



REVITALIZE OHIO

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REVITALIZE OHIO

Summer 2016

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Heritage Ohio
846 1/2 East Main Street
Columbus, OH 43205
P 614.258.6200
info@heritageohio.org
heritageohio.org

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HeritageOhioMainStreet

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ROUND 16 OHIO HISTORIC TAX CREDITS



On June 28th in a ceremony conducted in Wooster, Ohio, the Ohio Development Services Agency awarded \$27.8 million in historic tax credits to 26 applicants. The 16th round of credits represents \$261.4 million in private investment which will help in the rehabilitation of 39 historic buildings in 14 Ohio communities. Thanks to Heritage Ohio Board member and Main Street Wooster Executive Director Sandra Hull for coordinating the festivities.

ON THE COVER



“Night Train Approaching Ashtabula” by Carl E Feather, winner of the Preservation Month Photo Contest. Read more and see the finalists on page 7.

DIRECTOR'S NOTE

This summer, we are in full swing planning our annual conference, which will be held in Cincinnati, October 10-12, 2016. If anyone needs convincing about the power of historic tax credits, a visit to Cincinnati will do it. In just the past two years, over \$110 million in historic tax credit projects have been completed. Plus, by the time we visit, Cincinnati's new \$147 million streetcar will be operational, which can whisk you quickly and efficiently to interesting destinations in the up and coming Over-the-Rhine neighborhood.

You will see a short article in this issue welcoming Pearl-Jean Mabe to the Heritage Ohio staff, she will be the new Downtown Program Coordinator working with Jeff Siegler to bring more support and programming to the Downtown Affiliate and Franklin County Downtown Works programs. Pearl is no stranger to many of you as she has just completed 2 years of AmeriCorps Service at Heritage Ohio. We are fortunate to have her enthusiasm and skill-set at Heritage Ohio.

Joyce Barrett,
Executive Director of Heritage Ohio

DATES TO REMEMBER

Tax Credit Coffees
Newark, Ohio
Coshocton, Ohio
Cambridge, Ohio
Zanesville, Ohio
July 27

**YOP Columbus Metro
Library Tour + Courtyard
Happy Hour**
Columbus, Ohio
August 25

**Revitalization Training: The
Secrets of Sponsorship**
Vermilion, Ohio
September 14

**Rust Belt Coalition of
Young Preservationists**
Cincinnati, Ohio
October, 7-9

**Heritage Ohio Annual
Conference**
Cincinnati, Ohio
October, 10-12

**Revitalization Training:
Economics of Aesthetics**
Tiffin, Ohio
November 9

**PastForward, National
Trust for Historic Places
Conference**
Houston, Texas
November 15-18

For more information about upcoming events, visit us at heritageohio.org.



Meet a Main Street Director

John Wilson of Troy Main Street

John has a vision for downtown Troy, Ohio, that not only brought him to the position of executive director of Troy Main Street in April, but also has him invested personally in a downtown building.

“What has been interesting to me in the past couple of years is the purchase and renovation of a blighted building in downtown,” commented John. “I mostly became involved with this building because no one else would. I did it as a public service.” As a result, he has enjoyed the process of turning a downtown historical relic into upscale apartments and two commercial spaces that are fully occupied. “Troy is a thriving downtown composed of a variety of excellent restaurants, boutiques, gift shops and salons,” he added. “We’re blessed with plenty of art and music, as well as a library and a cultural center.”

John previously worked for Troy’s largest employer, F&P America, managing several departments during a career that spanned 20 years. Following his time at F&P America, John decided to join Troy Main Street.

“The timing was right. I had served on the main street board for four years and was a past president,” said John. “... I did not want to leave town or give up the personal satisfaction of helping the community. That is more important to me at this time in my career. Growing the organization in a way to create stability and staff longevity.”

Although there are a lot of exciting projects on the slate for Troy Main Street, John says his favorite part of the job remains his interactions with the downtown business owners.



Visit
Troy!

A Troy resident for more than 30 years, John discovered Troy right out of college when he moved here for a job. After graduating from Tiffin University with a Bachelor’s of Business Administration and Accounting, John became entrenched in the Troy community as he worked, lived, raised his children and invested in Troy.

In his spare time, he splits logs to use for heating his home, grows his own vegetables and works on the third-floor-building-project of his downtown building, the Hatfield House.

Troy is fortunate to have such a capable player at the head of its downtown team at Troy Main Street. With a vision for stability and an eye for development, John is looking forward to using his capabilities as he serves in his new role.

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Unionville Tavern

Jeffris funding spurs efforts to preserve the Unionville Tavern

The Unionville Tavern Preservation Society, a local preservation organization founded to preserve the historic Unionville Tavern, recently received a grant from The Jeffris Family Foundation to complete the funding of the Historic Structures Report and Master Plan (HSRMP), on behalf of its efforts to "Save the Tavern!" The Jeffris Family Foundation awarded \$26,000, as part of a Heartland Grant. The historic structures report will document a variety of important components, including the condition of the tavern, its restoration needs and costs, and the future use of the historic building.

Erin Cicero, Society president, said, "The historic structures report is a critical process required to assess the historic tavern, develop a plan moving forward, and ultimately, restore and revitalize the tavern. We greatly appreciate the support of the Jeffris Family Foundation in this effort. Their financial support has guaranteed that our effort to physically "Save the Tavern!" will move forward. We look forward to working with the foundation as a major partner in this effort." The Jeffris Foundation may also provide future funding in the form of a matching grant to assist local efforts with "brick and mortar" fundraising.

The Unionville Tavern Preservation Society is consulting with Heritage Architectural Associates of Wheeling, West Virginia to create the historic structures report and master plan, as

the organization works to protect the 218 year old tavern. The Unionville Tavern is listed in the National Register of Historic Places, and is believed to be one of the oldest taverns in the state of Ohio.

The Unionville Tavern Preservation Society acquired the property in August of 2014, in a private sale which avoided the scheduled sheriff's sale. Since then, the society has organized clean-up days, held additional fundraisers, removed a large maple which threatened the structure, initiated structural stabilization efforts, and hosted a large preservation event at the Unionville Booster Annual Flea Market. Currently, efforts are underway to stabilize the porch which sustained additional damage during recent storms.

The Jeffris Foundation was established in 1979 by Bruce and Eleanor Jeffris, and their son, Tom, to preserve the cultural history and heritage of the Midwest through the preservation of regionally and nationally important historic buildings and decorative arts projects. From its location in Janesville, Wisconsin, the foundation supports preservation efforts in a number of Midwestern states, including Ohio.

You can learn more about their work at www.JeffrisFoundation.org.



The Municipal Light Plant Easement

In December of 2015, Heritage Ohio held a signing ceremony to formalize its latest easement agreement, focused on protecting the exterior character of the former Municipal Light Plant in Columbus. The Municipal Light Plant represents the 9th easement agreement Heritage Ohio holds. Although the light plant had been closed since the 1970s, and seemed destined for a date with the wrecking ball, City of Columbus leaders instead eyed the potential for site development that included the preservation of the existing buildings.



After sending out RFPs, and opening the building for public viewing and walkthroughs, the winning proposal (which thankfully included preservation of the site's buildings) was chosen. The developer focused on redevelopment plans, and contacted Heritage Ohio to inquire about donating an easement. With word of listing in the National Register in December, the building was now deemed officially historic. Listing meant the owner could donate the easement to Heritage Ohio, giving the owner eligibility to treat the easement donation

as a charitable contribution. The charitable contribution allowed the owner to take a tax deduction on federal income tax.

"We're excited that we can help play a role in the continued use and preservation of historic buildings, and that the easement donation preserves the historic former Municipal Light Plant in perpetuity. We can't wait to see the developer's finished product, as the rehabilitated buildings will add to the vibrancy in the district," stated Joyce Barrett, director of Heritage Ohio.

The Municipal Light Plant easement comprises Heritage Ohio's fifth easement agreement in Columbus, and includes agreements for preservation of iconic structures such as the Julian, and the Larrimer Building (housing the landmark Elevator Brewery & Draught House). Heritage Ohio accepted its first easement in 2004, working with the owners of the Rawson Block in downtown Findlay to insure the landmark's preservation.



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Pictured: the Cartisle Building in Chillicothe, OH



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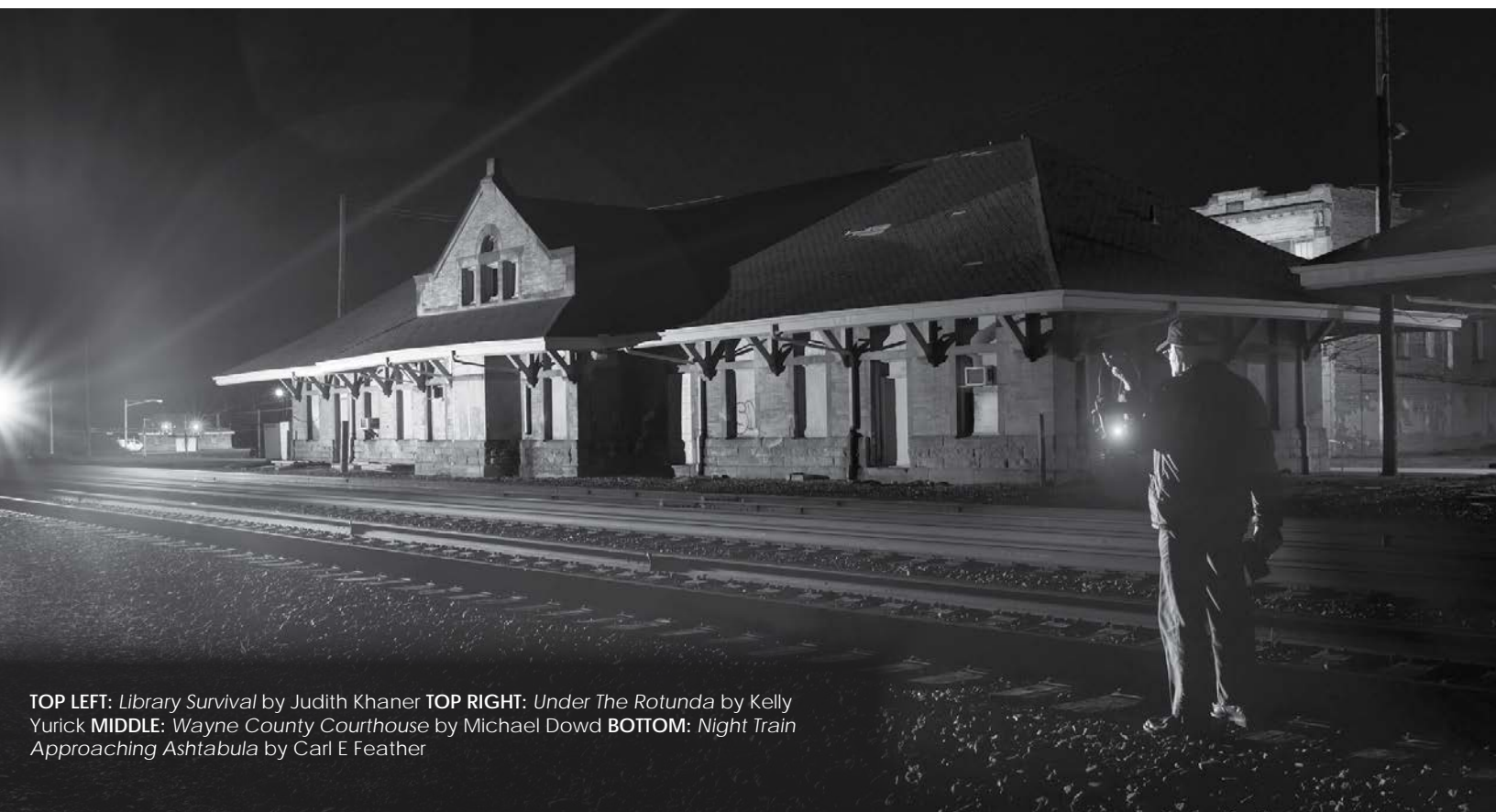
Preservation Month Photo Contest Winner!

May 2016 marked our 7th annual Preservation Month Photo Contest, and Carl E Feather garnered the most votes this year to be crowned the winner. His entry, "Night Train Approaching Ashtabula," featured the image of the Ashtabula depot, a historic building facing an uncertain future.

Once again, our finalists displayed creativity in their subject matter, as photographers highlighted subjects such as an iconic county courthouse, a Cleveland adaptive use project, and a historic prison. However, Carl's entry featuring the historic depot really struck a chord with the online voters.

This year, for the first time ever, we gave people attending the Old House Fair a chance to vote for their favorite finalist. When the votes had been counted, Judith Khaner had won our *Old House Fair Peoples' Choice Award*. If that name sounds familiar, there's a good reason: Judith was the winner of last year's photo contest, with her entry highlighting the interior of the iconic Cleveland Arcade.

We wish to thank all of the photographers that submitted entries, and our record 1,000+ voters for casting their votes! Stay tuned for Preservation Month 2017 and the call for entries for our 8th annual Preservation Month Photo Contest!



TOP LEFT: *Library Survival* by Judith Khaner **TOP RIGHT:** *Under The Rotunda* by Kelly Yurick **MIDDLE:** *Wayne County Courthouse* by Michael Dowd **BOTTOM:** *Night Train Approaching Ashtabula* by Carl E Feather

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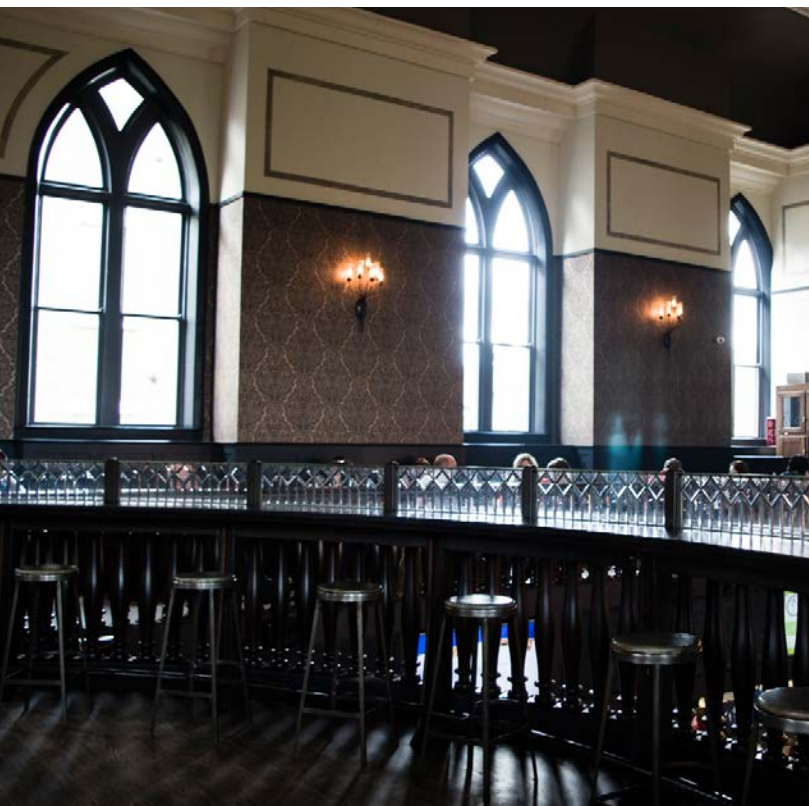
Mark your calendars now and join us in Cincinnati this October 10-12 for our annual preservation & revitalization conference at the Historic Hilton Netherland Plaza!

We're excited to return to the Queen City and share with you some of the city's achievements in preservation and revitalization.

This year, we are bringing two titans of revitalization and preservation to Cincinnati. Ed McMahon, Senior Fellow for Sustainable Development at the Urban Land Institute and

Chairman of the board of the National Main Street Center, will deliver the opening plenary. Our keynote presenter on Wednesday will be Bernice Radle, star of DIY Network's American Rehab.

Our Legacy Circle Reception will take place at a National Historic Landmark, the Cincinnati Observatory. Architect Samuel Hannaford designed the Greek revival building before then designing Cincinnati's Music Hall and City Hall and the observatory is home to the world's oldest telescope still in use nightly by the general public!





In addition, we will have several new sessions for you, from preservation ordinances to downtown revitalization districts to UNESCO World Heritage Sites and strategies for speaking with your elected officials. We will also be offering more field sessions than ever before so you can enjoy the sites of Cincinnati while you learn! Moreover, we are once again providing special sessions with the State Historic Preservation Office, covering topics about the National Register, Section 106, and state and federal historic preservation tax credits.

For professionals attending the conference, we will once again be offering continuing education credits on many of the sessions.

Early bird registration is now open! Register today on our website. And remember to book your room at the Hilton Netherland Plaza before rooms are sold out! Call the hotel at 513-421-9100 and mention 'Heritage Ohio' to secure the group rate.



The Secrets of Sponsorship

September Revitalization Training

Heritage Ohio is extremely excited to welcome back Sylvia Allen to Vermilion this September. Last time Sylvia presented in Ohio, local Main Street programs saw their sponsorship dollars soar.

Join us in Vermilion on September 14th for a full day of sponsorship training. Sylvia will spend the day discussing the current sponsorship landscape, the wrong *and* right way to approach potential sponsors, demonstrating how to value sponsorship levels, giving insights on how best to service the sponsorship (and keep those sponsors happy), and answering your questions. Whether you're new to the

sponsorship scene or an old pro looking to brush up on your skills, spend the day with us, apply Sylvia's lessons, and watch your sponsorship efforts flourish.

Sylvia is a sponsorship guru who has worked with countless organizations to help them improve their sponsorship efforts. Sylvia's book, *How to Be Successful at Sponsorship Sales* is packed with practical advice on generating more revenue from sponsorship.

Heritage Ohio wishes to thank the Community Foundation of Greater Lorain County for their generous financial support of the Vermilion Revitalization Series training.

Old House Fair Recap

Heritage Ohio's second annual Old House Fair

We couldn't have asked for a better setting than the Square in downtown Medina for our 2nd annual Old House Fair on Saturday, May 7th. Surrounded by Medina's historic architecture, this year's Old House Fair featured informative sessions focused on old house topics such as energy efficiency, prepping for the best paint job, architectural styles, window restoration, and researching the history of your house. Although rain washed out the Old House Fair Olympics for the adults, the kids' division featured high-stakes competition, as the participants tried their hardest to win the coveted golden mallet!

This year we were excited to host DIY Network personality and young Buffalo preservationist Bernice Radle as our featured guest. Bernice joined us Friday evening for a special pre-event reception at Root Candles, and provided compelling insights on Saturday into the preservation successes she's achieved in her hometown. We're sure you'll be hearing more from Bernice in the future!

Paul Knoebel of Friends of Ohio Barns had his small-scale replica post-and-beam barn on the Square, and the kids worked with Paul to complete an old-fashioned barn raising, learning about the history of barn raisings in the process. More than a few adults were looking on with longing looks, wishing they could get in on the fun, too.

We would like to thank our sponsors, vendors, and partners who helped to make the Old House Fair a reality. Special thanks go to Benjamin Moore, The Painted House & More, and the City of Medina for all of their assistance and support. We couldn't have done it without them!



Photographs by Judith Khaner





National Main Street Conference Recap

Ohio well represented in Milwaukee at the National Conference in May

The National Main Street Conference took place in Milwaukee this past May and for many, it was one of the best conferences in recent memory. The host city was easy to navigate and exemplified many of the attributes most aspire to achieve in our own towns. The downtown was clean, vibrant and very pedestrian friendly. The National Main Street Center worked closely with the Wisconsin Economic Development Corporation to put on the conference, including dozens of sessions, mobile workshops, keynote speeches and networking opportunities. Wisconsin Governor Scott Walker welcomed conference guests and *For The Love of Cities* author Peter Kageyama delivered the keynote speech. The conference wrapped up with the Big Bash, hosted at the iconic Milwaukee Art Museum. Next year's conference will take place on May 1st in Pittsburgh, Pennsylvania.

Thank you to OHM Advisors for sponsoring the Ohio Reception at The Ale House on May 24!



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Meet the New Heritage Ohio Board Member

Heritage Ohio's board welcomes Kelly Bissinger of Vorys, Sater, Seymour and Pease LLP!



Ms. Bissinger is a member of the finance, energy and real estate group at Vorys, Sater, Seymour and Pease LLP. She has extensive experience advising developers, syndicators and investors on low-income housing, historic and new markets tax credits matters, including legislative and

regulatory developments, originations, secondary market acquisitions and dispositions, end of compliance period planning and workouts.

In 2013, Kelly was named one of Real Estate Bisnow's 35 Under 35: Rising Stars in Commercial Real Estate. Kelly received her LL.M. with distinction in taxation and her J.D. from Georgetown University Law Center. She received her B.A. *cum laude* from Tulane University. During her time at Georgetown she published a paper on conservation districts as a solution for low income neighborhoods.

When Kelly is not at work, she enjoys spending time with her two year old Airedale terrier named Henry and her husband, Matt Porter, who is also an attorney at Vorys. The Heritage Ohio Board of Trustees welcomes Kelly's expertise and legal counsel as well as her professional expertise in historic real estate.

Heritage Ohio Welcomes Pearl-Jean Mabe

Pearl-Jean Mabe joins Heritage Ohio staff as Downtown Program Coordinator



We are excited to welcome Pearl-Jean Mabe as the newest member of the Heritage Ohio staff. Pearl first started working with Heritage Ohio at the end of 2013 as a Revitalization Intern while completing her B.S. in City and Regional Planning at The Ohio State University. After graduating she stayed with

Heritage Ohio serving two years with AmeriCorps through the Ohio History Connection's Ohio History Corps as our Workshops and Communications Coordinator.

During her time with us Pearl has helped launch the Young Ohio Preservations; redeveloped and modernized Heritage Ohio's website; hosted the webinar series; coordinated our continuing education credits for the American Institute of Architects; designed and published Revitalize Ohio; and has consistently been a valuable member of the Heritage Ohio team.

Pearl will now be working with Heritage Ohio as the new Downtown Program Coordinator. In this position she will serve as the coordinator for the Franklin County Downtown Works Program and Downtown Affiliate Program and associate coordinator of the Ohio Main Street Program.

Get the credit you deserve.

The attorneys of Ulmer & Berne LLP counsel developers, lenders and investors in the strategic use of historic credits to renovate and finance historic properties.

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ATTORNEYS

HERITAGE ARCHITECTURAL ASSOCIATES

2307 CHAPLINE STREET, WHEELING, WV 26003

TEL 681.207.9975 CELL 305.761.3642

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Three Great Reasons to Keep Up with YOP!

If you are not following the Young Ohio Preservationists on Facebook, Instagram, or e-blasts, start keeping tabs, NOW! Here are three reasons to keep up with the yoppers!

1. Regional preservation meetups! YOP is a part of the Rust Belt Coalition of Young Preservationists (RBCoYP), and they are hosting meetups across the region. The group will be in Buffalo (July 15-17), and Cincinnati (October 7-9)! These meetups offer you exclusive tours, the opportunity to expand your preservation network, and more importantly learn how others are advocating saving and restoring historic structures. Each city has different issues, but there are many regional similarities in the Rust Belt, such as building types and similar urban renewal mishaps.
2. The Cincinnati, RBCoYP meetup is being coordinated in partnership between the Young Ohio Preservationists and the Cincinnati Preservation Collective. Cincinnati is currently booming with preservation initiatives, Save the Dennison Hotel, Union Terminal, etc. Enjoy an informal

weekend prior to the Heritage Ohio Annual Conference to get unique tours of the area's redevelopment and learn from the locals how creativity and elbow grease is recreating Cincinnati, building-by-building.

3. Continue to learn about Cincinnati and all of Ohio during Heritage Ohio's Annual Conference! The Young Ohio Preservationists are offering a scholarship to attend and present at the conference; scholarship includes registration, two nights at conference hotel, a travel stipend, and an opportunity to present at the conference! **Do you know someone under 40, who lives in Ohio and is helping lead preservation in your community? Encourage them to apply!**

Soon the Young Ohio Preservationists will be seeking your assistance for community projects in Central Ohio. The Young Ohio Preservationists is not just for the next generation of preservationists, everyone is invited to participate in events, so keep your eyes open for what YOP is doing next!



Mansfield Reformatory

On a brisk, sunny morning in November 2015, I drove along a quiet country road to a huge building that resembled a majestic old castle. Could this structure be the now closed Ohio State Reformatory (Mansfield Reformatory) that was the infamous home for over 155,000 prisoners from the 1890s until 1990? I soon met my professor and fellow students in the Mansfield Reformatory visitors' welcome area.

We were told by a Mansfield Reformatory Preservation Society volunteer that the regular prison tours had closed in September. We were now allowed to roam the immense interior for picture-taking until a specified time in the early afternoon. It would be cold and damp; I put on my earmuffs and believed that my clothing layers would be sufficient to keep me warm. Armed with my camera, lenses, tripod and bag, my adventure began as I walked up the impressive wooden staircase to the central guard room of the East/West Cell Blocks. I immediately felt a sense of isolation and sadness as I entered a haunting new world filled with multiple levels of tiny steel cages. It was odd to see the sunlight shine through large windows; it gave a warm golden

cast to the rusting cell bars and hardware. I realized that there was beauty in the decay. Our group scattered, and I was alone to explore.

I have learned as a photographer to survey and photograph items and scenes that may later prove significant. In an office adjoining the deteriorating prison library, I noticed the front page of a JC Penney mail order catalog amidst cobwebs on a windowsill. I later found that the year imprinted on that page was the year the reformatory closed. I had photographed an important piece of Mansfield history. When I toured the administrative offices where the warden's personal living quarters were located, I was surprised by the lavish wood moldings and a tiled bathroom. What a sharp contrast to the prisoners' living spaces.

One scary incident occurred near the end of my visit. I could not find the exit staircase for my return to the visitors' center. Heart pounding, I found an elevator which took me to a small, dimly lit basement level room with no escape route. I quickly got back on the elevator and came again to my starting point. Self-talk seemed appropriate. "Calm down. I





am not supposed to die here.” Regaining my composure, I walked until I found a partially hidden exit sign. More self-talk, “I am going to rejoin humanity!”

My Mansfield Reformatory experience taught me that freedom is precious. Incarceration is terrible. There is a weird splendor in this “Dracula Castle” that will be preserved as part of Ohio history. I left the prison to finish photographing the commanding exterior. I must revisit soon...

ARTICLE AND PHOTOGRAPHS BY JUDITH KHANER





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