

PRESERVATION NC
ANNUAL CONFERENCE

2025

ASHEVILLE NC

OCT 5-7



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THE
FOUNDRY
HOTEL



WELCOME TO OUR 2025 CONFERENCE



We are so pleased to welcome you to Preservation North Carolina's Annual Conference here in Asheville! This event serves as a much-needed "family reunion" for those in our statewide preservation circle, as people within the movement come together each year to reconnect with old friends and to make new friends. If this is your first or second conference, we extend a special welcome to you! If you are an old timer (like me), be sure to introduce yourself to new faces!

Asheville and Western North Carolina are in the process of healing after the events of last year, and preservation is part of this path to recovery. During your stay here, please help boost local restaurants by enjoying delicious victuals and libations. Take home a few locally crafted items or art to support the local maker's scene. Together, we can be a part of the rebuilding process for our hallowed high country!

Benjamin Briggs | President & CEO, Preservation North Carolina

REGISTRATION DESK HOURS

Please check in at the Registration Desk in the Parlor, 3rd Floor, CUMC upon arrival to pick up your name tag and conference information.

MONDAY, OCTOBER 6
PARLOR, 8:30-3:30

CENTRAL UNITED METHODIST CHURCH

27 CHURCH ST. ASHEVILLE, NC 28801
OFFICE ENTRANCE - LOOK FOR
PNC SIGNS

TUESDAY, OCTOBER 7
PARLOR, 8:00-2:30

Sunday, October 5



2:45-7:00

Curated Preservation at Biltmore Experience

Sponsored by Biltmore

The Biltmore Preservation Team and Museum Services Staff will lead guests on an exclusive preservation-themed tour that begins with the impact of Hurricane Helene on Biltmore's gardens and landscapes, the immediate and longer-term response, and restoration/renovation of the main entrance. End the tour with a special reception in the Stable Courtyard, featuring a selection of Biltmore's award-winning wines.

CONFERENCE SCHEDULE

Central United Methodist Church, 27 Church St. | Monday, October 6

8:30-9:30

Parlor
3rd Floor

REGISTRATION OPENS | Coffee & Conversation

Enjoy coffee and networking courtesy of Equal Plates Project, a local nonprofit that addresses food insecurity and supports local farmers.

9:30-10:00

Sanctuary
3rd Floor

PLENARY: Welcome to Asheville!

Mayor Esther Manheimer & Kevan Frazier, Author, *Legendary Locals of Asheville*

Speakers will orient you to Asheville and give a broad architectural overview.

10:00-10:45

Sanctuary
3rd Floor

MARION S. COVINGTON KEYNOTE ADDRESS

Lori Ferriss, AIA, PE, Co-Founder and Executive Director of Built Buildings Lab

Hear how historic preservation is at the forefront of climate change action through the architecture, materials, and design of historic places. An Asheville native, Lori is an internationally recognized expert in leveraging existing and historic buildings toward a sustainable, resilient, and equitable future. Her award-winning work as an architect, structural engineer, conservator, and educator combines broad policy development with deep technical insights to harness the existing built environment as a climate solution. Prior to founding Built Buildings Lab, she was a Principal at Boston-based design firm Goody Clancy, where she founded the Regenerative Renewal practice that re-envision architecture at the intersection of decarbonization and heritage. She is a co-developer of Architecture 2030's CARE Tool, which estimates the carbon benefits of reusing and retrofitting buildings. The AIA recognized Lori with the Young Architect Award for expanding the role of architects while elevating building reuse as a prime strategy to combat climate change.

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CONSTRUCTION

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Mock, Judson, Voehringer Company Hosiery Mill (1927-1938) now MoJud Lofts (2024) in Greensboro, NC

11:00-12:30

All Tours will
Meet Outside of
Sanctuary
Entrance on
Church Street

Check in with
the Docent
Holding the
Sign for Your
Pre-Registered
Tour

FIELD SESSION: Albemarle Park Neighborhood (Trolley/Walking)

Jessie Landl, Executive Director, Preservation Society of Asheville & Buncombe Co.

Slip on your walking shoes for a suburban amble through this fascinating community. Established around 1898, the neighborhood followed construction of the towered Lodge and "The Manor," a rambling shingled hotel evocative of England. On the hill that rises behind The Manor are picturesque cottages that were listed on the National Register in 1978 as a rare example of a resort community.

FIELD SESSION: Montford Historic District (Trolley/Walking)

Sharon Fahrer, Guide, History@Hand

Located north of downtown, Montford began in the 1890s as an autonomous village, but was absorbed into Asheville in 1905. Characterized by curving streets lined with Queen Anne, Shingle-style, Craftsman, Tudor, and Colonial Revival style houses, its distinctive architecture was recognized to the National Register in 1977. Learn about the early history and recent challenges in keeping this historic neighborhood intact.

FIELD SESSION: Downtown Revitalization with GBX (Walking)

Antonin Robert, Principal, President of Community Development

Jack Newton, Senior Manager of Community Development, GBX Group LLC

Preservation easements have made important contributions to the historic character of downtown Asheville. Tour Biltmore Avenue to learn how preservation easements have guided preservation in the city center. GBX leaders will guide us from Pack Square past the Mast General Store and City Bakery, and point out critical protected viewsheds that have helped preserve the character of this city of great buildings and broad vistas.

FIELD SESSION: Flat Iron Building (Walking)

Jeff Elstro, General Manager, The Flat Iron Hotel

Philip Woollcott, Managing Principal at JPW Development

Asheville's iconic Flat Iron Building was erected in 1925-26. Used as an office building for almost 100 years, in 2018 developer Philip Woollcott began its conversion for use as a boutique hotel using Historic Tax Credits. Explore this fascinating project, including the preservation of the original terrazzo floors, marble wainscoting, pink marble staircase, and historic elevator cabs.

FIELD SESSION: Black Architectural History on "The Block" (Walking)

Katherine Cutshall, Archivist and Public Historian, Buncombe Co. Special Collections

During the Jim Crow Era, the Eagle Street neighborhood known as "The Block" was Asheville's Black business district that held many of the community's most important institutions, such as stores, hotels, restaurants, and a movie theater. Special stops are the iconic Young Men's Institute (YMI) of 1892, Mount Zion Missionary Baptist Church (1919), and the Asheville Supply and Foundry Building (1915) that is now a popular hotel.

FIELD SESSION: Grovewood Village (Trolley/Walking)

Heath Towson, Proprietor/Chief Historian, Mountaineer Motor Tours.

Learn about the history of one of the largest fleece to finished fabric production facilities in North America: Biltmore Industries. Located just north of the Grove Park Inn, you will learn how a weaving and wood carving business with humble origins on the grounds of the Biltmore Estate grew into an internationally known weaving business. However, the history of Grovewood is not all that it seems and during the tour, you will explore expanded themes that will pique your curiosity with history and objects on display!

12:30-2:00

LUNCH ON YOUR OWN IN DOWNTOWN ASHEVILLE

Scan adjacent QR code for dining suggestions



Note:

**By Attending our Conference Speaking Sessions, you will Meet
Annual CLG Training Requirements**



2:00-3:00

Chapel
3rd Floor

Room 219
2nd Floor

Discovery Room
2nd Floor

Sanctuary
3rd Floor

3:00-3:30

Parish Hall 2nd Floor

SESSION: Rendered Small: American Folk Art Buildings

Steven Burke, Collector and Curator, American Folk Art Buildings
Introduction by George Briggs, Founding Director, NC Arboretum

From mostly the mid-19th to mid-20th century, largely anonymous Americans rendered small buildings and structures of real or imagined communities with passion, skill, and architectural imagination: houses and churches, factories and castles, follies and bridges and stores, and more. Made for known and unknown reasons, they yield a remarkably unexplored area of American material culture and architectural history. The nation's largest private collection, gathered since 1984 by Steven Burke and Randy Campbell in Hillsborough, uniquely combines history, values and culture, and the will of makers.

SESSION: Bugs, Cracks, and Mold! Solving the Root Cause

Jonathan Gach, Owner, The Building Science Detectives

This session dives into the dirty secrets of old buildings—bugs, cracks, and mold—and why they keep coming back. With real case studies and sharp wit, Asheville native Jonathan Gach unpacks how to stop chasing symptoms and start fixing root causes.

SESSION: Funding for Preservation

Mary Fernandez, Program Coordinator, National Trust for Historic Preservation

Learn about funding opportunities available through the National Trust for Historic Preservation in this informative session led by Trust staff. The presentation will highlight successful North Carolina grant recipients and share their preservation stories. Gain practical tips and guidance for preparing strong and competitive grant applications.

SESSION: What's Next? Interpreting Preserved Spaces and Histories at Historic Sites

Amelia Golcheski, Executive Director, Cashiers Historical Society

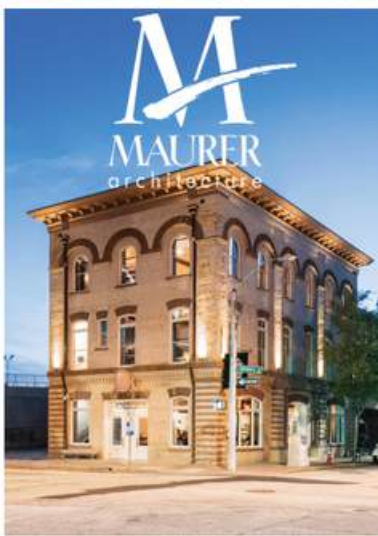
Cheralyn Lambeth, Lead Interpreter/Special Projects Coordinator, Historic Rosedale

Kyle Booker, Collections Manager, Charlotte Museum of History

Margarette Joyner, African American Legacy Project, Historic Rosedale

What happens after you preserve a building, and assemble and catalogue a collection? Our panel of speakers will discuss the challenges and possibilities of adapting reused spaces for interpretive sites. We'll explore several regional case studies including the Hampton Schoolhouse in Cashiers, NC.

REFRESHMENT BREAK



3:30-5:00

Sanctuary
3rd Floor

PLENARY: 2025 Honor Awards Presentation

Celebrate Preservation North Carolina's 2025 Honor Awards Recipients!

GERTRUDE S. CARRAWAY AWARDS OF MERIT

Dix Park Conservancy, Raleigh

For the Stone Houses Restoration

Flat Iron Preservation Group LLC, Asheville

For the Rehabilitation of the Flat Iron Hotel

Scott and Amanda Miller, Mount Pleasant

For the Rehabilitation of the Henderson-Barrier House

High Point Preservation Society

*For the Oakwood Cemetery 1925 Gates & 1927
Gatekeeper's Cottage Rehabilitation*

Preservation Society of Asheville & Buncombe County

For Hurricane Helene Recovery Initiatives

The Charlotte Museum of History

For the Save Siloam School Project

James and Amanda Keith, Burnsville

For the Rehabilitation of the NuWray Hotel

ALEXA AYCOCK GRASSROOTS LEADERSHIP AWARD

Leslie Brians - Pines Preservation Guild

DEWAYNE H. ANDERSON SR. AWARD FOR HOUSING

David Maurer, AIA

MINNETTE C. DUFFY LANDSCAPE PRESERVATION AWARD

Heath Massey and John Mitchener For Playmore Landscape Preservation

L. VINCENT LOWE, JR. BUSINESS AWARD

CT Wilson Construction

STEDMAN INCENTIVE GRANT

Warren County Community Center

ROBERT E. STIPE PROFESSIONAL AWARD

Clay Griffith, AIA

RUTH COLTRANE CANNON AWARD

Joseph K. Oppermann and Langdon E. Oppermann

WELCOME RECEPTION AND WALKING TOUR

Join us at The Foundry, one of downtown Asheville's most sophisticated historic hotels, for a light reception and complimentary tasting of Cook's Mill Whiskey. Use the drink ticket in your nametag for beer, wine and soft drinks or enjoy the full cash bar. Explore on your own some of North Carolina's most diverse examples of early 20th century urban architecture, including the YMI Cultural Center, the Art Deco City Hall, and more. Enjoy sunset views from the rooftop of The Biltmore Building, Asheville's modernist legacy of renowned architect I.M. Pei.

DINNER ON YOUR OWN

Scan adjacent QR code for dining suggestions



5:00-7:00

The Foundry Hotel
51 S. Market St.

7:00

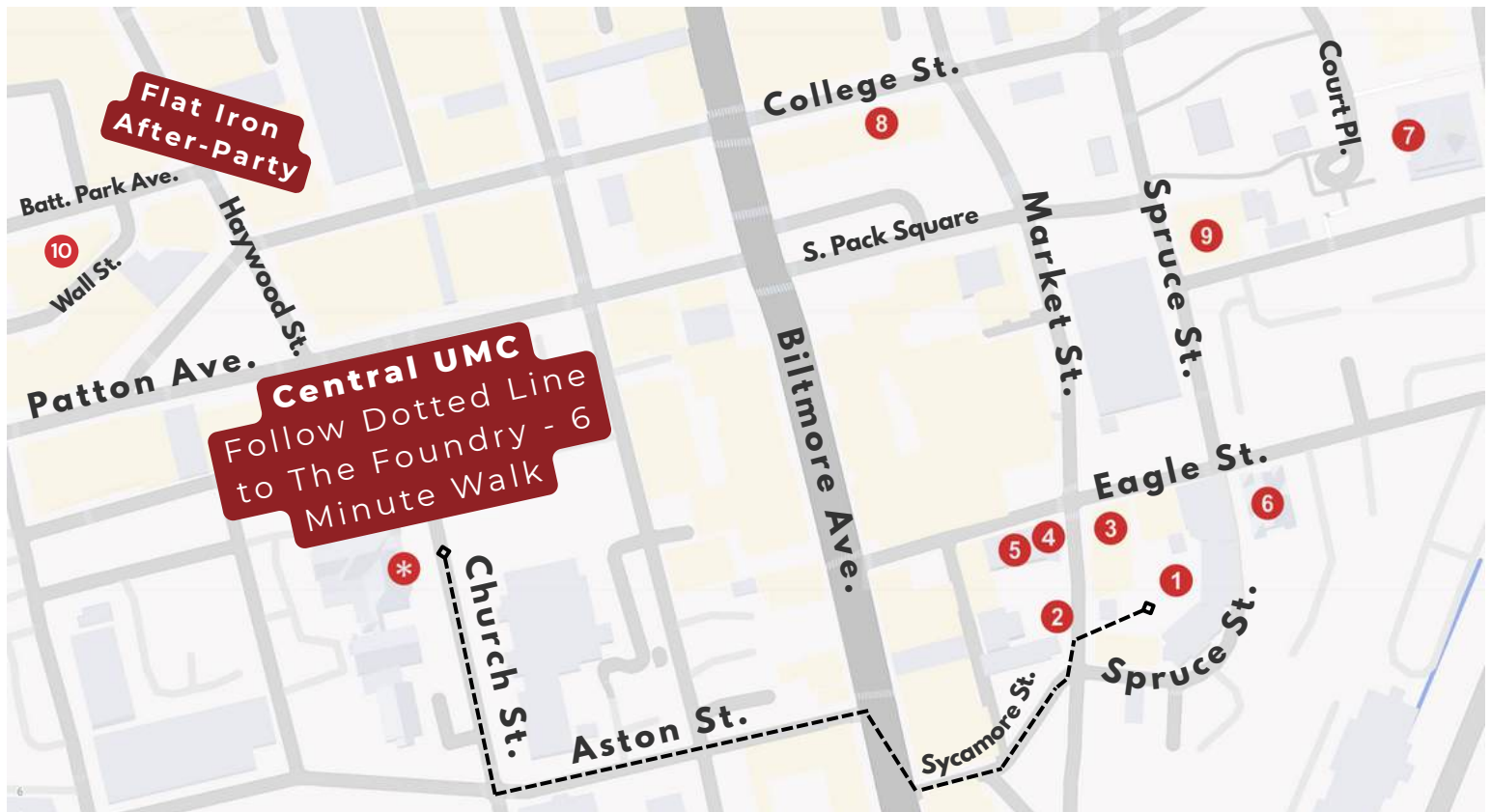
8:30-9:30

The Flat Iron
Rooftop Bar
20 Battery Park Ave

YOUNG PRESERVATIONISTS AFTER-PARTY AT THE FLAT IRON HOTEL

Join us at the rooftop bar via the elevators in the main lobby.

WELCOME RECEPTION WALKING TOUR MAP



1. The Foundry Hotel | 51 S. Market Street

C. 1915, originally the Asheville Supply & Foundry Company, producing much of the steel and other materials that built many of the area's landmarks, now a boutique hotel.

2. Masonic Lodge | 42 S. Market St.

C. 1926, 3-story brick commercial building with recessed central panel and an inscribed circular limestone panel in the parapet. It once contained the black Masonic temple. Future home of Table & Mic.

3. Young Mens Institute | 29 Eagle St.

C. 1893, project led by local AA community leaders Isaac Dickson and Edward S. Stephens to serve as a multipurpose space in the post-Civil War years, funded by George Vanderbilt of the Biltmore Estate.

4. Campbell Building | 38 S. Market St.

C. 1920's, part of the Del Cardo complex, was originally a thriving black office building. Now home to the Eagle Street Market headquarters, a response to disinvestment and "urban renewal".

5. Del Cardo Building | 19 Eagle St.

C. 1920s, formerly home to Club Del Cardo, as well as the Palace Grill, a noted market, café, and Green Book location. This building now houses LEAF Global Arts. Note the Mayor Terry Bellamy Room, named in honor of Asheville's first black mayor, with an original soda fountain from the Del Cardo era.

6. Mt. Zion | 47 Eagle St.

C. 1880-1919, the third of four churches built in the downtown area by the prolific James Vester Miller in a Gothic Revival style, once home to the largest AA congregation in Asheville.

7. City Hall (lobby) | 70 Court Plaza

C. 1926-1928, designed by Douglas Ellington, it is considered an Art Deco masterpiece. The ziggurat-style roof makes it one of downtown's more infamous landmarks, and the interiors feature murals by New York artist Clifford Addams.

8. The Biltmore Building | 1 N. Pack Square

C. 1978-1981, designed by I.M. Pei for the corporate headquarters of Akzona Inc., it was later purchased by the Biltmore company in 1986. It is considered the greatest example of modernist architecture in Asheville.

9. Hayes & Hopson Building | 20 S. Spruce St.

C. 1907 Used as a distribution center for a local lumber yard, and later a booming center for moonshine during the 1920s, it now houses another one of Asheville iconic eateries, Pack's Tavern, our recommendation for dinner after the ramble!

10. Flat Iron Hotel | 20 Battery Park Ave

8:30-9:30: Young Preservationists After Party. Join us at the rooftop bar via the elevators in the main lobby.

8:00-9:00

Parlor
3rd Floor

REGISTRATION OPENS | Coffee & Conversation

Enjoy coffee and networking courtesy of Equal Plates Project, a local nonprofit that addresses food insecurity and supports local farmers.

8:00-9:00

Mast General Store
15 Biltmore Ave.

PAN MEMBER NETWORKING EVENT: Sponsored by The Mast General Store

Meet and greet for members of PNC's Professional Associates Network (PAN). Join PNC staff and fellow preservation professionals for a cup of coffee and networking at the historic Mast General Store's downtown Asheville location.

FIELD SESSION: Albemarle Park Neighborhood (Trolley/Walking)

Jessie Landl, Executive Director, Preservation Society of Asheville & Buncombe Co.

Slip on your walking shoes for a suburban amble through this fascinating community. Established around 1898, the neighborhood followed construction of the towered Lodge and "The Manor," a rambling shingled hotel evocative of England. On the hill that rises behind The Manor are picturesque cottages that were listed on the National Register in 1978 as a rare example of a resort community.

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FIELD SESSION: Smith-McDowell House (Trolley/Walking)

Board Members, Asheville Museum of History

This rare example of a mid-nineteenth century brick house in Western NC documents the earliest European settlement and participation in the slave economy. The house was converted for school uses in the 1950s, followed by a period of neglect. Later, the house was leased by the Western North Carolina Historical Association and restored for use as a museum which opened in 1981. Recently, the house was purchased by the Association and the museum narrative was revised to include a broader scope of history. Explore the evolution of this site, its dynamic new mission, and its current exhibit on architects and their buildings.

FIELD SESSION: Downtown Revitalization with GBX (Walking)

Antonin Robert, Principal, President of Community Development

Jack Newton, Senior Manager of Community Development, GBX Group LLC

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9:00-10:15

All Tours will
Meet Outside of
Sanctuary
Entrance on
Church Street

Check in with
the Docent
Holding the
Sign for Your
Pre-Registered
Tour

10:15-10:45

Parish Hall
2nd Floor

REFRESHMENT BREAK

10:45-11:30

Sanctuary
3rd Floor

PLENARY: Preservation Year in Review

Dr. Darin Waters, Deputy Secretary of the Office of Archives & History

Ramona Bartos, Historical Resources Director, NC DNCR

Benjamin Briggs, President & CEO of Preservation NC

Join leadership from Preservation NC and the State Historic Preservation Office to hear about ongoing projects around the state. Election of board officers will also occur during this time as part of Preservation NC's annual business meeting.

11:30-12:15

Sanctuary
3rd Floor

PLENARY: Legislative Advocacy Panel Discussion

Senator W. Ted Alexander, NC Senate District 44

County Commissioner Terri Wells, Buncombe County District 2

John Ager, former State Representative, District 46

12:15-1:00

Parish Hall
2nd Floor

CONFERENCE LUNCHEON

1:00-2:00

Sanctuary
3rd Floor

SESSION: Design Process - What's Wrong With My Building?

Amanda Brown, Senior Project Manager

John Bennett, Structural Engineer, Bennett Preservation Engineering PC

Bennett Preservation Engineering is a structural engineering firm focused exclusively on historic preservation. This presentation will walk-through the design process, beginning with the evaluation and report phase, and explaining the subsequent steps of drawings and specifications, and the construction phase. Case studies will be used to explain the steps of the design process.

Chapel
3rd Floor

SESSION: Cultural Heritage Tourism

Dr. Mark Pickel, History Research Fellow, University of Birmingham International Centre for Heritage

Based on the findings of original research of cultural heritage sites in the US, UK, and Germany, this presentation explores how visitors engage with cultural heritage sites and the effect of a visit on their human dignity. Through this lens, it becomes evident that heritage sites can be places of grounding, reflection, learning, healing, and gratitude. A novel transformational humanistic leadership approach is offered for university students, public history scholars, and heritage site leaders to lead with a defined purpose, ethos, principles, and strategies designed to support human dignity and societal healing through the power of cultural heritage.

Room 219
2nd Floor

SESSION: Historic Black Structures & Community

Lisa Mozer, Author, Weathering Preservation: Statesville's Black Historic District and Landmarks

What began as a personal task in genealogy in Iredell County grew to advocacy by descendants of a "freedmen community." Ongoing efforts to identify and save several endangered historical sites are underway to bring state and national recognition to landmarks and an amazing local history of freedom. This shared experience focuses on Statesville's history, but reflects the challenges and breakthroughs experienced around our state in researching and saving early African American history.

Discovery Room
2nd Floor

SESSION: Defining Borders of your Historic Community

Emma Grace Sprinkle, Jenrette Fellowship in Historic Preservation

When historic preservation professionals define boundaries of a historic district, we are typically informed by our careful historic research, the integrity of the resources within, and everything in between. But what about speaking with people who live in a community about how they see the boundaries of their historic community? This session is based on Emma Grace Sprinkle's 2023 graduate thesis research on this topic and her experience working as a consultant in North Carolina in the two years since graduate school. The session will conclude with a discussion between the speaker and the audience about engaging with people about places important to them for the creation of boundaries.

2:00-2:30

Parish Hall
2nd Floor

REFRESHMENT BREAK

2:30-3:30

Discovery Room
2nd Floor

SESSION: Easement Essentials: Small Towns and the Big City

Antonin Robert, Principal, President of Community Development
Jack Newton, Senior Manager of Community Development, GBX Group LLC
Jessie Landl, Executive Director, Preservation Society of Asheville
Cathleen Turner, Piedmont Regional Director, Preservation North Carolina

North Carolinians know about easements! Our state has a 50-year history of preservation easements. This discussion will focus on different applications of easements with Main Street redevelopment in smaller towns, but also on how easements can help reimagine spaces in larger cities. Learn small-town strategies leveraging easements as redevelopment tools, as well as big-city tax strategies for large-scale protected projects.

Sanctuary
3rd Floor

SESSION: We Built This - Asheville

Clay Griffith, Owner, Acme Preservation Services
Katherine Cutshall, Buncombe County Special Collections Manager
Sean Palmer, Executive Director, YMI Cultural Center
Claude Coleman, Jr., Owner & Director, SoundSpace@Rabbit's

PNC's traveling exhibit, We Built This, was launched in 2022 to inform the public about the contributions of Black builders and architects throughout our history. Asheville has a storied architectural history of big names and ambitious projects, but few know builders such as James Vester Miller, a prominent contractor and one of the most important builders in Western NC. What stories of Black history can be shared to provide a more accurate representation of this community's architectural history? Join us to find out!

Chapel
3rd Floor

SESSION: Commission Super Powers

Stewart Gray, Historic Landmarks Department, Mecklenburg Co.
Michelle McCullough, Winston-Salem/Forsyth Co. Planning & Development Services
Michelle Michael, Town of Wake Forest Long Range Planning Division

This panel of esteemed veteran staff of established flagship historic preservation commissions will share their experiences and insights and apply special considerations and best practices for newer commission staff and volunteer commissioners. Particular challenges they have experienced can be valuable lessons among professional peers! This session will qualify for CLG credits for through the SHPO.

Room 219
2nd Floor

SESSION: Native American Stone Structures

Dan Pezzoni, Architectural Historian, Landmark Preservation Associates

North Carolina is home to thousands of stone structures built by Native American peoples in centuries past. The structures are ritual (as opposed to utilitarian, like fish weirs), and include such forms as piles, stacked cairns, rings, lines and "walls," and effigies. Postcontact European commentators like Richard Traunter (1698), John Lawson (1700-01), and William Bartram (1775) encountered the structures and recorded native interpretations. Though field-verified structures in the state are currently few in number, there is every indication North Carolina is as rich in this class of material culture as the adjacent states of Virginia, Tennessee, and Georgia.

THANK YOU FOR JOINING US IN ASHEVILLE!
WE LOOK FORWARD TO SEEING YOU IN...

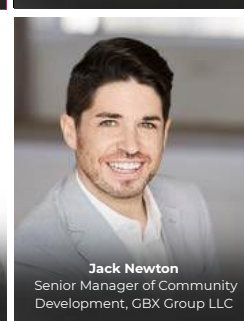
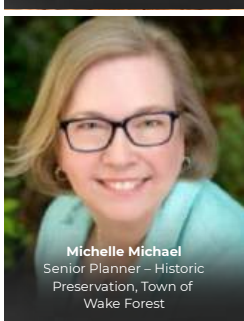
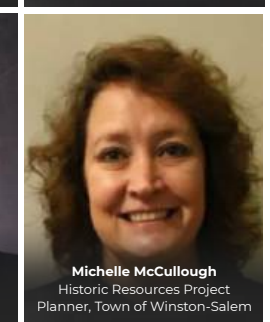
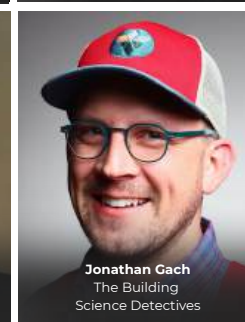
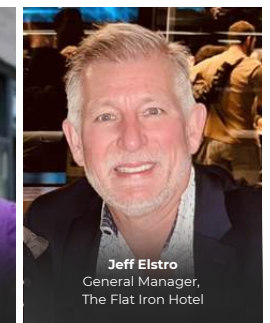
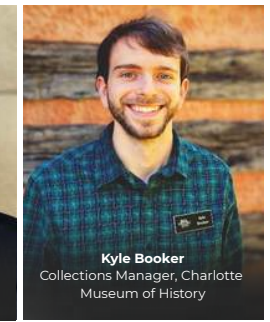
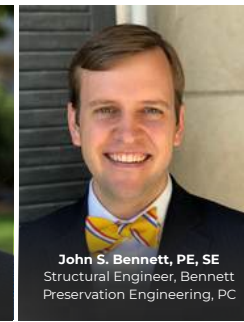
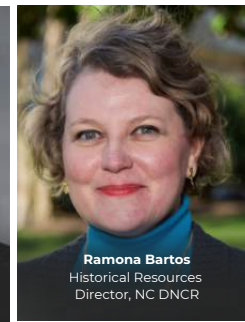
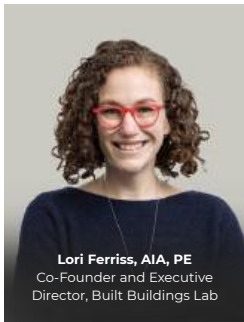


HIGH POINT | 2026

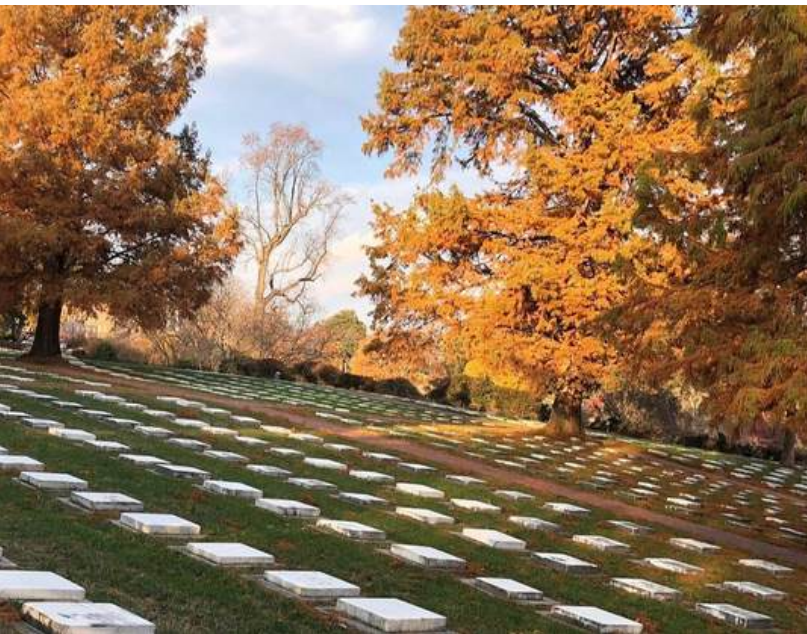


NEW BERN | 2027

2025 Conference Speakers



SCAN HERE TO LEARN
MORE AND BUY YOUR
TICKETS TODAY!



PRESERVATION NC
RAMBLE
SATURDAY
NOVEMBER 8, 2025



**PRESERVATION
NORTH
CAROLINA**

SAVING PLACES THAT MATTER SINCE 1939

WE BUILT THIS

PROFILES OF BLACK ARCHITECTS AND BUILDERS IN NORTH CAROLINA

Enjoy a few panels from our We Built This exhibit in the Parish Hall during refreshment breaks. Scan the QR code for more information on how to bring We Built This to your town!



HISTORY ON THE HALF SHELL

Join us for an unforgettable afternoon under the Spanish moss at the historic Live Oaks Estate! Enjoy a classic oyster roast, live music, and an exciting auction benefitting The Bellamy Mansion Museum.



October 18th, 2025

1:00 pm

Live Oaks Estate

7527 Masonboro Sound Rd.

\$130 per ticket



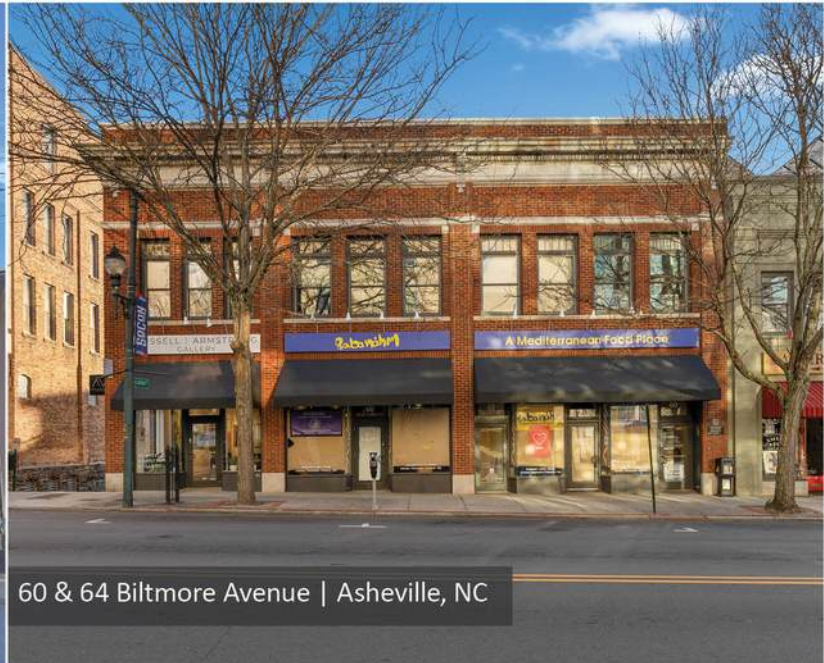
VISIT BELLAMYMANSION.ORG TO LEARN MORE



Hosted by Live Oaks Inspire & Preserve Fund



138 Biltmore Avenue | Asheville, NC



60 & 64 Biltmore Avenue | Asheville, NC

GBX Group LLC specializes in acquiring, preserving, and operating historic real estate in urban markets. The company partners with investors to fund the purchase and preservation of historic real estate with the goal of generating community revitalization and economic growth.



Building value,
preserving history.

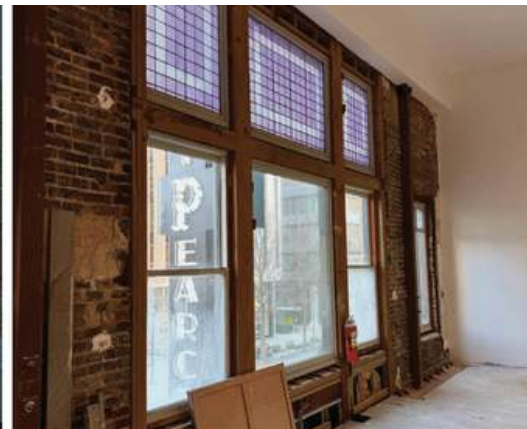
2101 Superior Avenue
Cleveland, OH 44114
gbxgroup.com | 216.241.6689



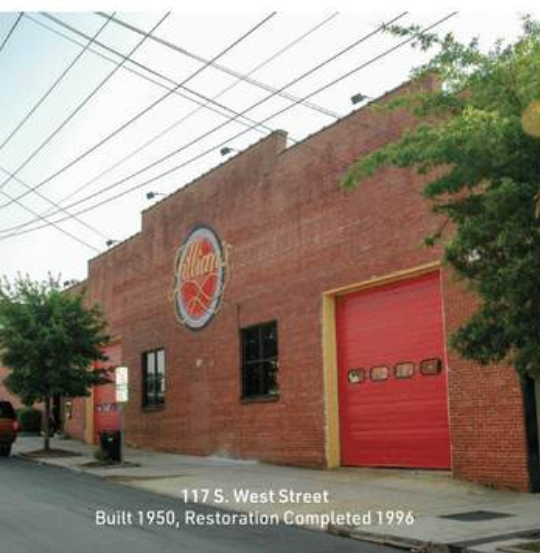
From our first restoration...



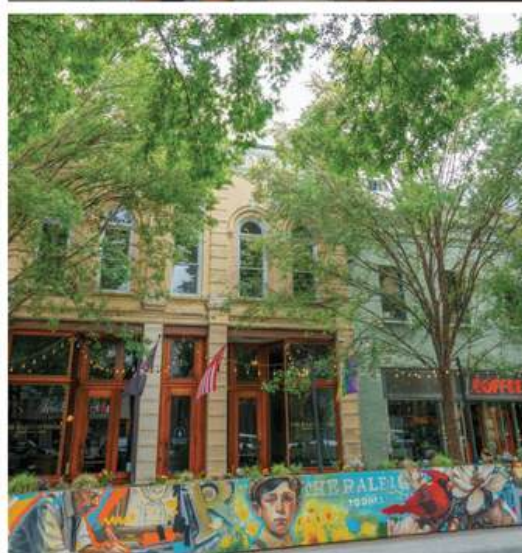
The Raleigh Times Building
Built 1906, Restoration Completed 2006



... to our latest preservation,
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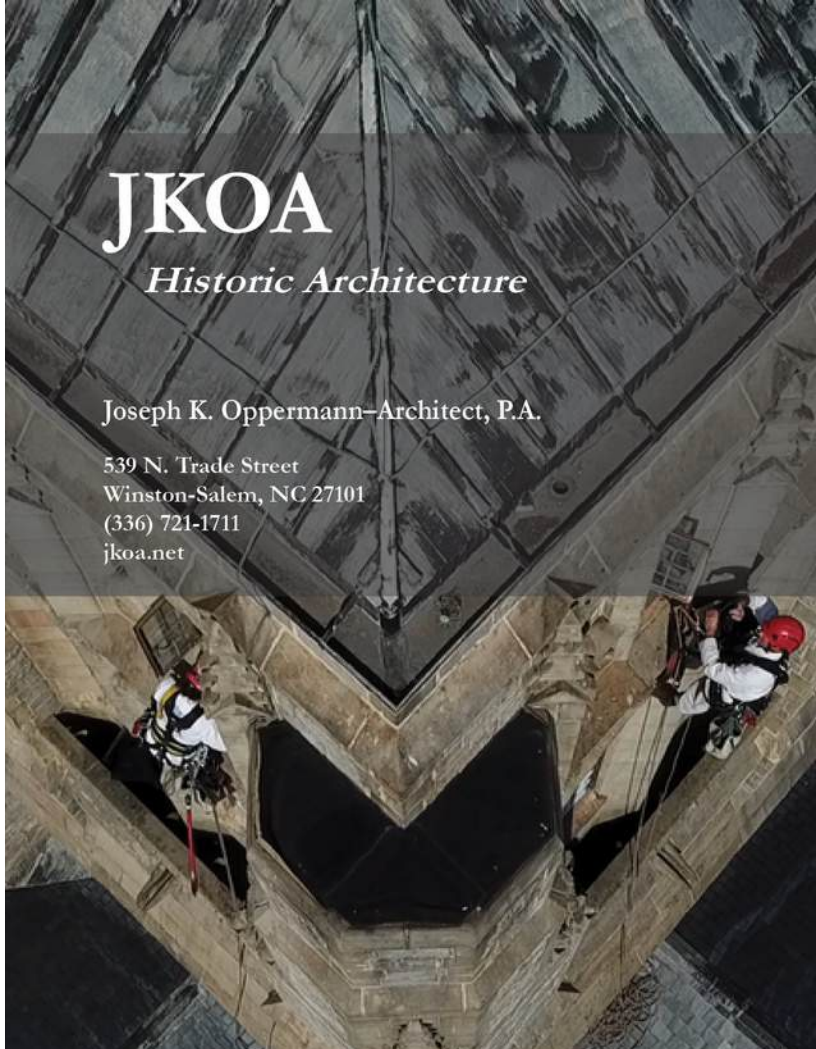


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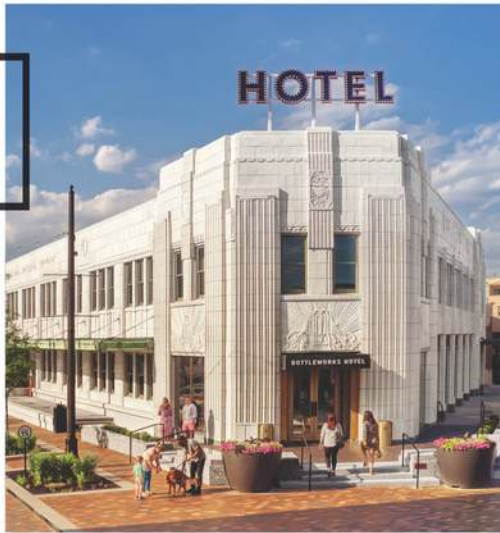
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Pictured: 130 N. Steele Street, Sanford. Originally built in 1956, thoughtfully restored in 2025.



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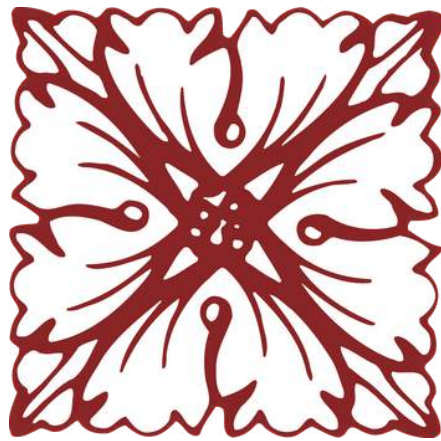
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