

Ice House after rehabilitation.

2016

NEW LIFE FOR 20TH CENTURY INDUSTRIAL BUILDINGS

As industries moved out of downtown in the mid-twentieth century, they often left behind large factory and warehouse buildings. While these buildings may not have the architectural ornamentation that their Main Street neighbors have, they are often solidly built brick, stone, or concrete structures with strength of character, charm, and large open spaces. Once seen as white elephants destined for demolition, more recently developers are embracing the opportunities that these buildings offer for exciting and varied mixed-use rehabilitations.

Many of these structures may now meet the age threshold of 50 years and qualify for historic rehabilitation tax credits, making investment more financially feasible. The large open spaces and sturdy construction are appealing for a variety of commercial uses, from breweries and office space, to residential loft apartments. In addition, mixed-use developments that offer downtown residences combined with restaurants, retail, and office space,

contribute to the overall livability of downtown and foster a sense of community.

Ice House Redevelopment, Harrisonburg, Virginia

An example of an industrial building redevelopment is the Ice House project. This large, mixed-use rehabilitation tax credit project converted the former Casco Ice House industrial building into over 30 loft apartments, 30,000 square feet of office space leased to nearby James Madison University, as well as Pure Eats restaurant, Pale Fire Brewing Company, Hugo Kohl jewelry design, The Yellow Button, Black Sheep Coffee, Evans Law Group, Ice House Studios, Shenandoah Valley Organic, and Collins Center, and

Ice House before rehabilitation.



Workforce Development Board. The original brick building dates to 1934, with brick and concrete additions built prior to 1955. Later additions with metal cladding date to the 1960s. The sprawling structure is located on the edge of Harrisonburg's downtown historic district. Frazier Associates provided architectural design and historic tax credit application assistance.



Left Top: The design approach for the project took its cue from the industrial character of the Ice House with metal framing and glass partitions used to define interior spaces. Outside, exterior metal canopies and cable railings complement the aesthetic.

Left Bottom: Interior space at Hugo Kohl Jewelers features the building's existing massive concrete columns.

Below: Original brick walls, wooden doors and floors in the new Pure Eats restaurant add warmth to the former industrial spaces.



STAFF NEWS

In April 2016, Bill Frazier achieved the planning profession's highest honor by being named to the prestigious American Institute of Certified Planners (AICP) College of Fellows.

Fellowship is granted to planners who have achieved certification through the American Planning Association and have achieved excellence in professional practice, teaching and mentoring, research, public and community service, and leadership. Invitations to join the College of Fellows come after a thorough nomination and review process, ensuring the candidate has had a positive, long-lasting impact on the planning profession.

Kathy Frazier, along with representatives from the Virginia chapter of the American Institute of Architects, Preservation Virginia, and the Associated General Contractors of Virginia, addressed the Virginia General Assembly's Joint Subcommittee to Evaluate Tax Preferences to reinforce the valuable role the Historic Rehabilitation Tax Credit program has played in revitalization of historic buildings and communities across the state. Read more about the tax credit program on page two.

HISTORIC TAX CREDITS

According to a study by Virginia Commonwealth University in 2013, over \$3.9 billion has been invested through the Historic Rehabilitation Tax Credit program since 1996, resulting in the rehab of over 2,375 historic buildings throughout Virginia. The projects stimulated the economy in general, creating an estimated 31,000 jobs and generating \$133 million in local and state tax revenue. State tax credits amount to 25 percent of total rehabilitation costs. When combined with the 20 percent Federal tax credit, this incentive makes many projects more financially feasible.

Properties must be certified historic or eligible for listing on the National Register, and must follow the Secretary of the Interior's Standards for Rehabilitation- national guidelines for treatment and repair of historic structures.

To see if your project might qualify, contact Frazier Associates.

WEBINAR

Kathy Frazier recently presented a webinar to the Virginia Main Street community, "Credits Where Credits Are Due: Bringing Historic Tax Credits to Main Street" which explained how use of the tax credits can not only enhance the appearance of Main Street but can encourage further economic development in Virginia's downtowns. Key points of the presentation included:

- How credits can be used to attract and incentivize downtown investment;
- Navigating the state and federal historic tax credit process;
- A breakdown of the design guidelines of the Secretary of the Interior's Standards for Rehabilitation;
- Highlights of successful downtown tax credit projects in Virginia Main Street communities.

Read more on our blog page at:
www.frazierassociates.com

ARCHITECTURE

Historic Livery Converted to Restaurant & Apartments

This 1871 building served as a livery stable in downtown Harrisonburg, Virginia. In this full-scale rehabilitation, historic features, including the posts and beams and exposed brick walls that once housed horses and hay, now provide ambiance to a new restaurant on the first floor and twelve new apartments on the second floor. The large central arch was reopened, and a new recessed glass and metal frame entrance was installed. Services provided: architectural design and historic tax credit application assistance.



Plans for rehabilitation included reopening the arched entrance, and repairs to brick work and all windows and doors. The first floor now houses Bella Luna Pizza.



20th Century Moderne Now Modern Dining Space

After sitting vacant and at risk of demolition, this 1940s commercial building in Harrisonburg's Downtown Historic District was given a new lease on life thanks to an investor with vision and use of historic rehabilitation tax credits.

The exterior Art Moderne style curved canopy was repaired, and the interior was renovated in a new contemporary compatible style. The building now houses office space and a new restaurant, Food Bar Food, in downtown. Services provided: architectural design and historic tax credit assistance.

From Chicks to Industrial Chic!

This 1920s building grew over the years to accommodate both industrial and commercial businesses, including a live poultry dealer and a furniture store. The rehabilitation of the heavily modified building in Harrisonburg, Virginia created a sleek, modern look for the new office and commercial use. New materials, such as metal framing and glass panels, contrast with the historic posts and beams and the exposed stone and brick walls. A new interior staircase is a focal point of the design. The result is a striking new interior for downtown businesses. Services provided: architectural design and historic tax credit application assistance.



RESIDENTIAL DESIGN

Historic Rehabilitation Tax Credits Inspire Downtown Living

Urban Lofts

This 1881 wholesale grocery warehouse in downtown Staunton, VA retains two sets of historic freight elevator machinery, exposed brick walls and wide plank wood flooring. The new owners used state and federal historic rehabilitation tax credits to renovate the northern half of the building.



The first floor office space was refurbished, while a two-bedroom, three-bath loft residence was created on the second floor. One of the spectacular features is the rooftop deck with panoramic views of downtown. Services provided: architectural design and tax credit assistance.

This project received a local Preservation Award from Historic Staunton Foundation.



COMMUNITY REVITALIZATION



Read About It!

This is an excerpt of an article published in Main Street America, the newsletter of the National Main Street Center.

The full two-part article by Bill and Kathy Frazier may be found at <http://www.preservationnation.org/main-street/main-street-news/story-of-the-week/2015/introduction-to-corr.html#.Vje3QKImAbE>

Enhancements to 20th Century Corridors

In most communities, Main Street was the original corridor, as well as the destination for visitors and residents. It usually grew around the early settlements such as a courthouse, mill, waterfront or railroad. As communities and roads expanded, other corridors served as entry points to and through the town. Today these corridors not only provide the first impression of our communities to visitors, they are used by residents daily, and their appearance may vary tremendously. Since most downtowns are accessed by one or more commercial corridors, the appearance of these entry ways is very important to the Main Street program.

In order to retain a vibrant downtown, communities should focus on getting people off the bypass

and regaining the welcoming “front door” to the community. The first step to corridor improvements begins with these questions:

- Is there a well-defined gateway entrance into your community along key corridors?
- Are visitors told, either through streetscape design or wayfinding, how to find your downtown?

Additional items to address include design issues, underlying zoning, and design guidelines for corridor improvements. Read more about these design and regulatory methods in the full article, or contact Frazier Associates for more information about corridor enhancements.



One of the primary entry corridors to downtown Lexington, Virginia, shown above, was filled with many sizes and types of signs and no clear delineation of spaces or entrances to businesses.



Improvements, including new ground mounted signs and landscaping, along the Lexington corridor edge removed the clutter and confusion and improved the entrances to the corridor businesses. Additionally, the corridor now greatly enhances the appearance leading to Lexington's historic downtown.



Fredericksburg, Virginia's Economic Development Authority established a Façade Improvement Grant Program to improve the appearance along one of the City's main gateways to downtown. The owners of the Little Tire Company took advantage of the funds to enhance the façade of their 1959 family-owned building, shown before rehab above, and after facade improvements, right.



COMMUNITY WAYFINDING

Design Charettes Jump-Start Wayfinding

A charrette is an intense design session spent in a community over a three to five-day period gaining input, understanding the aesthetic, identifying destinations, and drafting a schematic design for wayfinding. A charrette provides a hands-on approach for community stakeholders, where they become engaged in the design process and guide the final product. The result is the creation of options and concepts for wayfinding in a compressed time period that makes the entire process more economical both in cost and time.

A design charrette helped the Town of Highlands, North Carolina streamline its wayfinding process. Located in the southwest corner of the state, Highlands is blessed with abundant natural resources in the midst of the Nanhala National Forest. The town prides itself on its magnificent mountain scenery, pure watersheds, and a bustling historic downtown. Using the Town's newly developed brand, a new sign system was created, which included design options for gateway, trailblazer, parking, pedestrian, and kiosk signs. The result was an image and signage plan that conveys the town's natural mountain beauty and promotes its many attractions. Services provided: wayfinding design.





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Frazier Associates was voted Best Local Architect in the Shenandoah Region by Virginia Living magazine for the third year in a row!

NEW WEBSITE

Frazier Associates has launched it's new website and blog! Check it out at www.frazierassociates.com



Celebrating 30 Years of
Creating, Sustaining, Preserving and Revitalizing!

RECENT AWARDS

Morganton, NC Wayfinding System

Best Image-Building Campaign, given by the North Carolina Main Street Center.



Historic Residential Rehabilitation, Staunton, VA

Total Residential Rehabilitation Award, presented by Historic Staunton Foundation.



PROJECTS IN PROGRESS...

Architecture

- Stonewall Jackson House, Addition to Visitor Center, VMI, Lexington, VA
- Turman House Exterior Repairs, VMI, Lexington, VA
- Chaplain's Quarters, 450 Institute Hill, VMI, Lexington, VA
- VMI Parade Avenue Historic Sidewalk Repairs, Lexington, VA
- Alleghany Highlands Discovery Center, Covington, VA
- Feasibility Study, Bedford, VA
- Keezell Building Historic Rehabilitation and Tax Credits, Harrisonburg, VA
- Building Envelope Repairs, Blue Ridge Community College, Weyer's Cave, VA
- Windsor Castle Farm Historic Rehabilitation, Smithfield, VA
- Virginia Metalcrafters National Register Nomination and Tax Credits, Waynesboro, VA
- Wine Building, First Floor Rehabilitation, Harrisonburg, VA
- LD&B Building Expansion, Harrisonburg, VA
- First Presbyterian Church, Condition Assessment & Feasibility Study, Staunton, VA

- Thomas Harrison House Historic Structure Report, Harrisonburg, VA
- Annadale House Accessibility Improvements, Natural Bridge Station, VA
- First Baptist Church Space Facilities Study, Waynesboro, VA
- Front Royal, VA Downtown Facade Improvements
- Edinburg, VA Downtown Facade Improvements

Residential Design

- Urban Loft Design and Historic Tax Credits, Staunton, VA
- New Home in Newtown Historic District, Staunton, VA
- New Home, Fairfield, VA
- Old Y Condominium Redesign, Staunton, VA
- Historic Rehabilitation and Addition, Swoope, VA
- Feasibility Study for Historic House, Rockbridge County, VA
- Residential Historic Rehabilitation Tax Credit Application, Charlottesville, VA
- Old Town Commons Townhouses, Winchester, VA

National Register Nominations

- Montgomery Hall Park, Staunton, VA

Wayfinding; Community Graphics

- Alleghany Highlands, Alleghany County, VA
- Hickory, NC
- Kenbridge, VA
- Rockbridge County, VA
- Downtown Huntsville, AL
- Wytheville, VA
- Mount Airy, NC
- Holly Springs, NC
- Tidewater Community College: Portsmouth, Virginia Beach & Chesapeake campuses, VA
- John Tyler Community College, Richmond, VA
- VMI Post Kiosks, Lexington, VA

Design Guidelines

- Alleghany Highlands: Downtown Covington & Clifton Forge, VA
- Charlotte, NC Historic Neighborhoods Guidelines
- Winchester, VA Guidelines
- Architectural Review Board Training, Lexington, VA

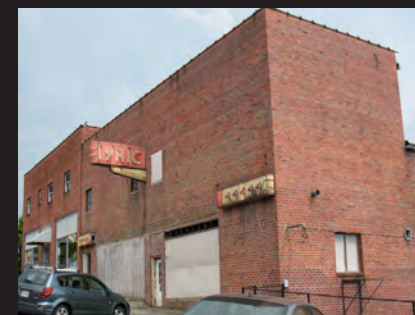
FEASIBILITY STUDIES

Determining New Uses for 20th Century Buildings

A feasibility study helps determine if rehabilitation of an existing building is possible, practical, and cost-effective. It is a valuable first step in evaluating a building's potential and in creating a strategy for reuse, especially for those hard-to-repurpose structures such as industrial buildings, theatres, or churches. A feasibility study also provides a sound basis for determining a budget and for securing project financing.

Virginia Main Street services provided a feasibility study for the St. Paul VA Main Street association for the Lyric Theatre. The study explored the proposed use as a new combination

theater and conference center, identifying many of the project requirements for this use and providing budget cost estimates to allow for planning and prioritization of decisions. The work coordinated with consultant Sara Levinson of Corecon who prepared a related study addressing the marketing, financial and operational issues for the intended use. Since the Lyric Theater is potentially a contributing building to the St. Paul Downtown Historic district, it could be eligible for historic tax credits. The findings and proposed recommendations in these two studies provide a basis for planning for the future rehabilitation of this important downtown building in St. Paul.



The existing 1950s Lyric Theatre with its neon sign is shown above.

A SketchUp image, below, was developed to show the potential for facade rehabilitation and new use.





1986 XXX 2016
ANNIVERSARY

FRAZIER ASSOCIATES

“Creating, Sustaining, Preserving & Revitalizing....”

Celebrating 30 years!



Frazier Associates has been fortunate to work on projects, large and small, in more than 20 states and in over 100 Virginia communities over the last 30 years. We have developed a wonderful client base and have worked on some fabulous projects from Virginia and the Southeast, to California. You may read about many of these on our newly updated website at www.frazierassociates.com. We are also blessed to have had a great team of people with us over the years, without whom all of our accomplishments would not have been possible. We pride ourselves on personal service and, in celebration of our anniversary, we thought it might be fun to let you get to know us all a little better. We look forward to continuing to serve you in the coming years.



Kathleen O. Frazier, AIA, Principal

Describe your most interesting experience when investigating/measuring a building: I never tire of commercial facades in our historic downtowns nation-wide. Having worked on literally thousands of historic building facades, what always amazes me is there are no two alike! How creative and skilled builders were back then. Very few buildings were architect designed so the builders were the ones with the knowledge, creativity and skill to adapt the styles of the day with a wide variety of materials and detail all while meeting the needs of the client! Probably my most memorable experience on a single building was back in 1985 when I worked for Architectural Resources Group in San Francisco. Developers were just starting to look at the historic Mission Inn in Riverside, CA and the firm was doing an assessment for using the historic tax credits. The hotel was no longer in use and I was sent down, all by myself, to start the assessment with access to the entire facility (the size of a city block). I was there for a week and went in every room and photographed everything. Today, it is a completely renovated luxury spa hotel. Check out its website, it has a fascinating history. Presidents stayed there, Nixon was married there, films were shot there and of course lots of celebrities stayed there. See <http://www.missioninn.com/stay/about-en.html> So to have the whole place to myself was being in an architectural wonderland.

If you could design any type of building that you haven't designed yet, what would it be? A monastery or maybe a race track

When I'm not at the office, you can find me: Playing with our new cat, Mr. Tux!

William T. Frazier, FAICP, Principal

Describe your most interesting experience when investigating/measuring a building: When doing research on our current office (Trotter House or Trotter Tavern) I found a copy of a letter that the Trotter Brothers sent to the U.S. Postmaster General's office in the 1850s when their stagecoach business had a contract to carry mail to Highland County and what is now West Virginia. The Postmaster threatened to cancel their contract in response to their lack of postal service during a particularly bad winter snowstorm. The Trotter letter read as follows:

“Sir: If the gable end of hell should blow out and rain fire, smoke and melted lava for forty days and nights, it would not melt the snow enough on Cheat Mountain so as to get your damn mail out on time.”

The postmaster was so impressed with the response that he had the letter framed and it hung in his office for a number of years! Also we found an 1802 half penny stuck in the masonry wall of the basement during the rehabilitation of the office indicating a construction date since masons have a tradition of placing a dated coin at the conclusion of a project.

If you could visit any historic place for research & fun, what would it be?

We recently toured Vienna, Prague and Berlin and experienced those cities' amazing architecture.

When I'm not at the office, you can find me:

Cooking, gardening, and talking to the cat!

GETTING TO KNOW US!



Carter B. Green, AIA, LEED AP BD&C

Carter has been with Frazier Associates since 1996. He has worked extensively with the firm's numerous institutional clients, including Virginia School for the Deaf and Blind, and also works on a wide variety of commercial rehabilitation projects, historic tax credit projects, and residential projects.

Describe your most interesting experience when investigating/measuring a building: Turning around in an attic and being face to face with a bat! More dead pigeons and pigeon droppings than I care to mention.

If you could design any type of building that you haven't designed yet, what would it be? An off the grid get-away in a beautiful setting.

What interesting landmark have you recently visited that you would recommend others to see? A late nineteenth century open-air “tabernacle” revival hall on the Northern Neck of Virginia. It was essentially a “giant floating roof” built with local ingenuity and know-how that served as a center for festivals.

When I'm not at the office, you can find me:

Out listening to music.



Thomas C. Clayton, AIA, LEED AP

Tom joined the firm in 2003 and works on a variety of projects at Frazier Associates from historic rehabilitations, mixed-use projects, and feasibility studies, to new construction and urban lofts. He also works with many of our institutional and government clients, as well as private sector clients.

Describe your most interesting experience when investigating/measuring a building: I was alone at the Ice House (a large cavernous space) measuring in what I thought was a secured

building when I heard two other people talking. It turned out to be one of the owners and his son!

If you could design any type of building that you haven't designed yet, what would it be? A Ranger Station, my grandfather always thought I should go into the Park Service.

What interesting landmark, building, or site have you recently visited that you would recommend others to see? Biltmore House, Ashville, NC- Don't miss the wine tasting room.

When I'm not at the office, you can find me - On the golf course.



Annie Mathot, AIA, LEED AP

Annie's work with residential clients ranges from historic additions and remodelings to designs for new homes. She is equally adept at style-specific designs such as Colonial Revival or Tudor style, to urban lofts and rural cottages or horse barns! Annie has been with the firm since 2005.

Describe your most interesting experience when investigating/measuring a building: I've had a lot of “help” measuring houses from curious pets – slobbering dogs, inquisitive cats and, once, a group of chickens who followed me around and sat on my clipboard at every opportunity!

If you could design any type of building that you haven't designed yet, what would it be? A tiny house. Lots of opportunity for innovation and creativity on a small scale!

What interesting landmark, building, or site have you recently visited that you would recommend others to see? I recently re-visited Monticello and was impressed by Jefferson's genius all over again. Farther afield, Gaudi's Sagrada Familia in Barcelona.

When I'm not at the office, you can find me - At home on the farm with my daughter, husband and all our critters.

GETTING TO KNOW US!



Sandy Hanger, SEG, Graphic Designer/Wayfinding

As project manager for wayfinding, Sandy works closely with communities and clients to create wayfinding sign systems. She has created over 25 community wayfinding projects from Virginia to California; and she also develops presentation graphics, illustrations, photosimulations, and mapping for other firm projects. Sandy has been with Frazier Associates since 1999.

Describe your most interesting experience when doing research for a project: Being escorted by geese while doing field work in a downtown park!

If you could provide graphic design assistance on any type of building that you haven't yet worked on, what would it be? a casino or resort.

What interesting place have you recently visited that you would recommend others to see? the Napoleon House restaurant in New Orleans, built in 1791- great historic building and great food!

When I'm not at the office, you can find me:
In the garden or in the kitchen.



Susan Lancaster, Architectural Designer

Susan's expertise in computer 3-D modeling using SketchUp software enhances many of the firm's projects, from architecture and design guidelines to wayfinding. She serves as project manager for the firm's Virginia Main Street work, providing facade improvement and design assistance. Susan has been with the firm since 1999.

Describe your most interesting experience when measuring a building: Envision a teenaged horror film set: Local law enforcement had recently held training sessions for crime scene investigations in the building, complete with chalk outlines of bodies and photo labels for their CSI-hopefuls! And then there was the head in the basement.

If you could design any type of building that you haven't designed yet, what would it be? A new theater or auditorium. I've made computer models of existing theaters, as well as façade improvements. But a new one, especially an infill project in a historic downtown, would be rewarding.

What interesting place have you recently visited that you would recommend others to see? Alaska... Alaska... Alaska!

When I'm not at the office, you can find me: Driving kids and attending their athletic events & activities. Teaching water aerobics. Helping maintain the beauty of the Blue Ridge Parkway. Dreaming of where to take another trip-of-a-lifetime, like Alaska.



Victoria Leonard, Research Historian

Victoria joined the firm in 2014 and provides historic research and writing for historic structures reports, feasibility studies, National Register nominations and historic rehabilitation tax credit applications for a variety of firm projects. She also assists with measured drawings, report layouts, and graphics.

Describe your most interesting experience when researching a building: I always enjoy finding non-related fascinating information, like how different a town was in the past, or what certain areas looked like before the mall came. Historic photographs are always the most interesting things to find during research.

If you could visit any historic place for research & fun, where would it be? Hagia Sophia in Istanbul, Turkey-an Early Christian Church converted to a Mosque. It now serves as a museum, and displays both the Early Christian art and features of the Islamic religion.

What interesting landmark or place have you recently visited that you would recommend others to see? Mackinac Island- it is like stepping back in time with its bicycles and horse drawn carriages. The architecture and atmosphere still reflect the late 19th century!

When I'm not at the office, you can find me: Being outside kayaking, swimming, hiking, & biking, or reading, playing my flute, sewing, jewelry making, coloring, & playing games.



Deneen Brannock, Designer & Marketing Director

Deneen assists with interior design on architectural projects as needed, selecting finish materials, lighting, and paint colors for both interiors and facades. She helps manage the process for the firm's historic tax credit application projects, and handles marketing and development. Deneen has been with Frazier Associates since 2006.

Describe your most interesting experience when doing research for a project: Whether its talking with a potential client or an interior design project, I'm fascinated by what brings new-comers to Staunton. Learning a client's story and their style preferences makes each project exciting.

If you could provide design assistance on any type of building that you haven't yet worked on, what would it be? Maybe a historic resort hotel- a la Dorothy Draper style!; or a winery tasting room; but I also never tire of picking paint colors for any type of project.

What interesting place have you recently visited that you would recommend others to see? Jefferson's Poplar Forest- we've been following its restoration for years; and Scotland- from St. Andrews to the Isle of Skye- a beautiful country!

When I'm not at the office, you can find me:
Reading recipes, creating recipes, and cooking!



Paige Bahr, Office Manager/Marketing Assistant

Paige joined Frazier Associates in 2012, and as office manager, oversees all aspects of office operations from schedules and equipment to technology issues. She worked tirelessly over the past year, helping to update our firm website, and assists with other marketing projects such as proposals, emails and portfolios.

What do you find interesting about working for FA: Learning about the Wayfinding process has been interesting. The best part is driving around locally, and on road trips, and seeing sign systems that FA has designed. It's cool to see that far-reaching branch of what we do!

What interesting place have you recently visited that you would recommend others to see? Several years ago I traveled to Europe and one of my favorite places was the castle of Versailles near Paris; the role of Versailles in French history always fascinated me!

When I'm not at the office, you can find me: At the barn! Horses are my passion and my life and I spend most of my free time riding or working around the barn. My favorite horse is Baylee. My family bred and raised her and she is my partner in crime out on the trails.



Jean Ann Clemmer, Administrative Assistant

Jean Ann is most often the friendly voice you encounter when you call the office! She helps keep the office running smoothly, and assists on a wide variety of projects from proposals and marketing materials and database management, to reports and tax credit projects. She has been with the firm since 2004.

What do you find interesting about working for FA: My position exposes me to most jobs in the firm and allows me to not only perform duties for various jobs, but allows me to converse with many different clients and personalities.

What interesting place have you recently visited that you would recommend others to see?
Greenville, SC and their thriving revitalized downtown!

When I'm not at the office, you can find me:
Cooking for my family and watching my grandchildren.

Learn more about us on our **Staff Profiles** page at: www.frazierassociates.com/home/about-our-firm/team-individual-profiles