

# REVITALIZE OHIO

FALL 2020 | A HERITAGE OHIO PUBLICATION



VITAL PLACES. VIBRANT COMMUNITIES. HERITAGE OHIO.



## REVITALIZE OHIO

Fall 2020

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

### BOARD OF DIRECTORS

#### CHAIR

W. Kevin Pape

#### VICE CHAIR

Jonathan Sandvick

#### VICE CHAIR OF FINANCE

Eric Stachler

#### VICE CHAIR OF RECORDS

Dave Williams

#### EX-OFFICIO

Bob Breneman  
Sarah Marsom  
Mary Oakley  
Amanda Terrell

#### ADVISORY BOARD REPRESENTATIVE

Mary Lovett

#### MEMBERS

Erin Claussen  
Steve Coon  
Kate Fisher  
Craig Gossman  
Sandra Hull  
Ashley King  
Don Longwell  
Lisa Patt-McDaniel  
David Mitzel  
Kevin Rose  
James Russell  
Liberty Schindel  
Duane Van Dyke  
Matt Wiederhold  
Thomas Yablonsky

### STAFF

Joyce Barrett  
Executive Director

Devin Miles  
Office Manager

Frances Jo Hamilton  
Director of Revitalization

Frank Quinn  
Director of Preservation



#### Find us on Facebook!

Like our page and follow our posts about local projects and events!

[www.facebook.com/heritageohio](http://www.facebook.com/heritageohio)



#### Follow us on Instagram!

HeritageOhioMainStreet

## TABLE OF CONTENTS

<b>Director's Note</b>	<b>3</b>
<b>Welcome to Our Newest Board Members</b>	<b>4</b>
<b>A New Preservation Group in Richland County Builds on Community</b>	<b>5</b>
Richland Preservation Action shares how they started a community restoration group	
<b>Being Shovel Ready</b>	<b>7</b>
Sage Advice for Getting Your Projects Ready to Break Ground	
<b>2020 Heritage Ohio Annual Awards</b>	<b>8</b>
<b>Redlining and Its Legacy</b>	<b>15</b>

## ON THE COVER

Vermilion's Public Art Project was awarded the Best Main Street Project or Event Award for 2020. This project created 15 large scale murals based on historic postcards submissions from area residents. See pages 8-13 to be inspired by all of the 2020 award winners.

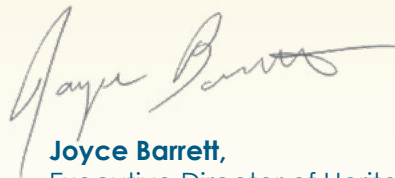


# Executive Director Note

**W**e've just completed our first Virtual Conference. It was a great success thanks to wonderful speakers from around the country, our super sponsors who made the conference possible, and a dedicated staff that hung through every session along the way, even when Zoom went dark internationally -- there is a memory for us! 10 days, 20 sessions, and 8 Happy Hours. Conference goers still have access to sessions they missed or want to review! We are hoping we can meet in person next year, so keep Springfield in your sightline.

Our big news this month was the Award of a \$556,327 Paul Bruhn grant, which we partnered in application with the Ohio SHPO/Ohio History Connection. 17 dedicated Ohio Main Street Program™ communities will be competing for four grants to provide incentive funding to rehabilitate historic downtown buildings.

Starting in November, we will be honoring our Annual Preservation and Revitalization Award winners. Watch our Facebook page short video



**Joyce Barrett,**  
Executive Director of Heritage Ohio

clips, which will honor the people, places, and organizations that are making Ohio a special place. 18 projects will be recognized. My special thanks go out to our awards jury: Jacquelyn Lehmann, Dave Mitzel, Jeff Payne, and Amanda Terrell. They had to make some difficult choices. The winners are all excellent examples of passionate dedication.

Please note in this issue the addition and retirement of Heritage Ohio Board members. John Grossman of Akron and Yolita Rausche of Chagrin Falls, both long serving board member have expiring terms, though they both promise to help whenever they are needed. Thank you for your years of service. Joining the board are Liberty Schindel of Columbus, Ashley King of Cleveland, and Erin Claussen of Toledo, meet them on page 4. I hope they will enjoy their service as much as John and Yolita did!



The Montrose Group, LLC

Helping Ohio Revitalize  
Downtowns with:

- Downtown Redevelopment Districts**
- Historic Preservation Funding**
- Economic Development Planning**

[montrosegroupllc.com](http://montrosegroupllc.com)



GBX Group does more than preserve the nation's historic structures. Together with our investors, development partners and members of the historic preservation community, we transform neighborhoods, stimulate economic growth, and protect the cultural and historic fabric of communities.

**GBX** 2101 Superior Avenue | Suite 300  
Cleveland, OH 44114  
[gbxgroup.com](http://gbxgroup.com) | 216.241.6689

# Heritage Ohio Elects Three Women to Board

Heritage Ohio welcomed three new board members at our October board meeting. Each has an amazing set of talents and are going to make a huge impact on historic preservation and community revitalization in Ohio.

We asked them about their favorite buildings and architectural style to break the ice and help you get to know them.



## ASHLEY KING

Lead Services Project Manager,  
*CHN Housing Partners*

**What is your favorite architectural style?** Tudor style.

**Do you have a favorite Historic Building?**

The Cleveland Arcade (also known as the "Old Arcade")

**What Hidden gem of a building you think people should know about?** Not a building, but a place - filled with architecture. Cleveland's Lake View Cemetery.

**Which do you think is the most important building in Ohio?** My first choice is the Cleveland Trust Building, now known as Downtown Heinen's. A very close second is the Kelleys Island Winery (ruins).



## ERIN CLAUSSEN

Principal & Owner,  
*Toledo Revival*

**What draws you to historic buildings?**

Since I was very little, I've been drawn to things that are old and the stories attached to them, made up or true. And mysteries. Now I dig up clues, in archives, in walls, from the ground sometimes still too (archaeologist first) to help write the histories of places and things.

And in the process of working on my own old home and my real estate development projects, I get to play with my

preoccupation since early adulthood, design, at all levels: object, room, building, site, neighborhood, city.

**What is your favorite architectural style?** I can honestly say I love almost all the pre-1970s styles, but my three current favorites are Tudor Revival (my home), Italianate (my mixed-use rehab) and workers' cottages (my residential rehab. Love what you have the most!



## LIBERTY SCHINDEL

Senior Economic Development Analyst,  
*AEP*

**What is your favorite architectural style?** I am a huge fan of Art Deco - the handcrafted elements and luxurious materials and the fact that it can be experienced in a variety of forms (urban skyscrapers to post offices, theaters, schools, etc), what's not to love about this style.

**What hidden gem of a building you think people should know about?** The Westside Market in Cleveland - if you aren't from Cleveland, you probably aren't familiar with this gem. It opened to shoppers in 1912 and is Cleveland's oldest continuously operating municipally owned market. It truly is a must see for anyone visiting Cleveland - it is a European-style market where you can find fresh produce, meats, seafood, baked goods, pierogis, prepared foods, etc. There is a hidden staircase, when you get to the top there is a loft area where you can get a view of the entire market. The American Planning Association designated it as one of ten "Great Public Places in American" in 2008.

**Which do you think is the most important building in Ohio?** Another unfair question (again there are so many), but if I absolutely had to choose, I would say Severance Hall, home to the world-renowned Cleveland Orchestra. It combines a number of design styles and is literally one of the most beautiful concert halls in the world.

OH CARES

NATIONAL ENDOWMENT FOR THE HUMANITIES

Ohio HUMANITIES  
REAL ISSUES. REAL CONVERSATIONS.

Ohio Arts COUNCIL

A STATE AGENCY  
THAT SUPPORTS PUBLIC  
PROGRAMS IN THE ARTS



# A New Preservation Group in Richland County Builds on Community

RICHLAND PRESERVATION ACTION SHARES HOW THEY STARTED A COMMUNITY RESTORATION GROUP

BY JULIE ROHL

Around this time last year, a group of restoration enthusiasts were gathered in the Coulter House, a house which had been empty for many years with no electricity, heat, or running water near downtown Mansfield. The goals were twofold, to hold a window workshop before winter truly set in and to highlight a home on our city's demolition list we hoped could be rehabilitated. This was us stepping out for the first time to live up to the 'action' in our name and move forward in a core area of our mission.

If you were to rewind to the beginning, the Richland Preservation Action group formed when friends who were sharing their home renovation projects started discussing how there may be more local preservationists we hadn't met. We started thinking that if there was more of us, as we figured there were by the odd houses here or there with fresh paint, that we should get together to meet, swap skills and collaborate on projects. Most of all, we felt if there was a visible group of local preservationists in the community, it would show there were more than a couple people who would be upset if a historic building was torn down and that there was a market for fixer uppers. Maybe we could harness not only the 'power of place' but the 'power of crazy'. As in, "you'd have to be crazy to buy that place" and be the people doing just that.

Richland County is fortunate to already have many history-based organizations that oversee heritage resources like Malabar Farm, Kingwood Center, the Mansfield Blockhouse, and the Ohio State Reformatory. We have museums and entities dedicated to everything from our industrial past to cemeteries, firefighting and bicycles. We have town and city historical and genealogical societies, preservation commissions, downtown revitalization organizations and non-profits that bring together some of those groups, including the RichHistory Alliance and the Richland County Historical Society. Our evaluation reinforced that what we still didn't see was a group for the weekend warriors who were often alone on 'Paint-Scraper Island' dreaming of affecting more than just their one house. We decided there was space to create a group for those people.



We then realized what we hoped to accomplish could fit really well with the mission of the Richland County Historical Society (RCHS) and being affiliated with the

[RICHLAND PRESERVATION](#)  
Continued on page 6

BUILDING BRIGHTER FUTURES  
**TOGETHER**



## RICHLAND PRESERVATION

Continued from page 5

society would avoid more competition between non-profits with similar focuses. If anything, we wanted to be able to create a pool of architecture buffs and incremental development fans who could support and collaborate with other groups, free from the stress of board development and paperwork. Group formation then relied on the historical society deciding they in fact did want to encourage our group and that we would indeed fulfill some of their needs and goals. We presented our idea to their board and they agreed to sponsor what would become the Richland Preservation Action group. Having the RCHS to foster and guide us towards projects and funding opportunities as they arise and to nurture and hone our mission has been invaluable. To others out there wanting to creating a group we would highly recommend you consider forming a mission-based relationship (such as we have) with an existing organization first.

RPA has been together for roughly two years now, and through trial and error we have launched projects that have worked well immediately and others that we hope will catch on as we grow. We started the framework of our website as a first priority and solidified our branding by taking inspiration from WPA posters. While the concept of holding workshops and tours has always been well received, ideas we would like to see take off include having a lead historian in each neighborhood and expanding and updating our county on Clio, the National Register of Historic Places, and the Ohio Historic Inventory. Though our original mission was loose to leave room for the voices members we had not yet met, through research and input our ultimate streamlined goal could be to function similarly to the Rehabbers Club in San Antonio, Texas. We believe their model (and that of others like them) of having workshops and volunteer days and connecting property owners to each other and to local tradespeople is a good core to maintain as we evolve.

As for evolving, you can imagine a group based on in person activity would have to adapt quite a bit in our current social environment and like many other groups we have. While in-person meetings aren't conducive

at the moment, we keep up with each other through social media and have several digital ventures we are expanding on. These include our Pinterest "Kit House Field Guide" and historic real estate highlights, although we are not currently going on promotional group tours. This summer, we partnered on an architectural style hunt with Downtown Mansfield Inc., which was something which could be done alone from a car, bike, or on a long walk and is educational, as well as fun. We are also using this downtime to build up our website content and online presence, hoping to not only create useful resources, but also possibly attract preservationists to our area.

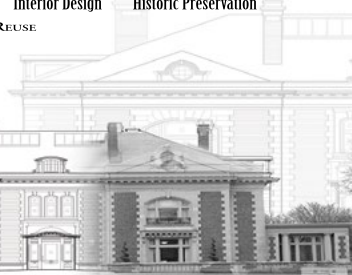
As for the window workshop and the Coulter House, (Remember the cold people in the derelict house?) two of the attendees who were early RPA members (and are now in the expanding circle of friends!) ended up buying that big, broken house. Encouraged by the skills they learned from Lindsay Jones of Blind Eye Restoration LLC who led the workshop, they decided to take the chance, and created a restoration plan to present to the City of Mansfield. They were successful in having the house removed from the demolition list enabling them to purchase it and begin rehabilitation. They plan to live in the house as soon as possible as their home and hope their restoration encourages and inspires others.

Editors NOTE: Be sure to visit their website at <http://www.richlandpreservation.org/>

**HARDLINES DESIGN COMPANY**

Architecture Planning Interior Design Historic Preservation

- BUILDING RENOVATIONS & ADAPTIVE REUSE
- HISTORY/ARCHITECTURE SURVEYS
- ARCHAEOLOGY SURVEYS
- HABS/HAER DOCUMENTATION
- NATIONAL REGISTER NOMINATIONS
- PRESERVATION PLANS



4608 Indianola Ave Columbus, Ohio 43214 614-784-8733 [www.hardlinesdesign.com](http://www.hardlinesdesign.com)

## Heritage Ohio Welcomes Two New Downtown Affiliates

Heritage Ohio is pleased to announce the City of South Euclid and the City of London as the 2 newest Downtown Affiliate communities in Ohio. They join the other 34 Downtown Affiliate programs around the state. Both communities recently completed Downtown Assessment Resource Team (DART) visits, taking the first steps towards creating lasting community revitalization.



# Being Shovel Ready

BY DANIELLE STEINHAUSER OF CT CONSULTANTS



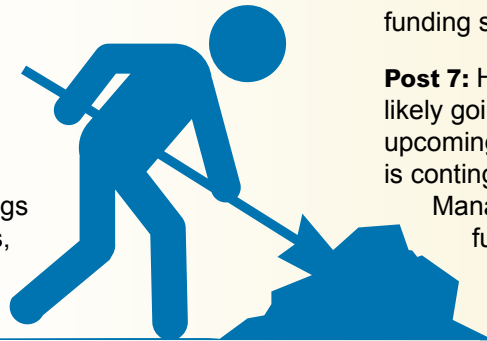
CT is very fortunate to work with clients of all sizes in both urban and rural settings. Regardless of population or geography, our clients share the same concerns for the future, mainly their ability to undertake necessary projects for their communities. We all hear news reports, almost on a daily basis, on the latest funding proposals before Congress. All indications point toward some variation of an infrastructure stimulus program, most likely very similar to ARRA passed in February 2009. The question isn't "Is help coming?" Rather, it is "How can we be ready when help arrives?"

## Get Your Community Shovel Ready

**Post 1:** We hear news reports, almost on a daily basis, on the latest funding proposals before Congress. Indications point toward some variation of an infrastructure stimulus program, most likely similar to 2009's ARRA Program. The question isn't, "Is help coming?" rather it is "How can we be ready when help arrives?"

**Post 2:** Meet with your department heads, look at your capital budget, identify which projects must move forward and which projects have wiggle room to wait. Prepare cost estimates. Take the time to properly develop your project scope, getting input from all possible stakeholders, to avoid "back end" delays and potentially costly change orders.

**Post 3:** Identify all sources of potential match. Meet with non-profits like Main Streets and other economic development organizations. See where your collective priorities align and explore ways to partner for mutual benefit. Each organization brings human and financial resources, providing precious match



dollars (and in-kind services). Make sure all partners (whether internal departments or external organizations or agencies) know their roles and responsibilities. Check in with them regularly.

**Post 4:** Approach funding agencies as potential partners who have similar goals and want to accomplish the same kinds of things you do. They want to see both human and financial collaboration within the community. Document your meetings and interactions. Get letters or other evidence of support from a wide variety of local stakeholders. The more you can demonstrate solid community support the more competitive your application will be.

**Post 5:** Brainstorm potential funding programs for each project. Look at projects from different angles and get creative. Understand what agencies fund and (just as importantly) what they do not fund. Familiarize yourself with the scoring methodology so you can best position your project. Talk with funding agency staff early in the process so they are familiar with you and your project.

**Post 6:** Think carefully about timelines associated with applications and programmatic requirements. Make sure you are giving yourself enough time to pull everything together for the application, and construct the project once funds are awarded. Put together a calendar so you can align funding applications with anticipated construction timelines, particularly if you are using more than one funding source.

**Post 7:** Have a contingency plan. Funding agencies are likely going to receive record numbers of applications in upcoming cycles. Make sure all partners know if a project is contingent on securing grant dollars to move forward.

Manage expectations among all partners. Talk with funding agency staff after decisions are made to understand where your application scored and/or lost points.



**Perspectus** Historic Architecture  
CHAMBERS, MURPHY & BURGE STUDIO

Akron 330.434.9300 | Cleveland 216.752.1800 | CMB.perspectusarch.com

{ Invest. }

Consulting, audit, and tax services for historic redevelopment projects.

A higher return on experience.

Terri Salas, CPA  
517.336.7483  
terri.salas@plantemoran.com

plante moran

audit • tax • consulting • wealth management



# 2020 Heritage Ohio Annual Awards

## BEST MAIN STREET PROJECT OR EVENT

Sponsored by the Heritage Ohio Board of Trustees

### WINNER: PUBLIC ART VERMILION

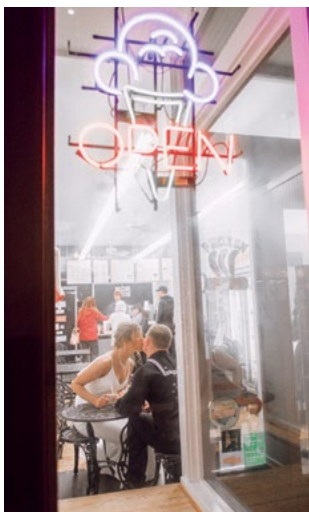


In developing a public art program for the community, Vermilion was inspired by postcards as a form of artwork, which have promoted vacation destinations

such as this charming Lake Erie community for a century. Two local artists, Mike Sekletar and Brian Goodwin, were commissioned to paint 15 large-scale 5 x 8-foot recreations of historic vintage postcards. 10,000 postcards were lent to Main Street Vermilion by local residents seeking to provide inspiration for the new art. Sponsors supported the program with pledges of \$2,000 per postcard.

This award was presented to Main Street Vermilion.

### HONORABLE MENTION: LOVE IS IN THE AIR



An opportunity to promote a dozen of Delaware's downtown businesses and provide one lucky couple with a big community wedding, ended in quite literally, a love fest. Bethany and Nick, after winning the essay contest, were married by Mayor Carolyn Kay Riggle, along with several Delaware couples renewing their vows. Flowers, music, photography, tux, and cake were all supplied by downtown merchants.

This award was presented to Main Street Delaware.

## HISTORIC THEATER OF THE YEAR

Sponsored by the Heritage Ohio Board of Trustees

### CO-WINNER: THE HOLLAND THEATRE



The Holland Theatre is the only known atmospheric theatre based on a Dutch Village. It was built as a movie theater by the Schine Brothers from New York in

1931. Back in December of 1999, Logan County Landmark Preservation Inc. took ownership of the theatre, since then more than 148,000 hours of volunteer labor has been donated by local citizens. The first major improvement to the theatre was a new roof in 2000. Each year steady progress was made on sound, lighting, etc. Then in 2018, a \$430,000 grant from the Jeffris Family Foundation and generosity from donors, plus an allocation of Ohio Historic Tax Credits allowed the project to finally wrap up.

The Holland's Grand Re-Opening was graced with the presence of iconic Judy Collins on October 18th, 2019.

### CO-WINNER: THE WOODWARD OPERA HOUSE



Historical investigation identifies the Woodward's first event as December 8-10, 1851, a lecture on electricity by a Dr. Boynton. The Woodward

closed in 1920s, the last verified event took place on February 22, 1921, a lecture on new and improved uses of electricity, bringing the Woodward full circle.

Restoration efforts began in the 1970s when the building was first listed on the National Register of Historic Places. The Woodward Development Corporation purchased the Woodward building in May of 1998 and the adjacent building for use as the Woodward Annex in March of 2000. After years of progress, what took the project over the finish line was the combined use of federal and state historic preservation tax credits, federal and state new market tax credits, and an incredible generous philanthropic community. The Grand reopening took place on Feb. 9, 2019 with Grammy-award winning bluegrass singer Kathy Mattea.

InSite Capital and Chemical Bank provide a single source for financing historic rehabilitations. Our team of experts is able to facilitate financing for nearly every aspect of a project. From investments in historic tax credit equity, to construction, bridge, and permanent financing, our team helps developers to move projects all the way from concept to completion.

**Jason Blain**  
VP, Business Development Manager  
231.922.1440  
jblain@insitecapital.com

**Sadie Erickson**  
VP, Business Development Manager  
616.494.9022  
serickson@insitecapital.com





**HISTORIC FARMSTEAD OF THE YEAR**

*Sponsored by the Heritage Ohio Board of Trustees*

**WINTERBERRY FARM**



Winterberry Farm, is the “Farm that Feeds the Soul.” Purchased at auction three years ago, Sabrina Schnappet has a vision of adaptive reuse for this farmstead, which dates

back to the 1830s. One of the oldest farms in Seneca County, it was a land grant from President James Monroe in 1924. The main barn was the first to be built in the 1830s, but received a Greek Revival update in the 1920s to “match” the Greek Revival House. Outbuildings were added over the years, including a chapel in the 1880s. The property is now in the process of being listed on the National Register.

Its new life will be an event center, allowing thousands of people to enjoy the tranquility of the farmstead while attending weddings, workshops, retreats, or craft fairs. Founder Sabrina Schnepat is committed nurturing every visitor to the farm.

**BEST DOWNTOWN PLACEMAKING**

*Sponsored by The Gossman Group*

**NATIONAL CORNER & FROST KALNOW AMPHITHEATRE AT THE EAST GREEN**



The Best Downtown Placemaking award was created to recognize businesses or organizations that enhance their downtown’s appearance

with the intention of creating public spaces that promote people’s health happiness and well-being.

The Green project has been a private philanthropic project to complement Tiffin’s 2010 Strategic Plan. Phase one featured an amphitheater, phase two featured a park and lighted splash pad. Tiffin Parks and Rec manages the day-to-day maintenance and programming which includes theater, concerts and kids’ activities.

This award was presented to Andrew Kalnow.

**BEST PUBLIC-PRIVATE PARTNERSHIP**

*Sponsored by Marous Brothers Construction*

**COMMERCIAL BANKING & TRUST CO., KINGSBURY, & WHITWORTH BUILDINGS**



Three longtime vacant buildings in Sandusky were combined into one large public-private

partnership mixed use redevelopment project to create a new city hall, 18 market rate and affordable apartments, and three retail spaces. A partnership between the City of Sandusky, Marous-affiliated companies, and Marous Brothers Construction began by getting the buildings listed on the National Register. Downtown Sandusky’s Commercial Historic District now encompasses 106 buildings, and provided the Kingsbury Block 1894, Whitworth Building 1899, and the 1923 Commercial Banking and Trust Company with the opportunity to use historic tax credits to fulfill the dream of rehabilitation.

3 ½ years later, with \$11.5 million in investment in a visionary city and a creative developer/contractor/property manager, the rehabilitation of the Commercial Banking & Trust Co., Kingsbury, and Whitworth buildings has provided one of the most inspired re-development projects in Ohio.

This award is presented to the City of Sandusky and Marous Brothers.

**BEST PUBLIC BUILDING REHABILITATION**

*Sponsored by John Canning & Co.*

**WINNER: FULTON COUNTY COURTHOUSE**



Fulton County’s Italianate Tuscan Villa style courthouse was built in 1872 for a cost of \$45,722.27. The historic courthouse,

listed on the national register in 1975 contains extensive artwork that includes murals, oil paintings, and wood carvings, plus a dome with stained glass.

For the current courthouse rehabilitation, the 10-month project had a budget of \$3.86 million combining local and State funding. Funding sources include over \$1 million from the county’s Title Bureau and \$2.5 million collected from court user fees. Key professionals involved in the rehabilitation project were John Canning & Co., LTD. of Cheshire, CT; Garmann Miller Architects-Engineers of Minster; and Mosser Construction Inc. of Fremont.

This award was presented to the Fulton County Board of Commissioners and the Fulton County Common Pleas Court.

## HONORABLE MENTION: LICHTENWALTER SCHOOLHOUSE



Opened in 1885, the Lichtenwalter Schoolhouse has been a project for years since it was moved

to Boettler Park in 1975. The schoolhouse was rehabilitated between 2000 – 2004 and was used as an interpretive historic experience for the community. Tragically, the schoolhouse was destroyed in a fire set by arsonists in 2016. Luckily, the community of Green made the investment to restore the schoolhouse.



This award is presented to the City of Green.

## BEST UPPER FLOOR RESIDENTIAL REHABILITATION

*Sponsored by the Heritage Ohio Board of Trustees*

### THE DAVIS BUILDING



The Davis Building is located in the Rossville Historic District in Hamilton, Ohio. Redeveloped by the Consortium for Ongoing Reinvestment Efforts (CORE), a public-private partnership consisting of the City of Hamilton, the Hamilton Community Foundation, and local lending institutions established CORE in December 2012. This powerful partnership operates as a not-for-profit 501(c)(3) and provides the necessary capital to reduce financial risk.

Twelve apartments have been built over four retail spaces on Main Street. The popular location was completely leased within two months' time, attracting tenants from college-aged students to empty nesters.

This award is presented to CORE.

## BEST RESIDENTIAL REHABILITATION – SINGLE-FAMILY

*Sponsored by the Heritage Ohio Board of Trustees*

### 2900 DAISY AVENUE



Who is willing to take on a vacant, long abandoned housing project, with collapsing structure and wildlife in residence? Apparently,

architect and owner Michael Sanbury. This home, a contributing property in the Jones Home Subdivision Historic District, needed everything updated and repaired. Of particular note in this project is their adherence to the Enterprise Green Communities criteria throughout the renovation.

This project is another shining example of the Cleveland Restoration Society's Heritage Home Program.

This award was presented to Michael Sanbury.

## BEST RESIDENTIAL REHABILITATION – MULTI-FAMILY

*Sponsored by the Heritage Ohio Board of Trustees*

### THE STATLER

Built as a grand hotel in 1912, the 15-story Statler Hotel had grown to 1,000 room capacity in its heyday. After its use as a hotel, it was converted to office space to meet the demands of growing commercial space in downtown Cleveland, but was converted back to residential use in 2000. By 2017, it was time again to update the building's energy efficiency and meet the growing residential market demands in Cleveland. The Millennia Companies oversaw a \$13 million rehabilitation

Bridging  
Planning with  
Results



419.352.7537

WWW.POGGEMEYER.COM

 **POGEMEYER**  
DESIGN GROUP  
ARCHITECTS ■ ENGINEERS ■ PLANNERS

## 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.

Mary Forbes Lovett | 216.583.7074 | mlovett@ulmer.com

**ulmer | berne | llp**  
ATTORNEYS



using federal and historic tax credits, returning The Statler to prominence in downtown Cleveland.

This award is presented to City

Architecture and the Millennia Companies.

**BEST COMMERCIAL REHABILITATION**

*Sponsored by the Heritage Ohio Board of Trustees*

**MEDINA FARMERS EXCHANGE COMPANY BUILDING**



This \$5.2 million rehabilitation project has taken an agricultural building and enlivened it with a restaurant, brewery,

butcher, and coffee shop. 16 apartments make use of the old grain elevator.

This site had seen fires destroy earlier Farmers Exchange buildings in 1915 and 1935. This last 3-story concrete version was built in 1936 at just over 9,000 sq. ft. Condemned in 2016, Beacon Farmers Exchange LLC came to the rescue, listed the building on the National Register and applied for state and federal historic tax credits. No two windows are the same, each apartment floor plan is unique; and the original fire doors serve as security between current businesses. Not only is this building a great example of a smaller community using the historic tax credits, but it also complements the expansion of Medina's already thriving Main Street Square, located a block to the north.

This award was presented to the City of Medina and Beacon Farmers Exchange LLC.

**BEST MULTI-USE BUILDING REHABILITATION**  
*Sponsored by the Heritage Ohio Board of Trustees*

**FOREST CITY BANK BUILDING & SEYMOUR BLOCK**



A prominent corner in Ohio City is bustling again following the \$65 million rehabilitation of the Forest City Bank/ Seymour Block project. The c.1880

Seymour block and the 1904 Forest City Bank building were combined into one project to provide ground floor retail and 38 low income apartments. Both buildings were National Register listed. The Snavelly Group combined historic tax credits, low income housing tax credits, new market tax credits, and several local incentives such as TIF, vacant property loan, and tax abatements to make this project happen. The project highlights beautiful architectural features in combining the neo-classic and Italianate styles of each building.

The award was presented to The Snavelly Group.

**YOUNG PRESERVATION LEADER OF THE YEAR**  
*Sponsored by the Heritage Ohio Board of Trustees*

**EMILY LITTLE**



Emily Little joined the Main Street Wadsworth Board of Directors in January 2019, and has been a determined volunteer. She has been integral in helping the community with their historic downtown National Register nomination, helping with their façade grant program, and helping building owners understand the Secretary of Interior's Guidelines for Historic Rehabilitation.

In addition to being a graduate of Kent State University, Ms. Little continues to serve as an adjunct instructor.

We design for preservation and redevelopment.



DS ARCHITECTURE

www.dsarchitecture.com



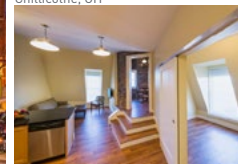
Photos by Jeff Goldberg, Esto Photographics



ARCHITECTURE. INSPIRED.

The beautiful, enduring structures we create for government, education, cultural and other public and private clients are inspired by the people that interact with them where they live, learn, work and play.

Pictured: the Carlisle Building in Chillicothe, OH



www.schooleyaldwell.com

**MAIN STREET VOLUNTEER OF THE YEAR**

*Sponsored by the Heritage Ohio Board of Trustees*

**MIKE LEWIS**



Mike Lewis has served on the Main Street Kent Board since 2015, his term as Treasurer has brought financial security to the program, and his vigilant hands-on approach to handling cash in the many Main Street Kent events has given the board and public confidence. But he doesn't handle just the money- he is a get involved guy, moving picnic tables, planting tulips, whatever is needed to help the program be successful.

**DOWNTOWN AFFILIATE BUSINESS OF THE YEAR**

*Sponsored by the Heritage Ohio Board of Trustees*

**THE GROOMING LOUNGE**



For years, 6 East Main Street has been waiting to become a vibrant destination in Ashland's historic downtown. Long-time

residents Brent & Chris Coffy had been looking for a building to renovate and create a space for a new, young business owner to realize their dreams.

This spot was earmarked for a new business owned by a young woman they knew, Acacia Taulbee, who wanted to grow from working in a local barber shop to owning her own business. The transformation is remarkable, and Acacia's Grooming Lounge has been busy and thriving, offering upscale barber and salon services to men and women of all ethnicities. The Coffy's building transformation has created a space that has enabled a young minority woman to open

and grow her own business, which is not only successful, but has also become a destination that entices people to visit and enjoy downtown Ashland.

**MAIN STREET BUSINESS OF THE YEAR**

*Sponsored by the Heritage Ohio Board of Trustees*

**WINNER: HALF BAKED CAFÉ**



Although Half Baked Café has been operational for just over a year, they have made a huge impact on downtown and Main Street Mount

Vernon. Owned by Chef Nav and Rebecca Ajodhya, they are constantly partnering with other Main Street members to provide tasty treats. They led the charge on creating a downtown discount card with other businesses.

Half Baked Café has provided lunches on several occasions for local elementary school children. They have also sponsored numerous Chamber of Commerce lunches as well as lunch for the Leadership Knox program. They donated meals to the free community Thanksgiving Dinner this past year, and are always looking for new ways to be involved and spread the energy and joy.

Half Baked Café is located in the historic General G.A. Jones Building, one of the largest and most imposing structures located on Mount Vernon's Public Square.

**HONORABLE MENTION: SWAN CREEK CANDLE**



Nick and Cheli Polito, formerly of Los Angeles, set sail for a new adventure in life which brought them to the Lake Erie

shore town of Vermilion. Here, they've opened the first Swan Creek Candle to be independently owned, operated,



**PILKINGTON**

**Pilkington Spacia™**

Historic restoration glass  
for thermal efficiency



**GREAT locations never  
go out of STYLE**

Columbus | Sarasota | Raleigh | Charlotte | Cincinnati | Chicago



Inspired ideas. Integrated real estate solutions.  
www.castoinfo.com

and licensed in 2017. Fixing the building so that it truly contributes to the National Register District has been a passion, not a chore. Their networking and cross-promotional marketing reflects their philosophy of not being just a small business, but being part of a neighborhood of small businesses.

**OUTSTANDING LEADER IN REVITALIZATION**

*Sponsored by the Heritage Ohio Board of Trustees*

**FRED GUERRA**



Fred Guerra has been recognized for his outstanding leadership for his role in helping Cuyahoga Falls in their revitalization process. Numerous studies and active public participation have seen Cuyahoga Falls downtown be listed on the National Register, implement a Certified Local Government Program (CLG), start 7 historic tax credit projects, and enter into the Ohio Main Street Program family. But

the most dramatic change has been the re-opening of Front Street, which had been closed for 40 years. The reopening of Front Street has benefitted businesses and residents, enabling them to use their downtown again. Under Fred's leadership, the city is on a clear path to success.



**MAIN STREET DIRECTOR OF THE YEAR**

*Sponsored by the Heritage Ohio Board of Trustees*

**SUSIE BIBLER**

Susie took the helm of Main Street Delaware in 2016. She has done so much to help the program grow and Delaware become known as a vibrant destination. All of the

downtown programs have seen growth: new and updated Christmas events, summer concerts, and the Farmers Market. She brings balance to the Four Point Approach™, initiating downtown building owner meetings, flower planning and lots of promotional advertising and social media growth. The organization has seen maturity in financial stability and the addition of a program coordinator position.



**SPIRIT OF MAIN STREET**

*Sponsored by the Heritage Ohio Board of Trustees*

**JASON ALLISON**

Jason Allison by profession is a pastor at the Press Church in Delaware. What began as a simple enough volunteer activity at First Fridays, led to becoming a member of the Promotions

Committee, which gave him the fun job of coordinating over 70 vendors each month. His skills qualified him for the

Organization Committee, and finally, a seat on the Board of Directors and a term as president. While weekends brought packed crowds to downtown Delaware, weekday evenings seemed slow to many. Jason thought some lively entertainment was needed, and he initiated 2019's very successful Summer on Winter concert series.

Whether it's a turn as a "Stomper" in the Christmas Parade to setting up and cleaning up, Jason has impacted the organization and the community with his spirit.

**PRESERVATION HERO**

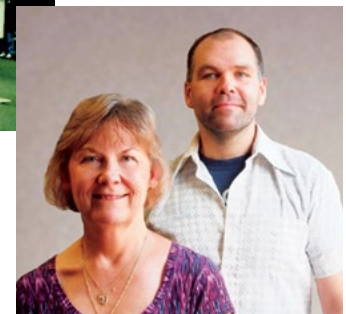
*Sponsored by the Heritage Ohio Board of Trustees*

**KRISTINE SWISHER**

Kris Swisher has led the outstanding



historic rehabilitation of the Holland Theater in Bellefontaine. The Holland Theatre, a 1931 Dutch atmospheric movie theater, is one of a kind.



How did a sixth-grade teacher become the catalyst for a \$2 million theater rehabilitation? It began as a school project called Future Problem Solving, an international program for students. Mrs. Swisher's class took 2nd place in their community activism to reopen the Holland Theatre, which had closed its doors in 1998.

Then the Logan County Landmark Preservation Board was founded. After the 1970-80s multiplex "improvements" were removed, Kris made sure performances were restarted in the rough interior. Each year, slow but steady progress was made with remodeled bathrooms, lighting, sound, roof, etc.

The big breakthrough for the theatre came in 2018 when the Holland was awarded a Jeffris Foundation Grant, and in 2019, they were awarded an Ohio Historic Preservation Tax Credit allocation. These funds, in addition to a generous matching community gifts, spurred on by Kris' enthusiasm, allowed the theater to complete a \$1.6 million rehab and a grand reopening in 2019.

To paraphrase Margaret Mead, never underestimate the power of one person to change the world.

**KNOW**

that serving the community today leads to a better tomorrow.

**PNC BANK**  
for the achiever in you®

©2015 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

Thank you to our sponsors, partners, and virtual vendors for making the 2020 Heritage Ohio Annual Conference a success!



COLLABORATE.WORK



GRAY & PAPE HERITAGE MANAGEMENT



INSITE CAPITAL A DIVISION OF CHEMICAL BANK



Longwell Legal, LLC



Montrose Development Advisors



NOVOGRADAC

Ohio Arts COUNCIL



Ohio

Development Services Agency



OHM



GUNTON CORPORATION Est. 1952

Perspectus Historic Architecture CHAMBERS, MURPHY & BURGE STUDIO

PILKINGTON

plante moran audit • tax • consulting • wealth management



POGGEMEYER DESIGN GROUP



Ulmer ATTORNEYS



# Redlining and its Legacy

BY BETH JOHNSON, URBAN CONSERVATOR CITY OF CINCINNATI

Redlining is often a term that is mentioned when talking about systemic racial discrimination in housing. Where did the term come from and how is it still affecting people of color today?

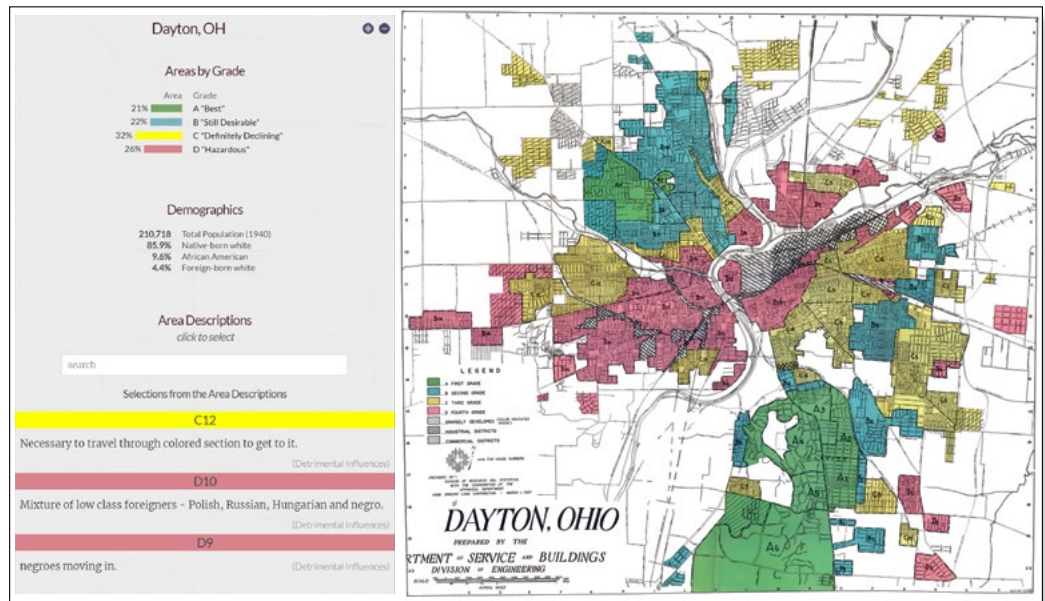
The term Redlining coming from the practice of grading neighborhoods, with red being “hazardous,” based on the race of those living or moving into them. Even just one black family moving into a neighborhood would cause it to be labeled in the red category. This practice started in the late 1930’s with the Home Owner’s Loan Corporation and it was used by mortgage lenders to determine that these areas were high risk neighborhoods therefore justifying denial of FHA (Federal Housing Authority) and VA (Veteran’s Authority) backed insurance mortgages for purchasing homes in those neighborhoods.

As black individuals and families were not able to secure traditional mortgage loans, if they wanted to buy a home they had to resort to predatory loans or a contract sale system. The terms of these loans and contracts were in installment payment plans and if one payment was missed, the would-be home-owner could be evicted. Equity was not accumulated in these contracts, as with a traditional mortgage loan, therefore if a payment was missed any investment made by the would-be home owner was lost. In order to make sure they make payments, the home-owner would take in tenants, causing overcrowding, which was used to justify continued redlined ratings and often increasing the “hazardous” basis.

Most middle-class families gain their wealth from the equity they have in their homes. Redlining and the predatory loan practices prevented African-Americans and people of color from building up wealth through homeownership. The wealth that white families were able to build through the equity in their homes allowed them to send their children to college and take care of their parents in old age all the while also being able to pass down wealth through inheritance. The next generations were able to improve their status through being educated and getting higher paying jobs, which allowed them to invest in larger homes, creating more opportunities for equity and gaining wealth. With each new generation the cycle would continue allowing white families to build wealth through homeownership, whereas black families who were denied the opportunity to own homes were therefore also not able to take the advantage of opportunities

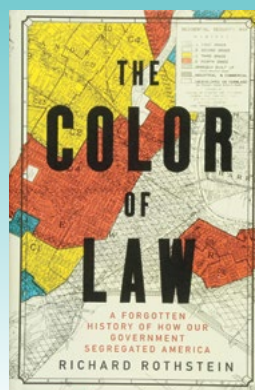
that gaining wealth afforded. With each generation this cycle contributed to the furthering of the divide of wealth between the races.

While redlining and other discriminatory practices in home lending are no longer legal, the effects of the practices have shaped our cities. Not only has the practice created segregated neighborhoods, the lack of homeownership has

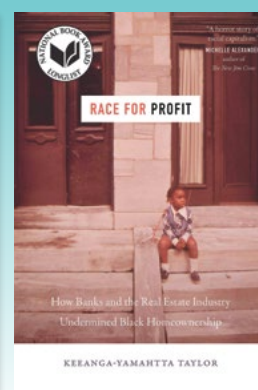


contributed to the lack of investment into property, leading to a decline or stagnation of property values. As many public services, including schools, parks, and infrastructure, are funded through property taxes, there is less money available to support services continuing to make these neighborhoods less desirable for investment. This continues the cycle of preventing the accumulation of wealth for these neighborhoods, which often continue to be populated by people of color.

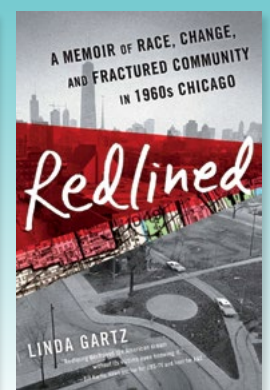
## READINGS RECOMENDED BY BETH



*The Color of Law: A Forgotten History of How Our Government Segregated America* by Richard Rothstein



*Race for Profit: How Banks and the Real Estate Industry Undermined Black Homeownership* by Keeanga-Yamahtta Taylor



*Redlined: A Memoir of Race, Change, and Fractured Community in 1960s Chicago* by Linda Gartz



# HERITAGE OHIO

846 1/2 East Main Street  
Columbus, OH 43205

P 614.258.6200

NON PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
COLUMBUS, OH  
PERMIT NO. 5616

## You can help protect and enhance the places that matter!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Payment: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail or Fax form to:  
Heritage Ohio  
846 1/2 East Main Street  
Columbus, OH 43205  
F: 614.258.6400

### Become a Supporter today!

#### Benefits

Revitalize Ohio Magazine  
Training & Workshop Discount  
Annual Conference Discount  
Public Recognition  
Legacy Circle Reception\*

**Individual \$35**

**Household \$60**

**\*Contributor \$150**

**\*Sustaining \$250**

**\*Patron \$500**

**\*Ambassador \$1000**

**\* Benefactor \$5000**

\*Annual Membership of \$150 or more includes enrollment in our Legacy Circle.

For more information on membership for Businesses, Communities, Organizations, and Main Street Programs, please visit our website at [www.heritageohio.org](http://www.heritageohio.org).