Just Do It! Grassroots Advocacy for Preservation

Pre-conference workshop
Tuesday, September 14, 2021
Introducing Our Panel + Special Guest

Moderator
Briana Grosicki
Chairwoman
Preservation Action

Panelist
Ean Tafoya
Colorado State Director
GreenLatinos
Historic Denver, Trustee

Panelist
Everett Fly, FALSA
Everett Fly Associates

Panelist
Maya Thomas
Advocate
Dox Thrash House

Special Guest
Renee Kuhlman
Senior Director of Outreach and Support
National Trust for Historic Preservation

#PASTFORWARD21
PRESERVATION
POSITIVE
LOS ANGELES

Prepared by PlaceEconomics for the Los Angeles Conservancy | 2020

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Preservation Month Virtual Congressional Briefing

Register:
b.it.ly/PMBriefing21

Monday, May 24th | 12pm ET

Hosted in partnership with the Historic Preservation Caucus

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Case Study

Ean Tafoya
Historic Denver, Trustee
Traditional Tools for Unique Historic Resources

Everett L. Fly
Landscape Architect, FASLA
Architect
Hobson City, Calhoun County, Alabama

- 1868 - Settlement in Black enclave begins outside of Anniston
- 1889 Rising Star Methodist Church relocates to site which would become Hobson City
- 1895 Anniston courthouse fire destroys records
- 1899 town of Hobson City incorporates
Hockley-Clay Family Cemetery

- San Antonio, Bexar County, Texas
- 1870 - property sold to Henry Jackson (Colored)
- 1875 - Jane Warren (Colored; mother of Alonzo Hockley) filed cattle brand associated with the property
- 1884 - property title transferred to Alonzo and Mary Hockley
- 1908 - Jane Warren dedicates land for “Colored Cemetery” and conveys deed to her children
Investigation of the Hockley Cemetery, 41BX911, an African American Family of the Wetmore Community in Northeast San Antonio, Bexar County, Texas

By Clinton M. McKee
with contributions by
Ernest L. Fio, FASLA

NON-REDUCED

Principal Investigator
Paul Sheue Morena

Prepared for:
San Antonio African American Community Archive and Museum
610 North Cherry Street
San Antonio, Texas 78204

Prepared by:
Center for Archaeological Research
The University of Texas at San Antonio
One UTSA Circle
San Antonio, Texas 78249
Archaeological Report, No. 471

Figures: All aerials except 1807 and 1828 from United States Geological Survey Map No. 4101. All aerials except 1807, 1828, 1839, 1850, and 1856 are from San Antonio Map Scans from the Texas General Land Office, 1868, 1872, 1888.
Summary

• Be persistent
• Be collaborative and team oriented
• Be authentic
• Use different types of sources and resources
• Be creative
• Be respectful
• Be brave
Traditional Tools for Unique Historic Resources

Everett L. Fly
Landscape Architect, FASLA
Architect
E-mail: everettfly@gmail.com
A Case Study

Maya Thomas
Dox Thrash House
Philadelphia, PA
A CASE STUDY
Dox Thrash Life

1893
Born in Griffith Georgia

1910
At 17 Begins Studies at the Art Institute of Chicago

1917
Joins the Military to fight in WWI
1919
Wounded, Thrash Returns Home and Joins a Traveling Vaudeville Act

1920
He re-enrolls at the Art Institute of Chicago

1926
Arrives in Philly

1931
First Solo Exhibit
Pyramid Club

Photograph of (L-R) Dox Thrash, an unidentified woman, and an unidentified male at a Pyramid Club Art Exhibition.
Temple University Archives

THE PYRAMID CLUB
“founded by prominent members of the Black community, this club fostered, encouraged, and gave expression to civic, social and cultural opportunities for African Americans denied to them by other organizations in the Area”
1937
Fine Print Workshop is Started on N. Broad St.

1939
Thrash Becomes an active Member in the Pyramid Club at 1517 Girard

1941
- Dox’s Work is exhibited across the country.
- Dox is Refused a Job at the Navy Yard Because of His Race
Carborundum Mezzotint

Along with two colleagues at the Fine Print Workshop, Thrash works on a new print technique, known as carborundum printing. Thrash calls it ophelia printing for his mother. The three men receive a patent for their invention.
1954

**Shaykh Moves to Philly.**

1955

**Shaykh Founds the National Muslim Improvement Association**

1964

**Shaykh is charged with Inciting a Riot on Columbia Avenue; He is Represented by Cecil B. Moore**
1965
Through his organization Shaykh provides mentorship and support to neighborhood residents.

1980
Shaykh Receives the Cecil B. Moore Community Improvement Award

2002
Shaykh Mohammad Dies and leaves the house with a tangled title.

2020
Beech Interplex Acquires the Dox Thrash House.
1. Re-establishes community-centered hub of arts, culture on a major commercial avenue (Cecil B. Moore Ave/ Ridge Ave) in the context of a growing local African American renaissance centered on upon land-based creative placemaking.
Sharswood
Current Conditions:

- Remaining Building Structure
- Existing Foundation
- Lost Building Structure

Rear of house w/ temporary bracing

#PASTFORWARD21
Ornate Facade

*research and images, provided by
University of Penn Historic Preservation
Masters Candidate Students, Tactical
Preservation Studio, 12.22.2020

Wood muntin storefront, w/ marble veneers

Terracotta frieze, cornice, & lintels

Pressed tin festoons & dentils

Leaded glass transoms

Terracotta sill with relief
Dox Thrash Community Meeting 2018

Sharswood Thrash
EXPLORING COMMUNITY FUTURES AT THE LAB
AN EVENT TO CELEBRATE DOX THRASH, HIS ART AND INFLUENCE, AND CONTINUE HIS LEGACY IN SHARSWOOD - NOT ANOTHER COMMUNITY MEETING!

March 11 & 18
3-5PM
Community Futures Lab
2204 Ridge Ave.
Philadelphia, PA 19121

Dox Thrash moved to Sharswood in 1935 after traveling around the country practicing art and working various jobs. Dox Thrash saw Sharswood as a community where he could use his talents as an artist, a community activist, and a mentor. He made many contributions to the burgeoning Afro art movement and promoted the social and economic welfare of his community.

The focus of this event is to continue Dox Thrash's legacy. It is about possible action, invention, and collaboration. Sharswood Thrash is to raise awareness of Dox Thrash, his influence, and explore ideas to continue that in Sharswood today.

Sharswood Thrash Meetings - Community Futures Lab

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“Dox Thrash is a source of positive action in the community.”

Who were Dox Thrash’s friends, cohorts, and mentors, what’s the larger network?”

“It’s important for Philadelphia to understand what it’s past used as art and change.”

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2. Recovery of an important African American historic property within an African American-majority neighborhood facing significant development pressure at risk losing its collective legacy.
PRESERVATION
L&I DEMOLITIONS SINCE 2007

PROPERTIES LISTED ON EITHER THE NRHP OR THE LOCAL REGISTER
Precedent:
Listening House + Archive House
Rebuild Foundation
Theaster Gates
Chicago

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Precedent:
Villa Lewaro
Madam C.J. Walker Residence
Irvington, NY
Precedent:
Project Row House, Houston Texas
3. Contributes to the long-term stability and economic recovery of the African American community by developing services and real material assets. Which builds generational wealth and equity, via support of local African-American and African-American women led businesses and startups.
BEECH INTERPLEX + DOX THRASH HOUSE PROJECT
Thank You!

Backstage, c. 1939-1940
carborundum mezzotint

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Panel Discussion

Please use the Q&A box at the bottom of your screen for questions
PastForward Conference: Advocacy Opportunity
Join us at PastForward

• Register at www.savingplaces.org/conference and volunteer to advocate!

• Best rates before October 5

• Volunteer Advocacy Captain – one per state

• Help arrange a virtual meeting for advocates

• Prep you in advance on October 21

• Sign up to receive National Trust Advocacy e-newsletter

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Top Advocacy Tips

Renee Kuhlman
National Trust for Historic Preservation
Stages

Contact Made

Site Visit Happens

Information Shared

Seen as a Resource

#PASTFORWARD21
Be Targeted “Don’t Need a 50 State Campaign to Be Successful”

Focus Your Message “Focus or Die”

Find the Right Messengers

“Endless Pressure Endlessly Applied”
Outreach Ideas

✓ Main Street Director
✓ Main Street Board
✓ Main Street Business Owner
✓ Owner, Historic Building
✓ Historic Preservation Commission
✓ Mayor or Council Member
✓ Planning Department
✓ Planning Commission
✓ Housing Advocates
✓ Developers
✓ Donors - www.fec.gov/ and OpenSecrets.org

✓ Economic Development Agency
✓ Chamber of Commerce
✓ Related Business
✓ Out of the Office Activities
✓ Classmate or Alumni Group
✓ Co-owner of Business
✓ Member of Same Association
✓ Nonprofit Director, Nonprofit Board
✓ Educational or Health Institutions
✓ Tourism Agency
✓ Contractors, Tradespeople

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Mapping Exercise
Mapping Your Outreach

1. Identify key target(s)
2. Do YOU have a relationship?
3. Who might have a relationship?
4. Will they ask?
5. Evaluate best options
6. Repeat as necessary
Practice: Historic Tax Credit Advocacy

1) How do I reach my Senators? [www.senate.gov/senators-contact.htm](http://www.senate.gov/senators-contact.htm)
   1) Do I know them?
   2) Who do I know that knows them or their staff?
   3) What other voices can I engage on this issue?

2) Call the switchboard: United States Capitol switchboard at (202) 224-3121 and ask to be connected with a Senator office.

3) Call their in-district office nearest you

4) Email them on their web-based contact form

5) Send an e-mail through Forum Action Center – HTC-GO Act

#PASTFORWARD21
HTC-GO Act (S.2266)

Introduced June 2021 by Senators Ben Cardin (D-MD), Bill Cassidy (R-LA), Maria Cantwell (D-WA), and Susan Collins (R-ME).

Would permanently add value to the HTC, improve access to the credit, and increase investment in smaller rehabilitation projects.

Democrat Senators – the provisions passed out of House Ways and Means
Republican Senators – support the bipartisan Historic Tax Credit-GO Act
QUESTIONS AND ANSWER

Please use the Q&A box at the bottom of your screen for questions
Upcoming Workshops

Understanding Climate Change
September 21, 2:00pm eastern

An Introduction to Preservation Law + Easements
September 28, 2:00pm eastern
Early Bird Registration ends October 4!