



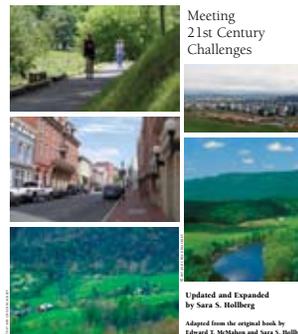
Expanded *Better Development* Book Released

Better Models for Development in the Shenandoah Valley 2010 is out! In full color with 300 photos, the book showcases exemplary projects and the latest concepts for good development practices, tailored to what should be of interest to Valley localities and citizens.

These good examples stand in contrast to conventional development. Specific challenges go beyond stemming loss of local character and landscapes to timely issues like meeting pollution standards, relieving fiscal burdens, designing for healthy lifestyles, reducing transportation costs, conserving energy, and serving an aging population.

The book is an accessible way to make sense of the options and trends that could lead in a more sustainable direction. At core that means tying rural preser-

Better Models for Development in the Shenandoah Valley 2010



Valley Conservation Council

vation with encouraging more efficient and livable development in growth areas. The author, VCC's Sara Hollberg, says the book offers a positive message: while the design of development has been part of the problem, it also can be part of the solution. She sees a convergence toward designs that are more efficient to serve and that have spin-off benefits for the environment and for quality of life. These include compact, mixed-use projects and incorporating conserved areas alongside development.

VCC hopes *Better Models* will encourage conversations about the character of development. "The book shows possibilities," says Hollberg. "Seeing a picture or example might spark someone to take that concept into their own project or community."

See *Better Models*, p.4

Botetourt Birding Paradise Protected by Conservation Easement

Woodpecker Ridge, 106 acres popular for bird-watching in Botetourt County, has been permanently protected from development thanks to a conservation easement donated by the property's owner. Barry Kinzie, to the Virginia Outdoors Foundation.

Located along Stoney Battery Road just outside Troutville, the land has been in Kinzie's family since before the Civil War, supporting the family's farming and orchard business. Kinzie, who is 65 and retired, lives there with his wife, Teresa.

Kinzie was encouraged to do the easement by Genevieve Goss, a longtime volunteer at Woodpecker Ridge and the Botetourt conserva-

tion steward for Valley Conservation Council. After keeping Kinzie updated over the years on conservation easements and other voluntary tools for land conservation, Goss was delighted when he was able to move forward with the easement.

"Since Woodpecker Ridge is such a treasured spot both for the Kinzie family and the nature lovers of the area, it was my privilege to work with Barry to protect the land permanently," she said.

The easement protects the property's natural resources by re-

stricting future development. The land can never be divided, there are limits on the number and size of new structures, and there is a

See *Kinzie*, p.6



Barry and Teresa Kinzie and their grandson Drew Morris

Celebrating 20 Years of Land Conservation

VCC Annual Meeting at Cobble Hill Farm

Members, friends, Board and staff gathered at Cobble Hill Farm in Staunton on the evening of September 10, 2010, for VCC's annual member meeting and picnic. With perfect weather and Harriet Hanger's beautiful 1936 historic home as backdrop, VCC's Board Chairman Charlotte Stephenson welcomed everyone and introduced Executive Director John Eckman who informed all on the "State of Valley Conservation Council."

Farmer and VCC board member Ray "Buff" Showalter of Dayton spoke to the gathering stressing the opportunities for protecting working farms and the land base for agriculture in our region. "The landscape we all love is made up of working farms, some of which are more intensively developed with dairy and poultry operations. They aren't always the prettiest farms, but they are important to our food supply and the economy of the Valley. VCC's continued focus on helping these family farmers will be important in the decades ahead."

Laura Thurman of the Virginia Outdoors Foundation was awarded VCC's "Conservator of the Year" title for her dedicated work to conserve thousands of acres of land in the Valley region.

Outgoing Board members Charlotte Stephenson and Mark Hollberg were thanked for their years of service to VCC and the VCC membership voted in Roger Houser (Page County), Thomas Lockhart (Warren County), Cullen Sherwood (Harrisonburg), and Denman Zirkle (Shenandoah County) for return-



Sherry Buttrick, Virginia Outdoors Foundation employee who served the Valley when VCC was first formed, (left) congratulates current VOF staffer Laura Thurman on being named VCC's "Conservator of the Year"



Photo courtesy Robbie Brown

Buff Showalter captivates the assembled crowd with his comments on "Conserving Working Farms."

ing terms on the Board and elected first-term Board members Laurie Berman, Mark Botkin, Tony Russell and Jan Saxman (see page 3 for more details).

Following supper, winning tickets were drawn for the Valley Art Raffle. Many thanks to artists Christine Andreae, Mary Echols, Bill Flournoy, and Peg Sheridan for donating lovely art pieces—and congratulations to the winners!

Valley Conservation Council also wishes to thank the business sponsors of the meeting: BotkinRose PLC, Conservation Services, and Myers and Woods Appraisal Group, Inc. We also are appreciative to Cally's Restaurant and Brewery (Harrisonburg), Rockbridge Vineyards (Raphine), Staunton Steam Laundry and Hank's Catering (Harrisonburg) for their contributions to a wonderful evening. VCC Board members who sponsored the meeting include Faye Cooper, Mark Hollberg, Kurt Kunze, Tom Lockhart, Nick MacNeil, Ann Kelly Morse, Bill Noack, Tom Sadler, Cullen Sherwood, Buff Showalter, and Denman Zirkle. Thanks also to volunteers Carolyn Ford and Paulyn Heinmiller and an especially big thanks to Harriet Hanger for so graciously opening her home. Cobble Hill Farm is a 196-acre, permanently protected working farm inside the City of Staunton featuring a Tudor revival home designed by noted Staunton architect, Sam Collins.

VCC looks forward to seeing everyone—and many new members—at the next Annual Meeting in 2011.



Newly Elected VCC Board of Directors

As part of the business portion of the Annual Meeting, VCC members voted on new members of the Board of Directors. The newly elected members are Laurie Berman, Mark Botkin, Tony Russell and Jan Saxman.

Laurie Berman moved to Highland County in 1975. There she began taking an active role in local environmental protection while also being involved in green home construction and restoration as well as intensive organic gardening. In 1988 Laurie cofounded of Bear Mountain Outdoor School, an educational retreat center focusing on sustainable living and building skills. Some of her community involvement has included being founding board member and past president of the Highland Center, founding board member of the Highland County Arts Council, board member of the Highland Medical Center, and founding board member and current president of Highlanders for Responsible Development, which is dedicated to the preservation and responsible use of the natural environment of Highland County. She is an avid naturalist, permaculture enthusiast, hiker, musician, and mother of three grown daughters.

Mark Botkin, former VCC Board Chairman, is a partner in the Harrisonburg law firm BotkinRose PLC. Mark has substantial experience in estate planning and conservation easements. He is a frequent presenter on easement and tax topics. Having been raised on a farm in the beautiful Shenandoah Valley, he enjoys helping farm families preserve their farmland for future generations. Mark has a BA from the University of Virginia and his JD from the University of Richmond School of Law.



Newly elected VCC Board members Mark Botkin, Laurie Berman and Tony Russell at Cobble Hill Farm (Not pictured: Jan Saxman)

Tony Russell was a senior executive in the pharmaceutical and medical devices industries before moving with his wife, Jeanne, to the Shenandoah Valley in 1996. Tony is Executive Director of Boxerwood Education Association (BEA) in Lexington. Previous to joining BEA, his local interests combined multiple business activities including Russell - Kettlewell Consulting, running his horse farm, engaging in restoration work, and participating in several successful community projects. He holds a BS and a Master's degree in Biochemistry from Liverpool University, England. Having immigrated to the USA from the UK in 1992, Tony takes pleasure in the fact that he obtained his US citizenship at Monticello on July 4th (2005). Tony and Jeanne live on a conserved farm in southern Augusta County.

Jan Saxman serves as Chair of the Conservation Committee of the Augusta Garden Club. She is deeply involved in the family's bottled water business, Shenandoah Valley Water (SVW). SVW has shown its environmental consciousness by incorporating protected wetlands and geothermal heating in their facilities. SVW is a long-time sponsor (in conjunction with WVPT)

of a scholarship and award program for students in grades K-12 for environmental projects related to water quality issues in the Chesapeake Bay watershed. She is past president of the South Atlantic Bottled Water Association and past and current chair of various International Bottled Water Association committees. Jan and her husband Bill live in Staunton and also enjoy their property in Highland County.

From the VCC By-Laws: "Board members shall be nominated by and elected from the membership of VCC at the Annual Meeting of the membership . . ."

Your Membership Counts!

Better Models Book Offers Comprehensive Approach

The book's six chapters follow Six Principles for Better Development (see box) covering the full range of conservation and development topics. The principles, however, are so interconnected that they can best be understood as a package. Strategies that might be difficult to undertake for a single purpose gain much more support when it can be seen how they also fit into additional goals. Green infrastructure planning, for example, can help developers and communities identify critical areas to conserve. These conserved areas might be valuable for a number of reasons beyond environmental protection, from the economic (safeguarding a landscape that supports tourism and agriculture) to the fiscal (avoiding the need for new infrastructure) to the social (offering recreation to a growing population).

The much-expanded Chapter 2 ("Conserve as You Grow") bridges Chapter 1's conservation focus and the development concepts in the remaining chapters. Chapter 6 likewise shows the profound effect that transportation design has on everything from fiscal health to physical health. Middle sections show the importance of setting community standards to guide development and the many excellent examples of designing for local character and protecting historic assets.

While the pictures show actual projects, the text adds context and references. For example, one of the reasons to consider more compact development is the relationship between development pattern and infrastructure costs. A study cited found that it costs well over twice as much to serve water and sewer to a 1-acre lot farther out (\$388/year) than to a ¼-acre lot in a compact location (\$143/year). Current research and references are provided for all of the topics covered.



Six Principles for Better Development

1. Conserve Natural and Scenic Assets
2. Conserve As You Grow
3. Build Livable Communities
4. Preserve Historic Resources
5. Respect Local Character in New Construction
6. Reduce the Impact of the Car

The book is being distributed to local officials and partners throughout the eleven-county region. VCC also welcomes the opportunity to make presentations on the material to any audience.

VCC is grateful for funding assistance from the National Fish and Wildlife Foundation, the Chesapeake Bay Restoration Fund, The Beirne Carter Foundation, and the Dominion Foundation (through The Conservation Fund), as well as the generosity of individuals. Appreciation also goes to the many people who contributed material and time to the project. The book updates the original that Hollberg co-authored in 1999 for VCC with Ed McMahon and The Conservation Fund.

- to order a copy of *Better Models*: 540.886.3541 or www.valleyconservation.org

- for more information or to request a presentation, 540.886.3541 or email sara@valleyconservation.org.



Moving from sprawling to sustainable: VCC's Better Models book links protection of rural areas with building more livable communities that can absorb growth efficiently and attractively.

Strategic Land Conservation

Middlebrook-Brownsburg and Scenic 340 Corridors Recognized

Special places deserve special protection. This summer VCC nominated the Middlebrook to Brownsburg Corridor (MBC) area of Augusta and Rockbridge Counties for “Special Project Area” designation by the Virginia Outdoors Foundation. VOF is seeking such nominations to help define the strategic land conservation priorities for their work as the Commonwealth’s land trust. The MBC area has 93 properties with permanent VOF easements protecting 17,290 acres. VCC and other easement holders add to this total. This designation could make it easier for landowners with smaller parcels to secure their land’s future, adding to the overall protected landscape.

The Scenic 340 corridor from Luray to Front Royal was also approved at the June VOF board meeting at Stratford Hall. This area of productive farms, historic properties and important wildlife habitat along the South Fork of the Shenandoah includes a large



Photo courtesy R. Braun

A conserved property in the Middlebrook-Brownsburg Corridor.

block of conserved lands at the Page and Warren county line.

VCC’s John Eckman and Scenic 340’s Fred Andreae presented the two areas and provided VOF’s board with virtual “fly overs” of the corridors using Google Earth imagery.



View of Sugarloaf Mountain near Middlebrook.

What Makes The Middlebrook-Brownsburg Corridor So Special?

- The region is bordered on the west by the North Mountain Wildlife Management Area and Goshen Pass Natural Area Preserve.
- Approximately 100 private properties under easement help create one of Virginia’s most densely conserved historic landscapes west of the Blue Ridge.
- Brownsburg and Middlebrook, two small village centers along Route 252, contain National and State Registered Historic Districts.
- A total of 245 standing structures and 11 cemeteries are on record with the Virginia Department of Historic Resources (VCC study, 1997).



Genevieve Goss assisting a visitor to VCC's booth at the Mountain Magic in Fall Festival, Buchanan

Mountain Magic Festival

On October 2, 2010, for the 16th consecutive year, Buchanan's downtown was humming with the "Mountain Magic In Fall" festival. A staple in Buchanan's revitalization efforts that began in the mid-1990's, the festival may now be the largest single-day event in Botetourt County. With more than 100 crafters, antique dealers, food vendors and community groups set up on Main Street (Rte. 11), and as many antique and collectible cars and trucks on display for the annual Car Show, the event is a good venue to share information on land conservation and better development. Each year brings new landowners to the table.

Upper James RC&D Holds Land Summit

On September 30, 2010, one of VCC's partners, the Upper James RC&D Council, hosted a day-long summit for all service-area stakeholders in land conservation at the Virginia Horse Center in Lexington. Despite torrential rains that morning, there was a good turnout with representation from all six counties of the UJRC&D service area (Botetourt, Craig, Allegheny, Bath, Highland and Rockbridge counties), providing a good mix of agency, government and private sectors.

The group heard three speakers and all provided input through small group discussions. Jason McGarvey, Communications and

Outreach Manager of the Virginia Outdoors Foundation. Jason reported that he was pleased to note that close to 75% of the watershed is already in some form of conservation, including easements, national forest, and various state designations.

Marek Smith, Director of the Allegheny Highlands Program of The Nature Conservancy, shared TNC's method of prioritizing conservation properties and other strategic approaches. VCC's Executive Director, John Eckman, provided an update on potential changes in easement incentives



John Eckman briefs the summit.

and policy.

VCC's Upper James Steward Genevieve Goss serves as Land Conservation Committee Chair for the UJRC&D and organized the event.

Kinzie (continued from page 1) special no-build area that protects scenic views of the property from the Appalachian Trail as well as a public drinking water supply at the base of the ridge. The easement allows for managed expansion of facilities related to public use of the property, such as trail markers, benches, and a public restroom.

"This part of Botetourt is experiencing a great deal of large-lot development pressure, and Mr. Kinzie could have easily sold the property for housing," said VOF's Laura Thurman, who managed

the project. "Instead, he has shown tremendous generosity by not only opening his land to the public for bird-watching, but also by donating an easement that ensures the land will remain open for generations to come."

In the 1990s, Kinzie and his friends from the Roanoke Valley Bird Club began improving bird habitat and blazing trails throughout the property. They eventually added feeding stations, butterfly gardens, parking areas, and a hawk-watching platform. For his efforts, Kinzie has received conservation awards from the Virginia

Society of Ornithology and the Daughters of the American Revolution. Today, Woodpecker Ridge is open to the public free of charge and is featured on the Virginia Birding and Wildlife Trail. It attracts about 1,000 visitors annually.

Explaining why he protected the land with an easement, Kinzie said, "I have respect for what my father and grandfather did to keep this farm. I want to keep it in undeveloped condition for many in the future to use, view, enjoy, and learn from."

New Members

(from 7/11/10 - 12/1/10)

Augusta County/ Staunton/Waynesboro

Oscar Beasley
Bill & Gloria Flournoy
Jon and Pennie Garber (Lineage
Architects)
Todd Parker
Bill & Jan Saxman

Botetourt County

Sharon Rohrback
Michael Willis

Clarke County

Jon C. Duvall
Bernard Nagelvoort

Frederick County

L.W. Dirting
Jeffrey Rives

Rockbridge County

Barry Chewning
Patricia Tichenor
Ann & Ron Turnicky

Rockingham County/ Harrisonburg

Stephen & Christine Bradshaw
Charles & Mary Beth Chenault
Lara Wilson

Shenandoah County

Joe & Stephanie Cheff

From Afar

Hugh Gibson

Gifts in Memory of:

Anne Smith

Peter and Faye Cooper
Elmore, Hupp & Company, PLC
Dr. and Mrs. Sam Graham
Ms. Elizabeth I Guss
Mark and Sara Hollberg
Reverend & Mrs. John D. Lane
Mr. and Mrs. Nick MacNeil

Mr. and Mrs. Joe McCue
Mr. and Mrs. P. William Moore, Jr.
Mr. and Mrs. William Pollard
Ms. Jane S. Shields
Dr. and Mrs. Ross Testerman
Mr. and Mrs. Colin Thomas, Jr.

Robert P. Brown, Jr.

Ms. Grace Wilkinson

Charles Auckerman

Crawford Financial Group

The Shenandoah Legacy Society

VCC works to protect land in perpetuity. You can too by designating a legacy gift.

For many of VCC's members, the commitment to land conservation has been a lifetime passion. Some of those members have taken the next step to ensure their commitment lasts even longer. Those caring and generous individuals are participants in the **Shenandoah Legacy Society**.

What is the Shenandoah Legacy Society? It is comprised of VCC supporters who have pledged to remember VCC through planned giving. Options include:

- designating VCC in your will or trust
- leaving a gift of real estate or stock to VCC
- naming VCC as the beneficiary on a life insurance policy or retirement account

VCC also has a pledge: A perpetual commitment to the land that it holds under easement. Your legacy gift can help ensure long-term stewardship of these conserved lands.

There are many ways you may leave a legacy to VCC, a non-profit 501(c)(3) charitable organization. Qualifying donations can result in substantial tax benefits. Be sure to consult with your financial planner, tax advisor, and/or attorney when making your legacy giving decisions.

Won't you consider making a legacy gift to VCC and becoming part of the Shenandoah Legacy Society? Contact John Eckman at VCC for more details.

Valley Conservation Council Endowment Fund at the Community Foundation of the Central Blue Ridge is another way you can remember VCC for the future. (540.213.2150)

The Community Foundation of Harrisonburg & Rockingham County also offers the opportunity for gifts through their Valley Conservation Fund. (540.432.3863)

Great Holiday Gift Idea!

Give a VCC membership this holiday season. Unique and eco-friendly! Great gift for the person who has everything (except a VCC membership!).



VALLEY CONSERVATION COUNCIL

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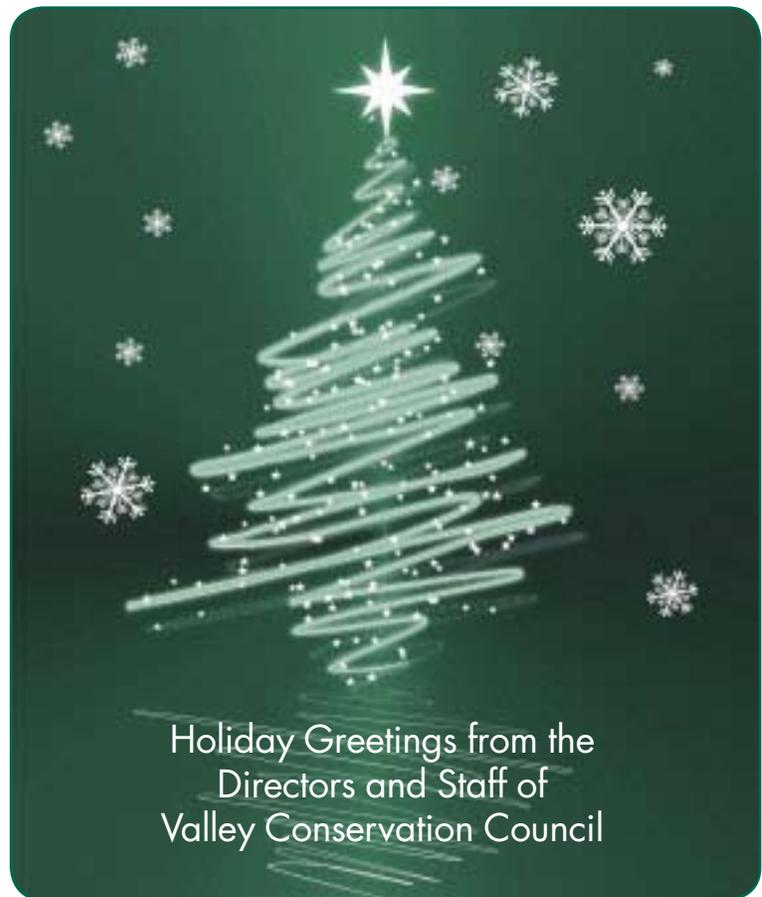
- *Better Models* Book Released
- Middlebrook-Brownsburg and Scenic 340 Corridors Named "Special Project Areas"
- New VCC Board Members Elected



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Holiday Greetings from the
Directors and Staff of
Valley Conservation Council