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Landmark Report (Vol. 5, no. 4)

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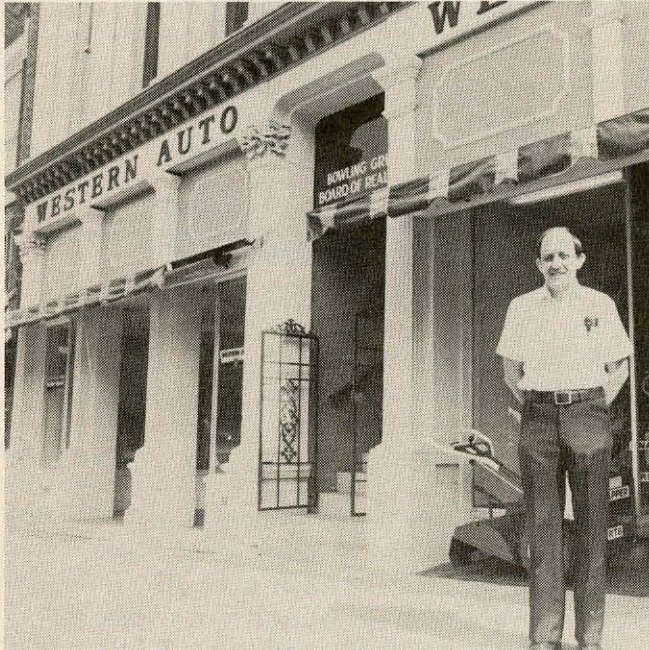
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LANDMARK REPORT

of Bowling Green & Warren County

Vol. 5 No. 4

OCT. 1984



DAVID FAXON

Landmark President, David Faxon, has been involved with downtown revitalization since shortly before establishment of the Bowling Green Main Street Program. Because he views downtown as being a vital part of the community, little encouragement was needed for his involvement with both Landmark and the Downtown Business Association (DBA). In fact, he is one of the persons responsible for helping to establish the Bowling Green Main Street Program.

(Cont. col. 1, pg. 2)

BUSINESS RECRUITMENT PROGRAM

Landmark, in conjunction with the Downtown Business Association, has initiated a new program to recruit new business for Bowling Green's downtown area. This new effort is an important segment to the continuing revitalization of downtown. Not only will this joint effort recruit new retail business, but service businesses, office tenants and residents for upper floor development as well.

Bland, Roos and Associates, a marketing consultant from Silver Spring, Maryland, has been contracted to prepare a strategy for this new program. The consultants will also guide and train the staff in the execution of the strategy. Work on this element will begin immediately and will be completed in approximately eight weeks.

Recruitment strategy includes: 1) Data Assembly - collection of information required by any business before deciding to locate or relocate downtown. 2) Shopper Survey - determination of perceptions, needs and opportunities created by current downtown patrons. 3) Merchant/Tenant Mix and Alignment - determination of which stores and services will best benefit all downtown retailers and where they should be located in the downtown area. 4) New Business Recruitment Program - an on-going program that "packages" salient information about downtown and defines how and where to seek out new businesses for downtown.

Landmark and the Downtown Business Association feel that this program is one more element necessary to strengthen the revitalization efforts underway in downtown Bowling Green. Actual recruitment efforts will begin early next year with cooperation of the Chamber of Commerce, local financial institutions, property owners and realtors.

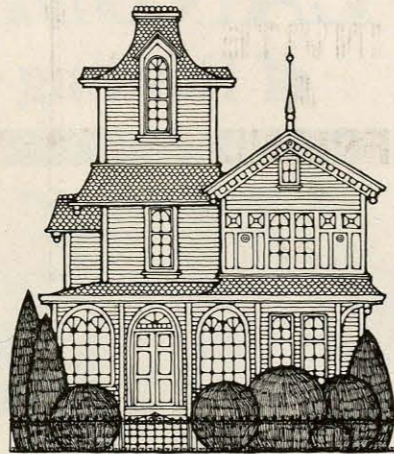
(Cont. from pg. 1)

He feels that improving downtown economically, as well as physically, is a concern with anyone having interest in the area. Those concerned with the vitality of downtown share the same goals and must work together in order to achieve success. This means more responsibility of involvement, a belief motivating him to assume leadership in two organizations promoting the welfare of downtown.

Although both Landmark and DBA have been very successful in promoting downtown, Mr. Faxon sees a need for these organizations to continue educating the community regarding economic development and historic preservation. Many people do not yet understand rehabilitation of our resources can be more feasible than new construction.

He would also like to see Landmark create a greater awareness and appreciation in the community of these resources, thereby assuring their survival for future generations. Bowling Green's built environment reflects the city's historic development over time. Once these buildings are gone, our physical history has been erased and can never be replaced or duplicated. Unfortunately, few people think about the history and activities surrounding a structure until it is no longer there.

TRADITIONAL LANDSCAPING



Those interested in traditional landscaping will not want to miss Landmark's October meeting to be held at the Bowling Green Public Library on Wednesday, October 24th at 7:30 p.m.

Mr. John Ridley, owner of Ridley Nursery Gardens, will be Landmark's guest speaker. Mr. Ridley's program concerns landscaping of older residential property. A question and answer session will be included in the program.

A tour of St. James Apartments, 1133 Chestnut Street, will follow the meeting. Mr. and Mrs. Ron Shrewsbury have recently completed revitalization of this National Register property. St. James was built in 1912 and is one of Bowling Green's earliest apartment buildings.

Office Products

Downtown is pleased to be joined by a new retail business. Otto Office Products is now operating Bowling Green's third outlet at 428 East Main Street.



**INVITE
A
FRIEND
TO
JOIN!**



LANDMARK ASSOCIATION

P.O. Box 1812, Bowling Green, Kentucky 42101
502/781-8106

Date _____

Name: _____

Address: _____

Telephone: _____

MEMBERSHIP CATEGORY

- | | |
|--|---|
| <input type="checkbox"/> Individual..... \$10.00 | <input type="checkbox"/> Sustaining..... \$100.00 |
| <input type="checkbox"/> Family..... \$15.00 | <input type="checkbox"/> Patron..... \$500.00 |
| <input type="checkbox"/> Supporting..... \$25.00 | <input type="checkbox"/> Life..... \$1000.00 |

—VICTORIAN KENTUCKY—

"Victorian Kentucky"...is the theme for the fifth annual meeting of the Historical Confederation of Kentucky. This meeting, hosted by the Kentucky Library and Museum, Western Kentucky University, will be held Saturday, November 10, 1984. Registration begins at 9:00 a.m. (Central Time). A registration fee of \$10.00 will include lunch, registration materials, and refreshments.

Special tours of the museum's "Growing Up Victorian" and Landmark Association's walking tour of Bowling Green's 19th century architecture are planned. Community historical and civic groups are invited to bring an exhibit on their county's history or report on their accomplishments. Those interested in genealogy will receive a guided tour of the Kentucky Library. Outstanding individuals and organizations will be recognized at an awards banquet. Following lunch, Jane Curry will present "Samantha Rattles the Womens's Question," an entertaining living history presentation on the role of women in 19th century Kentucky.

Come out and share your interests in Kentucky's past while learning about our Victorian ancestors. For registration information, contact, Wm. B. Chescheir, Secretary, Historical Confederation of Kentucky, P.O. Box H, Frankfort, KY 40602; (502) 546-2662.

—MEMBERSHIP—

A special note of appreciation to the following who joined Landmark or renewed their memberships since the last issue of Landmark Report:

New Members

Mr. and Mrs. Henry Durham
Dr. and Mrs. William Jenkins

Membership Renewals

Mr. and Mrs. William E. Allender
Ms. Sandra Dunn
Mr. and Mrs. Hubert Griffin
Mrs. Cathy Hewitt
Mrs. J.B. Simmons
Dr. and Mrs. Roy Slezak
Mrs. Flora Templeton Stuart
Mr. and Mrs. James R. Thompson
Mrs. Julia Townes

—Landmark Christmas—



Our members will want to be sure to reserve the afternoon of Sunday, December 16, 1984 from 3:00-5:00 p.m. for Landmark's first "Christmas Party".

Ms. June Rose Garrott has offered to host a holiday reception in her home at 1340 College Street.

A GIFT IDEA!!

Need an idea for a holiday gift? How about a copy of **ARCHITECTURE OF WARREN COUNTY!**

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Western KY University
Bowling Green, KY 42101



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914 1/2 State Street P.O. Box 1812
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Did You Know.....

Since the Bowling Green Main Street Program was established in 1980, 208,000 square feet of building space has been rehabilitated in the downtown area. Fifty percent of this space was revitalized for office use, followed by 36% retail use, 8% public use and 6% apartment space. This area is the equivalent to a 17 story Pushin Building!!

REHABILITATION: Returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural and cultural values.

RESTORATION: Accurately recovering the form and details of a property and its setting as it appeared at a particular period of time by means of the removal of later work or by the replacement of missing earlier work.

LANDMARK REPORT is a publication of the Landmark Association of Bowling Green and Warren County, Inc., a non-profit corporation organized to promote historic preservation/economic development. Landmark, a participating agency in the Kentucky Main Street Program, is supported by the membership of concerned citizens.

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