


3-1985

Landmark Report (Vol. 5, no. 9)

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Kentucky Library Research Collections, "Landmark Report (Vol. 5, no. 9)" (1985). *Landmark Report*. Paper 47.
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LANDMARK REPORT

Vol. 5 No. 9

of Bowling Green & Warren County

MAR. 1985

— HISTORY OF WESTERN KENTUCKY UNIVERSITY —

Western Kentucky University, having a history reaching back to the late 19th century, has played an important role in Warren County. Dr. Lowell Harrison, with the Department of History at Western Kentucky University, has spent the past several years researching Western's history utilizing materials from the university archives.

Dr. Harrison will be featured as guest speaker for Landmark's March meeting to be held at the home of Dr. and Mrs. Donald Zacharias, 1700 Chestnut Street,

on Wednesday, March 27, 1985 at 7:30 p.m. His presentation will cover Western Kentucky University's early years under the administration of Henry Hardin Cherry, Western's first president. A specialist in Kentucky history, Dr. Harrison has written several articles and books including John Breckinridge: Jeffersonian Republican, George Rogers Clark and the War in the West, The Antislavery Movement in Kentucky, and the Civil War in Kentucky.

— COLOUR ME RIGHT! —

"There is one colour...frequently employed by house painters, which we feel bound to protest against most heartily, as entirely unsuitable, and in bad taste. This is white, which is so universally applied to our wooden houses of every size and description." Andrew Jackson Downing's comment, written in 1842, criticized the late 18th-early 19th century practice of painting buildings white. Instead, Downing and other architects of his time advocated the use of natural coloring to convey a sense of harmony between building and landscape. Architectural styles coming into vogue after 1840 reflect this idea, while vernacular building types retained the white color scheme. As a body color, white did not appear again until the Colonial, Classic and Mediterranean Revival styles became popular after 1890.

Color contributes to the character of a house and can unify its architectural elements. Color can also make a positive contribution to the character of the neighborhood and care must be taken in

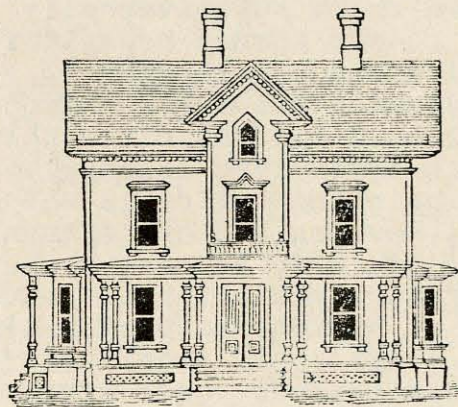


This portrait of Henry Hardin Cherry was painted by E. Sophowisba Hergesheimer and completed in 1939.

(Cont. pg.2 col.1)

selecting a scheme that will be compatible with other houses in the neighborhood. A one-color scheme is most economical. However, a light color should be used as a dark color will look dull. For a two-color scheme, the body and window sashes are painted a light or muted color, and the trim a darker shade. Perhaps the best choice is a three-color scheme - a light or muted body color, a dark shade for trim and white window sashes. Colors should be limited to three at the most. More than three colors can be effective on some house styles, particularly Eastlake and Queen Anne, but the color scheme is best left to a professional consultant.

When considering paint color, avoid bright or pure colors, combinations of warm and cold colors, and two colors of the same intensity. Because pure hues can be unpredictable, they need to be modified - darker by adding black (shade) or lighter by adding white (tint). Also, avoid painting stained shingles, roof, chimney, brick and stonework.



Many examples in effective use of color can be found locally in the older neighborhoods. A few of these examples include 1302, 1303, 1340, 1356 State Street; 1028, 1250, 1350 Park Street; 1635 Chestnut Street; 1211 Smallhouse Road; 640 E. 10th; and 701 E. 11th. For further information concerning house color, consult Rehab Right, Century of Color and Old-House Journal.

GERARD BUILDING REHABILITATION



GERARD BUILDING 1907
935 COLLEGE STREET

College Street is the location of downtown's newest rehabilitation project. Vacant since 1979, the Gerard Building at 935 College Street is being adapted for reuse as professional offices by its owner, Irvin Oberg.

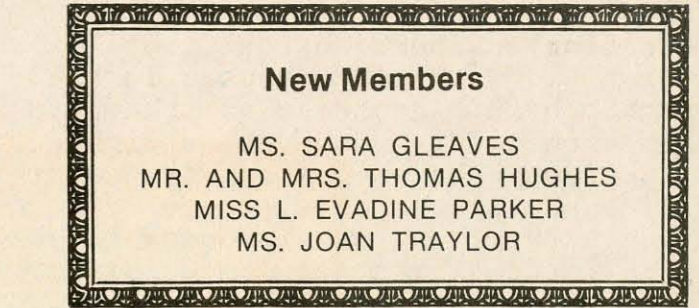
Constructed in 1907, the structure has been the site of a bowling alley (1909), several groceries (1914-1949) and billiard parlors (1949-1979). Also, the building once housed the local strawberry growers' association.

Although the building's storefront was altered after 1950, this structure is a good example of the Downtown Commercial Historic District's early 20th century architecture. Rehabilitation will include a storefront appropriate to the period of original construction.

DOWNTOWN STUDY COMPLETED

Landmark has received the Retail Revitalization Report completed by Bland, Roos and Associates after four months of studying the downtown area. Utilizing information gathered during the study, the report assesses downtown Bowling Green's future needs and how the downtown business community can best use available resources to create a stronger retail center.

This report shows that downtown's primary trade area is Warren County. By 1987, \$28 million in retail sales will be spent downtown - an increase of 26% over 1982. An increase in retail trade will create an additional demand of 29,000 square feet in new retail space. These new stores could be accommodated in spaces currently vacant or poorly uti-



New Members

- MS. SARA GLEAVES
- MR. AND MRS. THOMAS HUGHES
- MISS L. EVADINE PARKER
- MS. JOAN TRAYLOR

lized. New retail stores recommended for downtown include men's and women's clothing, clothing accessories, food and drink, gift and jewelry.

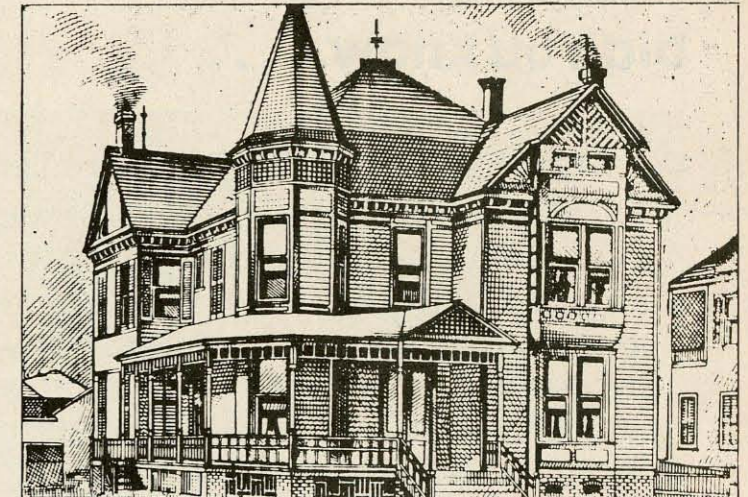
In order to successfully take advantage of downtown's potential, merchants and property owners must organize, advertise, and promote downtown as a shopping center, convey the idea of downtown as a convenient one-stop shopping place, establish a retail recruitment program, and fully utilize vacant upper floor spaces in buildings.

SPRING RAMBLE

It's not too late to join other Landmark friends for a tour of Paducah. Costs for the trip are \$40.00 per person (members) and \$50.00 per person (non-members - includes membership).

This fee will cover transportation, lunch at Whitehaven, admission to a decorators' show house, a tour of downtown Paducah, tours of private homes in the Lower Town Neighborhood and dinner at 9th Street House.

Remember: Reservations must be received at the Landmark office no later than April 12th. For further information, contact the office at 781-8106.



NINTH STREET HOUSE

Make check payable and mail to:
Landmark Association
P.O. Box 1812
Bowling Green, KY 42102-1812

REGISTRATION

Name(s) _____
 Address _____ City _____ State _____ Zip _____
 Telephone: Home _____ Office _____
 Enclosed is a check for \$ _____ as payment to reserve _____ place(s) due by April 12, 1985.

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 Bowling Green, KY 42101



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LANDMARK ASSOCIATION

Did You Know.....

The 1981 Economic Recovery Tax Act, providing a 25% Investment Tax Credit for certified rehabilitation of historic buildings, has been successful in promoting revitalization of Kentucky's historic structures. During 1984, the Kentucky Heritage Council reviewed 461 applications statewide representing \$62,297,607 in capital investment. Kentucky's ten Main Street Programs accounted for 48 of these projects and \$6,848,200 in private investment. Bowling Green's Main Street Program assisted with five rehabilitation projects in 1984 representing an investment of \$1,593,000.

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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