

BUSINESS PLAN

For the Historic
Bouton's Hall
Vienna, Virginia



Vienna Parks & Recreation

May 2018

Introduction

Concord Lodge, No. 307 A.F. & A.M. has expressed interested in selling Bouton's Hall. Developers have expressed interest in demolishing Bouton's Hall to construct new retail and/or residential property in its place. Historic Vienna, in accordance with their mission, would like to see Bouton's Hall preserved in order to retain the history and charm of historic Church Street. Bouton's Hall is one of the very few remaining 19th Century structures in the Town or the region, and that its retention, along with the Presbyterian Church, the Freeman Store, and the Little Library preserve a "cluster" of buildings that gives the Town its wonderful historic character. Historic Vienna approached the Town of Vienna in the fall of 2017, to consider purchasing Bouton's Hall.

The Vienna Parks and Recreation Department staff prepared the following outline, in consultation with members of Historic Vienna, to provide information about Bouton's Hall including future uses of the building, restoration/renovation needs of the building and information on the potential for Bouton's Hall to be considered a worthy candidate for the National Register of Historic Places.

About Bouton's Hall – (provided from the book “*This was Vienna, Virginia: Facts and Photos*” written by Mayo and Constance Stuntz)

Bouton's Hall was built in 1894 by the Bouton family in the Ayr Hill Subdivision at the intersection of Church and Mill Streets. Bouton's General Store was located on the first floor from 1894 to 1902. While Bouton's Hall changed ownership a number of times, the first floor remained a general merchandise store during the early 1900's. In 1920, Bouton's Hall was purchased by J. Parker Milburn. Mr. Milburn leased the second floor to Concord Lodge, No. 307 A.F. & A.M. to be used as a Masonic Lodge. In 1924, Mr. Milburn sold Bouton's Hall to the Concord Lodge. Concord Lodge has continued to use the second floor for their Masonic Lodge and they still own the building.

In the early 1900's, the second floor hall was used for a variety of purposes ranging from dances, bazaars, plays and political meetings. It was also used by area churches and also by school classes when the Vienna School burned.

The first floor remained a general merchandise store and for many years also served as the location of the Post Office. Since 1968, the Episcopal Church of the Holy Comforter has operated the Pennywise Thrift Store located on the first floor and basement.

Bouton's Hall has contributed to the Town's cultural and social development. It is a familiar landmark in our community, evoking personal memories and feelings of pride. Bouton's Hall is

also a tangible link to the past and an irreplaceable component of our collective history and community identity.

Physical Attributes and Limitations

Bouton's Hall consists of a basement, first floor and second floor.

Basement - The basement is accessible by stairs located on the first floor. The basement is currently used for retail space.

First Floor – A concrete stairway of six steps along Church Street lead to the front porch that serves as the main entrance to the first floor. There is a secondary entrance from Church Street into the first floor from three concrete steps. The first floor holds one large room with a small bathroom and office. Most of the woodwork and walls are original.

Second Floor - An outside door (no steps) on Church Street leads to an indoor stairway to the second floor. These stairs have an electric stair lift. Upstairs there is a large meeting room, bathroom and small kitchen.

Exterior – The exterior of the building is covered with vinyl siding. The vinyl siding has an impact on appearance and historic character. There is a metal fire escape on the west front corner.

New mechanical heating and cooling for the basement and first floor with new ductwork was installed recently.

Parking – There are three (3) parking spaces at the Hall.



Opportunities for Programming and Rentals

The second floor of Bouton's Hall will be leased to Concord Lodge, No. 307 A.F. & A.M. to continue to be used as a Masonic Lodge.

The Vienna Parks and Recreation Department and Historic Vienna Inc. intend to program and utilize the first floor and basement of Bouton's Hall. The first floor hall is very well suited to cultural and performing arts, exhibit space, galleries, teas, special events, meetings, ceremonies, birthday parties, bridal showers, receptions, banquets, corporate events and family reunions. The hall will be used not only by the Town and Historic Vienna Inc. but also by profit and non-profit organizations and Town residents and non-residents. Revenue will be generated from rentals.

The hall will provide an additional venue location for the many events that are currently held along historic Church Street. Cultural, performing and visual art programs could bring large numbers of people to Bouton's Hall. Receptions can conveniently be held following ceremonies, memorials and services held at the Vienna Presbyterian Church. Bouton's Hall would only add to the uniqueness of the venue site for any occasion.

Historic Vienna Inc. will use the first floor of Bouton's Hall for exhibit space perhaps by utilizing attractive cabinetry that opens up from the wall for displays and discreetly folds closed to become part of the wall so that it does not detract from other uses. Historic Vienna Inc. will be able to hold meetings and programs and will be able to sponsor special events such as afternoon teas and other fundraisers. The limited size of the rooms at the Freeman Store limits indoor programs to only 20-30 people.

Prospects for Restoration/Renovation and Expansion

It is reasonable to expect that funds will need to be expended for restoration/renovation and possibly expansion of Bouton's Hall. There is undeveloped land and an alley located directly behind Bouton's Hall. If funding allows, this would be the ideal location to add a first and second story addition to accommodate an elevator, restrooms and kitchens and to provide for minimal dedicated parking. Here is a list of areas potentially needing attention:

First Floor

- a) Lobby Area/Office/Coat Closet – There currently is no lobby area. A lobby entrance would be worthwhile to serve as an entry before entering the hall. Incorporating a small office and coat closet into this area would be ideal.
- b) Restrooms – The restrooms on the first floor are not suitable for large crowds. Recommend new men and women's bathrooms with at least two stalls and two sinks for each restroom.

- c) Kitchen –This would include a sink, refrigerator, freezer, stove, oven, microwave, warming oven, microwave and prep table.
- d) Custodial closet – Storage for custodial equipment and supplies.
- e) Storage closet – tables and chairs
- f) Install wall exhibit cabinets

Second Floor

- a) Kitchen – The existing kitchen is dated. A renovation would include an upgrade to the existing kitchen to include new sink, refrigerator, freezer, stove, oven, microwave and dishwasher.

Throughout the interior/exterior of the building

- a) Renovate the floor – strip/sand and stain the wood floors
- b) Electrical wiring – The electrical wiring may need to be upgraded to meet code.
- c) Roof – May need to be replaced
- d) Lighting – Installation of new lighting.
- e) Elevator/Ramp – To make the building ADA accessible.
- f) Three (3) parking spaces for Customer Care Specialists and Caterer
- g)** Remove vinyl siding and repair wood siding.

Equipment Needs

Quantities of supplies needed to be purchased are dependent on occupancy limits of the first floor of the Hall.

- 5' or 6' round tables
- Banquet chairs
- Rectangular tables
- Podium with sound
- Bartender table
- Staging
- Window Treatments
- Kitchen appliances – sink, refrigerator, freezer, stove, oven, warming oven, dishwasher, microwave

Staffing of the Hall

The Town of Vienna Parks and Recreation Department will manage, schedule and staff the first floor and basement of Bouton's Hall for all uses except those organized by Historic Vienna Inc. In those instances, Historic Vienna would be responsible for staffing the building. The Parks and Recreation Department will schedule a Customer Care Specialist to staff the building for their scheduled events and rentals. Custodial services will also need to be arranged for cleaning of the Hall.

Concord Lodge, No. 307 A.F. & A.M. will manage their activities that occur on the second floor of Bouton's Hall. Dependent on Concord Lodge's approval, possible use of the second floor by Historic Vienna or Parks and Recreation.

Operational Costs

- Utilities – Gas, Electric and Water
 - Freeman Store yearly utility costs – Electric = \$3,000, Gas = \$1,200
- Customer Care Specialists - \$15 per hour
 - On most occasions, one (1) Customer Care Specialist is needed to work an event. For larger parties, two (2) Customer Care Specialists would be needed.
- Custodian - \$15 per hour
- Painting of exterior of building – every 5 – 8 years

National Register of Historic Places

Eligibility

After speaking with many people in Fairfax County that are familiar with the National Register, Anne Stuntz with Historic Vienna Inc. is very optimistic that Bouton's Hall is a good candidate for the Register, especially if the Town is able to get an excellent company to prepare a compelling nomination. To be considered eligible, a property must meet the National Register Criteria for Evaluation. This involves examining the property's age, integrity, and significance.

- Age - Is the property old enough to be considered historic (generally at least 50 years old)?
 - Response: Yes
- Integrity – Does the property still look much the way it did in the past?
 - Response: The building has hardly changed throughout its long life, except for the siding, so it is an excellent example of its type and era, with commerce on the ground floor and social/fraternal/entertainment/education activities on the second floor. The porch has the same posts and brackets as in the early pictures. There is much original interior woodwork also.
- Property must be significant: Is the property associated with events, activities, or developments that were important in the past? With the lives of people who were important in the past? With significant architectural history, landscape history, or engineering achievements? Does it have the potential to yield information through archeological investigation about our past?
 - Response: The property is associated with events and activities that were important in the past. A dedicated research effort would connect the individuals who ran the stores and who belonged to the lodge with local events. They will be a cross section of key Vienna area families. The research will demonstrate the role the building played in Vienna's history, and will put it into context with similar buildings in the region.
- Preliminary Information Form –
 - Response: There is a preliminary step called the Preliminary Information Form, which Sarah Jane Brady prepared for the Freeman Store and for the Little Library years ago. The Town would need to hire someone to complete this form. It would result in a more definitive eligibility determination, and get the conversation going formally with Virginia Department of Historic Resources.

Benefits of being listed on the National Register of Historic Places

Provides formal recognition of a properties historical, architectural, or archeological significance based on national standards used by every state. Results include:

- Becoming part of the National Register Archives, a public, searchable database that provides a wealth of research information.
- Encouraging preservation of historic resources by documenting a property's historic significance.
- Providing opportunities for specific preservation incentives, such as:
 - Federal preservation grants for planning and rehabilitation

- Federal investment tax credits
- Preservation easements to nonprofit organizations
- International Building Code fire and life safety code alternatives
- Possible State tax benefit and grant opportunities.

Listing and Ownership

- Under Federal Law, the listing of a property in the National Register places no restrictions on what a non-federal owner may do with their property up to and including destruction, unless the property is involved in a project that receives Federal assistance, usually funding or licensing/permitting.
- National Register listing does not lead to public acquisition or require public access.
- National Register listing does not automatically invoke local historic district zoning or local landmark designation.

U.S. Department of the Interior, National Park Service

II. NATIONAL REGISTER CRITERIA FOR EVALUATION

Criteria for Evaluation

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. That are associated with the lives of significant persons in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded or may be likely to yield, information important in history or prehistory.

Criteria Considerations

Ordinarily cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- a. A religious property deriving primary significance from architectural or artistic distinction or historical importance; or
- b. A building or structure removed from its original location but which is primarily significant for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or
- c. A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building associated with his or her productive life; or
- d. A cemetery that derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or
- e. A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or
- f. A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or
- g. A property achieving significance within the past 50 years if it is of exceptional importance.

