



REVITALIZE OHIO

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REVITALIZE OHIO

Winter 2016

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ON THE COVER



By way of the newly opened Cincinnati Bell Connector Streetcar, Ohio Main Street Program directors explored the wonders of downtown Cincinnati during the 2016 Heritage Ohio Annual Conference.

Pictured above, the directors paused to snap a photo with the "Sing the Queen City" sculpture which stands near the Ohio riverfront.

DIRECTOR'S NOTE

As 2016 comes to a close, we have spent this last year celebrating the 50 year anniversary of the National Historic Preservation Act, which has provided our country with the basic tools and programs to preserve and rehabilitate our built environment. Amanda Terrell, our partner at the State Historic Preservation Office has provided an article for this issue summarizing those contributions. In addition to article, I asked Heritage Ohio Board members to provide pictures of themselves circa 1966. What I learned about the Heritage Ohio board: more members are under 50 or were babies at the time than you might think.

As much as we enjoy reflecting on the past, Heritage Ohio really tries to look forward. In Cincinnati our conference keynote speaker, young preservationist Bernice Radle spoke looking forward at the next 50 years for historic preservation. We have helped to launch the Young Ohio Preservationists, because these 20 and 30 year old advocates will participate and make decisions about our communities for decades to come.

The work we do at Heritage Ohio is an investment in our future. Main Street is about creating an economically competitive downtown and community for the future. Our preservation programs are about protecting buildings for future generations and programs like Save Ohio's Treasures will create a revolving loan fund for generations to come. Last, but not least, our advocacy efforts create and sustain policy which will support revitalization efforts. Who knew in 2006 when we were working with Representative Schuring (then Senator Schuring) and Representative Calvert that in 10 years we'd be looking back at over \$4 billion in leveraged rehabilitations due to the Ohio Historic Preservation Tax Credit.

Thank you to our members and supporters who invest in Ohio's future through historic preservation. The future is bright!



Joyce Barrett,
Executive Director of Heritage Ohio

Congratulations to the 2015 Ohio Main Street Certified Managers!

Ian Andrews – LakewoodAlive
Donna Hill – Cambridge Main Street
Sandra Hull – Main Street Wooster
Adam Ries – Main Street Van Wert
Thomas Starinsky – Historic Downtown Cleveland
Lorna Swisher – Mainstreet Piqua

DATES TO REMEMBER

Quarterly Revitalization Workshop & Director's Roundtable:

Organization
Millersburg, Ohio
February, 8-9

Statehood Day

Columbus, Ohio
March, 1

National Main Street Conference

Pittsburgh, Pennsylvania
May, 1-5

Quarterly Revitalization Workshop & Director's Roundtable:

Promotions
Piqua, Ohio
June, 14-15

Quarterly Revitalization Workshop & Director's Roundtable: Economic Vitality

Wooster, Ohio
September 6-7

Heritage Ohio Annual Conference & Awards Ceremony

TBA
October

Quarterly Revitalization Workshop & Director's Roundtable: Design

Lakewood, Ohio
November 1-2

National Trust for Historic Preservation Conference

Chicago, Illinois
November 14-17

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



Meet a Main Street Director

Marilou Suszko of Main Street Vermilion

Marilou Suszko, a northern Ohio native, was born in Lakewood, but moved to Vermilion 32 years ago. "This is home," she says. "We live, work and play here so what happens here is important to my family." She spent the first 10 years of her career in marketing and advertising, moved to a 30 year career in food writing for the industry, and then the consumer sector. She has authored three books in the process, her favorite, by far, being Cleveland's West Side Market: 100 Years and Still Cooking. "It was an awakening for me. Not only on the history of a place so important to a community, but on how many cultures exist there, made a living, and continue to rely on it for foods that carry deep meaning in their daily lives and celebrations."

Living in Vermilion, Marilou could clearly see that the Main Street board and volunteers were on to something. "The passion in their projects and events is pretty evident." She admires that for more than a decade, Main Street Vermilion has brought the community together, created a welcoming place for visitors and entrepreneurship, and made Vermilion a place that residents are proud to call home.

Now the executive director of Main Street Vermilion, Marilou says that one of her favorite things about this new chapter of her life is riding her bike to work, after spending many years traveling throughout Ohio on a weekly basis. She also loves that she has the opportunity to help create more

awareness for the organization throughout her community. "Our organization has added so much to our community and created a vibrancy and atmosphere that is undeniable. Keeping that momentum going and building on it is part of my daily routine."



Visit
Vermilion

One thing that Marilou has learned as executive director, is not to ask visitors to the office, "How are you?" because that can often unintentionally eat up an entire morning. Rather, she has learned that asking, "Where are you visiting from?" typically renders a shorter response while still maintaining a friendly greeting to visitors. "It's like magic!"

She is always impressed by the spirit of volunteerism in her community. "People want to be involved and it's up to the director and the board to invite them to become a part of Main Street rather than just assuming they'll sign up. It's kind of like being invited to a party...you usually don't go unless you're invited."

Marilou gladly accepts the challenge of immersing herself in this new career after spending much of her life honing another. "I felt I had a few skills plus the passion to continue the mission." Her goal is to make sure everyone knows what a Main Street organization is all about and to continue to build on the visual changes and overall enhancements to the community that Main Street Vermilion has made possible over the years. "That's Main Street. That's what we do!"

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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The Julian Building Easement

In December of 2013, Heritage Ohio received a conservation easement on the Julian, a former shoe factory located at the corner of Main Street and Front Street, in downtown Columbus. And anyone who had spent time downtown prior to 2013 remembers what the building looked like.

With a history as a builder of new retail and residential buildings, Casto, the building owner, was embarking on a new venture: namely, a historic rehab. And it's safe to say



that their first Columbus target was one of downtown's ugliest buildings, the former Julian and Kokenge Building (or Lape and Adler, as it was known for a portion of its history). It's also safe to say their foray into rehab turned out to be an unqualified success!



To see the building today, you might not realize that the windows are replacements, comprising a design painstakingly replicated to be faithful to the original. And you might not realize the extent of concrete and masonry restoration work that went into repairing the exterior elements.

We were especially excited to promote the building's amazing transformation in October of 2015 as the venue for our Legacy Circle Reception, kicking off our annual conference. Attendees gathered on the ground floor for networking, and had the opportunity to tour model units.

"We know that preservationists have a keen vision for 'what could be' but I think even ardent preservationists had a hard time envisioning just how good the Julian Building could look, after rehab. But the Casto developers pulled it off, and now we all get to enjoy this beautiful historic building once again, gracing the downtown streetscape," stated Joyce Barrett, director of Heritage Ohio.



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Heritage Ohio's Annual Conference Recap

Heritage Ohio's Annual Conference Presented by Coon Restoration & Sandvick Architects

This year, we had a treat for anyone who hasn't spent enough time in Cincinnati. The city has so much to offer, from the beautiful Art Deco Hilton Netherland Plaza Hotel, which was the site of the conference, to the ever-growing number of revitalization and preservation projects happening everywhere you look. We couldn't have asked for a better location for the conference!

The conference had a record 42 sessions and 9 tours!

A CLG grant through the Ohio History Connection supported this year's opening plenary and keynote speakers. Edward McMahon of the Urban Land Institute started us off with a discussion of the secrets of successful communities. He also hosted an afternoon session on keys to sustainable tourism. Bernice Radle was the keynote speaker for the conference. Her boundless energy and creativity made

her an ideal presenter to discuss the next 50 years of historic preservation with our guests. Her expertise as a young developer in Buffalo was also on display during her Wednesday afternoon session.

The hotel's stunning Hall of Mirrors was the site of this year's awards ceremony, sponsored by Coon Restoration.

17 projects, organizations, and individuals took home awards this year, which you can read about in this issue. Following the awards ceremony, the Young Ohio Preservationists hosted a party to celebrate the 50th Anniversary of the National Historic Preservation Act and to the next 50 years of preservation, at Rhinegeist Brewery.

Thank you to all of our sponsors, vendors, volunteers, and presenters who made this conference one of the best for Heritage Ohio!

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Pictured: the Carlisle Building in Chillicothe, OH



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Heritage Ohio thanks our sponsors for making this year's conference in Cincinnati a success!



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Heritage Ohio's Annual Award Winners

BEST DOWNTOWN PLACE-MAKING

Main Street Lebanon

Located within downtown Lebanon's historic district, The Mulberry Street Sidewalk Café sits along beautifully preserved Mulberry Street. This project involved the expansion of the sidewalk and the installation of fencing, landscaping, and lighting to accommodate seven tables and seating for the café.

This successful project was the first sidewalk café supported by a new Lebanon ordinance, and this pilot project has been warmly received for its improvement to sidewalk aesthetics and its ability to attract visitors to shops. The project has resulted in increased pedestrian traffic, an improved quality of life in downtown Lebanon, and has established sidewalk café design criteria and guidelines for future sidewalk cafés.



The Mulberry Street Sidewalk Café

HISTORIC FARMSTEAD OF THE YEAR

Weygant Farmstead

Since ownership of the farmstead was secured by an 1819 deed, signed by President James Monroe (they have the original deed to prove it!), the Weygant Family has farmed their land for nearly 200 years, while preserving a link to Ohio's early European settlement era.

Stewardship as a practice runs deep with the family. Not only have tracts of land been put into a conservation easement program, preventing the future subdivision of the land for anything but agricultural purposes, the family have preserved the 1917 "kit" home, and an 1827 barn. The barn, a forebay type, still contains the windlass, a wheel-and-axle system designed for efficiently loading and unloading hay and straw. The Weygants continue to maintain the barn's vintage slate roof, and the original granaries and feed storage systems have been retained.

HISTORIC THEATRE OF THE YEAR

Peoples Bank Theatre

Opening in 1919 as the Hippodrome, and renamed the Colony Cinema in 1949, this Marietta landmark was thought closed for good after it shuttered in 1985. But after more than 10 years of hard work and \$7.5 million in restoration by the non-profit Hippodrome/Colony Historical Theatre Association and Grae-Con Construction, the theater reopened as Peoples Bank Theatre on January 8, 2016, nearly 100 years after it first debuted. Since its opening the theater has had many sold out shows, as well as hosted Ohio Governor John Kasich's State of the State address.

For more information, visit peoplesbanktheatre.com



Main Street Kent Art & Wine Festival

BEST MAIN STREET COMMITTEE EVENT

Main Street Kent Art & Wine Festival

Main Street Kent has held its annual Art & Wine Festival for 10 years in downtown Kent. Since its inception, the festival has brought together the community, and showcased some of the best art, wine, food, and music in Ohio. It has helped transform Kent into a destination for high-quality arts and has become a favorite to many locals, business owners, and neighboring communities. After 10 years of hard work, the event is now a signature event in downtown Kent.

For more information, visit mainstreetkent.org





The Columbian Building

BEST PUBLIC BUILDING REHABILITATION

The Columbian Building

The Columbian Building, located in the heart of downtown Lancaster, is now home to the Fairfield County Municipal Court after a two-year renovation and is a beacon for redevelopment in the center of the city. This 120-year-old building had been vacant for over 30 years, with the structure deteriorating from lack of maintenance and sporting boarded-up windows, a leaky roof, and a blackened exterior from long-forgotten fires.

As fates conspired, the Fairfield County Courts needed more space as the county's population continued to grow. They had investigated building a new court building, but determined rehabilitation was the most cost-effective solution, and purchased the building. The new home for the county's municipal courts opened in April 2016. The nearly \$11 million renovation cost will be repaid entirely by levied court costs.

BEST RESIDENTIAL REHABILITATION PROJECT

530 South Court Street

The project started with a vacant 1870s Victorian home on Court Street, in the heart of Medina's residential historic district. It was completed only through a dynamic collaboration between community volunteers and local businesses through Renew Medina. The house was renovated to honor its original design. Of the \$180,000 costs, nearly \$75,000 were in donated goods and services. The project has been successful at demonstrating the value of restoring an ordinary house, which is still integral to the fabric of the community and its neighborhood.

Project partners include Main Street Medina, the City of Medina, Interior Design Studio, Matt Wiederhold, and Renewal by Andersen.

For more information visit mainstreetmedina.com/renew-medina.html



The Carlisle Building

BEST COMMERCIAL REHAB PROJECT-SMALL COMMUNITY

The Carlisle Building

In 2012, The Chesler Group, Inc. decided to take on the challenge to restore the Carlisle Building to its former glory. With Schooley Caldwell as the project architect and Adena Health System committed to leasing the building, renovations began on the 127-year-old building.

The Carlisle Building's extensive restoration made use of both Ohio and federal historic preservation tax credits. The building now houses corporate office space on the first floor. The second, third, and fourth floors house a total of 32 residential units for Adena Health System's medical students and staff. The Carlisle Building, once again, is the "jewel" of downtown Chillicothe.



Peoples Bank Theatre



BEST COMMERCIAL REHAB PROJECT -LARGE COMMUNITY

Goodyear Hall

The Goodyear Hall project is located on the east side of Akron, in an underutilized area. Luckily, the building was well maintained over time, and was in good condition. The interior renovations maintained historic spaces on the first and second floors, specifically the gymnasium, arcade, and community room. Upper floors of the building were transitioned into residential units, which historically served as classrooms for Goodyear's Industrial school. The auditorium/theater received new equipment along with new carpeting, seating, and other minor finishes while maintaining the historic architectural features.

For more information, visit goodyeartheater.com

BEST PUBLIC-PRIVATE PARTNERSHIP

Phoenix Block

Built in 1853, the Phoenix Block, a Greek Revival-style building in downtown Ravenna has undergone a multitude of changes to accommodate tenants through the decades. However, by 2000, this once beautiful building was neglected and in disrepair. In 2010, Portage Community Bank acquired a portion of the Phoenix Block and worked with Coleman Professional Services to help purchase and finance the project. The \$2.6 million project included structural



stabilization of the building and replicating the historic storefront. Project Architect DS Architecture and Hummel Construction made exterior repairs to the building. The complex nature of the rehabilitation brought together many partnerships to complete 10 residential units, providing safe and affordable housing.

GREAT SAVE

Historic Chillicothe, Inc.

For the first time, Heritage Ohio is honoring an organization with a new "Great Save" Award. The Great Save Award goes to those preservationists who are working hardest on preservation solutions when the future of a historic building seems bleakest.

The Carlisle Building was subjected to a devastating arson in 2003, and as we so often see, the proposed remedy was demolition. To save this historic building, preservationists performed volunteer repair and maintenance work, fighting off the demolition threats, all while working to negotiate adaptive reuse options. These dire circumstances brought three groups together: Chillicothe Restoration Foundation, Chillicothe Conservancy, and the South Central Ohio Preservation Society. They joined forces under the newly formed Historic Chillicothe, Inc., to purchase the building and subsequently invested over \$80,000 in stabilization. Through persistence and determination, Historic Chillicothe, Inc. kept the Carlisle Building standing until it was successfully redeveloped in 2015.

SPIRIT OF MAIN STREET

Linda Shearer

Over the last 15 years, Main Street Delaware has worked tirelessly to become a successful downtown program. Through the years, many individuals have dedicated personal time, professional services, and funds to these efforts. Linda Shearer is one of these individuals. Having served many capacities in the Delaware community,



Linda Shearer

including as a business owner, Linda has been a powerful change agent for the Main Street Delaware program. Volunteering countless hours to the program to ensure its success, Linda has shown dedication and perseverance even through the most trying of times. Linda's lasting and highly successful contribution to Main Street Delaware includes the creation of the Main Street Delaware Farmers' Market. This year, the market is 15 years old and is one of Main Street Delaware's top-performing events. Linda epitomizes the Spirit of Main Street and is a role model for a program that provides small downtowns the breath of life. She has never lost her love for Main Street Delaware and her passion shows in her work.



Kimberly Marshall

BEST PUBLIC LEADER IN REVITALIZATION

Kimberly Marshall

Kimberly Marshall joined the City of Medina as economic development director in 2011 and has served as an ex-officio board member for Main Street Medina. Kimberly is a tireless champion for

small businesses, and promotes them whenever possible. She created the event "Made in Medina" to showcase all the goods manufactured in the greater Medina area. She worked with city council to fund a downtown development plan, which she then used as the base to secure a \$300,000 state grant for facade renovations. For nearly 5 years, she coordinated meetings with local and state officials on every level until ODOT changed their rules to allow signage for historic districts: a long-standing goal of Main Street Medina. Marshall is a true civic leader for small businesses and communities, and does whatever she can to promote Medina locally, statewide, and nationally.

TOP OPPORTUNITY SUCCESS STORY

Education Matters

A little more than 5 years ago, Heritage Ohio staff and board members conducted a Top Opportunities site visit at the former Lower Price Hill Community School, a nonprofit organization that occupied a historic church complex. With little more than an introduction to the potential for using rehab incentives to preserve the historic complex, organization stakeholders latched onto the concept of completing a historic rehab to improve and extend their historic facilities.

Working with a team of experts to redevelop the complex, the organization secured rehab tax credits at both the state and federal level. The organization also launched a

fundraising campaign, raising more than \$2 million in the process. With the announcement of a significant award of new markets tax credits, the project's completion was assured.

Today, the former rectory provides affordable housing for AmeriCorps volunteers, and the former sanctuary has been transformed into an event space. The former church complex continues to shine brightly, demonstrating the amazing preservation results that a dedicated group of people can accomplish.

MAIN STREET MANAGER OF THE YEAR

Heather Malarcik

For the past 5 years, Heather Malarcik has managed the Main Street Kent program, and the program has seen tremendous growth and success under her management. She continues to lead and organize a range of activities and major events, which bring numerous community volunteers together and thousands of visitors to downtown every

year to experience Main Street Kent. With a background in advertising, Heather always knows just how to get the word out about an upcoming event or activity. Thanks to Heather's impeccable ability to prepare, lead and inspire her organization, Main Street Kent benefits tremendously from her leadership and continues to have an engaged, active, and successful program.



Heather Malarcik

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Martha Boice

PRESERVATION HERO

Martha Boice

Historic properties in Centerville, Montgomery County and Washington Township have all felt the effects of Martha's boundless energy and tireless drive. Martha has served as a spokesperson for buildings that need to be rescued. She helped create the Centerville Historic District, listed in the National Register of Historic Places in 1974. It was Montgomery County's first National Register historic district.

Over the years, Martha has documented hundreds of properties through Ohio Historic Inventory forms, National Register nominations, and independent research. She directed the effort to have two historic markers dedicated on Mad River Road, the last intact segment of the earliest road, connecting Dayton to Cincinnati in 1796. Her extensive research has resulted in two history books, *Maps of the Shaker West: A Journey of Discovery*, and *A Sense of Place*. Garnering nationwide attention, Martha's most recent historic preservation undertaking was the instigation of a National Register nomination for Erma Bombeck's house.

For over 50 years, Martha's unwavering and steadfast determination to protect her community's history through preserving historically significant properties has had an impact on her community beyond measure. A quote from her friend sums her up: "That Woman has Courage!"

MAIN STREET BUSINESS OF THE YEAR

Off the Wagon

In 2009, Michelle Sahr opened Off the Wagon in Acorn Alley in downtown Kent. The shop specializes in novelties of all kinds, including games, toys, gifts, and gags for the young at heart. Sahr understands the importance of bringing something unique and fun to downtown.

This past year, Michelle and her husband, Tim, opened a second downtown business, Kent Cheesemonger, offering artisan cheeses, beer and wine, cured meats, and more.

With every event she plans, she considers the impact it will have not just on her business, but to her neighboring shop owners and the downtown as a whole. As a result, Off the Wagon participates in every collaborative advertising opportunity, event, and activity offered by Main Street Kent. Michelle joined the Main Street Kent Board of Directors in August of 2010.

For more information, visit offthewagonshop.com



Off the Wagon

HAPPY 10TH ANNIVERSARY!

Historic Downtown Millersburg & LakewoodAlive

These two organizations have been working to preserve, revitalize, and promote community pride in their communities as part of the Main Street Program for a decade and it shows.

Remembering With Heritage So Rich

In Celebration of 50 Years of the
National Historic Preservation Act

During this year's celebration of the 50th anniversary of the National Historic Preservation Act, there have been many opportunities to reflect on historic preservation successes of the previous decades, connect with those who have worked so tirelessly to maintain the character of our Ohio communities and think ahead to what the next 50 years of preservation might mean to our state. Of all the celebratory things I have done this year, one of the most enjoyable has been to revisit the influential report *With Heritage So Rich*, which was published in 1966 and the impetus for the passage of the National Historic Preservation Act later that year.

After 50 years of practicing historic preservation within a formal national framework, we are a sophisticated, savvy and highly skilled group of people, both the professionals and the citizens who work to preserve our communities. We are adept at using statistics to show why historic preservation makes sense from an economic perspective. We can cite historic tax credit rehabilitation as being a primary tool for turning around the disinvestment of entire neighborhoods. We can point to regulations that help stem the tide of impacts of federal infrastructure improvements on historic properties. We are expert at applying the Secretary of the Interior's Standards and National Register of Historic Places criteria. We speak at length about how historic preservation contributes to quality of life and provides a sense of place. These highly technical and nuanced approaches to historic preservation today are part of why I like so much the persuasive simplicity of *With Heritage So Rich*. This volume tells us what those preservationists of the 1960s saw, how they communicated their goals, and why preserving our heritage was important to them and to our society, all with great effect. The first chapter was written by Sidney Hyman, who was a speechwriter for President John F. Kennedy, and also an author, historian and professor.

In Chapter One Mr. Hyman wrote: What we want to conserve, therefore, is the evidence of individual talent and tradition, of liberty and union among successive generations of Americans. We want the signs of where we came from and how we got to where we are, the thoughts we had along the way and what we did to express the thoughts in action. We want to know the trails that were walked, the battles that



Ohio's State Historic Preservation Office staff past and present gathered for a reunion in August 2016

were fought, the tools that were made. We want to know the beautiful or useful things that were built and the originality that was shown, the adaptations that were made and the grace-notes to life that were sounded. We want to know the experiments in community living that were tried and the lessons that were taught by a brave failure as well as by a brave success. It is all these things and more like them that we want to keep before our eyes as part of our lived life as a people, and as connecting links between a past which millions of Americans helped make and a future which we must continue to make.

These beautiful words remind us that a key part of historic preservation is about connections with the people of the past, how they lived their lives, their ingenuity and art and what we can learn from them to improve our present and future. With this passage we are brought back to the fundamentals of why we preserve our buildings, communities and archaeological sites. As we embark on the next fifty years, it will serve us well to pause to reflect on why historic preservation matters. Let us pause and then forge ahead, because there is still much more work to be done.

You can enjoy more of *With Heritage So Rich* by visiting <http://preservation50.org/about/with-heritage-so-rich/>

Article By: Amanda Schraner Terrell
Director, State Historic Preservation Office

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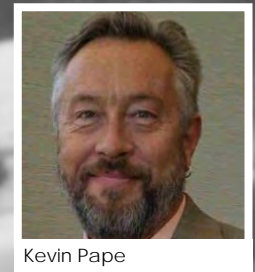
How Historic Are We?

The National Historic Preservation Act was passed 50 years ago.

We thought it would be fun to look back to 1966 at Heritage Ohio staff and Board members.

Unfortunately only one staff member was alive 50 years ago! And a surprising number of board members were quick to respond with their inability to participate in the old person game.

But here are a few fun photos from some board members who were able to share their view of 1966.



Kevin Pape



Sandra Hull



Jim Russell



Tom Yablonsky (Middle)

Thank You Legacy Circle Members!

Your generous support propels our preservation and revitalization efforts forward, and for that we're grateful!

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