

# SidewalkTalk Newsletter



## 2009 Georgia Downtown Conference & Annual Awards Ceremony October 7-9, 2009 Roswell, Georgia

Join the Georgia Downtown Association (GDA) and the Georgia Department of Community Affairs (DCA) for the 2009 Georgia Downtown Conference and Annual Awards Ceremony which takes place October 7-9 in Roswell, Georgia.

The conference provides educational workshops, receptions, panel discussions, and the Georgia Downtown Awards. This year's theme, Find It All Downtown, will focus on the very reasons tourists and natives alike are drawn to historic downtown districts... shopping, dining, art, music and more.

The highlight of the conference will be the Georgia Downtown Awards Reception where the accomplishments of those organizations and individuals who have demonstrated outstanding achievement and improvement in Georgia's traditional downtowns will be celebrated.

- **Opening Keynote Speaker:** *Kennedy Lawson Smith*, one of the nation's foremost experts on commercial district revitalization and development, independent main street businesses, and economically and environmentally sound community development.
- **Closing Keynote Speaker:** *Herman Cain*, radio talk show host on "The Herman Cain Show" out of Atlanta's WSB 750 AM and FOX News Business Commentator.

Onsite registration will be available, including \$25 tickets for the closing session with Herman Cain. For more information, please visit: [www.georgiadowntownassociation.org](http://www.georgiadowntownassociation.org). For questions, please contact Kimberly Carter at [kim.carter@dca.ga.gov](mailto:kim.carter@dca.ga.gov) or (404) 679-0604.

## DNR's Historic Preservation Division Director to Retire

Dr. W. Ray Luce, director of the Historic Preservation Division (HPD) of the Department of Natural Resources (DNR) has announced that he will retire on September 30, 2009. Georgia's State Archaeologist, Dr. David Crass has been appointed acting division director by the DNR Board of Directors.

Dr. Luce has served as HPD's director since 1999. A member of the Georgia Capitol Commission and the Board of Advisors for the Georgia Cities Foundation, he is also an adjunct faculty member in Georgia State University's heritage preservation program. He previously served as the Ohio State Historic Preservation Officer, president of the National Conference of State Historic Preservation Officers and worked in Washington D.C. as a historian for the



Dr. Ray Luce

National Register of Historic Places.

Dr. Luce said, "It has been my privilege to work at HPD. During the past few years, working with a wonderful group of partners, we have been able to make substantial progress in several areas of historic preservation. Initiating and developing the African American program, state stewardship, increased tax benefits, the historic preservation license plate, the Findit historic resources survey program and underwater archaeology are just a few of our recent accomplishments. There is, however, still much to be done to ensure that historic resources are fully identified and evaluated so that they can give meaning to our lives now and help with Georgia's future economic growth."

DNR Commissioner Chris Clark said, "I appreciate Dr. Luce's dedication to historic preservation and his decade of work with DNR. Dr. Crass is well-respected throughout the state for his contributions to archaeology. He is a perfect fit for this leadership position within the Historic Preservation Division, and I know that his direction will complement the efforts of our department as a whole."



An eleven-year veteran of HPD, Dr. Crass was named HPD's first deputy division director in March 2008. "It is a real privilege to be on the DNR team, and I look forward to helping the agency become even more responsive and responsible in the protection of Georgia's matchless historical and archaeological resources," Dr. Crass said.

Dr. Crass served for seven years in the South Carolina State Archaeologist's Office as a research archaeologist prior to his arrival at DNR in 1998. He holds a B.A. Cum Laude with Honors from Wake Forest University, an M.A. from The College of William and Mary in Virginia, his Ph.D. from Southern Methodist University, and various United States Coast Guard Auxiliary ratings. A recent graduate of the Institute for Georgia Environmental Leadership, Dr. Crass is active in policy issues at the state, regional, and national levels and has served as a special advisor to the Society for American Archaeology on political and communications issues.

**Dr. David Crass**

*The Historic Preservation Division (HPD) of the Georgia Department of Natural Resources serves as Georgia's state historic preservation office. Their mission is to promote the preservation and use of historic places for a better Georgia. HPD's programs include archaeology protection and education, environmental review, grants, historic resource surveys, tax incentives, the National Register of Historic Places, community planning and technical assistance.*

*The mission of the Department of Natural Resources is to sustain, enhance, protect and conserve Georgia's natural, historic and cultural resources for present and future generations, while recognizing the importance of promoting the development of commerce and industry that utilize sound environmental practices.*

Contact: Helen Talley-McRae, (404) 651-5268 and [helen.talley-mcrae@dnr.state.ga.us](mailto:helen.talley-mcrae@dnr.state.ga.us).

## **Georgia Downtown Association Board of Directors' Nominations**

The Georgia Downtown Association (GDA) Nominating Committee is requesting nominations for GDA Board Members. The Board is elected at large from the general membership and shall have the following composition: twelve downtown program professionals; and three representatives from the private sector and/or government sector with an interest in downtown development programs. Board Members are elected to serve two-year terms. The Board typically meets on a quarterly basis.



If you are interested in becoming a GDA Board Member or know someone you would like to nominate, please send your nominee's name and contact info to [gda@gmanet.com](mailto:gda@gmanet.com) no later than Friday, October 30, 2009. Feel free to attach any supporting documentation you feel is pertinent. Please note that only current members of GDA may nominate or be nominated. The Nominating Committee thanks you for your time.

## Historic Preservation – the Original Green Movement

By Joel Cordle

Director, Dahlonega Downtown Development Authority and Better Hometown Program  
GDA Board of Directors

We've heard so much about going green, green building, and LEED in recent years. It has generated questions and action within the historic preservation network. How does the green movement fit with historic preservation? Are the two in conflict or are they compatible?

More resources and data are emerging to help local leaders better understand and implement the important principles of historic preservation and the green movement. In this article we will highlight some of the recent national dialogues about historic preservation and the green movement, and we will feature a list of preservation and "green" resources to help those who work with historic downtown districts.

Fundamentally, both historic preservation and the green movement are about conservation and sustainability. Some of their common objectives are sustainable design, sustainable materials, and sustainable communities.

Carl Elefante, AIA, LEED AP, declares that, "Even if, with the wave of a green wand, every building constructed from this day hence has a vegetative roof, is powered only with renewable energy sources, and is built entirely of environmentally appropriate materials, sustainability would still be far from fully realized. Seeking salvation through green building fails to account for the overwhelming vastness of the existing building stock. The accumulated building stock is the elephant in the room: Ignoring it, we risk being trampled by it. We cannot *build* our way to sustainability; we must *conserve* our way to it.....In terms of a material, the greenest thing you can do is continue its life. Next comes salvage and reuse, then recycling. Specifying new green materials is last," says Elefante.



Repair of wooden windows

In the April, 2009 issue of Main Street News, Kennedy Smith notes that, "Many people simply don't know about the ...environmental benefits of rehabbing and keeping existing buildings in active use. In particular, few people are aware of the phenomenal amount of energy embodied in existing buildings – the amount of energy it took to manufacture the materials, transport them to the building site, and construct the building." Smith goes on to add, "Historic main street buildings, unlike most modern commercial structures, were built of durable materials such as stone, brick, and dense heartwood and designed to last for decades, if not centuries."

Older commercial buildings in downtown districts incorporated energy savings in design by sharing thick masonry walls, employing operable windows, transoms, and awnings, using reflective ceiling materials, skylights, and tall ceilings with fans. These commercial buildings were set in compact areas within walking distance from nearby homes – no long, frequent, sprawling auto rides necessary for shopping.

The National Trust for Historic Preservation's Sustainability Initiative promotes the idea that existing buildings are the ultimate renewable resource and are crucial to any effort to address climate change. It promotes the reuse of existing buildings, reinvestment in older and historic communities, and retrofitting older and historic buildings to achieve energy efficiency. Doug Loescher, Director of the National Trust Main Street Center, explains that, "The broad goal of 'sustainable design,' then is to make priorities and choices that put 'people, planet, and prosperity' all together. And that brings us back to Main Street and the intrinsic value of our older buildings and urban forms."

**MAGAZINE ARTICLES ON  
PRESERVATION AND GREEN  
STRATEGIES**

[www.preservationnation.org/issues/  
sustainability](http://www.preservationnation.org/issues/sustainability)

[www.mainstreet.org/msnews](http://www.mainstreet.org/msnews)

Why did LEED originally not take into account the inherently green and sustainable features of historic commercial buildings? Nigel Howard, vice president for LEED & International Programs at the U.S. Green Building Council, acknowledges that the first version of LEED was not designed explicitly for historic buildings. But another version now in development may

be more applicable for at least some aspects of historic buildings. "LEED is on a cycle of continual improvements," Howard stated.

Loescher notes that, "Recent changes in LEED 2009 reflect some-although not all-of preservationists' concerns with the

rating system. As scientific research continues, USGBC has been reforming the LEED system, and each revision of the process has reflected a higher value on preservation and revitalization.”

What opportunities and options do we have to make historic commercial buildings more energy efficient? Adding insulation to attics and walls is one of the most effective ways to improve energy conservation. Other steps include sealing air leaks, repairing or replacing inefficient heating and cooling units, generating on-site energy with discreet rooftop solar panels, improving window efficiency with repairs and discreet storm windows, and use of compact fluorescent lighting where appropriate.

Loss of historic windows is maybe the most common and unnecessary errors committed by owners and contractors thinking they are helping save the planet. The National Trust for Historic Preservation’s “Historic Window Tip Sheet” points out that, “In the name of energy efficiency and environmental responsibility, replacement window manufacturers are convincing people to replace their historic wood windows. The result is the rapid erosion of a building’s character, the waste of a historic resource, and a potential net loss in energy conservation. Typically replacement windows are vinyl, aluminum, or a composite with wood, and none will last as long as the original window. Repairing, rather than replacing, wood windows is most likely to be the “greener option” and a more sustainable building practice. Research shows that most traditionally designed wood-frame buildings lose more heat through the roof and uninsulated walls than through the windows. A historic wood window properly maintained and fitted with a storm window, can be just as energy efficient as a new window.”

Bill Parrish, Director of the Department of Community Affairs Office of Downtown Development, recently noted that, “Often the preservation-based solution is the most cost-effective and environmentally sensitive approach to the treatment of an historic building. Frequently the challenge is to find a carpenter/craftsperson with the skills and patience to repair rather than replace, and an owner willing to make the effort to take the preservation-is-green path. Our office’s Design Services staff can assist building and business owners with evaluating the most cost-effective and green-effective approach to their buildings.”

In summary, let us be cautious and conservative with our historic commercial buildings. Before rushing to replace windows or (worst case) demolishing a building in favor of a new “green” one let us remember that the greenest building is the one already built! And, let us employ our available resources to guide wise restorations and repairs that make our historic properties more efficient while retaining their essential and defining historic features.

**FOR MORE INFORMATION . . . . RESOURCES FOR CITY LEADERS, PROPERTY OWNERS, AND CONTRACTORS:** As leaders in our cities and towns, how can we help owners of historic properties repair those properties and make them as efficient as possible? Information within the following links can help you find resources to use. You may print items to give to owners and contractors. You can also use them in your newsletters, on your websites, and in brochures from your building permit office so your constituents can access the help they need to do good work in preservation and conservation.

**RESOURCE WEBSITES:**

- **DCA ODD Design Unit’s list of websites and resources** <http://www.mainstreetgeorgia.org/general/designlinks.aspx>
- **Secretary of Interior’s Standards for Rehabilitation** <http://www.nps.gov/history/hps/tps/tax/rhb>
- **Historic Preservation Consultants List (from Georgia Alliance of Preservation Commissions)** [http://www.uga.edu/gapc/links\\_doc\\_pdf/consultants%20list\\_04-07\\_NEW.pdf](http://www.uga.edu/gapc/links_doc_pdf/consultants%20list_04-07_NEW.pdf)
- **Historic Preservation Consultants List (from Georgia Department of Natural Resources’ Historic Preservation Division)** [http://www.gashpo.org/Assets/Documents/Historic\\_Preservation\\_March2009.PDF](http://www.gashpo.org/Assets/Documents/Historic_Preservation_March2009.PDF)
- **National Parks Service Preservation Briefs** <http://www.nps.gov/history/hps/tps/briefs/presbhom.htm>
- **Certified Local Government’s Preservation List Serve** <http://www.listserv.uga.edu/archives/georgiaclg-l.html>

**RESOURCE AGENCIES:**

- **Georgia Department of Community Affairs’ Office of Downtown Development’s Main Street/BHT program and services** <http://www.dca.state.ga.us/communities/DowntownDevelopment>
- **Georgia Alliance of Preservation Commissions** <http://www.uga.edu/gapc>
- **The Georgia Trust for Historic Preservation** <http://www.georgiatrust.org>
- **Georgia Department of Natural Resources Historic Preservation Division** <http://www.gashpo.org>

## Department of Community Affairs and Georgia Cities Foundation Assist with Downtown Project in Monroe

The Georgia Department of Community Affairs (DCA), through its Downtown Development Revolving Loan Fund Program, and the Georgia Cities Foundation (GCF) recently provided low-interest loans to the Downtown Development Authority of the City of Monroe (DDA) to assist with the redevelopment of a blighted 3.7-acre property located just off the South Broad Street corridor of downtown Monroe. The DDA provided simultaneous loans to the project's owner/developer, N. Anderson Malcom. The total project cost was \$1,455,000. GCF and DCA each provided loans of \$215,000 for the project.

The completed project houses leasable space for as many as nine commercial businesses. The property includes an early 1900's depot, a former residence, an old cotton warehouse building, and an old grocery warehouse building. The four buildings were constructed between 1900 and 1920. DCA's Office of Downtown Development Design Services provided design recommendations for the depot renovation, as well as landscape related recommendations for the entire property.

This project is having an immediate impact on downtown Monroe, having preserved four important historic structures, greatly improved the aesthetics of the area, and provided opportunities for new downtown businesses. Prior to this project, the buildings unused and deteriorated conditions negatively affected the south end of downtown Monroe, hindering economic development opportunities.

Downtown Monroe has experienced significant revitalization in the last several years. The majority of downtown Monroe's structures are over 50 years old and the City's Historic Preservation Commission is diligent about preserving the downtown's historic integrity. The Historic Courthouse of Walton County sits at the center of the downtown district and was restored in the late 1990's. Many private property owners have also undertaken significant property improvements in recent years, including restoring several historic homes and converting them into downtown office space. Mountain Creek Enterprises received GCF and DCA loans in 2006 and has completed a renovation of 114 and 116 North Broad Street to include a fine dining restaurant and boutique hotel.

The restaurant has served as an economic catalyst for downtown. While some vacancies still exist in downtown properties, the number has greatly decreased in the last several years.



Before photo of property's residential structure



After photo of property's residential structure



Before photo of depot



After photo of depot

## Suwanee's New Downtown Manager to Build Connections

As the City of Suwanee's new downtown manager, Catherine Dixon will be busy building connections among business owners and between the two distinct areas that comprise downtown Suwanee.

This managerial position cements the City's commitment to a vibrant downtown," says Economic and Community Development Director Denise Brinson. "We're excited to have Catherine join our team. She'll be working with the Downtown Development Authority [DDA], businesses, residents, and others to ensure that downtown Suwanee, both historic Old Town as well as Town Center, serve as vibrant commercial and community centers of activity."

Dixon's initial priorities include launching a downtown Suwanee website and finding a buyer or use for the Pierce's Corner building, which is owned by the DDA.

A Suwanee-area resident and Lilburn native, Dixon worked for 8 years with Equifax in various roles, including national account executive and business solutions consultant. She also has real estate experience. Dixon earned a bachelor's degree in business administration/finance from the University of Georgia.

"This position offers an amazing opportunity to be part of and give back to my community," Dixon says. "I look forward to working with our downtown businesses and supporting their success."



Catherine Dixon

## Downtown Development Authority Basic Training

The next Georgia Municipal Association sponsored Downtown Development Authority Basic Training class will be held on Tuesday, October 6, 2009 from 8:30 am to 4:30 pm in Roswell, Georgia. The training session will be held in conjunction with the Georgia Downtown Conference. To register, visit the Georgia Municipal Association's website at [www.gmanet.com](http://www.gmanet.com).

## Job Opening

**Executive Director, Commerce Downtown Development Authority/Main Street Program.** Job Description: Coordinate all project activities within the downtown revitalization program and serve as a liaison between the downtown business community and the local government. Education Requirements: Bachelors degree from a four year accredited college or university; Masters degree preferred; Major focus – Public Administration, Business Administration, Historic Preservation, Marketing, Public Relations, Planning, Nonprofit Administration, Economic Development, Community Revitalization. Experience Requirements: Two plus years of progressive experience dealing with downtown revitalization or Main Street organization. For more information please contact the Commerce Downtown Development Authority / Main Street Program at (706) 335-2954 or visit [mainstreet@commercega.org](mailto:mainstreet@commercega.org).



### Georgia Downtown Association Board Members

Monica Callahan - President, Madison  
Marcia Hampton - Vice President, Douglasville  
Bridget Lidy - Treasurer, Savannah  
Niki Knox - Immediate Past President, Georgia EMC

Odessa Archibald – Georgia Power  
Richard Bishop - Columbus  
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Joel Cordle - Dahlonega  
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Maria Jurado-Flynn - Cleveland

Lequrica Gaskins - Tifton  
Heather Holder - GCSU  
Liz Hood - Cartersville  
Josephine Kelly - Covington  
Billy Peppers - Woodstock  
Karen Smith - Thomasville

### The Georgia Downtown Association Partners

Brenda Hayes - UGA's Fanning Institute  
Perry Hiott - Georgia Municipal Association  
Jim Lenahan - Georgia Economic Developers Association  
Billy Parrish - Georgia Department of Community Affairs  
Jordan Poole - Georgia Trust for Historic Preservation

*Sidewalk Talk is a publication of the Georgia Downtown Association.  
Articles can be e-mailed to [gda@gmanet.com](mailto:gda@gmanet.com). You may contact GDA at (678) 686-6296.*