

2021 Smart Growth Grant - Level 2 Application

Status: Completed

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Submitted By: ckar@bellsouth.net

Does the proposed activity adhere to the stated requirement? Yes

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1. Type of Initiative - Check only 1:

2. Name of the Conference/Event (i.e. New Partners for Smart Growth Conference), Study/Plan (i.e. 2021 City Comprehensive Plan), Policy (i.e. City Complete Street Policy): Merchants Row Restaurant Development Plan for Downtown Perryville, KY5

3. Describe the initiative in detail.: The Central Kentucky Association of REALTORS (CKAR) is proud to sponsor this Level 2 Smart Growth Grant application to fund a Restaurant Development Plan for Main Street Perryville that will: * Define the steps for rehabilitating and adaptively reusing two vacant historic properties located within downtown Perryville's "Merchants Row" Historic District - the Opera House and Karrick Parks House -- as restaurants; * Establish a planning process for re-development of the structures that will serve the needs of the local community and the tens of thousands of visitors to Perryville Civil War Battlefield and the many other heritage and cultural tourism attractions in the region. To accomplish this goal, CKAR will engage the services of three business/property/restaurant development specialists to work as a team on establishing the Restaurant Development Plan. Each of the three specialists on the Restaurant Development Team bring the following experience and unique skills to the process: HOLLY Wiedemann is the founder, owner and president of AU Associates. The firm was founded in 1990 on the principles of adaptive use and focuses on opportunities for urban infill as well as the revitalization of existing structures. Holly has been involved in all aspects of property development and has years of experience rehabilitating, redeveloping, and adaptively reusing numerous historic properties that utilize various forms of financing, including the Historic Investment Tax Credit. The AU firm is known statewide in Kentucky for turning vacant old buildings into safe, affordable housing and commercial space. Several of those housing project involved the preservation, rehabilitation and adaptive reuse of abandoned historic schools. AU's commercial projects include: the redevelopment and adaptive re-use of the historic Fayette County Courthouse in Lexington, which incorporated a Quita Michel restaurant named Zim's as well as the Thirsty Fox Bourbon Bar in the interior redesigned spaces; the development of Winday Corner, a farm-to-table restaurant in Lexington, which is also one of Quita Michel's family of restaurants,; and the historic Robertson Building in downtown Springfield, KY, which restored the existing storefront providing space for a commercial use and transformed the rest of the building into eight luxury apartments, utilizing Historic Investment Tax Credits in financing the project. DOUGLAS MULLINS is a restaurant development and operations professional with a broad range of experience in both the independent and franchise restaurant industry. With 30 years as an owner, operating partner, and consultant, Doug brings a wealth of multi-faceted experience to bear. Beginning in 1991 with the purchase of a struggling bar and grill in the far western suburbs of Chicago, Doug began to purchase and revitalize a series of local food and beverage businesses and properties. Through close coordination with local Main Street programs, he embarked on a campaign of facade renovation on several late

1800's structures that returned the buildings to a more historically accurate appearance, while increasing the appeal of the businesses themselves to a larger segment of the local demographic and driving dramatic sales increases. During this period, Doug was on multiple Main Street committees, and was the recipient of a facade restoration award in St. Charles, IL. In November of 2014 Doug accepted a position with the Quita Michel Family of Restaurants in the greater Lexington, Kentucky area. As Chief Operating Officer, he has been tasked with the renovation and operational streamlining of five existing restaurants. In addition, three more locations have been added to the group, effectively doubling annual sales. The most recent addition Zim's Cafe', was part of the renovation of the Historic Courthouse in downtown Lexington. Built in 1899, this landmark structure was saved from the wrecking ball through a public/private partnership that restored the building to its prior glory. During this process, Doug was able to learn a great deal about historical preservation requirements. TERESA LUNCH is an independent downtown commercial revitalization specialist, with 35 years of experience delivering technical assistance and training to local "Main Street" communities that are engaged in the revitalization of their historic downtown and neighborhood business districts. Teresa joined the National Main Street Center (NMSC) in 1999 as a senior program officer and, in that capacity, provided downtown revitalization services to hundreds of communities in more than 20 states across the country until she left the NMSC in 2013 to pursue independent consulting work. As an independent commercial revitalization specialist, Teresa has provided services for eight NAR Smart Growth Grant projects in the communities of Seville, OH, Lehigh, PA, East Stroudsburg, PA, Buffalo, NY, Perryville, KY, and Morehead, KY. Teresa's particular expertise is in organizational development, community assessments focused on downtown commercial district revitalization, and downtown business and property development strategic planning. Teresa produced the Merchants Row Business and Property Development Strategic Plan for Perryville. In that strategic plan, two of the Merchants Row properties - the Opera House and the Karrick Parks House -- were singled out in her analysis as having major potential for redevelopment and adaptive reuse as restaurants. The Restaurant Development planning project described in CKAR's current Smart Growth Grant application is a direct follow-up to the recommendations that came out of the Strategic Plan. The services of the Restaurant Development Team would be delivered in three stages: * A preparatory/research period, involving several forms of telephone and electronic communications with the Main Street Perryville executive director, the CKAR project coordinator and CKAR members, City of Perryville representatives, the Kentucky Main Street Program Coordinator and the Kentucky Heritage Council's National Register Program Coordinator. This preparatory period will allow for planning logistics, agenda, and the framework for the Restaurant Development Team's visit to Perryville. * An on-site Restaurant Development Team information-gathering visit to Perryville which will include: * Team meetings with a core group of representatives from CKAR, Main Street Perryville, City of Perryville leadership, and the Kentucky Main Street Program to discuss: the present condition and status of the Opera House and Karrick Parks House; the history of the two buildings and their prior uses; the financial and volunteer investment that has been made by Main Street Perryville for improvements, repairs, restoration work, and maintenance of the two building; and a description of the iconic role that these two buildings play within the Historic Merchants Row District. * Tours and inspections of the Opera House and the Karrick Parks House to determine condition of the two properties and their potential for rehabilitation and reuse as dining establishments. * A 'next step' meeting with members of the Perryville core group of representatives to collect and additional information the Team requires and to discuss the 'next steps' for the Restaurant Development planning process. * A "wrap-up" phase in which the Restaurant Development Team will continue off-site information-gathering activities through telephone and electronic communications with members of the Perryville core group. The Restaurant Development Team will also meet as a unit - - either electronically or in person -- to begin formulating the Restaurant Development Plan. At the end of this phase, the Restaurant Development Team will submit a written report detailing the steps for rehabilitating and adaptively reusing the two historic properties as restaurants; and describing a planning process for re-development of the structures that will serve the needs of the local community and the tens of thousands of visitors to the Perryville Civil War Battlefield and the many other heritage and cultural tourism regional attractions.

4. Amount Requested (Max \$5,000) : \$5,000

5. Date(s) of initiative, if applicable, or completion date of initiative (how long will it take to complete). Application must be submitted at least 20 days prior to the date of the scheduled activity.: September 15, 2021- December 31, 2021

6. What will the grant funding be spent on (i.e. consultant, printing, venue rental, etc.): The entire \$5,000 grant funding would be spend to pay for the services of the three businesses/property/restaurant development specialists who will work as a Team to establish a Restaurant Development Plan for two vacant historic properties in Downtown Perryville's Historic Merchants Row District. (For further information, see response above to Question 3.)

Attach a Copy of the Budget

- [2021 Smart Growth budget.pdf](#)
- [2021 Smart Growth budget.pdf](#)

7. How will gap funding (difference between grant amount approved and total project budget) be provided for (list all revenue sources): The Main Street Perryville organization will provide the gap funding in the amount of \$500.00 which will cover any travel or other out-of-pocket expenses for the three consultants.

8. Describe the land use/transportation/growth issue(s) that will be impacted by this Initiative: : In 2019, the CKAR applied for, and was awarded, an NAR Smart Growth Grant to fund a Business and Property Development Strategic Plan for ten historic properties within downtown Perryville's "Merchants Row" Historic District, all of which are owned by Main Street Perryville, a community-based nonprofit organization. The resulting Strategic Plan, completed in April, 2020, provided Main Street Perryville with a roadmap and a step-by-step process for attracting private and public investment in property rehabilitation and business development. Two vacant "Merchants Row" buildings - the Opra House and the Karrick Parks House --were singled out in the Strategic Plan's analysis as having major potential for development and adaptive reuse as restaurants. The Restaurant development planning project described in this application is a direct follow-up to the recommendations that came out of the Business and Property Development Strategic Plan. Those recommendations indicated that Main Street Perryville should develop a long-term plan for restoration and redevelopment of the Opera House and the Karrick Parks House as dining establishments. CKAR believes that establishment of a Restaurant Development Plan to guide Main Street Perryville in the process for rehabilitating and adaptively reusing these two "Merchant Row" historic properties would provide a valuable model for sound and land use/smart growth practices for the region we serve and result in an economically viable policy for the community of Perryville.

9. Why is this issue of concern to your Association? : Perryville is a unique community in our state and we hope to aid in its preservation through strengthening its economic, physical and social vitality. We are constantly and resolutely committed to improving the quality of life in our region and supporting property values for the property owners we represent. CKAR sees the creation of a long-term plan for redevelopment and adaptive reuse of the Opera House and The Karrick Parks House as integral to supporting Smart Growth land use issues

in our region.

10. Review the [10 Smart Growth Principles](#). How Does this initiative support one or more of these principles?: The Restaurant Development Plan for the Opera House and Karrick Parks House, two vacant historic properties in downtown Perryville's "Merchant Rowe" district, will support the overarching goal of fostering "distinctive, attractive communities with a strong sense of place." The proposed project will also increase CKAR's ability to further several other Smart Growth principles within the community of Perryville, such as: * taking advantage of compact building design * creating walkable neighborhoods * preserving open space farmland, natural beauty, and critical environmental areas * strengthening and directing development towards existing communities *encouraging community and stakeholder collaboration in development decisions

11. Describe the initiative's policy outcomes as well as any benefits to the growth and development of the community.: The roadmap for achieving short-term and long-term outcomes will evolve as the three restaurant development specialists, who will be producing the Restaurant Development Plan, deliver services described in the response to question 3 above. The redevelopment plan for the two vacant buildings - the Opera House and the Karrick Parks House -- would have a major impact on the ways in which the community of Perryville (Boyle County) perceives the value of Merchants Row and Make decisions on how that district will be developed in the long-term. Providing a Restaurant Development Plan for rehabilitation and adaptive re-use of two vacant downtown "Merchant Rowe" properties will help set a standard for prioritizing good land use practices for the community of Perryville in the future. Redevelopment of the two properties would encourage additional downtown revitalization and adaptive re-use projects and create new public-private partnerships that stimulate investment in the rehabilitation of vacant and underutilized commercial buildings within the City of Perryville, thereby resulting in an economically viable smart growth policy for the community.

11. Are there any other community partners or volunteers involved in this initiative? Describe their roles. Who is leading the initiative — your association/board or a partner?: The restaurant development project will receive input and support from the City of Perryville, the Main Street Perryville organization, the Kentucky Main Street Program and the Kentucky heritage Council's Historic Register Program. Representatives from all of these community and state entities will join with CKAR, in various ways, to assist the three restaurant development specialists as they gather information and work on producing a Restaurant Development Plan. They will participate in on-site and electronic meetings involving the the specialist team members, and provide data and other background information on the two properties as needed by the specialists. CKAR will be partnering with the non-profit Main Street Perryville organization in leading the initiative.

12. How will this initiative impact or support your Association's advocacy goals as well as how it will benefit your association and its members?: CKAR is committed to projects that will improve the communities we serve. The Association is focusing on how our members can use our time and resources to further grow our region by employing grants, studies and forums to more fully understand and implement projects that better properties and improve land use. Further, give the small size of Perryville and the limited staffing for Main Street Perryville, the grant has the opportunity to make a dramatic impact. A project of this nature and scope could shape Main Street Perryville's long range plans for years to come and have incredible, positive ripple effects throughout the community. In short, this project will result in the increased livability of the community of Perryville and Boyle County, making it a more desirable place to "live, work, and play." An enhanced, attractive, revitalized historic Merchants Row district with building that are filled with businesses that meet the needs of local community residents and the thousands of visitors to the Battle of Perryville State Historic Site will make the entire Perryville Area more attractive to existing and future businesses and current/prospective homeowners in the region. Realtors will also benefit in their ability to list and sell properties within Perryville and surrounding Boyle County. The CKAR seeks to constantly reinforce the understanding that REALTORS are not "driven by profit," but are truly the core champions for enhancing our region's overall livability and retaining the character of its communities. We hope to bolster and improve property values for the region, support the preservation of this unique community, increase economic opportunity for residents, and improve the quality of life for the citizens of Perryville.

13. How will your Association and its members be engaged in this initiative such as volunteering, planning, fundraising, etc.? If you are sponsoring a conference, describe your participation in the conference such as planning the conference; serving on the host committee, members/staff speaking; planning a session, etc. : Several members of the CKAR organization will be involved: Sissy Fowler, CKAR Association Executive, Association President Elect Mark Dexter and Association member Mark Case. AT the state level Kentucky REALTORS CEO Steve Stevens; Communications, Marketing, & Member Services Director Paul Del Rio: and Governmental Affairs Director Richard Wilson will be working in support of the project. CKAR members will be involved in on-site meetings and tours as well as telephone and electronic communications with Restaurant Development Team members and Main Street Perryville representatives. They will also be providing input to the planning process as it is needed.

14. Do you have anything else to add regarding this initiative?: Yes. In order to add context to this Smart Growth Grant funding request for a Restaurant Development Plan for two vacant historic building in downtown Perryville's "Merchants Row" disstrict, the CKAR would like to provide some background on the history of the community of Perryville, downtown Perryville, the Perryville Civil War Battlefield, and the importance of that history to the Commonwealth of Kentucky. The very rural town of Perryville was forever changed on October 8, 1862, when one of the bloodiest battles of the Civil War was fought in and around the town. Every resident was affected by the thousands of wounded troops brought into town filling every home and church. Today the Perryville Battlefield State Historic Site is one of the most pristine Civil War Battlefields in the nation. In 1961, the community of Perryville and the surrounding area were made part of a National Landmark area. In 1973, the entire town of Peryville, because of the contribution the village has made toward American History was put on the National Register of Historic Places. Within the town of Perryville, sits the oldest intact downtown in existence in Kentucky. Historic Merchants Row, built along the Chaplin River in the 1840s, was the original downtown business district in Perryville and is one of the only remaining intact business districts of that era in America. The two historic buildings within the Merchants Row district that are the subject of this grant application for a Restaurant Development Plan are owned by Main Street Perryville, a non-profit community organization. The potential for expanding visitor traffic within downtown Perryville is boundless because the community is located in a region that is replete with historic and cultural sites frequented by tourists, such as: * The Battle of Perryville State Historic attracting 150,000 visitors a year. * The Kentucky Bourbon Trail bringing Tens of thousands of visitors into the region from across the world. * Kentucky Cooperage, a short distance from Perryville, drawing visitors traveling the Bourbon Trail. * Three major historic distilleries on the Bourbon Trail, in close proximity to Perryville, attracting thousands of tourists. * Two Kentucky Scenic Byway roadways passing through Perryville's downtown center. * Shaker Village of Pleasant Hill, a National Historic Landmark destination, located close-by. Apart from serving the dining needs of local and regional residents, there is no doubt the ten of thousands of heritage and cultural tourists to the visitor attractions listed above would appreciate and become patrons of dining establishments housed within a restored and rehabilitated Opera House and Karrick Parks House. The CKAR believes that the redevelopment and adaptive reuse of these two iconic historic buildings for restaurant use would greatly enhance the downtown revitalization efforts of Main Street

Perryville in Merchants Row and nurture economic development within the entire community.

Will the grant be funding a project in a rural community within your association's jurisdiction? Note that the Rural Housing Service defines "rural" as areas with less than 30,000 population and rural in character.: Yes

If the applicant is a local REALTOR® association, the state association must be notified of your application. Have you contacted your state association?: Yes

If this funding request is approved, do you give NAR permission to share your application with others (either directly or on realtorparty.com) as an example of a successful application?: Yes