



REVITALIZE OHIO

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REVITALIZE OHIO

Fall 2014

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ON THE COVER



Pictured is the historic Franklin Hotel in Kent, Ohio. The revitalization of this hotel was a key component in the transformative development that has led to Main Street Kent's success.

Heritage Ohio's Annual Conference in Kent is quickly approaching us! September 22 will be here before we know it, and this year we are pleased to be celebrating our 25th anniversary.

More about the conference on page 6

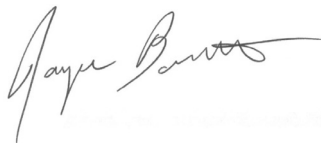


DIRECTOR'S NOTE

Heritage Ohio has been working on a transformative project which will have long term impact for the preservation of buildings in Ohio. Through the support of the HM Turner Foundation and the 1772 Foundation we are in the process of a feasibility study to create a Revolving Loan Fund. What that program will look like, we don't yet know....but our consultants have been studying similar programs in other states and they are collecting feedback from interested parties. At our annual conference in Kent, our consultants will be conducting a focus group discussion to collect opinions to assess needs and opportunities. Your opinions are welcome. Plan to join that group for lunch on Tuesday Sept 23. I know many of you have really good ideas, that I hope you will share.

Speaking of the conference, it is just around the corner and I hope to see many of you there. 2014 marks 25 years from this organization's founding as Downtown Ohio, as Sandra Hull tells, "on the back of a napkin." We will be having a special 25th anniversary reception on Tuesday evening before the awards ceremony. Our Silver Celebration will be a time to reflect on the progress that has been made and challenges ahead. Heritage Ohio's conference is your opportunity to network with the people who are working to revitalize Ohio. The educational sessions are top notch, the tours fascinating and the company inspiring. Please review session descriptions on our website and make plans to attend!

Thank you for supporting Heritage Ohio and helping Ohioans to save the places that matter, build community, live better.



Joyce Barrett,
Executive Director of Heritage Ohio

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THANK YOU FOR YOUR CONTINUED SUPPORT!



DATES TO REMEMBER

CONFERENCES

September 22-24
Heritage Ohio Annual Conference & Awards, Kent, Ohio

November 10-14
National Trust for Historic Preservation Conference, Savannah, Georgia

PRESERVATION WORKSHOPS

October 13
Dollars and Sense of Building Rehabilitation, Portsmouth, Ohio

REVITALIZATION SERIES

November 5
Marketing-Maximizing the Media, Van Wert, Ohio

WEBINARS

October, 1
Board Development with Sandra Hull, 1pm-2pm

November, 19
Paint Colors with Dave Mertz, 1pm-2pm

December, 3
Heritage Tourism with Tamara Brown, 1pm-2pm

Nate The Preservationist

Side Porch

Hello everybody! It's Nate. We have done so much on the house since you last saw it. Dad, Grandpa, and I have focused our work on the side veranda porch, while Mom continued to work on the overhang and rafter tails. We hope to have the porch completely restored before the winter comes.

We started on the exterior of the porch and replaced the wood trim molding below the stucco. My grandpa made the molding and my dad painted it a beautiful green. The paint is from Sherwin Williams and is called Light Sage Green.

We have also been working on the interior of the porch. We started with the ceiling. We decided to put up a new ceiling over the old. We wanted to leave the ceiling natural rather than painting it. I would say the ceiling had to be the most difficult part about the porch. Each piece of the wood ceiling had to be cut specifically to fit the space. The boards were tongue and groove and each piece had to be slid into the spot and nailed. The

old ceiling was warped in spots and my dad had to cut sections out to make the new ceiling lay flat. Unfortunately, many pieces in the shipment of new ceiling were also warped, making it even more difficult. We had to cut some of the bad sections out to make them work.

After the ceiling was up we put up the wood crown molding. We also painted the crown molding the same color of green. I think the green works great with the dark brick and the amazing natural ceiling. Next, my grandpa had to rebuild the decorative wood boxes above where the columns will go. He hand made the scrollwork on the side and glued multiple other pieces together to form the inside piece. Grandpa used the original blueprints to build a pattern before he made the actual boxes that we installed.

As you may remember, the porch had been used as a kitchen for the apartment. When they did this, they removed the brick piers, cut the sandstone topper in half, and removed all of the brick on the inside wall. We had our mason Kevin Keller rebuild the piers and brick wall. He had to hand cut each piece of brick since it was not the same size as the old brick. He also had to lightly paint it with a black paint to make it match the old brick. We are still waiting for the four-inch slabs of sandstone to come in. Once they do, Kevin will set them in place. That will completely change the whole porch. When Kevin started to lay the brick on the outside wall he noticed something that I thought would never have survived the porch. Even though a wall had been put there and a floor on top of it, a unique copper gutter to drain the water off the porch was still there in the floor and in tact! Kevin scraped all the stone and debris out of it and put the copper gutter back in place where it was originally. Later we looked at the blueprints and found the floor gutter was original to the design.

There are two doors on the porch, a single door and a set of French doors that lead to the living room. My grandpa had to make a new oak door that will fit the single door opening since it was removed long ago. The only thing left to do with it is fit it. The French doors are in pretty bad shape. Although the French doors are the same design as the originals, I for one do not think that they are the original doors since they were extended on the bottom.

The other part of the house we have been working on for a long time now is the overhang on the back of the house. My mother and I have been working



Nate with Charlie and Miley on his porch.

OLD WEST END HISTORIC DISTRICT: *To find out more about the history and preservation of the Old West End Historic District in Toledo visit their website oldwestendtoledo.com/site/*



very hard to scrape, strip, and paint the whole thing. We are doing it in small sections and are almost done with the whole back corner. We are doing the main part of the overhang in an Oxford brown, the scroll in Roycroft Copper red, and the accents in Sconce Gold. These colors that we have added to the overhang sure look much better than the grey that it was painted previously.

Due to my school schedule, I will only be able to write articles every other issue. Hopefully, by my next article, we will have the porch completely finished with lots of pictures to share.

Nate Michalak :o)



Detailed wooden boxes with custom scrolls and finished wooden ceiling.

Meet A Main Street Manager



Adam Ries
Main Street Van Wert

different from any other place, and we're proud of the direction we're headed!" Adam states that what he loves most about his job is knowing that he plays a role in helping his community to 'see' how special their downtown is.

Adam Ries, Program Manager for Main Street Van Wert, attended Kent State University's School of Architecture, where he obtained his undergraduate degree in Interior Design. From there, he spent a few years in design and drafting positions, while following his hometown of Van Wert through the local online newspaper. "... They would talk about certain old buildings, with each mention of the word 'demolition' giving me a helpless feeling. It's those moments when I know I am a preservationist." Then a friend informed him of the opportunity to work for Main Street Van Wert, Adam said, "it all just sort of

"When I'm talking about our downtown and I can see the person 'gets it,' I don't know exactly how to describe it. When I speak with a business or volunteer, I can almost see them thinking, 'this is just our downtown, same as it always has been.' But over time I see them transition into, 'this is OUR downtown. It's

happened, and it has been a really good fit." Adam serves on the board of directors for The Van Wert Convention and Visitors Bureau and The Design Review Board. He is still a designer to his very core. "Although I'm not designing buildings very often anymore, I still approach my position like a designer. It may not be my career, but design is a method of thinking and a creative approach to problem solving that I can apply to my job every day."

When he isn't working, Adam spends all of his free time working on a preservation project of his own. He recently bought an old, neglected, little bungalow, and is working to renovate and restore his new home. "Saving buildings is so much more than just wanting them to look good. For me, I appreciate the craftsmanship that is almost gone in construction today, either because the skills are lost or the materials have become too expensive. Only in American do we rip out and replace something that would cost \$20/sq ft with a product \$0.50/sq ft in the name of home improvement" Each day Adam focuses on downtown building rehab, and then in the evenings he does he own preservation work, learning something new every step of the way.

"I always imagined I'd fall into a historic preservation field later in life. Isn't that what designers do when they get older?" Adam may be a designer at heart, but he also knows what a community needs to be successful. "Through advocacy and ongoing conversation about the economic, social, and architectural importance of our downtown, we are reaching more and more of the community to help them 'see' how special our downtown is."



HERITAGE OHIO CONFERENCE

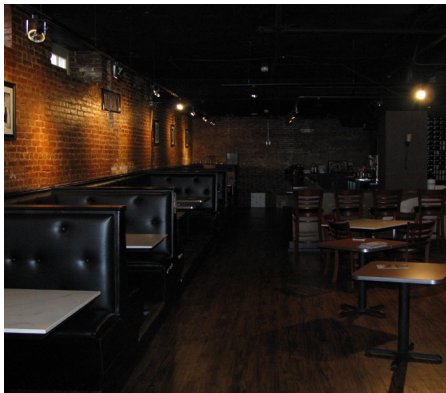
25th ANNIVERSARY CELEBRATION
Kent, Ohio  September 22-24, 2014

Heritage Ohio is celebrating 25 years from the founding of our organization in September 1989 as Downtown Ohio with the Heritage Ohio Annual Revitalization and Preservation Conference, hosted at the Kent State University Hotel and Conference Center, September 22-24.

This year's conference presents great learning opportunities for preservationists, community revitalization volunteers, and development professionals. There will be many activities such as field sessions, educational workshops, hands on training, and the chance to network with like minded community members. Many of the session will provide AIA credits. Several of the sessions include guided walking tours which will get attendees out into downtown Kent to learn about the success that the city has had with historic preservation and development.

25TH ANNIVERSARY SILVER CELEBRATION

Guests at the Heritage Ohio Annual Conference on September 23rd will gather prior to the annual awards program to celebrate and reflect on the founding of Downtown Ohio 25 years ago. Sandra Hull, member of the Board of Trustees recalls the founding as a "back of the napkin" event. Board member, Tom Yablonsky will serve as MC as memories are shared on the growth of the organization which is now known as Heritage Ohio.



Secret Cellar in Kent

This year's reception will be Monday, September 22, from 7:00PM until 9:00PM. We'll be at the Secret Cellar, just a short walk from the Conference Hotel. Reputed to be the speakeasy of the old Franklin Hotel, the Secret Cellar still exudes a 1920s jazz club feel today. Add in a selection of complimentary appetizers and a special selection of beer and wine, and we hope to make your Legacy Circle evening a memorable one!

OPENING PLENARY SPEAKER

Patrice Frey, President and CEO of the National Main Street Center, has been a key player in historic preservation, community development, and sustainability for 15 years. Frey is well versed in building reuse, preservation standards, and public policies at the federal, state, and local levels.



SPECIAL LUNCHEON WITH JOHN SANDOR

This year John Sandor from the National Park Service will be featured at a post-conference luncheon: *Discussion On Applying the Rehabilitation Standards Following a Review of the Issues of Windows and Plan.*

SESSION HIGHLIGHTS

Heritage Ohio's Annual Conference will offer up new sessions as suggested by last year's conference evaluations. Preservation, Revitalization, Hands-On and Field Sessions as well as networking opportunities make for an exciting conference agenda.

Whether you need to learn more about pro forma development, small historic tax credit projects, or new architectural laser scanning technology there are more ideas for successful preservation projects. For those managing the revitalization process we have sessions on volunteer management, fundraising, and evaluating your outreach. Please visit our website for all 28 session descriptions.

CONFERENCE FIELD SESSIONS

We know that just hearing the story isn't always enough...field sessions give our conference participants the opportunity to feel, see, and experience in-person the preservation and revitalization story in Kent. In fact this year on Tuesday afternoon from 2:45-4:00 EVERYBODY will be choosing a field session to attend, as we have dedicated the entire time slot to tours. Here are a couple of the tours that will be offered this year in Kent.

Franklin Hotel: Vacant for over 20 years, and considered an eye-sore that "had" to be demolished, this significant anchor building to the downtown was saved by Ron Burbick. Doug Fuller, the architect on the project, will show visitors around the building, pointing out the challenges faced and solutions found, including the fascinating structural analysis done to prove the hotel could indeed be rehabilitated.

Kent's Transformative Public/Private Partnership Over \$130 million has been invested in Kent in less than a decade. How did they do it? This type of transformation takes a shared vision and committed partnerships. Dave Ruller, Kent City Manager, and Adam Branscomb, Project Manager with Fairmont properties, will lead the tour.

MAIN STREET 101

Once again this year at the Heritage Ohio annual conference, Main Street experts from around the state will be presenting in detail on each of the four points of the Ohio Main Street Program. Main Street Wooster veteran, Sandra Hull, will be presenting on organization and will highlight board development, budgeting for your organization, fundraising opportunities, managing volunteers and dealing with staff. Don't miss the chance to see one of the most knowledgeable Main Street managers in the country discuss this topic.

Tom Starinsky of Cleveland Warehouse District and Cleveland Gateway District will present on design. Tom has extensive experience working with design review, historic tax credits, signage and all other facets of urban design. Tom brings a wealth of knowledge from his 12 years of experience in Cleveland, as well as his urban planning background.

Jeff Siegler will present on economic restructuring and will offer up simple ideas to help strengthen your ER committee. Jeff will discuss projects that will get your committee engaged and making meaningful change in your district. Learn what your committee can do to begin the process of making your downtown the economic hub of your community and make all of your businesses destinations.

Finally, Frances Hamilton of Main Street Delaware will present on the topic of Main Street Promotions. Frances has guided Downtown Delaware through an incredible revitalization over the past six years with one of the strongest Promotions Committees anywhere in Main Street. Learn how to make events stick, utilize social media, get merchants on your side, and increase the number of visitors, all utilizing cost effective tools and volunteers.

Join us to learn from the best when it comes to managing a Main Street Program and strengthening all four committees.

HANDS ON SESSIONS

For the past few conferences we've offered hands-on conference sessions. As we like to say, "this is a chance for attendees to learn and get their hands dirty at the same time." This year will be no different as we're offering two sessions, which will allow session goers the chance to get up close and personal with two important rehabilitation topics.

On Tuesday afternoon, John Burnell of Mason's Mark, a Kent business, will give attendees the chance to practice their repointing skills during his "Approaches in Addressing the Conservation of Historic Masonry" session. On Wednesday morning, window artisan Alissa Ziemer of A-Z Window Restoration reprises her conference role from 2013 as hands-on instructor, once again helping us by "Taking the Pane out of Historic Windows."

If you're looking to learn by doing when it comes to masonry or reconditioning windows then stop by their sessions at the conference. Note that both sessions will take place at the Kent Central Gateway located across the street from the Kent State University Hotel & Conference Center.



The Masonic Center in Kent will be part of the historic homes tour.

Ohio's Revolving Loan Fund

Brink Fund grant provides travel opportunity

As you may recall from our Spring 2014 issue of Revitalize Ohio, our new Save Ohio's Treasures program received a two-fold funding boost in early 2014 with the announcement of funding from both the Turner Foundation in Springfield, and the 1772 Foundation based in Newport, Rhode Island. With the generous support of these two foundations, Heritage Ohio crafted an RFP for the development of an implementation plan. After careful review of some very competitive proposals, we contracted with CT Consultants, represented by Danielle Steinhauser, (along with independent consultants Della Rucker and Mark Barbash) to create the plan.

As we worked through the process of having our Implementation plan written, an item near the top of our "wish list" was the ability to meet with other organizations that had set up brick-and-mortar funding programs aimed at saving at-risk historic buildings. Thanks to the National Trust for Historic Preservation and its Brink Fund, that's exactly what we were able to do in July.

The Brink Fund provides mentoring dollars to statewide and local partners of the National Trust (Heritage Ohio is the statewide preservation partner of the Trust here in Ohio), and organizations can apply for funds to travel to other states to learn about their successful programs. We were able to apply for and receive funding to travel to Indiana and Michigan to meet with Indiana Landmarks and Michigan Historic Preservation Network.

Our statewide hosts shared their experiences with creating and administering their programs—everything from how the programs were initially funded, to what types of buildings the programs target, to discussions about the pros & cons of providing loan funds versus providing outright grants. We spent hours at both locations, asking a hundred questions, and we've literally spent hours after, sifting through their insights, and applying their experiences in our efforts to craft an Ohio-specific program. We left these visits energized and more enthusiastic than ever, realizing there's a critical need for a brick-and-mortar fund for endangered properties in Ohio.

Stay tuned for updates in Revitalize Ohio and on our website, as we continue to work through the process of creating our implementation plan. There will be opportunities for your input and we'll depend on your support to help us craft a fund that truly makes a difference!

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The former Otto Brothers Department Store in downtown Marietta



The Candy Land Building in downtown Portsmouth



The Daehler Building in downtown Portsmouth



The Humphrey & Hughes Block in downtown Van Wert

Heritage Ohio Announces Its 2014 Top Preservation Opportunities

Nearly every community has one, and some have many: the local historic landmark that has fallen on hard times. Whether due to changing market conditions, neglectful building owners, or a lack of awareness about development incentives, buildings that once reflected community pride now reflect the neighborhood disinvestment the community has suffered. However, while the outward signs of peeling paint and broken glass have caused people to dismiss a building's potential, Heritage Ohio has worked to actively highlight that potential, connect redevelopment-minded owners with the resources needed to rehabilitate the building, and encourage the owners to embark on a redevelopment that gives these deserving buildings a second chance.

"Our Top Preservation Opportunities program gives Heritage Ohio the opportunity to come in, assess the building, and educate the building owner about incentives available that make redevelopment possible," stated Joyce Barrett, executive director of Heritage Ohio.

"When we visit with the owners, more often than not they're hearing about these incentives for the first time, and how they help make rehabilitation possible. What's exciting is when our Top Opportunity visit translates into a multi-million dollar project because we've empowered the building owner with the knowledge to take on a challenging, but doable, project."

Since 2007, Heritage Ohio has recognized underutilized, but historically significant, buildings through its Top Preservation Opportunities program. This year's list focused on landmarks located in Ohio Main Street communities, and includes: the Candy Land Building (Portsmouth), the former Otto Brothers Department Store (Marietta), the Humphrey & Hughes Block (Van Wert), and the Daehler Building (Portsmouth). Through our Top Opportunities program, we hope to change the perception that these buildings are vacant eyesores into the perception that these buildings have the potential to be successfully redeveloped.

Each building owner will receive two site visits at the building, a basic pro forma outlining redevelopment revenue & expenses, and access to redevelopment expertise.

Stay tuned to Revitalize Ohio and our website for updates as we work with the owners of our 2014 Top Opportunities.

Save The Date!

To learn more about Heritage Ohio events, visit www.heritageohio.org.

Webinars

Webinars are a benefit of membership with Heritage Ohio. Each month we strive to bring a variety of topics which complement our goals of educating you as to best practices in preservation and revitalization.

October, 1

Board Development - Sandra Hull 1pm-2pm
Sandra Hull, executive director of Main Street Wooster, was a founder of Downtown Ohio in 1989, so she has been doing Main Street for 25 years and has been training other Main Street community boards since that time.

November, 19

Paint Colors - Dave Mertz 1pm-2pm
Which paint colors are appropriate for which architectural periods? Dave Mertz, head of the Building Preservation Program with Belmont College will share a fun and informative session.

December, 3

Heritage Tourism - Tamara Brown 1pm-2pm
As Public Relations Manager for Tourism Ohio, Tammy knows how to promote sites and events that attract an audience. She has seen projects work and projects flop. Spend an hour learning best practices and tips for attracting a crowd.

Dollars and Sense Workshop

Heritage Ohio will bring our Dollars and Sense of Building Rehabilitation Workshop to Portsmouth on Monday October 13, 2014. The workshop will be held at the Masonic Lodge at 602 Chillicothe Street.

This workshop introduces participants to the experts who know how buildings get rehabilitated. You will have the opportunity to hear from building owners and architects who manage projects as well as state staff who review and manage the state and federal historic tax credit programs. The fee is only \$30 for Heritage Ohio members and \$40 for non-members which includes lunch.

Maximize the Media Training

On November 5th from 10am to 5pm, Heritage Ohio will be hosting "Maximize the Media" training in Van Wert at the Wassenberg Arts Center. Attendees will learn strategies from experts around the state on using the media to their advantage to attract more visitors and shoppers to their downtown and commercial districts.

Ohio National Road Fundraiser

The Glenn A. Harper Endowment Fund for Preservation on the Ohio Historic National Road was named after Glenn Harper, a founding member of the Ohio National Road Association, for his service and efforts in bringing awareness to the preservation needs and significance of the road.

A fundraiser for the endowment will take place on October 3, 2014 from 5:30-7:30 PM at the Hays Landscape Architecture Studio located at 145 E. Main Street, St. Clairsville, Ohio 43950. Tickets are \$35 per person which includes hors d'oeuvres and a silent auction. Many local historic buildings will be open for tours. For more information visit ohionationalroad.org



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3CDC is a non-profit, real estate development and finance organization focused on strategically revitalizing Cincinnati's downtown urban core in partnership with the City of Cincinnati and the Cincinnati corporate community.

3CDC.ORG

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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Heritage Ohio Welcomes 3CDC

Heritage Ohio is excited to welcome 3CDC as a new business member. The Cincinnati Center City Development Corporation (3CDC) is a private, non-profit, real estate development and finance corporation focused on revitalizing Cincinnati's urban core in partnership with the City of Cincinnati and the Cincinnati corporate community. To date, their work has resulted in \$829 million invested in downtown and the Over-the-Rhine neighborhood just north of the central business district. This investment has yielded 125 buildings restored, 10 acres of restored civic space, 679 apartments, 407 condominiums, 156 hotel rooms, 328 shelter beds, 835,370 square feet of commercial space, and 2,862 parking spaces.



A recently completed condo development in Over-the-Rhine

3CDC was formed in July 2003, recommended by a City of Cincinnati Economic Development Task Force as part of an overall system to increase the effectiveness and efficiency of development activities in the City of Cincinnati. Then Mayor Charlie Luken and members of the Cincinnati corporate community joined together to create 3CDC, agreeing that the economic future of Cincinnati depended first and foremost on a strong and vibrant downtown business and entertainment district. Cincinnati is fortunate to have a very strong and engaged base of corporate leadership, led by Procter & Gamble, Macy's and Kroger to name a few. More than 30 corporate leaders make up 3CDC's Board of Directors. The corporate leadership of 3CDC is vital to its existence and its success.

3CDC's goals and objectives are to preserve historic structures and improve streetscapes, create great civic spaces, create high-density/mixed-use development, and to create diverse, mixed-income neighborhoods supported by local businesses. To achieve its mission, 3CDC has the flexibility to function in a variety of roles.



PNC Summer Music Series on Fountain Square

As a developer, 3CDC has spearheaded the renovation of two great civic spaces in the heart of downtown: (1) Fountain Square and (2) Washington Park. As a master developer, 3CDC is currently overseeing the construction of a mixed-use, \$129 million project comprised of a 1,000-space parking garage, 27,000 square feet of commercial space, and a 285,000 square feet headquarters building for dunnhumbyUSA.

Despite its impressive list of accomplishments in just ten years, the work has only just begun for 3CDC.



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