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## Landmark Report (Vol. 4, no. 2)

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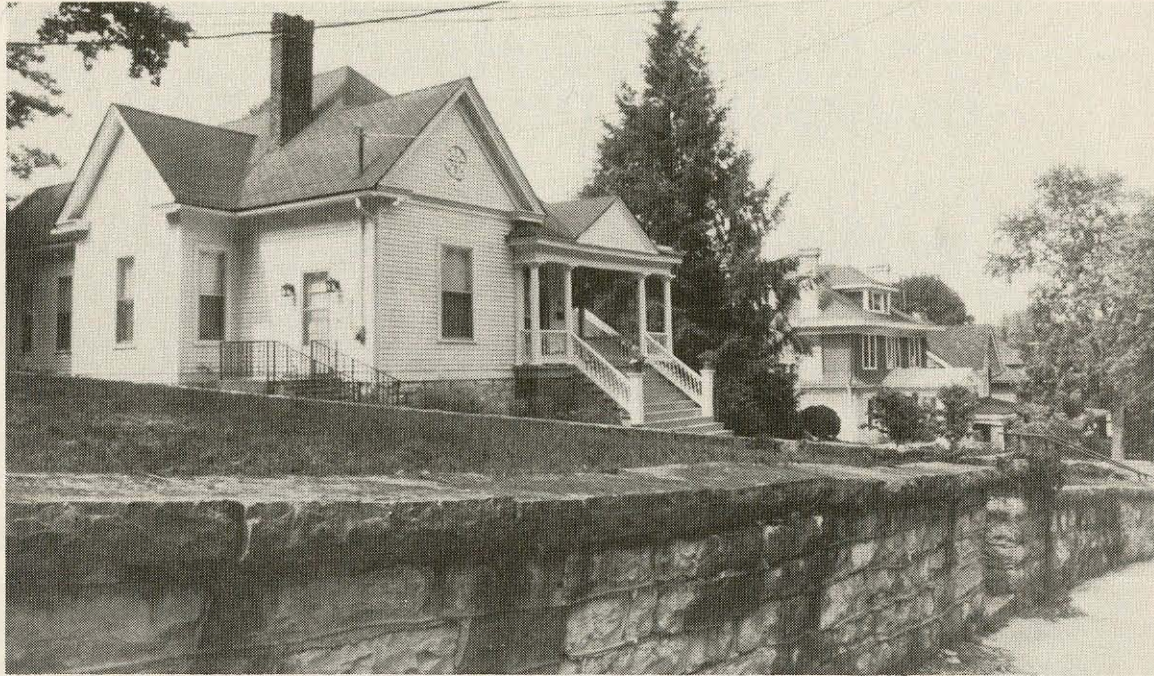
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# LANDMARK REPORT

Vol.4 No.2 of Bowling Green & Warren County Aug.1983



## NEIGHBORHOOD CONSERVATION

Neighborhood conservation is an awareness of responsibility toward preserving the quality of life in older neighborhoods. In addition to the more visible aspects of architectural preservation and streetscape, quality of life in the neighborhood involves crime prevention, neighborhood cohesiveness, technical advice and assistance, historic research, recruitment of new residents and promotion of the neighborhood.

Neighborhood improvement requires a great deal of volunteer time, talent and materials on the part of residents along with help from other organizations and governmental agencies. Neighborhood conservation is a continuing effort that enhances the community's economic strength, alleviates crime, stabilizes the neighborhood, improves the tax base, maintains and increases property values, provides needed housing stock and preserves irreplaceable cultural resources.

Bowling Green is fortunate to have several organizations involved with the preservation of our community resources -- Chestnut Park Corporation, Save Our Old Neighborhood and the Landmark Association. As interest has grown in the revitalization of the Downtown Commercial Historic District, so has recognition of the older neighborhoods in Bowling Green's central area. Because of this interest, Landmark has asked Mr. Richard Holland, Preservation Planner for Paducah-McCracken County Growth, Inc., to explain the activities of the Lower Town Neighborhood Association at Landmark's August Membership Meeting.

Lower Town Neighborhood Association has been active in the revitalization of one of Paducah's older downtown neighborhoods. This association is actively involved with projects such as rehabilitation of a Texaco gas station for use as a neighborhood office, "Beautiful Yard of the Month" award, welcoming new residents, crime prevention seminars, a newsletter, enforcement of city ordinances, monitoring vacant buildings, walking tours and historic zoning ordinances.

Anyone interested in neighborhood conservation is encouraged to attend the August Landmark Meeting to be held at the Bowling Green Public Library on Wednesday, August 24 at 7:30 p.m.

## WARD HALL COMMONWEALTH PRESERVATION COUNCIL BENEFIT



Ward Hall, one of Kentucky's finest Greek Revival structures, will be on display September 10, when the Kentucky Commonwealth Preservation Council sponsors a benefit cocktail dance at the Georgetown, Kentucky mansion from 5:00 to 9:00 p.m.

The September dance is hosted by the Commonwealth Preservation Council (CPC), the statewide, private, nonprofit preservation organization. Proceeds from the event will go to match a \$13,000 challenge grant CPC received from the National Trust for Historic Preservation.

Chairperson, Mrs. Prentiss Douglass, III, Lexington, is looking forward to the event. "We are really excited about this dance," says Mrs. Douglass. "Ward Hall is a beautiful place to see, and we think our dance will bring back some memories of its great past."

Long a site of grand balls, Ward Hall was built in 1856 for Junius Ward at a cost of \$50,000, making it one of the most expensive homes of the period. Mr. Ward's niece, Sallie Ward, a daughter of Kentucky's reputedly wealthiest man, was frequently guest of honor at Ward Hall's lavish dances. Although his proposal was refused, a later owner, Colonel Milton Hamilton, offered the house with 250 acres plus \$50,000 to the Kentucky legislature should the Commonwealth desire to use the property for the state capitol.

"We look forward to seeing preservationists throughout the state join in on this gala event at one of Kentucky's most important houses to help support CPC and statewide preservation," concludes Mrs. Douglass. Tickets for the event are \$40 per person with part of the cost tax deductible. For further information, contact CPC, P.O. Box 1122, Campbellsville, Kentucky, 42718, (502) 789-2643.

# LANDMARK

## 1982 - 1983

### ANNUAL REPORT

#### BOARD OF DIRECTORS

Landmark would like to thank the 1982-1983 Board of Directors for their help and guidance. We would like to thank retiring President, Richard Wieseemann, who will remain with the Board and retiring Directors Carol Burford, Raymond Cravens, Jane Morningstar, John C. Perkins, Steve Smith and Jean Thomason for their support.

#### 1982 - 1983 OFFICERS AND BOARD OF DIRECTORS

President - Richard Wieseemann  
Vice President - John C. Perkins  
Secretary - Jay Sloan  
Treasurer - Jim Parrish

Carol Burford	Bob Marko
Raymond Cravens	Jane Morningstar
David Faxon	Gary Murphy
David Garvin	John Parker
Alma Hall	Charles Ray
Riley Handy	Steve Smith
Romanza Johnson	Jean Thomason
Jack Kesler	Rick Voakes

#### 1983 - 1984 OFFICERS AND BOARD OF DIRECTORS

Again, Landmark is fortunate to have another fine slate of officers and directors serving on the Board. Our Board of Directors represents a variety of professional backgrounds that provide many talents to the organization.

President - John Parker  
Vice President - Jay Sloan  
Secretary - Charles Ray  
Treasurer - Jim Parrish

Tom Babik	Bob Marko
David Faxon	Gary Murphy
David Garvin	Janet Schwarzkopf
Alma Hall	Herb Smith, Jr.
Riley Handy	Sandra Smith
Romanza Johnson	Rick Voakes
Jack Kesler	Richard Wieseemann
Richard Kirby	

Executive Vice President  
Richard M. Pfefferkorn

Staff Assistant  
Kevin A. Hunter

## MAIN STREET

For the fourth year, Landmark has received a major portion of operating funds through the City of Bowling Green (\$43,000) and the Kentucky Heritage Council (\$25,000). These funds are used for operating expenses in conjunction with the Main Street Program and Landmark activities. An additional and significant portion of revenue comes from Landmark membership dues, stressing the importance of community participation.

As we look over the past three years that the Landmark Association and the City of Bowling Green have been involved in the revitalization of downtown, we can point to several significant achievements that have taken place:

Involvement in some 27 different rehabilitation projects in the district amounting to over \$6.3 million in capital investment. These rehabilitations include assistance with 24 facade designs, 24 interior revitalizations, 19 signage improvements, five awning improvements and one new building construction. Twenty-four Tax Act applications have been completed or are in progress to provide tax incentives for certified rehabilitation. Landmark assists the property owner in completing the application, photography and research in each case.

The Facade Design Program initiated by Landmark in July, 1980, has been well received and extremely successful. An amount of \$8,000 has been spent on architectural design fees which has resulted in \$1.5 million in total construction dollars.

Before rehabilitation, twelve buildings had been vacant and four buildings were not utilized in the upper floors. Uses for rehabilitated buildings include 19 retail/service establishments, 18 professional offices and 19 apartments.

Although Bowling Green does not have any ordinances covering design and signage in the historic districts, Landmark utilizes several tools to assure appropriate design. These tools include the Signage Improvement Program, the Secretary of the Interior's Standards for Rehabilitation, a Design Review Board in conjunction with the Landmark Revolving Fund and the City of Bowling Green's signage ordinance for the downtown area.

Other benefits derived from this renewed interest in downtown include creation of 150 new jobs, 23 net new business establishments, 11 new second floor apartments completed and occupied, an average of 116% increase in assessed property valuations, new construction jobs, increased rental rates, more traffic, public exposure to downtown and a community attitude positive toward downtown.

A positive outgrowth of the renewed interest in downtown has been the reorganization of the Downtown Business Association with the help of Landmark in April, 1981. This association provides a unified business voice in promotion of the downtown area, encouragement of new business development and assistance to merchants and property owners in maintaining a healthy retail and business environment. During the past two years, membership has increased from 21 to 83. These memberships represent retail and business persons, property owners and individuals having an interest in the downtown business area.

## MEMBERSHIP MEETINGS

Although much of Landmark's attention focuses upon downtown rehabilitation and economic development, Landmark participates in a wide range of activities of general interest to the community. Landmark's monthly membership meetings have featured topics such as Victorian architecture, personal taxes, signage, Mennonite settlements in southern Kentucky, pioneer cemeteries and Bowling Green's Main Street.

These meetings have allowed our members and guests to visit many historic properties including the Hobson House, Pioneer Cemetery, the Felts Family Log House and the Coombs House, 1338 College Street. Two of the meetings have been held near Smiths Grove at the William Wright House (Mr. and Mrs. Richard Kirby) and Smokey Row (Mr. and Mrs. James McGuirk).

We have also had an opportunity to visit several downtown rehabilitation projects such as James R. Meany and Associates (Ackerman, Daughtry and Nolan Buildings, 911-917 College Street), Charles McDonough, CPA (Reardon Building, 910 State Street) and the Bowling Green Board of Realtors office (Getty Building, 440 East Main Street).

In addition, representatives from the Heritage Foundation of Franklin and Williamson County (Tennessee), Preservation Alliance (Louisville) and the Bowling Green Beautification Commission have presented programs concerning their organizations.

Landmark members and their guests are encouraged to participate in these monthly programs held on the fourth Wednesday of each month (except December and May) at the Bowling Green Public Library beginning at 7:30 p.m.

## LANDMARK AWARDS

Landmark's 1983 Annual Meeting provided an opportunity to recognize property owners who have completed rehabilitation of their buildings. Landmark Awards were presented to those revitalization projects deemed by the Landmark Review Board to best represent historic preservation/economic development principles and practices in Warren County. Landmark was pleased to present eight Landmark Awards in behalf of the organization.

BARR BUILDING c.1880  
442-444 East Main Street  
Barbara Stewart

COVINGTON BUILDING c.1869  
415 Park Row  
Helena Slezak

McELROY BUILDING c.1950  
919 College Street  
John D. Cole Norman Harned  
David Broderick

ACKERMAN BUILDING c.1892  
911-913 College Street  
DAUGHTRY BUILDING c.1892  
915 College Street  
NOLAN BUILDING c.1892  
917 College Street  
James R. Meany and Associates

SAM NAHM BUILDING c.1870  
827-829 State Street  
Larson Hudson

SETTLE BUILDING 1890  
906 State Street  
Dr. Van Fisher

## HERITAGE AWARD

Jean Thomason was presented the first annual Heritage Award exemplifying significant contributions toward the overall efforts of historic preservation in Warren County. Mrs. Thomason was honored for her efforts in helping to organize Landmark in 1976 and for helping organize Bowling Green's Main Street Program in 1979. Mrs. Thomason has served two terms as President of Landmark, served on Landmark's Board of Directors from 1976 to 1983, is a member of the Kentucky Heritage Council's Historic Preservation Review Board and serves on the Board of Directors for Preservation Action.

## LANDMARK REVOLVING LOAN PROGRAM

On October 25, 1982, Landmark announced a new economic incentive program for the Downtown Commercial Historic District. This program, known as the LANDMARK REVOLVING FUND (LRF), provides rehabilitation loans at substantially below market rate to qualified property owners, tenants and prospective businesses located within the district.

Initially, the fund has \$81,000 available to be used for exterior rehabilitation. A fixed interest rate of 9½ percent for a maximum three year term is available for loans up to \$15,000 per project.

Each loan request will be reviewed in a two-step process: (1) project design review by the Landmark Review Board and (2) credit review and final approval by the Landmark Revolving Fund Management Committee.

In order for this program to be possible, Landmark was able to secure loan commitments from the National Trust for Historic Preservation and the City of Bowling Green at very favorable terms. In addition, a \$6,000 grant provided by the Kentucky Heritage Council was added to the program. Landmark feels that this program is one essential element in addition to our established programs of design and technical assistance necessary to strengthen the revitalization efforts underway in downtown Bowling Green.

## PUBLIC PRESENTATIONS

The Landmark staff has continued to prepare a variety of programs which have been presented to civic groups and governmental agencies on the local, state and national levels. These programs have enabled Landmark to disseminate information concerning our Main Street Program experiences to other individuals and groups.

During the past year, presentations have been made to the Telephone Pioneers of America, Downtown Business Association, Historic Frankfort, Barren County Historical Society, Bowling Green Board of Realtors, Southern Kentucky Genealogical Society, Warren East High School History Club, Daughters of the American Colonists, Bowling Green City Commission, Mid-South Chapter - American Society of Preservation Technologists and the Civitan Club.

Because of the success of Bowling Green's Main Street Program, other communities such as Hopkinsville, Franklin-Simpson County, Middlesboro, Mayfield and Greencastle, Indiana have requested presentations concerning our programs and activities.

In addition, Landmark has participated in several conferences and workshops including bi-monthly Kentucky Main Street Managers Meetings, the 1982 National Trust for Historic Preservation Annual Conference, and HUD Community Development conferences at Murray State University and Northern Kentucky University.

## PLANS FOR 1983 - 1984

This coming year should prove to be another exciting one for the Landmark Association. Our current programs, projects and activities will continue in addition to several new programs and projects. Our Board of Directors began the new year by participating in a five hour Planning Retreat hosted by Emily and John C. Perkins. This session produced a variety of ideas concerning financial planning, project planning and public relations that have been formulated into a viable 1983-1984 Program of Work.

Landmark is currently working toward implementing several new projects and programs. Landmark's Board of Directors has been studying the feasibility of conducting major fundraising activities, establishing neighborhood conservation assistance, publishing a catalog of Warren County's historic resources, rehabilitating the Toll House, developing a plan for revitalization of the lower Main Street area and providing incentives to remove non-conforming signage and canopy systems in the downtown historic district.

Many of Landmark's on-going programs such as technical assistance, facade design, Landmark Awards, Heritage Award, Landmark Revolving Fund and public relations activities have all been successful and will continue. Membership recruitment, monthly meetings, the Annual Meeting, architectural salvage and the monthly newsletter are also important elements to be continued in our operation.

Landmark members are encouraged to keep these activities in mind as a "Committee Preference Sheet" will be included in the September issue of Landmark Report for those members who would like to volunteer their help. This issue will also contain Landmark's 1983-1984 Program of Work.

## IN CONCLUSION.....

During the past seven years, Landmark has grown from a small, volunteer organization to a larger, professionally staffed operation. Landmark's responsibilities to the community have greatly increased and will continue to increase in the near future. As duties have increased, so has the need for membership participation. We hope that our membership will take an active part in the Program of Work.

Landmark's exemplary achievements during these past three years have shown that historic preservation/economic development does work. Landmark has more than adequately justified our community's need for historic preservation. Failure to maintain the successes we now enjoy would negate these efforts of community improvement. Maintaining these programs not only strengthens the cause for historic preservation, but creates a greater appreciation and awareness of our community's heritage.

## NEW LANDMARK MEMBERS

A number of new members have recently joined the Landmark Association. Landmark would like to thank the following for their support and interest. We welcome you to the organization and look forward to your participation.

Mr. and Mrs. Frank Cain, Jr.  
Mrs. Stella Calhoun  
Mrs. Dorothy Causey  
Miss Marjorie Clagett  
Dr. and Mrs. James Coombs  
Mr. and Mrs. James Dale, Jr.  
Dr. and Mrs. Edward Kearny  
Mr. and Mrs. Willard Winkhofer