



# The Rambler

Inside ...

**3** Take a Swing at the *Classic*

**7** Endangered Properties for Sale



**8** Summer Fun at Historic Sites

**10** Phoenix Hotel Rises Again



**15** Submit Projects for 2004 Awards

*The Rambler* is the newsletter of The Georgia Trust for Historic Preservation.

## Main Street: Designing for Success

*Trust celebrates 2,000 onsite Main Street design renderings, consultations*

Most historic building owners do not have a preservation background, so meeting guidelines or standards for tax credits can seem daunting. The Georgia Trust's Main Street Design Assistance program operates under contract with the Georgia Department of Community Affairs (DCA) to actively assist building owners in downtowns around



Using design assistance from The Georgia Trust (see rendering, page 6), the owners of this former JC Penney department store building (left) in downtown Gainesville have rehabilitated their building into a vibrant, multi-vendor marketplace, the Main Street Market (above). The project marks the Trust's 2,000th consultation.

the state with rehabilitation advice, onsite consultations and design renderings. DCA also coordinates the statewide Georgia Main Street program.

After 21 years of offering design assistance to cities in the statewide Main Street program, the Trust is celebrating completing more than 2,000 renderings and onsite consultations. Many of these renderings include multiple facades or even entire block facades.

"This design assistance linking buildings to their historic origins has proven an essential catalyst to downtown revitalization, proof that preservation has been the most important fuel in the resurgence of downtown areas of cities across the state," said Greg Paxton, president and CEO of The Georgia Trust.

The Trust's 2,000th consultation helped a building owner turn an average, vacant c. 1940 JC Penney department storefront in downtown Gainesville into a bustling center of commerce, the Main Street Market. The multi-vendor marketplace features specialty shops, a fresh take-out market, a restaurant and a nightclub—14 businesses housed under one roof on the square in downtown Gainesville.

Paul Simo, manager of the Trust's Main Street Design Assistance department, drew a representational rendering of the JC Penney building in 2001, along with the façade of the building next door, to show the block's potential. Gainesville Main Street Manager Joe Burnett had a vision for the JC  
*Continued on page 6*

# Main Street: The Downtown Turnaround



**Greg Paxton**  
President & CEO,  
The Georgia Trust

*The Rambler* is the newsletter of The Georgia Trust for Historic Preservation, the country's largest statewide preservation organization. With the support of more than 8,000 members, the Trust works to protect and preserve Georgia's historic resources and diverse cultural heritage.

Address all correspondence to: Rambler Editor, 1516 Peachtree Street, N.W., Atlanta, GA, 30309-2916, or call 404-881-9980, ext. 3222. e-mail: [info@georgiitrust.org](mailto:info@georgiitrust.org) [www.georgiitrust.org](http://www.georgiitrust.org)

*Editor & Publications Manager*  
Lisa Strickland

*Communications Director*  
Alison Tyrer

*Senior Director, Development & Communications*  
Harrison Perry

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In 1980, the National Trust for Historic Preservation selected Georgia as one of the first six states in the country to pilot the Main Street program, but the state had no funding for design and technical assistance. The Georgia Trust recognized the program's potential for moving historic preservation beyond a focus on individual properties into a broader arena of economic revitalization. Aided by a challenge grant from visionary preservationist Marguerite Williams, the Trust stepped forward to take on the design assistance aspect of the program, and is even now the statewide preservation organization most closely associated with the day-to-day activities of Main Street.

Since then, cities throughout Georgia have embraced Main Street, steadily uncovering storefronts to reveal their historic nature.

Now as we celebrate the 2,000th occasion during which the Trust's Main Street Design Assistance program has given assistance (see cover story), we can tally many reasons for its success:

- a proactive Main Street program, now housed in the Department of Community Affairs (DCA), which has been blessed with committed leadership and an energetic staff. The state's Main Street program and the Trust's Design Assistance program are fine examples of the outstanding results a public-private partnership can achieve.

- "believers" in each community who take risks to invest in rehabilitating a historic building or storefront.

- the catalytic effect that a rehabilitation by one historic building owner has in spurring other historic building owners to action.

- the economic boost Main Street has given small business-owners, the heart of any downtown. Most new jobs in the U.S. are created by small businesses.

- the civic pride preservation has aroused in citizens, the ultimate beneficiaries of the vision it takes to bring back a downtown's vitality.

- a budget-friendly price structure. The Trust charges Main Street cities no more than \$75 for a rendering – usually less. And two of the four assistance levels are free.

Such success spawns emulation, evi-

denced by the growing compatibility of development surrounding traditional Main Street downtowns. In cities like Madison, Americus and Brunswick, you can walk into adjoining neighborhoods and see both old and new buildings whose characters were clearly influenced by the changes made downtown.

Main Street has made believers of many. The program started off with just five cities; now there are 102.\* DCA figures show that in 2002, public and private investments in central business districts totaled more than \$116 million. Almost 300 businesses were created, expanded or relocated in Georgia's downtowns, and those businesses created more than 1,000 new jobs.

The fact that three-quarters of traditional Main Street cities have preservation commissions underscores the primacy of historic preservation in downtown revitalization. Twenty-five years ago only nine municipalities in the state had historic preservation commissions; now there are 107.

More importantly, the 2000 census revealed that the populations of Georgia's downtowns are no longer decreasing, but increasing! New downtown vitality has doubtless stimulated this renaissance, since economically and culturally active city centers are more likely to attract residents.

The ultimate test of a program's success is its longevity. But, as Irving Berlin once said, "the toughest thing about success is that you've got to keep on being a success."

Revitalizing an entire downtown, with its myriad of stakeholders including merchants, government officials and citizenry, is never simple, and generally takes years. That's why each reclaimed building is a victory, and worthy of its own celebration.

You can't just rehab or construct a building and be done: it takes constant diligence to ensure that problems don't go unanswered.

The Trust is extremely pleased to have provided more than 2,000 Main Street Design Assistance consultations over the years, and it's tempting to declare "victory" in the battle, if it can be called that, to reverse the decline in Georgia's downtowns. But we know the war is not over. It has been said that no success or failure is necessarily final, and we bear that in mind. And so our work continues.

\*The Better Hometown program, which encompassed cities of between 500 and 5,000 in population, was recently joined with Georgia's 46 traditional Main Street cities (population 5,000 to 50,000).

# Annual Golf Tournament Swinging into High Gear

A beautiful fall day, manicured fairway as far as the eye can see, and nothing to do but play 18 holes of golf at one of the finest private golf courses in the country...welcome to the Trust's annual Preservation Classic, now in its ninth year.

Enjoy a round of golf **Monday, September 15 at the Peachtree Golf Club in Atlanta.** The tournament will be followed by a cocktail buffet and awards reception.

This year's event is chaired by Godfrey Newton of Jefferies & Co. Mr. Newton is a member of the Trust and a past member of the Rhodes Hall board. This is his first involvement with the tournament, and the Trust is thrilled to have his leadership.

Sponsorship opportunities are available! Contact Jennifer Hendrickson at 404-881-9980, ext. 3273 for more information or visit [www.georgiatrust.org](http://www.georgiatrust.org).

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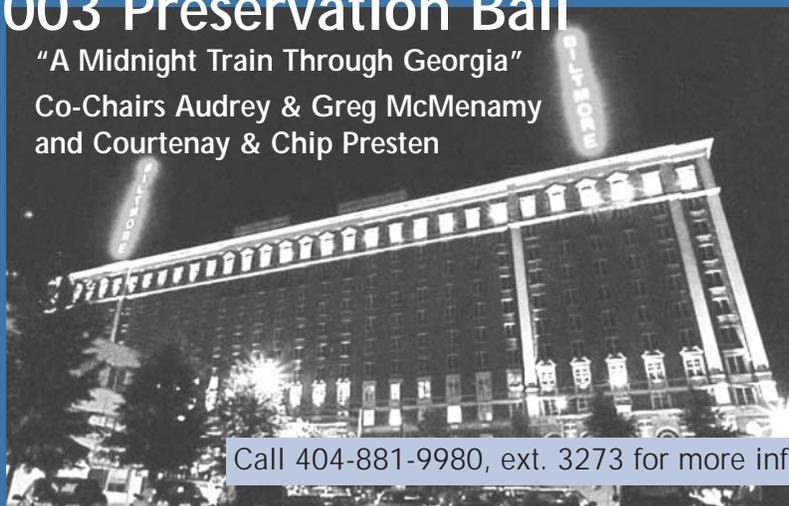
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## 2003 Preservation Ball

"A Midnight Train Through Georgia"

Co-Chairs Audrey & Greg McMenemy  
and Courtenay & Chip Presten



Friday, November 7, The Biltmore Ballrooms, Atlanta

## Calendar

*Third Weekend Each Month*

#### Invisible Hands:

##### In Service at Hay House

Hay House, Macon  
New tour about the slaves and servants  
Call 478-742-8155 for details.

*July 7-11*

##### Macon Treasure Hunt Day Camp

Hay House, Macon  
Children entering 3rd-5th grades can explore Macon's historic sites through scavenger hunts, mystery hikes, games, and puzzle-solving to discover Macon's hidden (and not-so-hidden) treasures. Children will dig into their own family's past and create a family history scrapbook. \$100 per child. Discounts for Hay House patrons and Georgia Trust and Middle Georgia Historical Society members. 478-742-8155.

*July 14-18*

##### Camp Preservation for Kids

Rhodes Hall and the Atlanta Preservation Center have teamed up to offer a weeklong summer architecture camp for children ages nine to twelve. Call 404-885-7800 for more information.

*September 15*

##### Preservation Classic

Peachtree Golf Club, Atlanta  
What could be better than a day of golf at one of Atlanta's finest golf clubs? Call 404-881-9980, ext. 3273 for sponsorship information or to reserve your foursome.

*October 15-19*

##### Study Tour to Hudson Valley

Hudson Valley, New York  
Tour the valley and get the inside track on its history as professional local historians guide you throughout this excursion. Contact Ken Ward Travel at 404-261-1688 or 800-843-9839.

*October 18-19*

##### Ramble Through Monticello

Monticello, Georgia  
Join us as we explore the historic treasures of Monticello. Please see story on back page. Call 404-881-9980 for more information.

*November 7*

##### Preservation Ball

The Biltmore Ballrooms, Atlanta  
Dance the night away at this elegant historic hotel in the heart of Midtown. Enjoy live music and a buffet meal from Atlanta's best caterers. Call 404-881-9980, ext. 3273 for details.

## STAFF NEWS

Rhodes Hall is pleased to announce the addition of **Bill Underwood** as a new volunteer. A Georgia Trust member since 1986, Bill learned at the Annual Meeting in Milledgeville that the Trust was short-staffed and needed volunteer assistance. He is now generously donating his time on Thursdays to help receive visitors, answer the Rhodes Hall phone, and assist with Trust mailings and other projects as needed. Before retiring 11 years ago, he worked in the life re-insurance business.

**Emily Patrick** began a ten-week internship in May with The Georgia Trust and Rhodes Hall. Emily worked with the Trust's *Talking Walls* program and will assist Rhodes Hall with Camp Preservation in July, promoting the house and helping with visitor services. Emily graduated from the University of Georgia in May



Emily Patrick

2002 with a bachelor of arts in English and a minor in Spanish.

**Kristin Kole** is working in the properties department at the Trust through the Governor's Intern Program. Kristin is a junior at Brenau University, where she is studying history and political science with a minor in English. She will assist in a number of areas, including *Talking Walls*, Rhodes Hall and general properties work.



Kristin Kole

The Trust's Main Street Design Assistance program welcomes several interns and volunteers this summer. **Nikki Hayes** is a student in the University of North Carolina at Greensboro's historic preservation master's program. She earned her bachelor of fine arts in ceramic sculpture from the University of North Carolina at Chapel Hill. She has worked on graphic design projects as a graduate assistant and has written several briefs on historic preservation. **Katharine Kinney** is a senior in the interior design program at Georgia State University. Katharine has studied at the Atlanta College of Art and plans to continue her education with a master's degree in historic preservation. **Michelle Rassbach** comes to the design assistance office from Claremont, Calif., where she recently graduated from Pomona College with a bachelor's



Bourke Reeve, Nikki Hayes, Katharine Kinney and Michelle Rassbach.

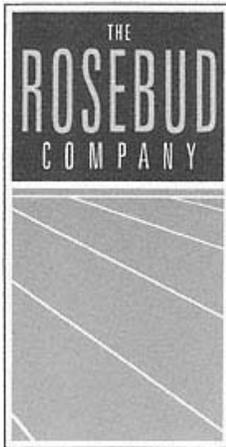
degree in studio art. Michelle has previously interned at The Heritage Society in Houston, Texas. **G. Bourke Reeve** is a graduate student in the historic preservation program at Georgia State University (GSU). Bourke has served as a graduate research assistant at GSU performing field checking using GPS equipment and land use maps.

The Communications office welcomes **Kellen Sibley**, who began an internship in May. Kellen is a rising junior at Elon University in North Carolina, where she is working toward a double major in corporate communications and journalism with a double minor in French and international studies. Kellen is a staff writer for her school's newspaper, as well as public relations chairperson for her sorority.



Kellen Sibley

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# Welcome New Trustees!

## **Nancy Carter Bland, Atlanta**

Nancy Bland is a past trustee of the Whitfield-Murray Historical Society and recipient of their Volunteer of the Year Award. She is a board member of The Atlanta Opera and Sustainer of the Atlanta Junior League. In addition, she is a member of the Georgia Historical Society, Atlanta Historical Society, Emory Friends of Music, High Museum of Art and Friends of The Vann House in Dalton. Mrs. Bland graduated from Northside High School and attended Randolph-Macon Woman's College. She later received a B.A. in English from Emory University. She and her husband, Dr. James W. Bland, and their family enjoy spending time at their historic home in the North Georgia mountains.



Mrs. Bland

## **James R. Borders, Atlanta**

James Borders is president of Novare Group, Inc., a real estate investment and development company in Atlanta. He invests in office buildings and self-storage facilities, and develops apartments and condominiums. His major projects include One Park Tower, Renaissance Lofts, Peachtree Lofts, The Biltmore, Biltmore House and Peachtree Place. Mr. Borders also serves as Chairman and CEO of Biltmore Communications, Inc., a provider of high speed Internet and satellite TV services to multi-density projects in Atlanta. Mr. Borders attended Georgia Institute of Technology and received a B.S. in Mechanical Engineering, going on to earn his J.D./M.B.A from The University of Georgia. He practiced law at King & Spalding before beginning his business career.



Mr. Borders

### **The following Trustees completed their first three-year term and were re-elected for a second term:**

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Mr. Bertis Downs, Athens  
Mr. Robert E. Lanier, Decatur  
Mrs. Judy Rando, Macon  
Mr. Milton W. Williams, III, Atlanta  
Ms. Marietta Edmunds Zakas, Atlanta

### **The following Trustees have retired from the Board:**

Mr. Peter L. Banks, Norcross  
Ms. Barbara Faga, Atlanta  
Mrs. Mary Ann Griffin, Barnesville  
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Mr. Gregory B. Paxton, *President & CEO*

# Main Street

(continued from page 1)

Penney property, and found willing partners in Doug and Debra Harkrider, who had recently finished rehabilitating a 30,000-square-foot furniture store into a two-story fitness center downtown. Mr. Burnett and Mr. Simo guided the Harkriders through their first project, which qualified for tax credits, so the couple turned to the Main Street representatives for design assistance once again. In late 2002, the Trust updated the JC Penney renderings.

"The Harkriders were seeking tax credits so we needed to help them keep the building's existing historic features and materials," said Mr. Simo. The Trust's design assistance renderings do not ensure automatic approval for tax credits, but they help in the visioning process, showing property owners how historically sensitive rehabilitation works. Plus, good preservation, which retains as much existing building fabric as possible, is generally less expensive than equivalent new construction and much cheaper than a gutted remodeling. With each rendering for any Main Street design project, Mr. Simo visits the building to carefully study its existing architecture and make specific recommendations for the project.

"From the very beginning, they used Paul's talent on the JC Penney project and followed it to a T," said Gainesville Main Street Manager Joe Burnett. Working with the Main Street office, the Harkriders also received financing from the Georgia Cities Foundation and DCA's Downtown Revolving Loan Fund, in addition to tax credits.

"Joe Burnett and the Main Street office have been so helpful in assisting us in what to do and what not to do," said Mrs. Harkrider. "Joe has a wealth of knowledge."

Mr. Burnett has been with the Georgia Main Street program since it began, and served as Main Street manager for Athens, one of the five pilot cities in the Georgia Main Street program. His 17 years in Athens painted a clear pic-

ture of how preservation and reinvestment in downtowns plays a major role in economic development. He brought his talents to Gainesville in 1997, two years after the city joined the Main Street program.

"When Gainesville finally came into the Main Street program, they were about as low as they could go," said Mr. Burnett. "They were facing absolute collapse."



Paul Simo, manager of the Trust's Main Street Design Assistance program, designed this rendering for Gainesville's Main Street Market project.

**"If we can direct one owner to an appropriate aesthetic and traditional coordination of their facade, many times it helps other owners realize the difference traditional design can make."**

**Paul Simo, Main Street Design Assistance Manager**

The North Georgia town had been struck by several natural disasters, including a devastating tornado, which virtually destroyed the downtown in 1936. Though the downtown was renovated, giving Gainesville some of the best examples of late

Art Deco and Art Moderne architec-

ture in the state, it was hit hard again by suburban sprawl in the 1960s and '70s. Years of neglect and declining investment in the area had taken its toll on the downtown buildings. However, when Gainesville joined the Georgia Main Street program in 1995, the timing was right and the townspeople were ready to resuscitate the buildings and reclaim their downtown.

Since those days, the downtown has seen a flurry of activities and today there are few buildings on the square that have not been fully rehabilitated. The Trust has completed 16 onsite design consultations for the city in the last three years

alone. Contracted design services are one way the Trust is enhancing the Georgia Main Street program's "Four-Point Approach to Downtown Revitalization:" organization, design, promotion and economic restructuring.

"Gainesville has made far more progress than any town I've seen," said Mr. Burnett. The city has also completed an extensive streetscape project. According to Mr. Burnett, public and private investment in the downtown totaled \$45 million last year and for every \$6 to \$10 of private investment, the city invested only \$1.

Gainesville illustrates the "domino effect" seen in many downtowns using the "Main Street" approach.

"Marketing a building involves good design," Mr. Simo

Continued on next page

said. "If we can direct one owner to an appropriate aesthetic and traditional coordination of their façade, many times it helps other owners realize the difference traditional design can make." This incremental building-by-building approach of Main Street generates initial buy-in and continued support from community partners—including local government, business owners, financial institutions, residents and visitors.

Even when a city is deemed "successful," the work of a Main Street manager is never done. "If you stop managing the downtown district at any point your Main Street can revert back to the way it was before," said Mr. Burnett. "There has to be a commitment to a broad-based management approach, not simply building single-use projects and expecting them to save your downtown. Day in, day out you work on both small and large aspects of the program with marketing, special events and a solid commitment to good design. If you can do these things, we have solid evidence across the country that this approach works."

## Best Wishes...

The Main Street community thanks Mary Anne Thomas for her nine years of service as state coordinator for the Georgia Main Street Program at the Georgia Department of Industry, Trade and Tourism and at DCA. Ms. Thomas retired in late June.



**BRANTLEY-HAYGOOD HOUSE**, Sander-ville, c. 1850/1890. This 5,400-sq.-ft. house has undergone a complete exterior rehabilitation: new roof, stabilized foundation, extensive wood repair, new paint, rebuilt chimneys and landscaping. Interior work has not been completed. Features hardwood floors, Victorian-era mantels and original doors. Sits on a 1-acre lot. Listed on National Register. Price: \$245,500. Contact Frank White at 404-881-9980.

## GEORGIA TRUST REVOLVING FUND PROPERTIES FOR SALE

Visit  
[www.georgiitrust.org](http://www.georgiitrust.org)  
for more information  
and photos.



**HISTORIC FIRE STATION**, Louisville, c. 1900. Historic firehouse for sale in Louisville, the 3rd permanent capital of Georgia, from 1796–1806. Brick building w/3,740 sq. ft. has new windows and roof. At one time housed city hall upstairs and fire station downstairs. Perfect for retail, office or restaurant/ coffee shop w/pot. for apts. on 2nd level. Price: \$79,500. Contact Frank White at 404-881-9980.



**POWELL-AUSTIN HOUSE**, Louisville, c. 1830. Considered the oldest house in Louisville, the 2,100-sq.-ft. house has nine rooms, with 2-3 BR, 1BA, LR, DR and kitchen. Features include hardwood floors, plaster walls, 5 fireplaces and original doors. Upstairs has finished 30'x10' attic, as well as other unfinished attic space. The house sits on approx. 1 acre with two outbuildings. Price: \$78,500. Contact Frank White at 404-881-9980.



**DAVIS HOUSE**, Demorest, c. 1891. The Davis House sits on a 1/2-acre corner lot in Demorest, a charming town in Northeast Georgia. The Queen Anne house has a side hall plan. Original materials include colored glass windows, doors and hardwood floors. The house has 3BR and 2.5BA and is approximately 2,000 square feet. The lot overlooks a lake and a city park. Price: \$195,000. Contact Frank White at 404-881-9980.



**ROSSITER-LITTLE HOUSE**, Sparta, c. 1800. One of the oldest houses in Sparta, the house was built by Dr. Timothy Rossiter. Contains many original features, incl. doors, mantels and hand-planed board walls and ceilings. Two front wings were added before the Civil War. More information at [www.georgiitrust.org](http://www.georgiitrust.org). Price: \$89,500. Contact Frank White at 404-881-9980.

# AROUND THE HOUSES



## HAY HOUSE

### Get Your Summer Fun Pass!

Hay House is participating with other Macon attractions in a

Summer Fun Pass campaign designed to market the City of Macon, increase attendance and generate more revenue this summer.

The campaign is sponsored by the Macon-Bibb County Convention & Visitors Bureau in partnership with Cox Communications and *The Telegraph*.

Middle Georgia residents can clip a coupon from *The Telegraph* or bring a copy of their Cox bill to the visitor center located in the Macon Terminal Station and redeem it for a Summer Fun Pass. When accompanied by one or more paying guests, the Summer Fun Pass holder gets into participating Macon attractions free.

Summer Fun Pass holders are

encouraged to purchase Around Town Tour tickets for their visiting friends and family when they redeem their free pass.

Participating attractions are Hay House, Cannonball House, Sidney Lanier Cottage, Tubman African American Museum, Georgia Music Hall of Fame, Georgia Sports Hall of Fame and the Museum of Arts & Sciences. At the Ocmulgee National Monument, where there is always free admission, visitors can get a 10 percent discount on purchases in their gift shop.

Celebrity Chuck Leavell, a Middle Georgia resident, forestry advocate and keyboardist for The Rolling Stones, is helping to promote the Summer Fun Pass campaign. Seated at a grand piano in the music room of Hay House, Leavell's image is used with the subtitle "Bring your friends



Chuck Leavell in an ad for the Fun Pass.

and relatives to play on a grand scale" to encourage visitation to Macon.

"Local attractions saw upwards of 50,000 visitors in the summer of 2002," said CVB President and CEO Janice Marshall. "The incentive for the Summer Fun Pass promotion is to increase those numbers for the summer of 2003."



## RHODES HALL

### High Tea in House of History

Rhodes Hall hosted its second annual English High Tea Sunday, May 11 to celebrate Mother's Day. Along with

hot and sweet tea, the thirty-seven attendees of all ages enjoyed cool cucumber tea sandwiches, smoked salmon

roses, basil chicken salad tartlets and cream scones catered by Sun in My Belly.

Linda Hughes and Ken Crosby provided soothing keyboard, guitar and vocal music and Simple Elegance Florals contributed a

lovely floral arrangement for the reception hall. Thank you to all who attended and we'll see you next year!



Rhodes Hall docent Kathryn Ferrall (left) and her mother Debi enjoy refreshments in the parlor during the English High Tea.



## MCDANIEL-TICHENOR HOUSE

### Refine Your Taste for Wine

The McDaniel-Tichenor House is pleased to present *An Evening of Fine Wine* on August 23, from 7 to 10 p.m.

Sommelier Xavier De Marchi of Buckhead Fine Wine will discuss select Italian wines, which will be accompanied by an array of elegant appetizers to complement each wine.

Don't miss this opportunity to broaden your wine knowledge, tantalize your palate and savor the congenial atmosphere in the home of former Georgia Governor Henry Dickerson McDaniel.

The event is sponsored by Avondale Mills and HORTON Cadillac Buick Pontiac GMC. Proceeds from the fund-raiser will enable the McDaniel-Tichenor House to purchase road signs, needed to help travelers locate the house. Funds will also be used to purchase markers to identify heritage plants in the turn-of-the-century vegetable garden.

Preview the evening's enticing selection of wines and delicacies by visiting [www.mcdaniel-tichenor.org](http://www.mcdaniel-tichenor.org). For tickets and more information call the McDaniel-Tichenor House at 770-267-5602.

# THE GEORGIA TRUST PHOTO GALLERY



**Garden Party:** The 10th Annual *Secret Gardens Tour*, held May 2-4 to benefit Hay House, was a huge success. (L-R) **Fran Matthews**, **Dr. John Wells** and his wife, **Claire**, and Past Hay House Board President and current advisory board member **Bill Matthews** enjoyed the Hay House patron preview party at the beautiful 1929 Italian Baroque villa of **Dr. and Mrs. Robert Thornsberry** on Stanislaus Circle in Macon.

Below, left: Hay House Advisory Board member **Deidra Stewart** (left) helped Board member **Bonnie Dowling** (seated) with the plant sale at the Secret Gardens Tour.



## A Day for Family Fun:

**Janet Frost** enjoys a picnic lunch with her grandchildren on the Hay House grounds during the house museum's recent **Hay Day family festival**.

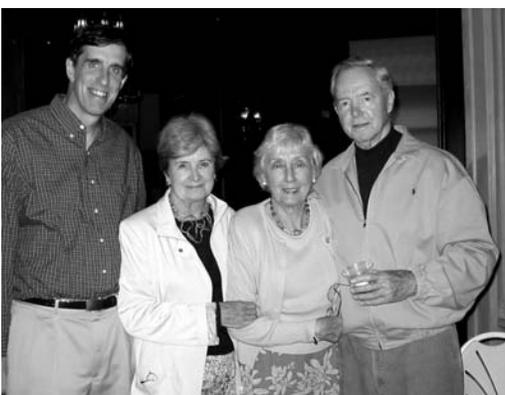


The twice-yearly, free event offers fun, educational activities based on the history of the National Historic Landmark Hay House.

**Show Me:** **Joseph Steve Tillander** (background, center) leads a hands-on demonstration on paint removal and research during **Historic Preservation for Building Industry Professionals**, presented by The Georgia Trust and Georgia Tech's College of Architecture. The May 6 event attracted more than 50 attendees.



**Volunteer Picnic:** The Trust hosted a picnic at Rhodes Hall May 14 to thank its many dedicated volunteers. Left: (L-R) **Greg Paxton**, Georgia Trust president & CEO, chats with longtime volunteers **Camille Yow**, **Sally White** and **Lawson Yow**. Above: (L-R) **Stanley and Tony Casadonte**, volunteers from the Preservation Ball, talk with **Churchill Hooff**, a new Rhodes Hall board member, and his guest **Jennifer Jackson**.



# AROUND THE STATE

## MACON

### Habitat House Fits in Neighborhood Revitalization

The paint has dried, the furniture has been moved in, and the children have claimed their rooms—the new house on Elm Street in Macon’s historic Beall’s Hill is officially part of the neighborhood. But this new kid on the block has more in common with its 100-year-old neighbors than one might think. The house was designed and built by the Macon Area Habitat for Humanity to blend in with the historic character of its neighbors, while still providing the affordable housing for which Habitat is known.

Habitat’s architect worked within the historic district’s guidelines to design a house sensitive to its neighbors. Habitat altered its traditional house plan to include hardiplank siding, a full porch, a higher roof pitch and specially spaced windows. A Federal Home Loan Bank of Atlanta grant through Mercer University allowed Habitat to absorb the added costs without burdening the homeowner. Macon Area Habitat for Humanity Executive Director Michele Neely said her organization plans to build four more similar houses in the neighborhood.

“It really is important the community knows there is a family moving in as soon as the house is finished,” said Ms. Neely. “The house is not

vacant and vulnerable to vandalism. It’s actually contributing right away to the revitalization of the neighborhood.”

Habitat’s project represents the ideals behind a major effort to revitalize Beall’s Hill, a National Register neighborhood adjacent to Tattnall Square Park near Mercer University. Building on the success of Macon Heritage Foundation and Mercer University in nearby Huguenin Heights and Tattnall Square Heights, community partners including Mercer, CORE Neighborhood Revitalization, Inc., the Macon Housing Authority and the City of Macon are hoping to reverse years of neglect and disinvestment to create a vibrant, diverse neighborhood.

“Our overall vision is to create a mixed-income community,” said Lawrence Williamson, executive director of CORE and chair of the Macon Area Habitat for Humanity. “Habitat plays an important part in ensuring there is an affordable component.”

Macon’s neighborhood revitalization efforts have also affected other preservation efforts in the community, specifically the rehabilitation of the neighborhood’s Alexander II School. “The recovery of these neighborhoods is part of what kept this school open



Habitat volunteers from Mercer University helped build the compatible new house in Macon’s historic **Beall’s Hill** neighborhood. Photo by Tiffany Brown.

as the longest-running school in Georgia,” said Dr. Peter Brown, director of the Mercer Center for Community Development. The school was the Southeast representative for historic neighborhood schools on the National Trust’s 11 Most Endangered list in 2000.

## WAYCROSS

### Phoenix Hotel Rising to a Bright Future

The Downtown Waycross Development Authority (DWDA) recently announced plans to rehabilitate its nearly 70,000-square-foot “white elephant,” the Phoenix Hotel.

The \$7.5 million project hinged on attracting viable tenants, which it found in The Jones Company, which plans to relocate its corporate headquarters to the second and third floors of the former hotel, and Beef O’Brady’s, a national family sports pub that will be located on the first floor. The city is leasing the remaining first-floor space for retail use.

The former hotel has been essentially vacant since the 1960s, though its street-level shops have housed several businesses over the years.

The project is a public-private partnership between the DWDA, the State of Georgia, Ware County and the City of Waycross. It was started with a feasibility study made possible by a grant from the OneGeorgia Authority, which recently gave the DWDA a \$500,000 grant for the next phase. OneGeorgia assists the state’s most economically challenged areas by utilizing funds from Georgia’s tobacco

settlement. The DWDA also plans to raise more than \$1 million from federal historic preservation tax credits.

DWDA Executive Director F.J. “Josh” Fenn said he anticipates the Phoenix project will have a big impact on the community’s economy.

“The Phoenix will give downtown Waycross the anchor it needs,” Mr. Fenn said. “It will bring 150 people into the downtown district every day. The downtown and community at large will make a return on the investment.”

The Jones Company currently has [Continued on next page](#)

# AROUND THE STATE

## SOUTH FULTON COUNTY

### Area Plans for Smart Growth, Land Conservation

In many undeveloped areas, “progress” used to mean fast-food joints, strip malls and big-box retail—in other words, sprawl. In the last decade, many communities have begun to question whether this type of growth is in their long-term best interests. Landowners and interested parties in south Fulton County, also known as Chattahoochee Hill Country, have developed a long-term plan for growth to ensure their community grows “smarter,” instead of the way of many metro-Atlanta suburbs.

The 40,000-acre area is striking not only for its rural landscape, but also for its historic houses, barns and other structures. Recognizing the value of their undeveloped holdings, many residents were concerned about the future of their tranquil community and sought alternatives to traditional development. The Chattahoochee Hill Country Alliance formed to manage the impending growth and develop a land use model that emphasizes conservation and optimizes property value and quality growth.

Working with organizations such as The Conservation Fund, The Nature Conservancy and many other partners, the Alliance is proposing an innovative program called transfer development rights (TDR) to conserve the area’s unspoiled land while carefully guiding growth. With the recent passing of the TDR ordinance in Fulton County, the nonprofit is ready to kick off its 30-year plan.

“The key to our plan is that landowners have a choice rather than just selling for development,” said Stacy Pat-

ton, president of the Alliance. “The landowners hope there’s another way to grow.” There are about 1,100 landowners in the tight-knit Chattahoochee Hill Country area, and roughly half of them are Alliance members, said Ms. Patton. The TDR plan is voluntary, and landowners are not required to participate.

The Alliance hopes a large number will participate in the program.

At the heart of the TDR plan is transferring development rights from land designated for protection—sending areas—to land designated for future commercial and residential growth—receiving areas. Property owners in sending areas can sell or donate their development rights on their land and these development rights in

turn will be sold to a developer in the receiving area.

Developers may buy credits from the sending area landowners or a nonprofit bank to use to increase their density in receiving areas. For instance, if current zoning rights allow for a density of one house per acre in a receiving area, a developer could increase his or her building density by purchasing additional credits from a sending area landowner or the nonprofit bank. After selling their development credits, sending area landowners essentially retain their land untouched, and it is protected by a conservation easement.

“The landowners have seen what’s happened to the metro area,” Ms. Patton said. “We don’t have to convince them anymore. They can look down the road and know what’s coming.”

**“The key to our plan is landowners have a choice rather than just selling for development. They hope there’s another way to grow.”**

Stacy Patton, president,  
Chattahoochee Hill Country Alliance

## Phoenix (continued)

two offices located in downtown Waycross. Jones Company CEO Jimmy Jones said the project offers his company an “unprecedented opportunity” to consolidate their offices and make room for future growth. “The project also makes my company an integral part of the most important local economic revitalization project in recent history,” he said. “In my experience, rarely do you solve a major business problem and receive such an honor at the same time.”

Waycross, a Main Street City, was one of the five original cities in Georgia’s pilot Main Street program.



PRESENT



FUTURE

Above: The currently vacant Phoenix Hotel. Right: Main Street Design Assistance Manager Paul Simo’s rendering of the Phoenix’s potential. Kirby Glaze, project architect, is using the design as a model to rehabilitate the building.

PAID ADVERTISEMENTS



**AUGUSTA, c. 1799.** Goodale/Fitzsimmons-Hampton House. Fmr home of Charleston ship merchant and later Wade Hampton Jr. On National Register. 2 1/2-story brick w/raised basement. Sidehall plan. Contains Federal wainscoting, mantels and baseboards. 2-level porch. Grt commercial or residential opportunity. 1.98 acres. 5,000 sq. ft. (incl. basement). \$195,000. Contact Gwen Fulcher Young at 706-737-9115 or Historic Augusta at 706-724-0436.



**AUGUSTA, c. 1884.** 305-309 Ninth Street. Second Empire commercial townhouse in historic downtown (4,900 sq. ft.). Former Chinese laundry. Upper floors residential. Original millwork, baseboards, mantels and pocket doors. Mansard roof intact. Three commercial spaces. Includes a current income-producing tenant. \$85,000. Tax incentives for rehabilitation available. Contact Historic Augusta at 706-724-0436.



**BARNESVILLE, 1821.** The Gachet House on about five acres. Documented by the Historic American Buildings Survey and listed on the National Register. State historical marker says Lafayette tarried here. Plantation Plain, preservationist-guided restoration. Approximately 2,900 square feet, 2-4BR, 2.5BA, tavern, LR, DR, library. Additional 60 acres, two ponds available. \$399,000. Owner/seller Walter Geiger, 404-473-1103.



**BRUNSWICK, 1880.** The Mahoney-McGarvey House is considered the finest expression of Victorian Gothic carpentry in the state. 4 drawing/dining rms, lg kit, full BA on 1st floor; 4BR, 2BA, laundry area, sitting rm on 2nd floor. Fountain and lily pool in front yard, 2-car garage. Fronts Reynolds St. w/expansive view of historic Glynn Co. Courthouse. \$375,000. Bill Brown at Bill Brown Co., 912-265-4572. cbmanor@darientel.net.



**EATONTON (Putnam County), c. 1814, 1840s, 1880s.** Only 80 minutes east of Atlanta. Gothic Revival architectural gem features original interiors from three different periods. Has an idyllic setting with 11 acres designed by Berckman's, who also contributed to the landscaping at the Master's golf course. \$449,000. Jim Warwick, Harry Norman, Realtors 404-240-2716. Web: jim.warwick.harrynorman.com



**EATONTON, c. 1840.** Magnificent Greek Revival is surrounded by 62 acres with fenced pastures and elegant oaks. Beautifully restored with original features and updated comforts. 4 miles from Lake Oconee. Call for detailed brochure. Roxanne Jones, Baldwin Realty, Inc. 1-800-776-7653, ext. 208. www.baldwinrealtyinc.com.

Historic Rental Property



**FLOWERY BRANCH, c. 1850.** Lake Lanier vacation rental. 3BR/2BA log home constructed in Hawkinsville and moved and renovated 1980s. 1.5-story dog trot. Hand-hewn heart pine. Antiques and folk art. Forty-five foot porch on wooded lakeside. Deep-water party dock. Protected cove off wide water. \$600 weekend. \$1800 week. 770-967-0043. www.geigerland.com/laniercabin.



**GWINNETT, c. 1827.** Isaac Adair House. Award-winning plantation house in metro-Atlanta area. Fully restored, modern systems, spacious rooms, 8 fireplaces, wood floors, hand-planed walls, faux finishes, basement. 4,000-sq.-ft. National Register home on 10 park-like acres. Gardens, orchards, creeks, wildlife, outbuildings. \$587,000. Marvin Hughes, 770-962-5372.



**HAMPTON, c. 1866.** Historic Harris-Ramsey House. Property was restored in 2002, with only a few modern changes. Located on 1 acre in a historic neighborhood, the home has 5 elegantly appointed bedrooms, 3.5 baths, gourmet kitchen, formal living room and dining room. Offered at \$575,000 by Greg Nobles/Metro Brokers, 770-474-2733.

PAID ADVERTISEMENTS



**JEFFERSON, 1893.** Queen Anne-style house in the downtown historic district, less than an hour north of Atlanta on I-85. Located next door to the Crawford W. Long Museum, a Georgia welcome center and tourism stop. Nominated to the National Register and eligible for tax credits and property tax freeze, this property has great potential for a restaurant or tea room. \$375,000. Chris Roper, CAM Realty, 706-367-8402 or [www.camrealtygroup.com](http://www.camrealtygroup.com).



**LAKEMONT, RABUN COUNTY, c. 1922.** Overlooking pristine Lake Rabun. One of the few orig. rustic mtn. lodges in GA. Lake Rabun Hotel, built when Tallulah River was dammed to form Lake Rabun, is constructed of heart pine and fieldstone. 16 cozy BR, lg commercial kit., bar, 2 living rm./TV areas, decks, 80-seat restaurant & owners' loft. \$750,000 turnkey. Lee Silverman, Assoc. Broker, Coldwell Banker Hal West Rlty, 706-782-7472, [lee@rabun.net](mailto:lee@rabun.net).



**MADISON, c. 1870.** Located on the square in the downtown area. This building was completely renovated in 1999. Heart pine floors, old brick, etc. The lower level is ideal for retail or restaurant; the upper level is rented for office space. Total area is approximately 5,600 sq. ft. \$600,000. Southern Mortgage & Realty, 706-343-0085.



**MOULTRIE (Pineboro), c. 1912.** Vernacular authentic farmhouse built for stationmaster of GA Northern RR. Estate consists of 4,000-sq.-ft. main house (4/3.5) renovated by Wm. Frank McCall, Jr., FAIA; heart pine floors, 3 fireplaces, cabinetry and millwork by J. Bracey. 23.5 ac. w/pecan orchard, pond, playhouse, gunite pool, converted heart pine barn, enclosed metal barn w/shed, fencing. View at [eaglestar.net/ism.html](http://eaglestar.net/ism.html). \$475K. Seller, 229-985-3565.



**MOULTRIE, 1949.** Elegant Neoclassical home on almost 2 acres, 6,000+ sq. ft. completely updated, 4BR/4BA, gourmet kitchen plus a 2BR/1BA guest quarters over the 3-car garage. Yesterday's value can be yours today for \$399,000. Contact Randy Strange, Mattco Realtors, 229-985-1145, [rstrange@alltel.net](mailto:rstrange@alltel.net).



**ROME, 1882.** The Claremont House. French Second Empire home w/cottage (blt. 1879) on 1 acre. Operating as B&B since 1993, finest of residences prior. Main house: 14-ft. ceilings, 10 fireplaces, 6BR, 6.5BA, parlor, sitting room, formal DR, large kitchen w/separate dining, wood to drool over! Cottage: kitchen, LR, 1BA, 1 fireplace, 2nd floor unfinished. [www.theclaremonthouse.com](http://www.theclaremonthouse.com). \$725,000. By owner, Richard Pecha, 770-432-6023.



**RUTLEDGE, c. 1835.** 42+/- acres, spring-fed pond, small creek and only 40 minutes from downtown Atlanta. Needing full restoration, the house is an added bonus to the acreage. Barn, fenced pasture, make perfect horse farm. \$295,000. Chris or Judy, Madison Realty, Inc., 706-342-0693. [www.madisonrealtyinc.com](http://www.madisonrealtyinc.com).



**WASHINGTON, c. 1790.** The Cedars. Includes dramatic Victorian elements on 6 beautiful acres, partially restored, 5 BR/3.5 BA, library, formal DR and LR with stunning chandelier, expansive foyer with stained glass window, 8 fireplaces, 14-foot-ceilings, extensive moulding, wraparound porch. Featured in "The Most Beautiful Villages and Towns of the South." \$585,000. Ken Parris, Parris Properties, 404-790-1986 or e-mail [ken@parris.us](mailto:ken@parris.us).



**WAYCROSS, c. 1885.** Queen Anne mansion, 5,000 sq.ft. on National Register. Beautiful total restoration w/the finest; on many tours. Wrap-around porch, exquisite staircase w/matching lady newel post lamps, ornate ceiling, fretwork, lots of stained glass, period lighting, 4/5 BR, 3 full BA, 3-car carriage house, fence w/electric gates, koi pond, 9 fireplaces restored. C/A, swim pool, 60 miles from coast. \$495,000.00. Owner, 912-283-7444.

# Welcome New Members

(List period: April 1-May 31, 2003)

## Alpharetta

Ms. Carolyn Smith

## Athens

Ms. Judith Kitchens

## Atlanta

Dr. and Mrs. Neal Chandler  
 Ms. Christine E. Craun  
 Dr. and Mrs. Don DeBra  
 Mr. Marc Dobiecki  
 Mr. Chris Faussemagne  
 Ms. Jo Ann S. Herold  
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 Ms. Jane Pounds  
 Ms. Grace Quin  
 Mr. John Sippel  
 Ms. Lisa Cannon Taylor  
 Ms. Bobbie Taylor

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Ms. Martha Wayt

## Cuthbert

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Ms. JoAn Nunnelly

## Louisville

Ms. Martha Black

## Macon

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## Marietta

Mr. Bruce Hamilton  
 Ms. Holly Walquist

## Milledgeville

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 Ms. Carolyn Taylor Thomas

## Monroe

Dr. and Mrs. Carvin C. Moreland

## Roswell

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 Mr. Gary Tilson  
 Ms. Marlene Winner

## Savannah

Ms. Sharon S. Hinson  
 Mrs. Clifford Lebey, Jr.

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Mr. Edward W. Rowley  
 Ms. Sue Sayer

## Stone Mountain

Mr. and Mrs. Art Lee

## Warthen

Mr. Jewell Turner, Jr.

## Out of State

Ms. Betty M. Thorp, Naples, FL  
 Mr. and Mrs. Denis Voucher, Lexington, SC

# Upgrades

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 Mr. T. Burton Wight, Jr.

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# Memorials/Tributes

The Georgia Trust received donations in memory of:

## Prof. Joy E. Blake

Ms. Joyce M. Blake

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Mr. Michael F. Butler  
 Mr. Cam D. Dorsey, Jr.  
 Janice D. Nickerson

## Mary Register

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Donations to Hay House:

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# Grant, Students Help Trust Get Technical

The Trust is grateful for the generosity of the **Price Gilbert, Jr. Charitable Fund** for its \$25,000 grant to strengthen, expand and more effectively provide statewide preservation services through technological enhancements. The grant will also furnish a more streamlined and efficient operation overall, allowing the Trust to respond more effectively to issues around the state.

The Price Gilbert, Jr. Charitable Fund grant will allow the Trust to move forward with its five major technology enhancement projects: installing and obtaining training for new accounting/financial software; improving the existing computer network and connecting McDaniel-Tichenor and Hay House to the Trust's main server; upgrading the Web site so targeted sections of the site will provide more in-depth information and interactivity; strengthening telecommunications capabilities; and obtaining crucial technical hardware to enhance the Trust's operations.

**Wachovia Wealth Management** serves as trustee to the Price Gilbert, Jr. Charitable Fund, which was established in 1973. The fund has also supported the Trust's heritage education program.

The Trust has already begun assessing its needs with assistance from students from **Central Georgia Technical College (CGTC)**. The Macon college has chosen Hay House and The Georgia Trust for a hands-on technology project that gives students real-world experience and the Trust a complementary in-depth technology analysis.

Led by **Jim Wilson**, network program chair at CGTC, students **Arthur DeChamplain, Chad Patel, Tom Scott** and **Cissie Creekmore** participated in the network design internship this spring. Ms. Creek-

## Call for Nominations 2004 Preservation Awards

The Georgia Trust is accepting nominations for exemplary examples of:

### RESTORATION

A restoration project returns a building to an earlier condition and appearance for its original purpose.

### REHABILITATION

A rehabilitation project makes possible an efficient contemporary use while preserving significant portions and features of the building.

### STEWARDSHIP

Stewardship ensures the preservation of historic properties through long-term care and maintenance, stabilization, protection or continuous family ownership.

### PRESERVATION SERVICE

Awards to persons, groups, publications, businesses and/or government entities who demonstrate exemplary activities and promotion of awareness in the field of historic preservation.

Visit [www.georgiatrust.org](http://www.georgiatrust.org) for more information and to download a nomination form, or call 404-881-9980 to receive information by mail.

**Entries  
must be  
received  
by  
November  
14, 2003.**

more, administrative assistant at Hay House, was also the liaison between the Trust and the school. In addition to visiting Hay House in Macon, the students toured the Trust's headquarters at Rhodes Hall in Atlanta to identify problem areas and suggest improvements. The students designed a test network and recommended upgrade strategies as part of overall technological improvements. The proposed technology changes are slated to begin in July of 2003.

#### PAID ADVERTISEMENTS



**ALBANY, c. 1951.** 1124 Valley Road. Federal-revival-style brick home designed by Edward Vason Jones and James Means. Originally built in Warwick and moved to Albany in 1992. Completely renovated with new wiring, plumbing, new slate roof, gourmet kitchen. Extra lg double-hung windows and doors. Brick flooring throughout, 10' 6" ceilings, 3 fireplaces, 4BR/3 1/2 BA on 3.2 acres. Price: \$375,000. Raines Watkins, Albany Realty Company, 229-883-6100.



**COVINGTON, c. 1854.** Just 30 minutes from downtown Atlanta. Flawless restoration of antebellum beauty. Approx. 4,000 sq. ft. 4BR/3.5BA, double parlors, banquet dining room, 9 fireplaces, 12' ceilings, grand stair hall, 3 covered verandas, just under 1 acre landscaped grounds, gated & covered parking. \$525,000. Masarek/Meadows Team, RE/MAX, 404-314-1104, tour at [www.jeffandlee.com](http://www.jeffandlee.com)

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Wildwood at Colony Square

# Create Memories in Monticello

Take the scenic route to this year's **Fall Ramble Through Monticello**, October 18-19. A leisurely drive past the rolling pastures and quaint farm houses on Jasper County's scenic byway, GA 11, will put you in the right frame of mind for enjoying a weekend of touring the town and visiting with old friends and making new ones.

Monticello Mayor and Georgia Trust Trustee Susan Holmes welcomes Trust members to explore her town's historic sites, from stately homes to century-old churches. A walking tour of the vibrant downtown provides an up-close look at last year's winner of the Trust's Marguerite Williams preservation award, the Monticello City Hall and Government Complex (pictured at right). Saturday, October 18, Ramblers are invited to tour downtown sites and several private homes in the Forsyth Historic District, then enjoy cocktails and dinner at an elegant Neoclassical home built in 1916 for Vera C. Baynes.

Many more private homes will be open Sunday, October 19, as well as other noteworthy historic sites.

Remember, you are welcome to bring guests to enjoy this weekend and introduce them to rambling with The Georgia Trust. For full details, watch for your invitation to arrive in September.

*Mark your calendars...*the 2004 Annual Meeting will be held in Savannah, April 16-18.



Monticello Presbyterian Church, orientation site



Monticello City Hall and Government Complex, check-in site



Old Benton Place, Sunday lunch site



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