalitions Request Support of Governor Hogan

Preservation Maryland joined with preservationists from across the state to announce the creation of two diverse coalitions.



PHOTO CAPTION: John Renner, Cross Street Partners; Nicholas Redding, Preservation Maryland; Tyler Tate, VP Preservation Maryland Board and Chair Historic Tax Credit Coalition; Maryland Senator Addie Eckardt; Amanda Fenstermaker, Executive Director, Heart of the Chesapeake Heritage Area; Donna Ware, VP, Historic Annapolis Foundation and Co-Chair Campaign for Maryland History.

INTRODUCED IN CAMBRIDGE, at the Phillips Packing Plant, collaboration has yielded creation of two important programs: the Campaign for Maryland History and the Maryland Historic Tax Credit Coalition.

THE CAMPAIGN FOR MARYLAND HISTORY, jointly led by Preservation Maryland and Historic Annapolis, Inc., is requesting a state appropriation of \$1.5 million in the next state budget to be split evenly between the three major history and preservation grant programs (capital, non-capital and museum advancement) to spark a renewed interest in the history of this state and create a meaningful catalyst for heritage tourism. All three grant programs have gone unfunded since 2010.

THE MARYLAND HISTORIC TAX CREDIT COALITION is requesting a \$30 million appropriation for the program (a 20% tax credit on qualified historic rehabilitation projects) as well as re-authorization of the credit itself in 2017. Today, the program is funded at just \$9 million — a 90% cut since its creation in 1996.

The focus of both coalitions remains working with the Hogan Administration to include these priority programs in his upcoming budget. Toward that goal, Preservation Maryland has begun collecting information on unfunded preservation projects across the state to underscore the need for these funds. If you know of a preservation, museum or rehab project in need of funding, please visit presmd.org to get involved and help us make the case for these programs.

Unfunded since 2010, the coalitions will seek funding for three important Maryland grant programs.



NEWSLETTER SPONSORSHIP

Help The Phoenix Rise

In order to give our readers the opportunity to learn about companies and organizations that provide products and services to the historic preservation community in Maryland, we are accepting a limited number of advertisers for *The Phoenix*.

WHILE WE WANT OUR READERS to learn about companies that support historic preservation we do not want our newsletter to become overwhelmed with commercial messages. As a result, we will accept only a limited number of the most relevant advertisers to our readership. Sponsors of *The Phoenix* will receive space for an advertisement at least once a year in the printed version of *The Phoenix*, and their logo and link to their website will be prominently displayed all year in the electronic version of the publication.

FOR INFORMATION on how to become a partner of *The Phoenix*, please contact Doug Harbit, Development Director, at (410) 685-2886 ext. 307 or dharbit@presmd.org

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VINTAGE VIEWS

Tobacco Barns

Over ten years ago, owners of tobacco barns in Southern Maryland were given an opportunity to stave off collapse and repair and repurpose their historic barns.

PRESERVATION MARYLAND MANAGED THE ALLOCATION of over \$200,000 to 35 owners for repairs in five Southern Maryland counties with funding from the federal Save America's Treasures program and the Maryland Tobacco Barn Restoration Fund.

Good work stalled when funding stopped in 2010. Preservation Maryland staff still receives weekly calls and are only able to tell barn owners the continuing bad news.

The disappearance of tobacco barns is a visual reminder of the need for dedicated capital preservation funding — the type of funding we're fighting for.



DISCOVER MORE ONLINE

Your New Web Resource

Preservation Maryland's new website goes live in November! Visit presmd.org soon.

CONSIDERING OUR DIVERSE AUDIENCE and the needs of the Maryland preservation community to come together for advocacy and education — log on to the new presmd.org to check out all the new resources and and must-see pages—

- ▶ **STATEWIDE PRESERVATION CALENDAR** to let you know about lectures, workshops, tours and events throughout the state. (Add info@presmd.org to your distribution list to be included in the future!)
- ▶ **PROGRAM AND ADVOCACY PAGES** that highlight the work of the organization and describe, in detail, the way preservation works in Maryland — and how strong policy and funding programs support the effort.
- ▶ **PRESERVATION RESOURCES** for historic property owners, community activists, local organization directors and Board members and beyond.
- ▶ **NEWS, ARTICLES AND BLOGS**, to read and share about historic road trips and restaurants, about best practices and funding opportunities, and about the people behind the projects.
- ▶ **YOU WILL ALSO FIND** all of our social media accounts linked throughout the website, where we encourage you to join our online network of preservationists.



Upcoming Events

There is always somewhere to explore and something new to learn in historic Maryland. Join us for these upcoming events and tours. Visit our website for details — presmd.org.

NOV 12 **HARD HAT TOUR OF THE HAVRE DE GRACE OPERA HOUSE** • Led by Preservation Maryland, Vice President, Tyler Tate of Lewis Contractors

JAN 2016 **PRESERVATION TOWN HALLS COMING TO A TOWN NEAR YOU** • Sign-up for our e-newsletter to receive date and location information; we need you!

JAN 13 **SESSION BEGINS** • The Maryland General Assembly will commence its 436th Session, and we are ready to hit the ground running with our advocacy efforts!

FEB 11 **CELEBRATE YOUR LOVE FOR HISTORY** with Preservation Maryland; details at presmd.org.



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Inaugural Six-to-Fix Announcement

CELEBRATE AND SUPPORT

PRICE MODERN'S CLASSY SHOWROOM HOSTED our Inaugural Six-to-Fix event on October 9, 2015 in Baltimore City. Guests explored the design showroom outfitted with stations for each of the Six-to-Fix sites — meeting with the people behind the projects. All of the proceeds of this event will directly support this pro-active preservation program.

If you missed the event, check out sixtofix.org to find out how you can be part of the fix moving forward.

(From top right) HONOREES AND GUESTS INCLUDED—
Anne Roane, Melissa Archer, Ward Bucher, Nakita Reed, Larry Reed
Retiring Board of Directors member, Samuel J. Parker, Jr. with his wife, Patricia Hayes-Parker
Newly elected President of the Board of Directors of Preservation Maryland, Anthony Azola, with David Dahbura and Alba Azola.

