

Catawba Valley Land Conserved

A 55-acre tract along western Roanoke County's Blacksburg Road, a Virginia Scenic Byway, is permanently conserved through a deeded agreement that the Western Virginia Land Trust (WVLT) helped the landowners negotiate with the Virginia Outdoors Foundation. The conservation easement prohibits any subdivision of the land or any buildings other than farm structures. Billboards, cell towers and industrial or commercial development are also prohibited by the agreement.

The landowners, Paul and Ellen Hinlicky, credit their Christian faith as a motivating factor for their environmentally friendly decision. Paul Hinlicky, an ordained Lutheran minister and Tise Professor of Religion at Roanoke College, asked that a "whereas" clause stating the reasons for the conservation easement include "the earth is the Lord's and that human beings are to be responsible stewards thereof."

Ellen Hinlicky adds, "Increasing construction in the Catawba Valley highlights the need for land conservation. This road is also part of Interstate Bike Route 76, and we see bikers pedaling by every day enjoying the scenery."

Paul Hinlicky first learned about conservation easements through his friend George Kegley, a founding WVLT Trustee whose son recently conserved the Kegley family farm in Wythe County (see page 11). Ellen Hinlicky says, "We couldn't have done this without the land trust's help."

In addition to permanently conserving their land, the Hinlickys have established wildlife habitat plantings. Ellen Hinlicky notes that a well-fed black bear has enjoyed their property all summer, fattening itself on honey and berries. They also enjoy keeping fit with outdoor fun and farm chores. "At my age," Paul Hinlicky says, "it's a heck of a lot more interesting than running on a treadmill."

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Ellen & Paul Hinlicky on their Catawba Valley land.

DOUG MILLER

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Bedford County Easements Protect Roanoke Water Supply



RUTH BABYLON

A steep wooded slope now permanently preserved above Beaverdam Reservoir.

Harry Woolridge enjoys giving a tour of his mountain land north of Stewartville in Bedford County. As he points out landscape features of the forest hidden away just a few miles from Vinton and Roanoke, it's clear that he's thrilled about protecting his 111 acres with the conservation easements recorded with the Virginia Outdoors Foundation (VOF) on October 7.

Beaverdam Reservoir and Falling Creek Reservoir are adjacent impoundments in western Bedford County that are owned by the Western Virginia Water Authority and help supply water to Roanoke and Roanoke County. Woolridge's two forested tracts – one 85 acres and the other 26 – are virtually surrounded by water authority land and their preservation plays a critical role in protecting these water supplies.

(continued on page 2)

Letter from the Director

Seasons change and we see the greens of summer turn to the reds, yellows and browns of fall. Gardens are prepared for winter's chill and the holidays will soon be upon us. Autumn is a time of giving thanks and celebration of the summer's bounty. Like our forefathers who lived off the land and paused to give thanks for the crops harvested and put up for winter, we at your land trust dedicate this fall issue to expressing our thanks for the critical support we have received from our members and special friends.

We are very excited to have increased our membership by over 50% and our contributions by over 40% in our fiscal year of July 1, 2004 to June 30, 2005. While David Hurt and I are the public faces of the organization, we want to give full credit to our board members who have taken the initiative to set bold goals for our self-sufficiency through membership growth and put in the long hours with Development and Public Relations Committee meetings to make it happen.

But we are not done. We need to again double our membership this year to become more self-sufficient from grant funding and to help us to protect more land. You can help in a number of ways, including putting our SOS decals on your vehicles; passing on your newsletters to neighbors; talking up our mission at social events; or, my favorite, gifting a membership to a family member, friend or business associate. When you gift a membership, the recipient



DOUG MILLER

will receive our newsletters, decal, static and a nice thank-you mentioning your gift.

So please give a gift of conservation to benefit generations to come this year instead of a bauble or sweater soon forgotten!

We have had an exciting year, with an additional 2,500 acres expected to go under easement by year's end, and a year full of great partnerships with landowners, governments, other non-profit organizations and developers. These efforts have increased awareness of land conservation issues and ultimately improve the quality of our communities. It is pleasing to have WVLT included in policy conversations with developers, mentioned in comprehensive plans, and described as a force for a better quality of life for generations to come. Your land trust really does make a difference, and that role will only grow as we grow as an organization. We have plans for mass and targeted mailings, and even TV public service announcements. Thanks to a grant from the Carilion Foundation we will have a multi-year presence in the Watershed Gallery at the Science Museum of Western Virginia.

Exciting stuff, and, thanks to your support and a great board, WVLT is not looking toward a winter of quiet reflection, but more of an early spring of verdant growth and new life! Thank you for your support.

Catawba Valley Land Conserved, continued

A typical conservation easement will permit one single family dwelling. Since the Hinlickys' new sustainably designed home is on an adjacent tract that they plan to later add to the easement, they chose to prohibit any additional houses on the combined acreage.

The Catawba Valley has been a WVLT conservation priority for years. "This area is so rich in scenic, historic, recreational and natural resources that we've worked very hard to promote conservation easements with local landowners," says Executive Director Roger Holnback. "The Hinlicky property is also within the Carvins Cove Watershed as nearby Catawba Creek helps supply the reservoir through a recharge tunnel. Since protecting water quality is another WVLT priority, conserving land in the Catawba Valley serves the public good in many ways."

The land will remain in the Hinlickys' ownership. They can sell it or leave it to anyone, but all future owners must abide by the easement terms monitored by the Virginia Outdoors Foundation, a state supported land trust. It holds the vast majority of conservation easements in Virginia – about 300,000 acres worth – and works in close partnership with private, regional land trusts like WVLT.

Bedford County Easement, continued

With some steep slopes above the reservoirs and being a short drive to Roanoke, there was potential for excessive logging on the properties or grading and excavation for new homes, either of which could negatively impact the watershed. Under terms of the permanent easements, neither property may be subdivided or clear-cut. Select, sustainable timber harvests will be allowed at the landowner's discretion following strict watershed protection guidelines agreed to by Woolridge and VOF staff.

Even though there are attractive tax incentives for conservation easements, Woolridge says that he didn't care about them when making the decision to conserve his land. "I just wanted to make sure that it would stay pretty much this way long after I'm gone." He also mentions his love for wildlife and a desire to preserve more vanishing habitat.

Typical of the two land trusts' strong collaboration, WVLT first worked with Harry Woolridge before suggesting he seek a VOF easement on his land. With VOF having state resources for monitoring and enforcement, having it hold the conservation easement allows WVLT to use its resources for more landowner outreach and education. In fact, WVLT's efforts to provide more information on conservation easements to attorneys, accountants and others who advise landowners are paying off. The Woolridge easements began when his attorney contacted WVLT with questions.

Thoughts from the Board: Lead by Example

By Janet Scheid

I was chatting with a colleague the other day about “environmental ethics” and telling her the story of how I participate in Clean Valley Day and pick up litter and other debris from my neighborhood greenway. The point I was making to her was that, from an early age, I started bringing my then young son along to help with this task – in the belief that as he waded down the middle of the creek in his old tennis shoes picking up plastic bags and all sorts of discarded items – he was learning a sense of responsibility to the environment, to the earth and to his community. We would make a game of seeing how many different types of balls – soccer, softball, baseball, tennis, football – he could find. We both got dirty and grimy and exhausted but left with a deep sense of pride and accomplishment.

Over the years, Colby has many times expressed his dismay when he sees someone littering or sees some needless destruction of land. I don’t for a minute think he realizes where that sense of outrage comes from but I know. I also know that my sense of environmental ethics came from my parents - I recall the many litter pick-up brigades my father organized with me and my 3 siblings along the country road I lived on in Fairfax County. Why did we do that? Because it needed to be done and who better than us.

It is with that same sense of responsibility that I joined the Western Virginia Land Trust Board of Trustees in 1996. As my term expired this year I looked back on the past nine years with a great deal of pride in what the land trust has accomplished. We have been blessed with a dedicated and professional staff that is filled with infectious enthusiasm and energy. The land trust has been directly or indirectly involved in the conservation of 15,000 acres of precious Virginia land in the nine years of its existence – that’s a phenomenal accomplishment and one that we should all be grateful for.

As I peruse through my hefty land trust files I recall in detail particular easements I have been involved in. The Hurt easement was the first joint easement the land trust did in conjunction with the Virginia Outdoor Foundation. Where would we be without good folks like the Hurts – whose son is on the staff of the land trust?

Then there is the easement on Cahas Mountain – the only easement I have ever taken to the courthouse and recorded in

person. Lots of people cooperated in getting that easement recorded at the last minute the day before the property was sold at auction but none more than the property owners and Jim Woltz. If like-minded people didn’t work together, the land trust could not accomplish half of what it has.

But what of the next nine or ten years? How will the land trust continue to do its work faced with ever present financial stress? How do we instill that sense of “environmental ethics” in the next generation of citizens – how do we create land stewards out of people who as Lewis Mumford so aptly described over 40 years ago “live an encapsulated life, spent more and more either in a car or before a television set?” This is our work – this is our duty.

It is with a profound sense of urgency that I feel we must create a sense of social responsibility in our children, so they will instill it in their children, to take care of this place we call home. So take a child or a grandchild by the hand and take them to your local park. Not to swing or play ball but to pick up trash or to weed a garden. Teach them by example.

My son will soon celebrate his 15th birthday, and my hope is that as he begins his journey

through high school and out into the world he will go forward with a deep seeded sense of personal responsibility to the land – and if my husband and I have been successful in that then we will have made a difference in this world. In this I believe.

Janet Scheid served as a founding member of WVLT’s Board of Trustees from 1996 to 2005, when board bylaws required her to rotate off. Former chair of WVLT’s Technical Review Committee, she now serves as an Advisory Council member for the land trust and is active on the new Stewardship Committee (see page 5). A key author of the application that led to Scenic America’s designation of Roanoke County’s portion of the Blue Ridge Parkway as a Last Chance Landscape, she has been a tireless volunteer for parkway, greenway and conservation issues. Janet works as Chief Planner for Roanoke County.



Janet Scheid and son Cody at the 1998 Clean Valley Day Wolf Creek clean up.



DAVID A. HURT

Scheid during a conservation easement site visit along Franklin County’s Blackwater River.

Six New Trustees Join WVLT Board

Six talented women and men are in the new class of trustees who joined the board of the Western Virginia Land Trust on July 1. They are Jennifer Lewis, Sarah Ludwig, David Maxson, James Sawyer, Linda Gavel Webb and Cooper Youell.

Lewis, owner/principal architect of SmithLewis Architecture, PC, has a professional emphasis on ecologically intelligent design and construction, inspired by the landscape and environment of the Roanoke Valley. A graduate of the University of Virginia and Yale University, she led her firm in the international C2C Home design and construction competition.

Ludwig, daughter of founding president Barbara Lemon and sister of Stephen Lemon, a former trustee, is a graduate of North Cross School, Randolph-Macon Woman's College and Washington & Lee University Law School. She married Kirk Ludwig, who served as a Navy lawyer before establishing a practice in Roanoke. She's a facilitator for a Second Presbyterian Sunday School class and a former Montessori teacher. The Ludwigs have two daughters, Catherine and Caroline.

Maxson came to Roanoke from the post of development director for Upstate Forever, a conservation land trust and land use planning organization in Spartanburg, South Carolina. He led development work at Princeton University, his alma mater, and at Oberlin College, Franklin Institute, American University of Beirut, National Alliance for Autism Research and ETV Endowment of South Carolina. His wife, Nancy Oliver Gray, is president of Hollins University.

Sawyer, an Alabama native and marketing director for Carilion Health System's strategic development, is a graduate of Washington & Lee and is working on a master's in business administration at Wake Forest University. He worked in national brands advertising in six southeastern cities, serving as a copywriter, creative director and brand planner. In Winston-Salem, N.C., he worked on Wachovia, Hanes and BellSouth accounts. He and his wife, Brehanna, have two children, Sam and Anna.

Webb, a Connecticut native, is a graduate of Cornell University and she earned a master's degree from Hollins University. Formerly development director of Mill Mountain Theatre, she serves on several area non-profit boards.

Youell, a Lynchburg native and a partner at the law firm of Gentry, Locke, Rakes and Moore, is a graduate of the University of Virginia and Washington and Lee University Law School. His wife, Cabell, is executive director of St. Francis Service Dog Foundation.



Jennifer Lewis



Sarah Ludwig



David Maxson



James Sawyer



Linda Gavel Webb



Cooper Youell

New Stewardship Committee Tackles “Quiet Work” of Land Trust

Recording a new conservation easement is always cause for celebration, and much of the land trust’s work involves seeking, encouraging and facilitating new easements to conserve more land. But rather than being the end of a process, recording a conservation easement is really the beginning of a permanent relationship between the landowner and land trust and the beginning of a sobering responsibility for the land trust – making sure that the terms of the easement are upheld by monitoring the property and enforcing the easement.

The Land Trust Alliance – a group that provides training, research and advice for land trusts all over America – has revised its suggested Standards and Practices to improve land stewardship. Last year, WVLT voted to adopt these new organizational guidelines. Partly in response to this effort, the Board of Trustees created the Stewardship Committee this summer. As clarified by amended bylaws, “This Committee shall be responsible for reviewing and providing technical assistance with respect to the solicitation, terms and acceptance of easements and other real estate transactions. The Committee shall also be responsible for overseeing a monitoring program that is in compliance with Land Trust Alliance standards and practices and is in keeping with good stewardship of the Trust’s easements and other real estate assets.”

Chaired by Liz Belcher, other committee members include Broadus Fitzpatrick, Bob Hunt, Jeanne Martin, John Robinson, Janet Scheid and Cooper Youell.

Due in part to the cost and time involved in easement stewardship, WVLT and virtually every other private land trust in Virginia usually encourages landowners to grant their easements to the Virginia Outdoors Foundation, our state land trust that protects over 300,000 acres of private land and has the expertise and resources for sustainable stewardship. Of the 16,000 acres conserved through 57 WVLT projects since 1996, the land trust has primary or shared monitoring responsibility for 20 of the properties.

The committee’s first task is organizing check lists for each easement file to review the deeds, maps, photos and other documents needed to maintain an accurate record. Once the committee is more familiar with each property “on paper,” it will take over monitoring responsibility from staff and get out in the field to visit each property on an annual basis to make sure the conservation easements are being upheld.

Membership not only supports new projects, but helps us protect the integrity of all conservation easements by being responsible stewards of the resources we have agreed to protect – forever.



WVLT Vice-president Gwen Mason pulls her stint at the Land Trust’s display at the 6th Annual Green Living Expo that was held at the Roanoke Civic Center on October 21 and 22. Over 1,000 attended the Expo, with many spending time learning about WVLT’s work through maps, literature and conversations with our staff and Board of Trustees volunteers Anne Jennings, George Kegley, Gwen Mason, Lynn Meyer and Janet Scheid.

— Have Message, Will Travel! —

Our land trust staff is eager to spread the word about land conservation whenever and wherever possible.

With a variety of PowerPoint presentations showing conserved properties, conservation opportunities and local trends and statistics, a presentation can be tailored for any time frame or audience.

The land trust also has a traveling display with photos, maps and other information that is available for special events.

Landowners curious about conservation easements, professionals who seek more information about tax incentives and estate planning issues concerning easements or anyone wanting to know more about the land trust and the state of land conservation in western Virginia would benefit from a WVLT presentation.

If you belong to a civic group, club, church or any other organization that’s looking for speakers, please give WVLT a call at 540 985-0000.

Membership Gifts – Thank You!

The following gifts were made to WVLT in fiscal year 2004/2005 – from July 1, 2004 to June 30, 2005.
Our deepest thanks to every land trust member whose support makes all of our land conservation work possible.

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2004-2005 Grant Support

The following grants were awarded to WVLT
 from July 1, 2004 to June 30, 2005.

THE CARILION FOUNDATION

\$77,000 over three years in support of the Saving Our Land
 and Water educational project in partnership with the Science
 Museum of Western Virginia

AN ANONYMOUS FOUNDATION
 \$40,000 in general operating support

CERES FOUNDATION

\$20,000 matching challenge grant for general operating support

VIRGINIA DEPARTMENT OF FORESTRY, DIVISION
 OF URBAN AND COMMUNITY FORESTRY
 \$7,500 for a WVLT interactive computer kiosk exhibit at the
 Science Museum of Western Virginia's Watershed Gallery

FOUNDATION FOR THE ROANOKE VALLEY
 \$2,000 in general operating support

ROANOKE COUNTY
 \$1,200 in general operating support

BEIRNE CARTER FOUNDATION
 \$1,000 in general operating support

BLUE RIDGE PARKWAY FOUNDATION
 \$500 for Blue Ridge Parkway License Plate Promotion

Business Members

Many thanks to the following businesses that supported WVLT
 in fiscal year 2004/2005 to help improve the quality of life
 throughout our region.

Business Patrons (\$2,500 to \$4,999)
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Read Mountain Hike-A-Thon Raised Over \$8,000

More than 100 walkers helped raise more than \$8,000 in the fourth annual Read Mountain Hike-a-thon, sponsored by the Read Mountain Alliance on Oct. 2. The fund-raising event was planned to collect money to purchase the upper slopes and ridge line of the mountain in northern Roanoke and southern Botetourt counties. The long-range plan is to place the mountain top in a public park.



Since the grass-roots Alliance was formed, 89 acres of Read Mountain slopes have been preserved through a WVLT conservation easement. WVLT is also helping with ongoing negotiations to preserve another 150 acres. A total of about 700 acres should be preserved, according to Ron Crawford, founder of the Alliance.

The three-mile hike began at Bonsack School. Antique buses transported hikers to the starting point on the mountain. Hikers sponsored for \$25 or more received free t-shirts.

**Find out about Read Mountain Alliance at
www.readmountain.org.**



Read Mountain Alliance
607 Ray Street • Roanoke, VA 24019
540-977-4540

Signs Mark Saved Land

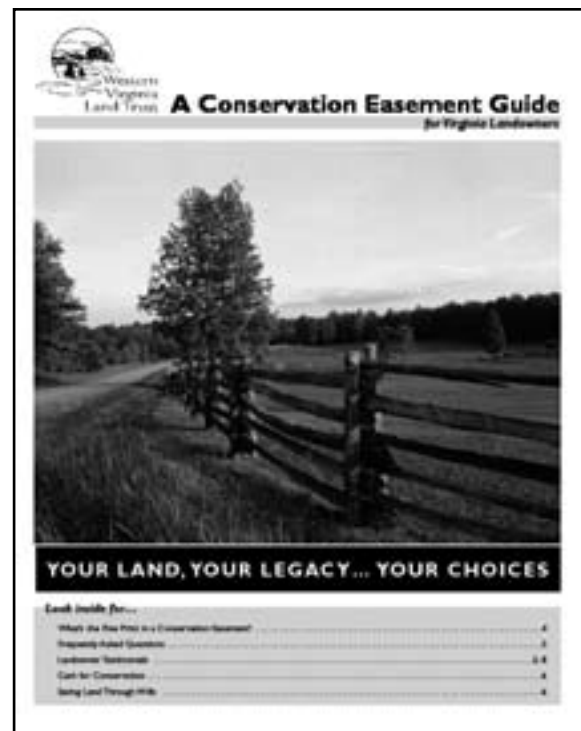
As a pilot program for the entire state, WVLT and the Virginia Outdoors Foundation (VOF) have developed metal signs that identify conservation easements properties. Signs from the Piedmont Environmental Council from northern Virginia were used as a model to maintain consistency throughout the state.



The eighteen-inch-square signs will be offered free to landowners who have conserved property with conservation easements. The signs will showcase properties that were conserved through partnerships between WVLT and VOF.

WVLT Executive Director Roger Holnback says, "Placing the signs is strictly optional, but several landowners have already told us they'd love to have such signs. It's a good way for the community to know what their neighbors and land trusts have conserved."

An initial order of 50 signs was paid for by the Virginia Outdoors Foundation, which will be offering customized versions to other private land trusts across Virginia.



WVLT's *Conservation Easement Guide for Virginia Landowners* is available free upon request and is also posted on our website at www.westernvirginialandtrust.org. The Guide explains details of a typical conservation easement and its tax benefits, answers frequently asked questions and has comments from landowners who have already protected their land with conservation easements. Call 540-985-0000 to request your free copy or to ask any questions about land conservation.

Conservation Design Workshop Promotes Smart Growth



With the help of numerous partners, WVLT hosted a workshop with nationally known smart growth author and land use planner Randall Arendt on September 15 at Smith Mountain Lake.

The author of *Conservation Subdivision Design*, *Growing Greener*, *Rural by Design: Maintaining Small Town Character* and other works led a five hour presentation and workshop on techniques to design new communities

that preserve open space while creating more attractive, livable and profitable developments.

"This whole thing is twice green. It's green economically and green environmentally," said Randall Arendt. He shared examples of new developments all over America that respect the environment and local community character by preserving trees, incorporating trails and community greens and preserving productive and scenic farmland as key elements to help sell the homes.

Arendt suggested that every development be designed around existing natural features such as streams, rock outcroppings, large trees or other things that make a site unique. He stressed the need to walk sites to inventory such features before investing in expensive plans.

Smaller lot sizes in developments was stressed as essential in order to preserve more open space. Workshop participants saw examples of subdivisions that were built with the highest number of homes per acre allowed by local codes but with the homes clustered together to allow community greens, horse pastures and preserved forests to serve as community assets.

About 80 participants included county supervisors and planning commissioners from Bedford and Franklin counties, each county's entire planning staff, developers, surveyors, engineers and others who make the decisions that shape community futures.

Bill Brush, a volunteer who helped coordinate the workshop, said "Open space is so important to our rural character, in all of the counties that surround the lake, and development is coming. We want to show that there's alternatives where you can still have open space and high quality development - and everybody can benefit from that." Lynn Barnes, a Bedford County planning commissioner, worked with Brush to help WVLT plan the event and invite participants.

David Hurt, WVLT project manager and a Franklin County supervisor, said, "While helping to preserve natural areas and working farms, we also need to help new development fit in with the landscape and maintain a rural flavor. Randall shows how this can be done in a way that's good for business, communities and the environment."

For more information on Randall Arendt and his work, visit www.greenerprospects.com.



Ken Bradley – Courtesy of Franklin News Post

Randall Arendt explains conservation design techniques to a full house at Trinity Ecumenical Parish at Smith Mountain Lake on September 15.

WVLT thanks the following sponsors who covered all costs associated with the Conservation Design Workshop.

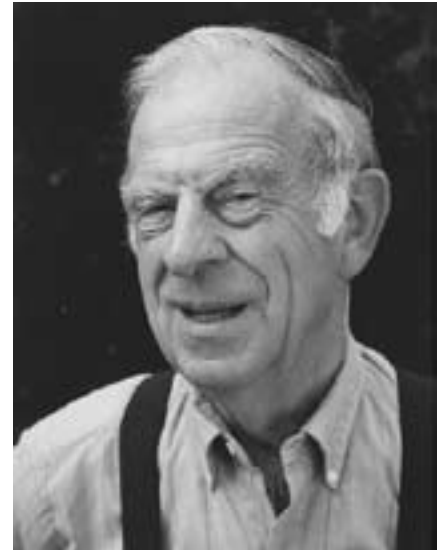
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Land Trust Stalwart Preserves Wythe County Homeplace

With the help of our sister organization, the New River Land Trust, the Virginia Outdoors Foundation now holds a conservation easement on a Wythe County farm with a Roanoke connection.

Though George Kegley has made the Roanoke Valley home for decades, his family roots are farther west in Wythe County. An ancestor – another George Kegley – lived in Wythe County during the American Revolution and Kegleys have been there since. With a younger generation running the family farm and a newly recorded conservation easement protecting 300 acres of rolling land, the future looks bright for the family legacy.

George Kegley, retired business editor for the Roanoke Times, helped found the Western Virginia Land Trust in 1996 and is now a fulltime volunteer for many charities. One of his children, Andy Kegley, raises natural grass-fed beef on the Wythe County farm and has served on the New River Land Trust Board of Directors. George, Andy, and George's brother James jointly own the farm and, with Andy's leadership, worked with the Virginia Outdoors Foundation to permanently conserve it with a conservation easement that was recorded this fall.



Parkway Neighbor Set to Save More Stream

WVLT and the Blue Ridge Soil and Water Conservation District have agreed to co-hold a riparian easement to protect nearly two miles of stream bank along Roaring Run, a native trout stream bordering the Blue Ridge Parkway in western Franklin County.

The land trust is purchasing the easement with remaining funds from a Water Quality Improvement Act (WQIA) grant from the Virginia Department of Conservation and Recreation. The easement protects water quality by conserving 50-foot buffers along the streams that cannot be cleared, timbered, cultivated, grazed or used in any way that would harm the native forest's filtering and soil stabilizing role.

The property, owned by Thomas Keller of North Carolina, is sandwiched between the National Park Service's Smart View Recreation Area on the Blue Ridge Parkway and an existing 145-acre conservation easement granted by WVLT Trustee Jeanne Martin and her husband Robert in 2003. An open space conservation easement to preserve the rest of Keller's 130-acre tract has also been accepted by the Virginia Outdoors Foundation and is scheduled to be recorded in December.

Along with the Martin property, the Keller tract was identified as a critical scenic viewshed from the Blue Ridge Parkway in a 1998 WVLT study, with the Land Trust then working to build relationships with the landowners to promote voluntary conservation.

Roger Holnback, WVLT Executive Director, says, "We're thrilled to partner with the Blue Ridge District to protect such a pristine mountain stream. There's a real critical mass of conserved land in this area with the parkway's stewardship of Smart View, the Martins' easement and another conservation easement donated by WVLT Trustee Jim Wilson on the south side of Smart View in 1998. Roaring Run is now far better protected, along with more scenic views from the Parkway."



More of Roaring Run in western Franklin County will be permanently conserved with a new riparian easement.

Check out our website at: westernvirginialandtrust.org



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BROADDUS FITZPATRICK

Close to 150 volunteers recruited by Friends of the Blue Ridge Parkway planted 125 trees on Saturday, November 5th on a six-acre parcel owned by WVLT. The new landscaping at Blue Ridge Parkway mile marker 125 will buffer the Parkway from private homes to enhance scenic views. Among the volunteers were 45 Cave Spring High School students, local scout groups, US Congressman Bob Goodlatte, Parkway and county officials and neighbors.

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