1981-82 ANNUAL REPORT

This first newsletter of the 1982-1983 year provides an opportunity to inform our members of the past year's accomplishments and our achievements since establishing the Main Street Program in February 1980.

BOARD OF DIRECTORS —

Landmark would like to thank the 1981-1982 Board of Directors for their help and guidance. We would also like to thank retiring President, Carol Burford, who will remain with the Board and retiring Directors Louis Berman, John Matheney, Joe McFarland, Ron Shrewsbury, Irene Sumpter and Fred Tanner for their support.

1982-83 OFFICERS AND BOARD OF DIRECTORS —

Landmark is fortunate to have another fine slate of officers and directors serving on the Board. We have a number of new directors, but are familiar faces to our members. Our Board of Directors represent a variety of professional backgrounds and all have a common interest in historic preservation.

1981-82 OFFICERS AND BOARD OF DIRECTORS —

- President - Carol Burford
- Vice President - John C. Perkins
- Secretary - Jay Sloan
- Treasurer - Richard Wiesemann

- Louis Berman
- Raymond Cravens
- David Faxon
- Alma Hall
- Riley Handy
- Romanza Johnson
- Jack Kesler
- John Matheney

- Joe McFarland
- Jane Morningstar
- John Parker
- Ron Shrewsbury
- Steve Smith
- Irene Sumpter
- Fred Tanner
- Jean Thomason

1982-83 OFFICERS AND BOARD OF DIRECTORS —

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

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

Executive Vice President
Dick Pfefferkorn

Staff Assistant
Kevin Hunter
LANDMARK AWARDS

The Annual Meeting also provided an opportunity to recognize property owners who have completed rehabilitation of their buildings. We were pleased to present 14 awards in behalf of the organization. These presentations will become an annual event.

MARTHA MOORE HOUSE 1818
801 State Street
Marlin White

UNDERWOOD-JONES HOUSE c.1875
508 State Street
William Moore
Robert Pitch

NEWTON BUILDING c.1884
340 East Main
John C. Davis

SABLE BUILDING 1887
904 State Street
James R. Holland

Ogden BUILDING c.1850-1875
400 East Main
Peter Mahurin

FILA BUILDING 1938
520 East Main
Citizens National Bank

MANN BUILDING 1888
422 East Main
Alma Hall

POTTER-MATLOCK BANK c.1885
912 State Street
James Kennedy

CAPITOL THEATRE 1938
416 East Main
Bowling Green-Warren County Arts Commission

R.C.P. THOMAS BUILDING c.1869-1875
440 East Main
David Faxon

PUSHIN BUILDING 1920
400 East Main
Meredith Johnson Tom Kelley

PRINCESS THEATRE 1914
430 East Main
David Hobold

REARDON BUILDING c.1887
910 State Street
Charles McDonough

PUBLIC PRESENTATIONS

The Landmark staff has continued to prepare a variety of programs which have been presented to civic groups and governmental agencies both locally and statewide. These programs are designed to disseminate information concerning Landmark and the Main Street Program to the general public. During the past year, presentations have been made to the Bowling Green City Commission, Kiwanis Club, Rotary Club, Smith-Grove Woman’s Club, Warren County Historical Society, an interior design class-WKU, and the WKU chapter American Society of Interior Designers. Programs have also been given in Frankfort and Somerset. In addition to presentations to civic organizations, Landmark has participated in a Revolving Loan Workshop in Hartford, Conn., a National Trust Main Street Storyshop in Nashville and the Kentucky Images Conference in Louisville.

MAIN STREET PROJECT

Landmark has once again received a major portion of operating funds through the City of Bowling Green ($39,800) and the Kentucky Heritage Division ($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 our revenue comes from membership dues, stressing the importance of community participation.

Since the beginning of the Bowling Green Main Street Program in 1980, a transformation of the Downtown Commercial Historic District has taken place. This transformation involves several elements including rehabilitation of buildings; new businesses; reorganization of the Downtown Business Association; a positive working relationship with downtown property owners, merchants, governmental officials and financial institutions; the creation of a positive image of downtown; and an overall awareness by the general public that something good is happening downtown. We can point to several significant achievements that have taken place in the past two years.

cont. from P2

PUBLIC PRESENTATIONS (cont.)

We have been involved in some 24 different rehabilitation projects in the district amounting to over $6 million in capital investment. Other tangible and intangible benefits derived include creation of new jobs, new construction jobs dealing with revitalization of buildings, media coverage of the project, increased property values, increased tax base, increased rental rates, more traffic and public exposure downtown. These efforts have resulted in a total of 22 new businesses locating in the downtown area in addition to ten housing units.

An interest in downtown is evidenced by the some 20 different properties that have changed hands since initiation of the project. Ten properties have been sold to local ownership and the other ten to local owners willing to rehabilitate.

A Facade Design Program initiated in July 1980 has been well received and extremely successful. We have completed the design work for 17 separate buildings of which construction has been completed for 14 buildings.

Twenty Tax Act projects (applications) have been completed to provide tax incentives for certified rehabilitation. Landmark has assisted the property owner in completing the application, photography and research in each case.

CNB LOAN PROGRAM

We are pleased that Citizens National Bank has encouraged downtown redevelopment and is working with the Landmark Association through the Review Board. The Citizens Historic Preservation Program provides permanent financing at several points below current rate for rehabilitation pending approval of construction plans by the Review Board. During the past year, loans of this type have been approved for Hilliard and Lyons, Charles McDonough, Helena Silezak, J.C. Holland and Company, Barbara Stewart and Dr. Van Fisher.

LOBBYING/LEGISLATION

Landmark will continue to support the Commonwealth Preservation Council in its statewide effort to present the local historic preservation/economic development cause to state and national governments. We will request support from the state at current levels ($200,000) resulted in an appropriation of $400,000. In addition, the Kentucky Heritage Division in the Kentucky Department of the Arts will once again become a separate agency in state government. A tax abatement bill was also passed during this legislative session. This bill allows local government to authorize a tax abatement for rehabilitation of historic property. Local government will now have to consider the future of the community and the level. Unfortunately, we must continue our cause at the national level as there are no historic preservation monies allocated in the federal budget for next year. Again, our membership is an important element in these efforts; our voice is being heard.

SPECIAL ACTIVITIES

Throughout the year, Landmark has been involved in many special programs and continuing activities in addition to the Main Street efforts. Last September Landmark participated in Childfest with an Architectural Treasure Hunt. In October we sponsored the 100th anniversary celebration of the fountain in Fountain Square Park. We have also continued our association with the Chestnut Park Corporation, a small neighborhood conservation group.

During the past six months, Alma Hall, Romanza Johnson and Jean Thompson have been instrumental in bringing our membership up to a total of 268. We appreciate the support of our 146 new members as we do of the continued support of our 1981-1982 members.

Our Architectural Salvage materials have continued to accumulate at the site at which we are working toward a better system of removal and storage. These items have been rescued from demolition and are in turn sold to those who may need them in revitalization projects. Our materials have found their way into local businesses and homes. Several items have contributed to the rehabilitation of the lock and dam superintendent’s house in Woodbury for use as the Butcher County Museum.
Landmark has been asked by the city to assist in the review of project plans concerning the Midtown Redevelopment Plan. This plan calls for a mixed use, residential/neighborhood business concept of an area bounded by the Louisville and Nashville Railroad, Barren River, 6th Avenue and College Street. A portion of this area at the corner of 1st Avenue and College Street has been selected by the Bowling Green Board of Realtors “Make America Better” project. Rehabilitation has begun on an early 19th century brick Toll House by the Board. Although plans for utilization are not complete, Landmark will use a portion of the building for storage of salvaged architectural materials.

Landmark will also become involved in this area through revitalization of the Louisville and Nashville Railroad Depot. Landmark Director David Garvin is currently in the process of negotiating purchase of the 1925 depot for use as headquarters of Camping World. These projects should provide impetus for redevelopment in the Center Street area. Because this area is immediately adjacent to the Downtown Commercial Historic District, these projects may influence an interest in the lower Main Street portion of the historic district. Fire, demolition and neglect have created a serious problem in this district making the area an important target for the Landmark Association.

Many of Landmark’s programs such as technical assistance, facade design and public relations activities have been successful and will continue. Membership recruitment, monthly meetings, the annual meeting, architectural salvage and the newsletter are also important elements to be continued in our operation.

Another new program developed by Landmark will be a signage improvement project. We will provide incentives for removal of non-conforming signage and design assistance for new signage.

MEMBERSHIP MEETINGS

Although much of our attention and efforts are involved with economic development and financial matters, Landmark participates in a wide range of activities of general interest to the community. We sponsor monthly membership meetings with topics that have included rehabilitation plans, covered bridges, residential revitalization and the Lost River Cave system. These meetings have allowed us to visit several prominent landmarks such as the Rister-Houchens House and the Hobson House as well as the homes of several members. Our Annual Meeting held in May marks the culmination of the year’s events. This year we had an excellent response to our special guest speaker, Roger Davis, with 150 members and their guests attending. Mr. Davis is the owner of the recently restored Seelbach Hotel in Louisville.

BOARD OF DIRECTORS MEETINGS

Landmark Association Board of Directors meetings will be held on the 3RD WEDNESDAY of the month.

Wednesday, July 21
Wednesday, August 18
Wednesday, September 15
Wednesday, October 20
Wednesday, November 17

IN CONCLUSION

In six short years, Landmark has grown from a small, all volunteer organization to a large, professionally staffed operation. Our responsibilities to the community have greatly increased and will continue to do so in the near future. As duties have increased, so has our need for membership participation. We hope that our general membership will begin to take an active part in our program of work. Landmark’s exemplary achievements during these past two years have shown that economic redevelopment/historic preservation does work. Landmark has more than adequately justified our community’s need for the Main Street Program. Failure to maintain the successes we now enjoy would negate these efforts of community improvement. Maintaining these programs would not only strengthen the cause for historic preservation, but would create a greater appreciation and awareness of our community’s heritage.

MARK YOUR CALENDAR

Beginning July 28, Landmark Association Monthly Meetings will be held on a new night. All meetings will continue to be held at the Bowling Green Public Library. Our meeting night has been changed to the 4TH WEDNESDAY of the month except for November. Please make a note of this change on your calendar.

Wednesday, July 28
Wednesday, August 25
Wednesday, September 22
Wednesday, October 27
Wednesday, November 17

No Meeting in December

CONT. FROM P3

Members are encouraged to participate in these activities by serving on our various committees. New committees for the coming year will soon be formed and announced in the near future. We hope that you will consider taking an active part in our organization. Your help is needed and will be appreciated.

PLANS FOR 1982-83

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 six hour Planning Retreat hosted by John G. and Emily Perkins. This session produced a variety of ideas concerning financial planning, long range project planning and public relations soon to be formulated into a viable Program of Work. We are currently working toward implementing a revolving loan program. The National Trust for Historic Preservation has approved a five year loan of $25,000 to be matched with local funds of an equal or greater amount to be used for a revolving loan program. These funds will be used for smaller commercial revitalization projects and will supplement the Citizens Historic Preservation Program. We are excited about this program because it will be the first of its kind in the City. The National Trust has made a loan of this type for commercial rehabilitation.

Another new program developed by Landmark will be a signage improvement project. We will provide incentives for removal of non-conforming signage and design assistance for new signage.

HISTORIC PRESERVATION
REINVESTING IN AMERICA’S PAST

National Trust for Historic Preservation

4
JULY LANDMARK MEETING

The Landmark Association July General Meeting will be held at the Bowling Green Public Library on Wednesday, July 28 at 7:30 p.m. Landmark's slide adaptation of the Kentucky Museum's "Main Street: Mirror of Change" will be presented. This program was well received by the audience at the Kentucky Images Conference in Louisville.

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

Nonprofit Org.
US Postage
PAID
Permit No. 683
Bowling Green, Ky. 42101

Sara Tyler
1349 State
Bowling Green, Ky. 42101