

# Historic Preservation WORKS for West Virginia

25 Years of Preservation

The Preservation Alliance of West Virginia

[www.PAWV.org](http://www.PAWV.org)

# Economic Development & The Value of Historic Resources for Wheeling, WV



# Wheeling National Heritage Area

- What the \*%&^#! is a National Heritage Area?



# A National Heritage Area is . . .

*A place designated by Congress where natural, cultural, historic and scenic resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography.*

*These patterns make National Heritage Areas representative of the national experience through the physical features that remain and the traditions that have evolved in them.*

*Continued use of National Heritage Areas by people whose traditions helped to shape the landscapes enhances their significance.*

**A National Heritage Area is a part of our country's landscape that has been recognized by the United States Congress for its unique contribution to the American experience.**

**National Park Service**

National Park Service  
U.S. Department of the Interior

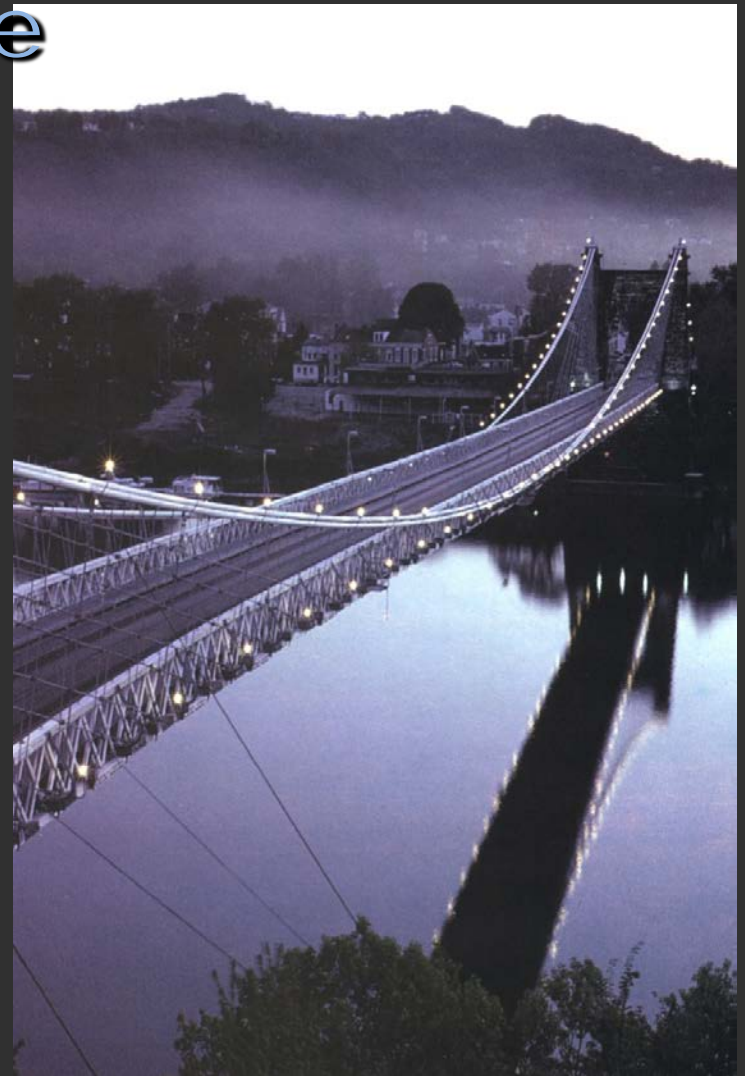




# Wheeling Heritage

The great 1849 suspension bridge of Wheeling extended the National Road west, bringing people and goods to the city. At the northernmost navigable port on the Ohio River, overland routes, river traffic, and railroads converged, attracting entrepreneurs who manufactured iron, steel, nails, textiles, glass, tobacco, and other goods.

The Wheeling National Heritage Area preserves and celebrates the city's dramatic setting, resources, and history, including its role as the birthplace of the state of West Virginia during the Civil War.





# Roots of Revitalization

- ❖ Partnership
- ❖ Feasibility Studies
- ❖ Tax Credit Program





# Heritage Makes Economic \$ense



# Heritage Makes Economic \$ense

## Historic Preservation & Economic Development

### South of the Creek-Centre Market

- Orrick's Global Operations Center – Wagner Building – S Communications – Imperial Warehouse & Teachers Store Catholic Heritage Center



- Private investment now reaching \$29 million
- High tech adaptive new uses with over 600 employees





# Wheeling Stamping Building



- Originally three separate buildings
- Built between 1890 and 1905 by the Nail City Lantern Company (kerosene lanterns and aluminum specialty products)
- Four stories with a total of 88,000 square feet





## Original Development Team

- Regional Economic Development Partnership
- City of Wheeling
- Wheeling National Heritage Area Corporation
- State of West Virginia

**ALL GOVERNMENT OR NON PROFIT!**



## The Tenant



- Orrick, Herrington & Sutcliffe, an international law firm based in San Francisco
- Creating a “Global Operations Center”
- Up to 250 financial and technology jobs





- NEED: \$7 million

- City of Wheeling:



BEDI grant

- WNHAC:



- RED:



(loan)

- “Church Group”:



(loan)



# Budget increase/Funding decrease

- “Gap” created
- Historic Rehab Tax Credits
- New members added to team/Syndication



















## Results:

- Orrick productivity increase
- Serving the customer better
- Saving over \$5 million per year
- 350 Quality jobs created





# Heritage Makes Economic \$ense

## Historic Preservation & Economic Development

### Four Buildings:

- Stone & Thomas
- Reichart's Furniture
- Wheeling Wholesale Grocery
- Zarnit's Grocery



- all were abandoned
- all were listed on the National Register of Historic Places
- all had an open floor plan with large square footage



# Heritage Makes Economic \$ense

## Historic Preservation & Economic Development

- WNHAC Architectural Adaptive Reuse Studies - \$54,000
- Studies provided to City of Wheeling and RED Partnership
- All have been adaptively reused.



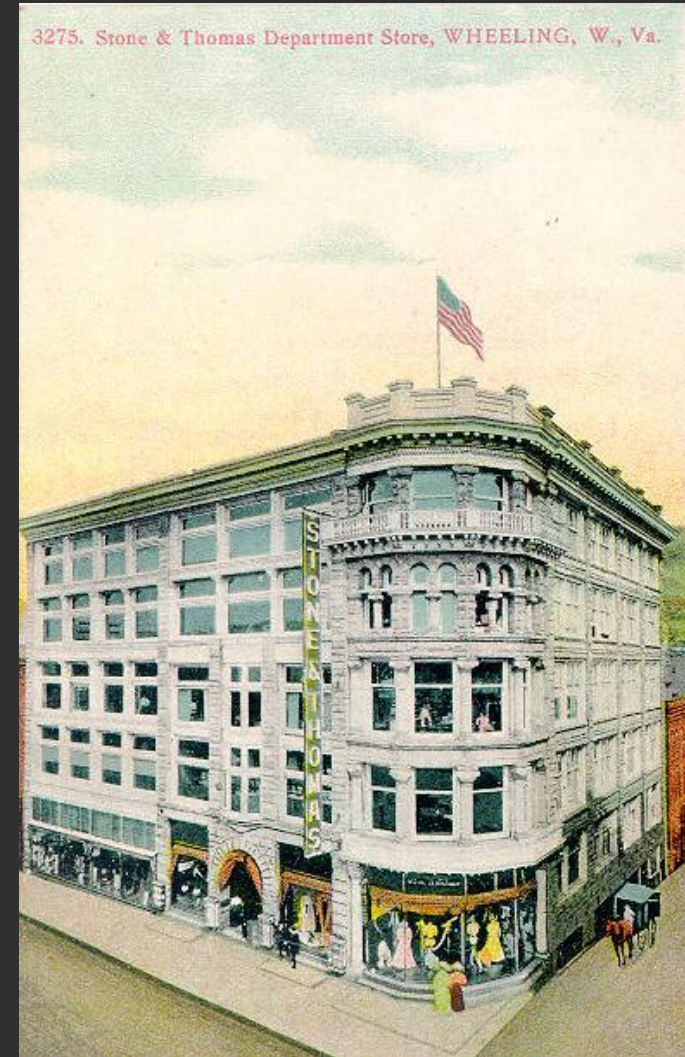
investment to date is  
\$20 million





## Stone Center @ Market Plaza

- Department Store and Corporate Offices
- \$6,400,000 initially
- 180,000 sq ft.



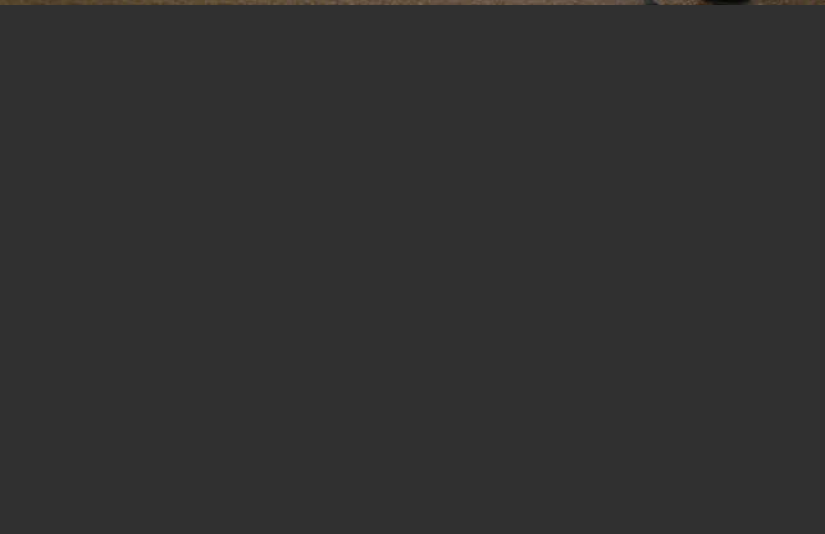
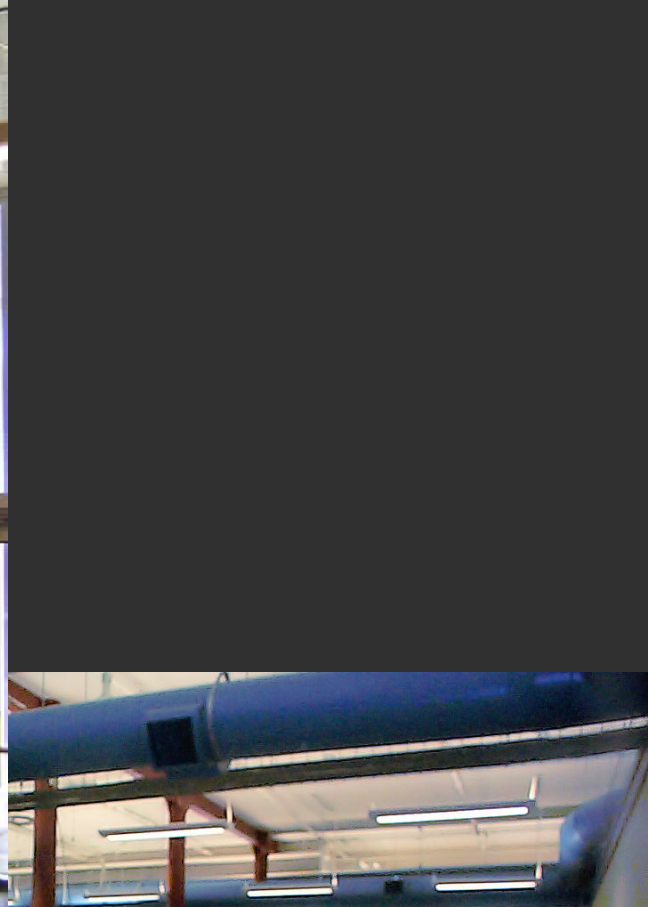


**WHEELING**  
NATIONAL HERITAGE AREA











**Williams  
Lea:  
The leading  
global  
provider of  
Corporate  
Information  
Solutions**





# Staley Communication former Zarnit's Grocery





# Wheeling Wholesale Grocery / WVNCC





Reichart's  
Furniture —  
eventually lost  
to demolition

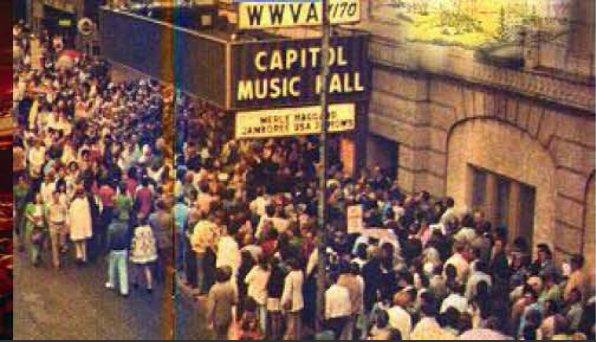
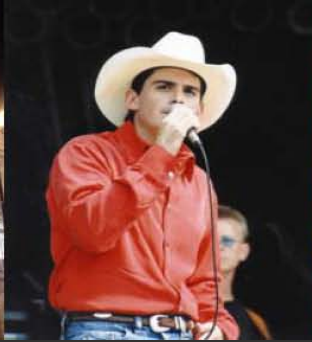






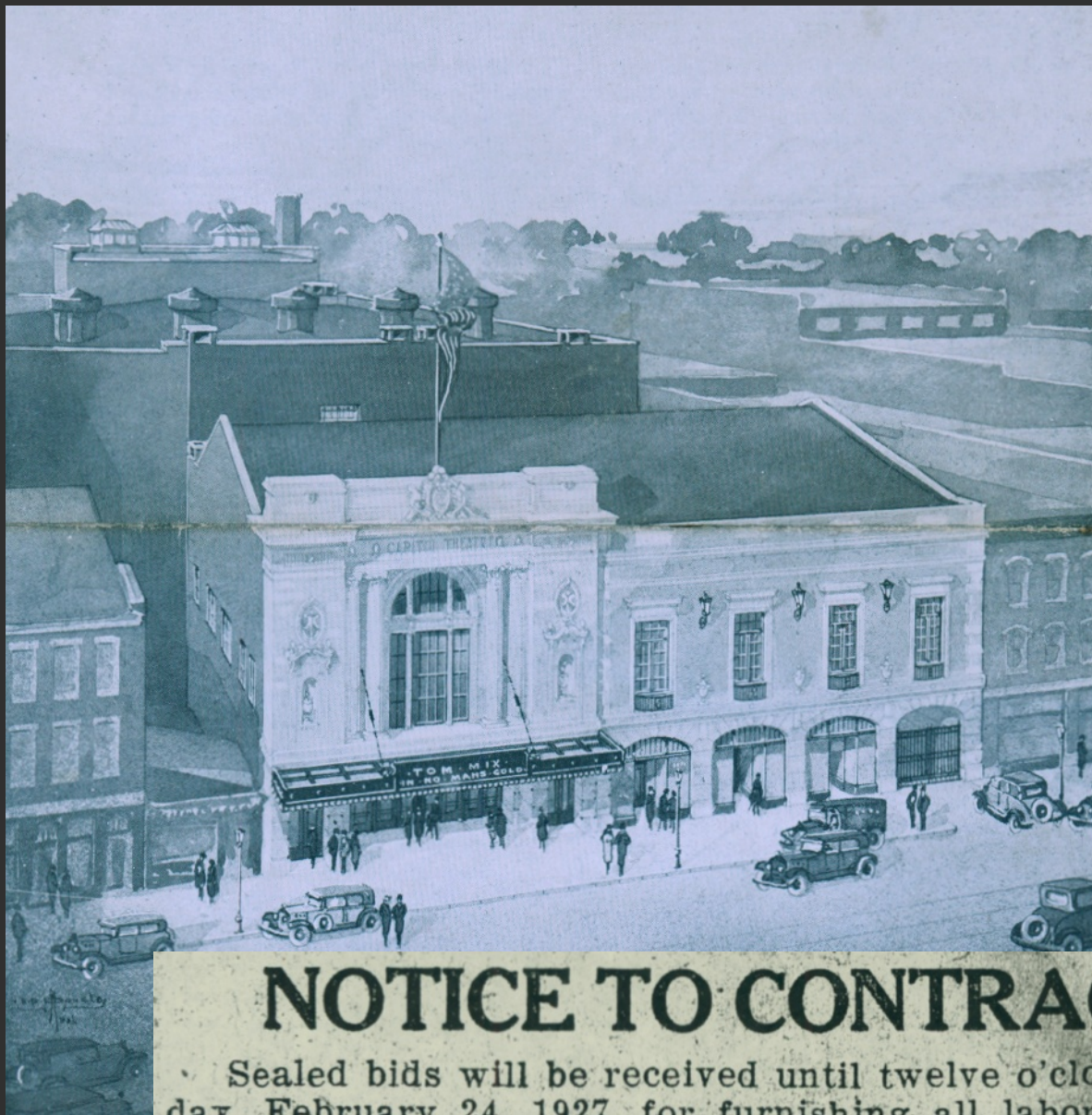
# Capitol Theater

The Stage of the Mountain State



## HISTORY: Capitol Theatre

- ❖ Capitol Theatre opened in 1928
- ❖ Played a vital part in Wheeling's economy and image
- ❖ Home of legendary Jamboree USA - broadcast live over WWVA Radio since 1933  
Home to the Wheeling Symphony Orchestra and various other musical, dance, and theater groups
- ❖ Capitol Theatre renamed "Capitol Music Hall" by WWVA in 1970.
- ❖ WWVA ceased live Jamboree USA broadcasts in 2005, but remains 2<sup>nd</sup> longest live radio show in nation
- ❖ Capitol Music Hall ownership transferred from Clear Channel to Live Nation in January 2006
- ❖ Building closed May 2007
- ❖ Clear Channel in process of selling radio stations
- ❖ Live Nation sells Capitol Theatre to Wheeling Convention & Visitors Bureau – April 2009



CHARLES W. BATES

## NOTICE TO CONTRACTORS

Sealed bids will be received until twelve o'clock noon, on Thursday, February 24, 1927, for furnishing all labor and materials required in a building for the Capitol Theatre Company, a Corporation under the laws of West Virginia, to be situated on the west side of Main street, between the Steel and Suspension bridges, in

# HUMAN SPIDERS BUILD WEB OF LADDERS TO REMODEL CAPITOL

**WORK STARTED TO MAKE WHEELING'S FINEST THEATRE FINER STILL**

**3,000 LADDERS, 75-FEET HIGH, FORM MASSIVE "WEB" IN PLAYHOUSE**

A massive web-like structure has sprung up in the Capitol theatre—not the web of a spider, but a web of human handicraft—as workmen start preparations for making Wheelin's finest playhouse still finer.

It is like looking into the enormous super-structure of a skyscraper of gazing into the maze of aluminum alloy beams in a dirigible to walk into the Capitol theatre today.

### 3,000 Ladders

Three thousand ladders — as many ladders as there are seats—built into scaffolds 75-feet high, extend through the entirety of the huge theatre.

On these ladders men run like

mice on a rafter, like spiders in a web—sure footed and speeding work on the big atrical undertaking here. Capitol was built eight y

### Radical Changes

A crew of fifteen men working ten days now ere scaffolds, which are value 000, in preparation for t radical changes that are about. Just what these ch to be have not yet been rev from the present activity tol will present an altog ferent appearance whe ready for the opening.

The Capitol, largest t Wheeling, was closed m and ordered sold by cou It was purchased rec Wheeling Theatres, Inc. now undergoinn changes provevements that promis Wheeling theatre-goers s new in the way of j makeup and entertainme

# 1936

# Renovations

## 3,000 LADDERS NO BANE TO PAINTERS ON FRIDAY THE 13TH

Painters went nonchalantly about their task of dabbing paint on walls and ceiling of the theatre today—despite the y were working in a room ladders on that unluckiest ky days, Friday, the Thir-

dn't seem to phase them," eatre Manager Richard T.

"They walked over and ladders and climbed them if this were an ordinary

er admitted he "felt a lit-y" as he walked beneath fold of ladders and sudden- mbered that this was Fri-; Thirteenth. But, he in- ie is "not superstitious." ent about his business, just ainters did.

y rate, the Capitol was no r the superstitious today 3,000 ladders built into a no one could walk any- without walking under a

## DECORATORS AND PAINTERS RUSH CAPITOL THEATRE WORK

**SILVER AND GOLD LEAF, BRIGHT PAINTS CHANGE THEATRE'S INTERIOR**

**INTERNATIONALLY KNOWN DECORATOR DIRECTS WORK —OPEN IN DECEMBER**

Ninety craftsmen—25 of them decorators and painters — sped work on the Capitol theatre the past week as Wheeling's largest show house showed signs of becoming even more beautiful than it was when it opened on Thanksgiving day eight years ago.

Silver and gold, red, tan, pink, blue and yellow—all were blended into a maze of colors as interna-

tionally known decorators worked on walls and ceilings of the massive theatre like frost on the autumn leaves.

Personally supervising this work is Vincent Scatena of the Scatena Studios of Rome, New York and Pittsburgh. Decorating the Capitol are the same men who have worked on some of the finest theatres in the world.

Seven different colors are being used in the decorations, with red, tan and silver predominating.

Fifty pounds of silver leaf and 25 pounds of gold leaf are being used to put the glistening finish on the Capitol interior.

While the decorators and painters are busy making over the Capitol's appearance, 15 workmen are



THE W W V A "JAMBOREE U. S. A."

PRESENTS

FOR THE PREMIERE PERFORMANCE

IN THE

CAPITOL MUSIC HALL

JAMBOREE HOST - GUS THOMAS

BILL ANDERSON

JAN HOWARD

NAT STUCKEY

CONNIE SMITH

DON JARRELLS

RAY PENNINGTON

MARY LOU TURNER

JUNIOR NORMAN

KAY KEMMER

DAVID ROGERS

JIMMY STEPHENS

BLUE RIDGE QUARTET

LES SEEVERS

DOC & CHICKIE WILLIAMS

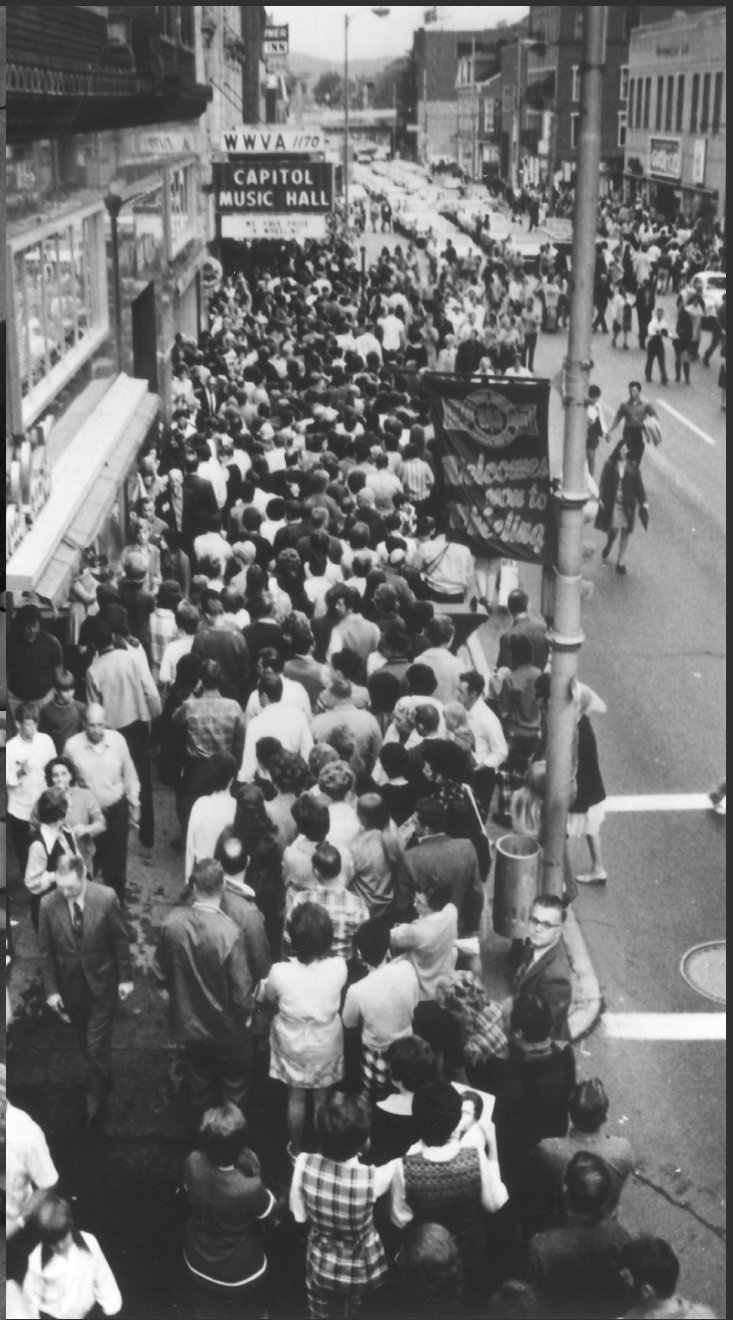
KAREN McKENZIE

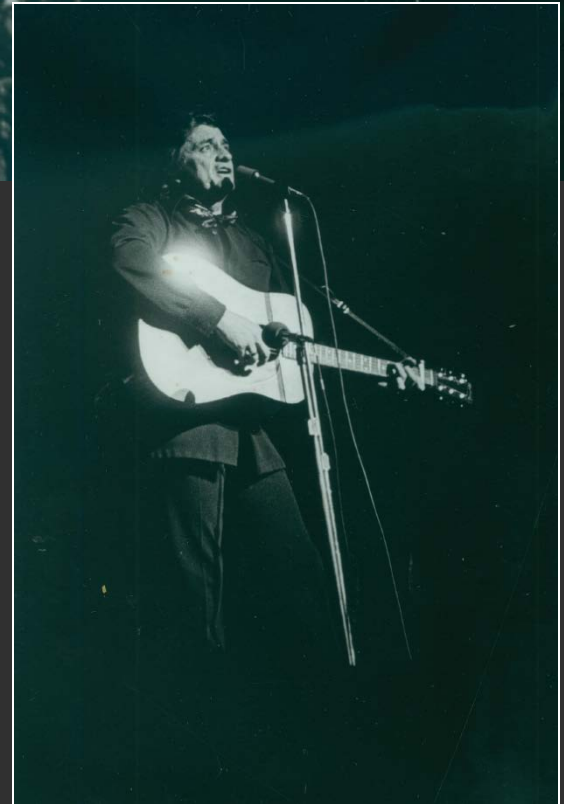
# Grand Opening



DECEMBER 13, 1969

43<sup>rd</sup> ANNIVERSARY  
**WVVA**



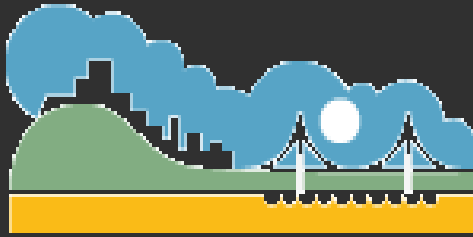




Wheeling National Heritage Area invests in the architectural and economic feasibility studies, which carve the path and make the case for the community purchasing and operating the theatre.



<b>ECONOMIC IMPACT: Capitol Theatre – ERA Study</b>	<b>Baseline</b>	<b>Optimistic</b>
<b>Visitors:</b>		
–Number of Visitors – Resident Market	63,696	74,136
–Number of Visitors – Visitor Market	10,464	14,544
<b>Total Visitation</b>	<b>74,160</b>	<b>88,680</b>
<b>Expenditures:</b>		
–Expenditures by Visitors – Resident Market	\$3,758,064	\$4,374,024
–Expenditures by Visitors – Visitor Market	\$1,925,376	\$2,676,096
<b>Total Expenditures</b>	<b>\$5,683,440</b>	<b>\$7,050,120</b>
<b>Permanent Employees</b>		
–Estimated New Jobs	65	79
–Estimated New Wages	\$1,308,862	\$1,567,812
<b>Tax Revenues</b>		
–Resident – retail & food	\$66,881	\$77,843
–Visitor – retail & food	\$25,992	\$36,128
–Visitor – Lodging Wheeling 6%	\$40,433	\$56,198
–Visitor – Lodging WV 6%	\$40,433	\$56,198
<b>Total Tax Revenues</b>	<b>\$173,739</b>	<b>\$226,367</b>



*Wheeling*  
WEST VIRGINIA  
CVB

Wheeling Convention and Visitor's Bureau purchases Theatre April 23, 2009

Becomes the first CVB in the state to develop tourism infrastructure and own part of the product it markets

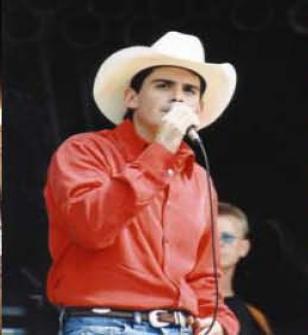
Set off on an aggressive 90 day schedule to renovate the theatre and be open for the Wheeling Symphony's first concert of the season



## **SPRINKLER SYSTEM: Brewer & Company of WV, Inc.**

- 674 sprinkler heads
- 3.6 *miles* of pipe
- 1,550 fittings
- 1,820 hangers
- 11 separate fire zones including:
  - 1 deluge system for the stage
  - 2 dry systems
- 480 design hours, 672 fabrication hours
- 2,240 labor hours – Professional sprinkler fitters from Union Local 669 - *all resided within 15 miles of theater.* Sam Carpino, Job Site Foreman, Ralph Caudill, Labor Superintendent, Dennis Weleski, Project Manager





### **FIRE ALARM SYSTEM: United Electric of Wheeling, Inc.**

- 80 smoke detectors, 2 infrared beam detectors
- 50 horn/strobe devices
- 28 strobe devices
- 32 pull stations
- 1 addressable fire alarm panel

### **EXIT/EMERGENCY LIGHTING SYSTEM: United Electric of Wheeling, Inc.**

- 66 emergency lights
- 58 exit/emergency lights
- 32 remote head fixtures

### **MATERIALS - Miscellaneous**

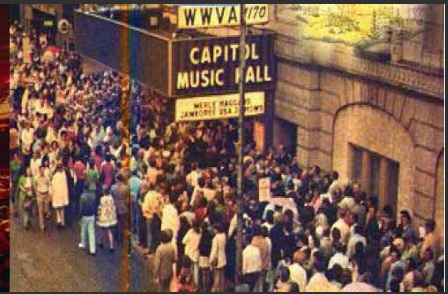
- 1.06 miles of conduit/wiremold
  - 1.1 miles of #12 wire
  - 4.8 miles of fire alarm cable
  - 416 junction boxes





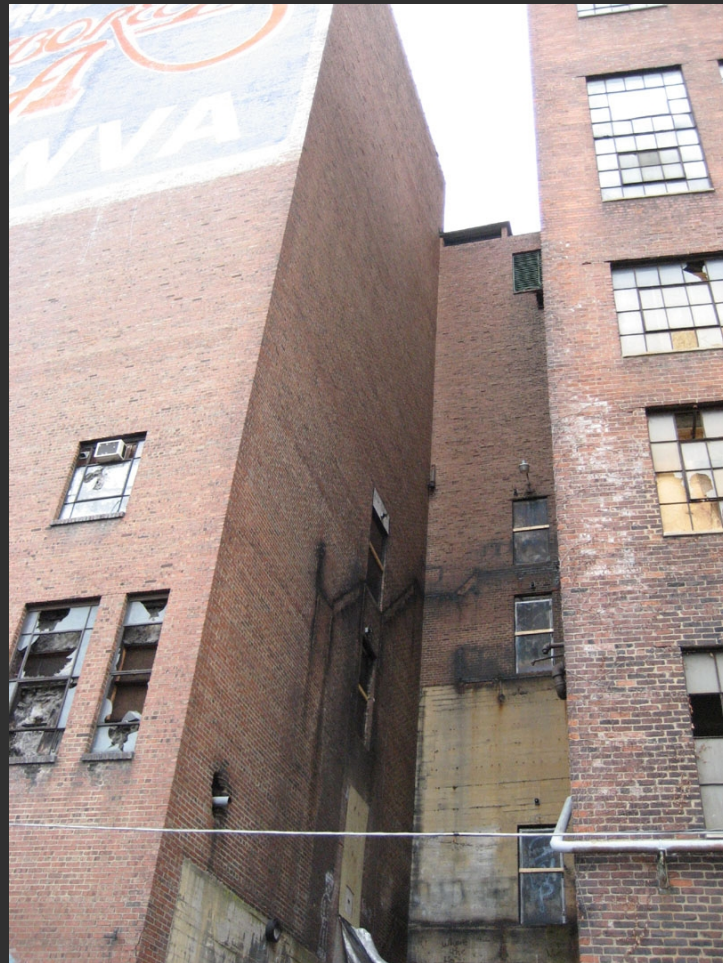
## Old Gift Shop – New Restrooms/Concession







Old Fire Escape

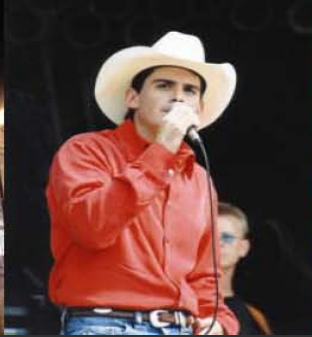






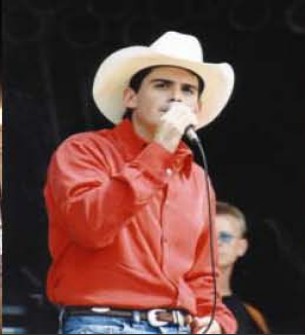
## MANAGEMENT STRATEGY – Capitol Theatre

- ❖ Capitol Theatre, WesBanco Arena, and Wheeling Heritage Port are managed under the Greater Wheeling Sports and Entertainment Authority.
- ❖ Advantages of GWSEA management
  - o Existing organization with a proven track record
  - o Knowledgeable staff with industry contacts
  - o Centralized/coordinated facility management
  - o Centralized/coordinated facility promotions, publicity, special events
  - o Centralized/coordinated sales and ticketing
  - o Centralized/coordinated programming – care given that events at one venue do not compete with events scheduled for another
  - o Same ushers, security, stagehands and volunteers used at all facilities



## Broadway Continues at the Capitol!!









# Heritage Makes Economic \$ense

## Why Preservation Based Economic Development

- Historic Preservation is an incremental economic development strategy, there is no “big fix” strategy
- When tackled comprehensively, HP can have the same impact as large projects
- HP enables downtowns to compete with the suburbs. It is downtown’s advantage
- Historic preservation is a fiscally responsible reaction to the high cost of landfill
- It is expensive to extend public services to outlying areas
- Historic building reuse existing infrastructure, it is the greenest possible solution



# Heritage Makes Economic \$ense

## Why Preservation Based Economic Development

- Most often, historic districts help prevent fluctuations in the market
- Reinvestment in historic buildings reinforces the value of existing real estate assts
- Historic downtowns provide a diversity of space and rent levels not found elsewhere in the community
- Appreciation rates for downtown historic buildings often outperform the market as a whole



**WHEELING**

**NATIONAL HERITAGE AREA**