

# Economic Development & Historic Preservation

Comprehensive Plan Presentation #2

# The Railroad

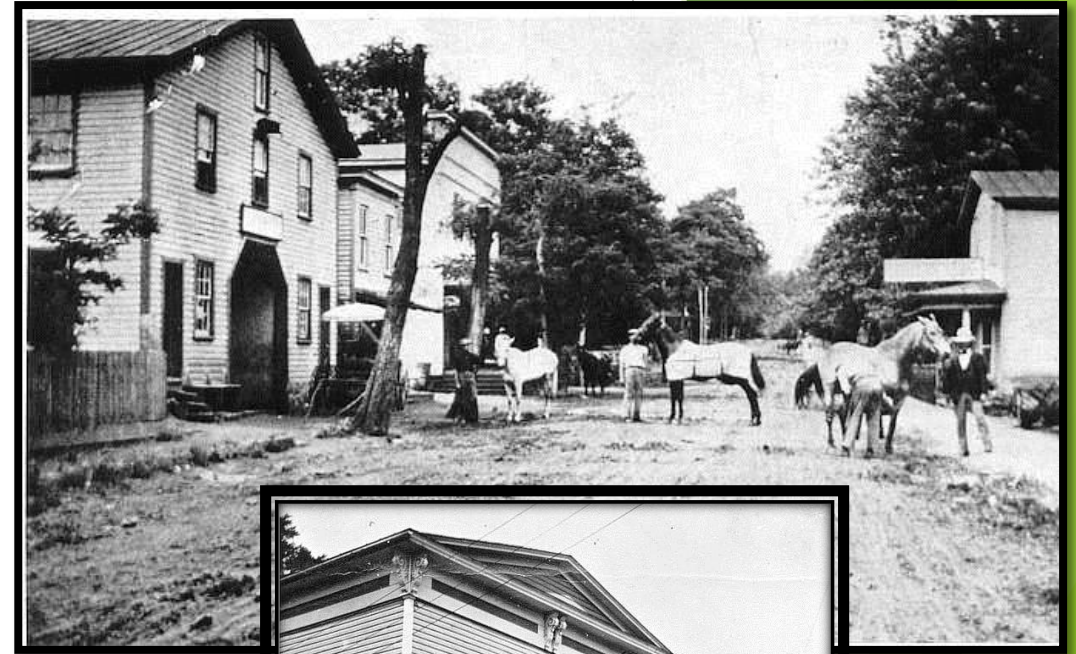
Round Hill was changed forever in May 1875, when the Washington & Ohio railroad came to town:

*“For the next 25 years, Round Hill would be the terminus of the line that came from Washington and would become the stimulus for the tremendous growth and development of Round Hill in the period.”*



# Roots of a Tourist Community

- With the building of Blue Ridge Inn by Bear's Den, south of Snicker's Gap, stage wagons began the run into Snickersville by the mid-1890's, and the success of the Inn prompted the boarding-house craze in Round Hill & other Loudoun towns
- With 3 stores, the blacksmith and wheelwright shops and livery stables, Round Hill came into its own in 1900



# Round Hill & the Vacation Industry

Writing in the book *Edge of the South: Life in Nineteenth-Century Virginia*, Elizabeth Atwood in her essay entitled “Saratoga of the South: [Tourism in Luray, Virginia, 1878-1905](#),” declares that “...a railroad held the key to prosperity in the new order of things.” That held particularly true when considering what happened to [Round Hill in the last quarter of the 19th century](#). Part of the “new order” to which Ms. Atwood alludes was the early growth of the tourism, leisure travel, and vacation industry in America. “[Railroads fed the vacation industry...](#)” in [the twenty five years following the Civil War](#). Residents promoted their towns for what the New York Times referred to as “hay fever sufferers and exhausted brain workers.” Round Hill certainly filled the bill, now being within easy reach of Washington, D. C. whose summer climate and large population of government and office workers provided a rich market for [Round Hill in its cool and beautiful mountain setting](#).



# Commercial District



# Boarding Houses & Inns

Today - surviving historic architecture within Round Hill - was built in late 19th & early 20th centuries when the railroad was still operational.

Many of the residences from that time period are fairly large & architecturally sophisticated, reflecting their use as boarding houses catering to summer travelers.



The largest of the boarding houses stands at 30 West Loudoun Street, a 20-room building built in 1893 by William D. Kuhlman



# Sagamore Hall



- ▶ Began in the late 1700's as a small stone and log cabin. Today the cabin's sleeping loft is a modern kitchen, but the log walls have been exposed for guests to see and enjoy.
- ▶ Sagamore Hall was built in 1900 over the existing log structure. It served as a hotel until about 1938, when the railroad stopped its passenger line.

# Thompson/Elser Home



Built by Archie Simpson in 1905



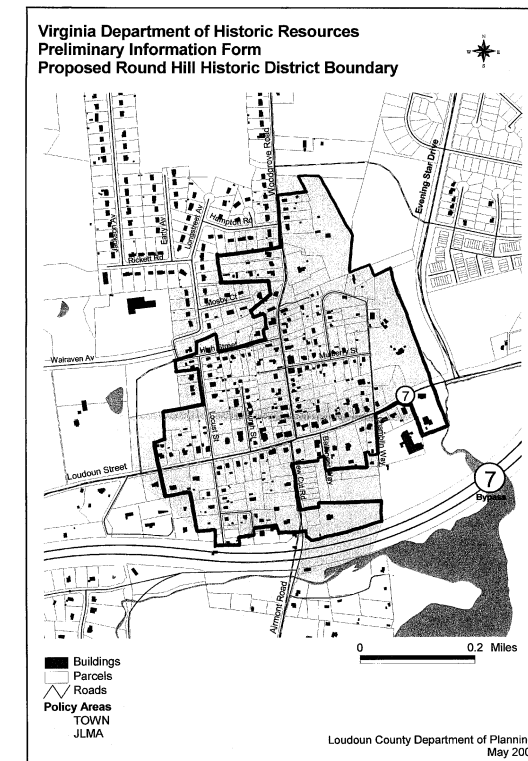


Map of Historic Buildings



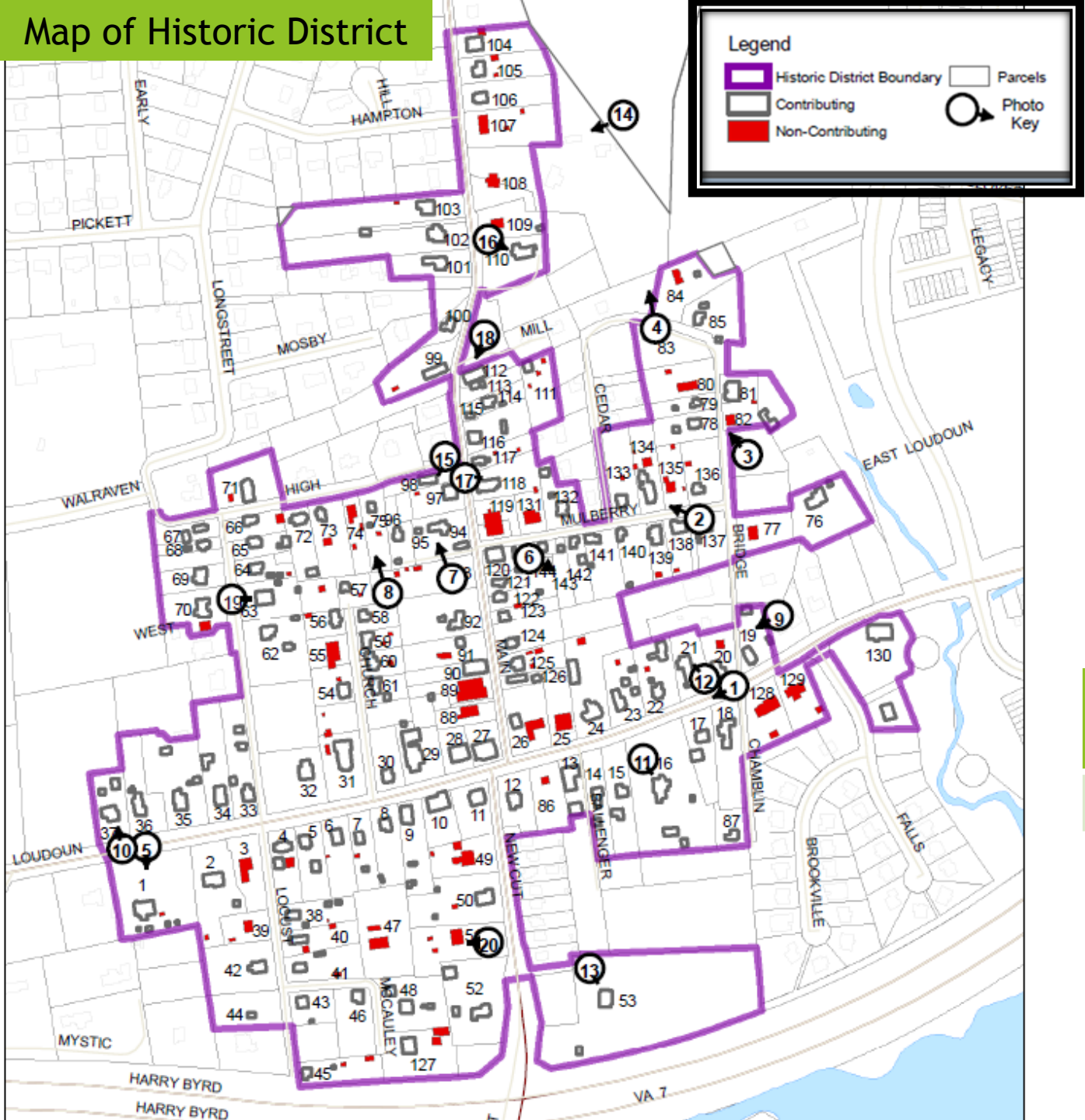
# National Register of Historic Places

- ▶ The Round Hill Historic District encompasses approximately 96 acres that make up the core of the town
- ▶ More than 60% of the historic buildings within the district date to the years between 1880 and 1920,
- ▶ With 36% having been constructed between 1880 and 1900 and 30% between 1900 and 1920.





Map of Historic District



Total 218 Housing Units:

- 202 Occupied Units
- 16 Vacant Units

Resources	Contributing	Noncontributin g
Building	204	97

NOTE: Contributing can be a barn or shed, not always a dwelling

# Historic Tax Credits



# Old Furniture Factory



# Possibilities?



Gregg-Parks-Potts House is the oldest house in town. It was built in 1775.

The Gregg Family built and owned many houses & businesses in Town.

This house served as a Wagon Stand along Snickersville Pike



# With Preservation...



Everhart/Shields House

# Without Preservation...





# Efforts to Restore



# 2014 Community Survey

**Question 9: How important is the History of Round Hill to the Town as a whole?**

Very Important: 55      Important: 77      Somewhat Important: 58      Not Important: 17

**Question #20: There were 50 residents that said we should focus on our History & Historic Architecture for Tourism**

**Question #23: To provide grants and other incentives for building façade improvements:**

Very Important: 36      Important: 52      Somewhat Important: 39      Not Important: 28

**Question #24: To encourage beautification of Downtown**

Very Important: 69      Important: 64      Somewhat Important: 25      Not Important: 9

**Question #24: To educate public on benefits of historic preservation**

Very Important: 32      Important: 44      Somewhat Important: 52      Not Important: 20



# Cultural Heritage

- Cultural heritage is the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.





# Beautiful Round Hill



# Historic Preservation is a TYPE of Economic Development

Preserving historic buildings and sites creates jobs and  
increases property values...

....and People want to visit Historic Places & Spaces

# Future Recommendations to Discuss

- ▶ Brand
- ▶ Identity
- ▶ Preservation of Image (both Historic & Natural)
- ▶ Home Sweet Home!
- ▶ Role in Loudoun County
- ▶ Role in Virginia
- ▶ Economic Vision



# Round Hill is NOT a BIG city....

- ▶ It is not going to look towards any huge Company, Industry or Commercial Enterprise to move into Town...pretty much, ever
- ▶ The economy of Round Hill will always be made up of a few small local businesses (in comparison to neighboring towns)
- ▶ Purcellville is 3 miles away and provides all the goods & service providers that residents need beyond those located in Round Hill
- ▶ Round Hill does not need to COMPETE with Purcellville, but COMPLEMENT it

# Future Economic Outlook

- ▶ Round Hill will grow and change over the years within its existing developed areas: Infill, Conversion Projects & Revitalization Efforts
- ▶ In order to provide a good quality of life to residents - there needs to be SOME economic growth in Round Hill
- ▶ But where? Overall - If Round Hill cannot grow out...and nothing big can come in...what is left?
- ▶ We have to make the most of what we have TODAY

# Assets of Round Hill

- ▶ Location off Route 7
- ▶ Nature (Mountains, Lake & Trail)
- ▶ History & Architecture
- ▶ Artist Community
- ▶ Proximity to 10 vineyards
- ▶ Hometown Feel
- ▶ Walkability

Staff Recommendation:

To build the economy of Round Hill around the Tourism Industry



# “If you build it...they will come”

- ▶ People visit places that offer something that cannot find at home AND People visit places that they wish WERE their home!
- ▶ If you maintain your community, protect your assets, highlight your treasures....and give your residents a wonderful town to call home...
- ▶ ...Naturally you will attract people who want to get a chance to experience your town

Community Pride

Beautiful Parks & Walking Trails

Places to Relax

Clean Streets & Sidewalks

Limited “Derelict” buildings & an  
Increase in Town Beautification

Feels like Home

Places to Enjoy with Family & Friends

Sense of Purpose



Quality of  
Life for  
Residents

Learning how to ride a bike

Fishing with your Children

Hiking a Trail with Friends

Holiday Lights in your Neighborhood

Listening to Music at a Summer Concert

Entertaining out-of-town guests

Winning a local marathon

Walking your Dog in the Park

Celebrating a birthday over a nice dinner

Good Conversation over Coffee







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Entertaining out-of-town guests

Listening to Music at a Summer Concert

# Infrastructure of Tourism Communities

- ▶ Communities focusing on tourism often modify structures to enhance their appeal. While the basic buildings may look the same, **the community rehabilitates or remodels them** to meet specific themes.
- ▶ Tourism infrastructure shows up in several ways: **an old Victorian Queen Anne house becomes a bed and breakfast, a former hardware storefront becomes an art gallery**, the town park contains a gazebo with benches where tourists can listen to music,
- ▶ Lamp posts have banners and an empty space where a feed store once stood provides the foundation for a new theatre and arts building. New signs & street billboards point the way to local parks, wineries, historical sites, and places to eat.

# Benefits of Tourists vs Residents

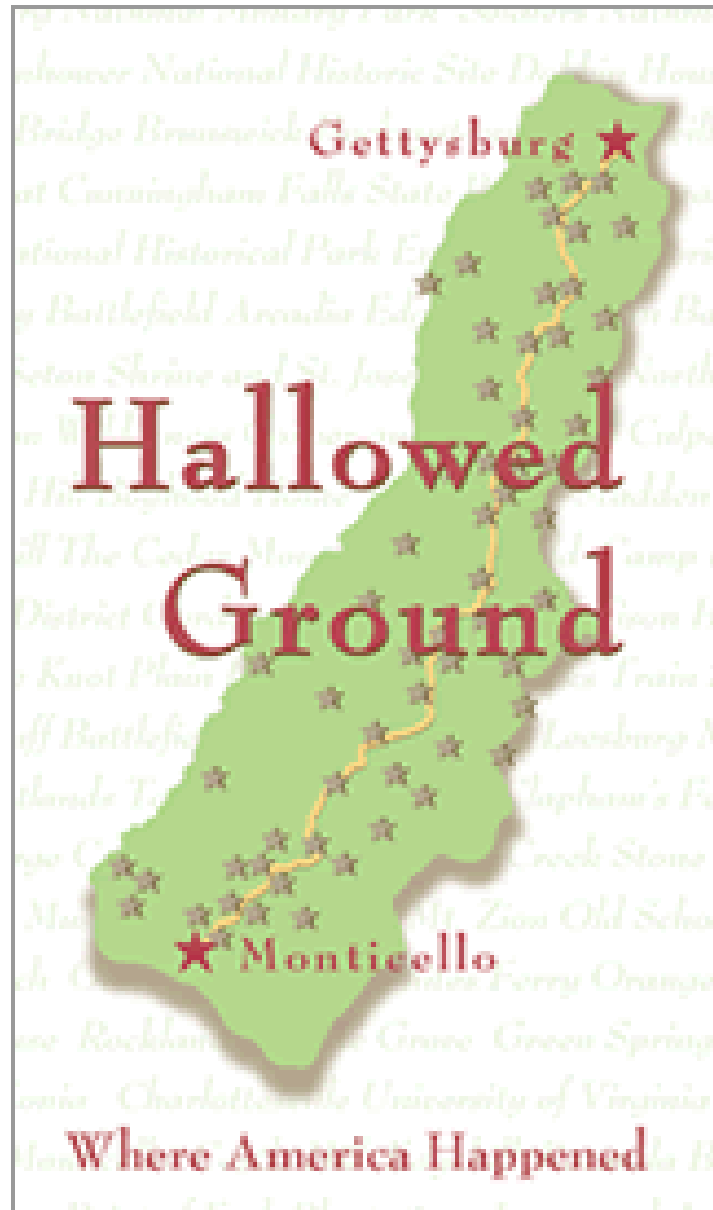
- ▶ Tourists do not go to school
- ▶ Tourists do not need public services
- ▶ Tourists do not need land
- ▶ Tourists come to a place to **ADD** to the local economy:
  - To spend money at your local businesses and local events. Injecting money into the Town Economy and the pockets of local residents.



# Heritage Tourism

- ▶ Heritage tourism helps make **historic preservation economically viable** by using historic structures & landscapes to attract and serve travelers.
- ▶ Heritage tourism can be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travelers **stay longer & spend more money** than other kinds of travelers.
- ▶ As an added bonus, a good heritage tourism program improves the **quality of life for residents** as well as serving visitors.

Create a sense of place rooted in the local landscape, architecture, people, artifacts, traditions, and stories that make a particular place unique.



# Journey Through HALLOWED<sup>®</sup> GROUND

GETTYSBURG TO MONTICELLO



# Outsider's Perspective

- ▶ Round Hill is Loudoun's westernmost town and as the gateway to the Blue Ridge Mountains and nearby Appalachian Trail, which offers visitors spectacular scenery and plenty of opportunities for outdoor recreation. The town's popular monthly Bluegrass Jam Sessions draw musicians of all ages and experience levels to play and learn traditional music together.





# Outdoor Sports & Nature

# Community Survey

## ► Most Popular Hobbies in Round Hill:

➤ #1 Hobby was Hiking!

➤ Sports

➤ Bike Riding

➤ Fishing

➤ Hunting

➤ Outdoors & Nature

➤ Running

➤ Walking



# Outdoors & Nature Tourism

- ▶ Sleeter Lake Park
- ▶ Virginia Birdwatching & Wildlife Trail
- ▶ Blackburn Center
- ▶ Bear's Den
- ▶ Appalachian Trail Community
- ▶ Outdoors & Nature Education
- ▶ Volunteering
- ▶ Family Fishing Derby





# Weekend Getaway Tourism

- ▶ Complement the Local Vineyards
- ▶ Bed & Breakfasts
- ▶ Art District Tours
- ▶ Historic District Tours
- ▶ Bluegrass Festival
- ▶ Walkable Town for Romantic Strolls
- ▶ Family Friendly Town
- ▶ Wedding & Family Travel



# HOT SPRINGS, NC



a better state of mind

Brainstorm...  
What is our  
Brand?

VIRGINIA  
IS FOR  
LO♥ERS

