Restoring History: Mixed-Use Hotel & Retail Center

William Chase Sisk
Restoring History

Mixed-Use Hotel & Retail Center
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Request for Approval of Thesis Research
Project Book Presented to:
Professor Marietta Monaghan
and to the
Faculty of the Department of Architecture
College of Architecture and Construction Management
By
William Chase Sisk

In partial fulfillment of the requirements for the Degree
Bachelor of Architecture
Kennesaw State University
Marietta, Georgia
May 1, 2020

Thesis Summary:
A proposed new mixed-use hotel and business hub facility containing retail spaces, an upscale restaurant, and event and ballroom spaces will be built with modern techniques and sustainable innovation. This significant historical preservation project can also be used as an example to promote social interaction and thus improve the life of other small cities in Georgia.

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Thesis Title: Restoring History: Mixed-Use Hotel & Business Facility
Thesis Advisor: Marietta Monaghan
Thesis Coordinator: Elizabeth Martin-Malikian
Department Chair: Dr. Anthony Rizzuto, PhD
Date: May 1, 2020
Dedication

This Thesis is dedicated to my family. My work and dreams would not be possible without you all. Thank you for the constant love and support.

My Grandfather: Harry Brown
My Grandmothers: Barbara Brown & Betty Sisk
My Parents: Mark and Donna Sisk
My Brothers and Sister-in-Laws:
Wesley and Maghan Sisk & Taylor and Joanna Sisk
My Niece: Abigail Katherine Sisk

Acknowledgement

This Thesis was made possible by:

My Thesis Advisor: Marietta Monaghan
Thank you for your constant encouragement and helpful insight. It was an absolute pleasure travelling to Greenville, South Carolina, to attend and present at the annual SESAH Conference, an experience I will cherish for my entire life.

My Thesis Coordinator: Elizabeth Martin-Malikian
Thank you for constantly asking me if I was doing alright (when most of the time I was not) and for spending numerous hours online helping us to adapt to the crazy conditions brought to us by the COVID-19 virus.

My Thesis Prep-Advisor: Ameen Farooq
Thank you for helping me to choose a thesis project that I am truly passionate about and for always stopping in the studio to ask me for an update on my project.

The URCA Travel Scholarship
For allowing me to travel to Greenville, South Carolina, to present at the Southeast Chapter of the Society of Architectural Historians annual conference where I received amazing feedback on my research results.
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Scope
Research
Site
Proposed Project
Design
Conclusions
Chapter One: Scope
Monroe, Georgia, is a unique small town, located halfway between Athens and Atlanta. The small-town atmosphere and amenities have become a popular destination for people attracted to the historic buildings, downtown events and UGA football home games. Monroe is popular for its wedding venues, antique malls, and car shows, but there are not enough hotel rooms. Currently within the Historic downtown, there are only one bed and breakfast, two Airbnb’s, and no hotels, although every downtown storefront is occupied by restaurants, retail stores, and businesses.

The need for overnight accommodations has raised the possibility of a new mixed-use hotel and business hub facility containing retail spaces, an upscale restaurant, and event and ballroom spaces. A two-story 1920s concrete building near the center of town is a candidate for rehabilitation. A razed neoclassical-style hotel is to be recalled in the design of the preserved structure, which will be built with modern techniques and sustainable innovation.

My proposal is supported by the current needs of residents and local businesses, which presently lodge salesmen in nearby Athens. Local venues and other downtown events will sufficiently support operation of the hotel. Additionally, two self-guided walking tours of the downtown historic districts will attract tourists in the evenings and on weekends and will increase opportunities for commerce as the town center becomes more accessible. This significant historical preservation project can also be used as an example to promote social interaction and thus improve the life of other small cities in Georgia.
According to the Walton Tribune, in the year 2000, there were a little over 60,000 residents of Walton County. Attracted to the large industrial employers, many Gwinnett County residents had made their way to Walton County by 2010, increasing the population total to 81,000 residents. In 2018, Walton County had a total population of 93,503 residents, where roughly 13,500 reside in the city of Monroe. In 2019, the county had an estimated 94,593 residents, totaling almost 1,100 new residents in only one year. The Walton Tribune also mentions that in 2018, there were 599 building permits administered in Walton County.

Based on the population data I have researched and on the number of residences I have seen under construction in the last year, for the 2020 Census, I project the county to have a 2% increase (or approximately 1,800 people) in number of residents from that of 2019’s population estimate (Kenneson).
Monroe, Georgia, located halfway between Athens and Atlanta, has a small-town charm and atmosphere that is popular for people attracted to the historic buildings, downtown events and UGA football home games. Currently within the historic downtown, there are only one bed and breakfast, two AirBNB's, and no hotels, although every downtown storefront is occupied by restaurants, retail stores, and businesses. The need for overnight accommodations has raised the possibility of a new mixed-use hotel and business hub facility containing retail spaces, an upscale restaurant, and event and ballroom spaces. My proposal is supported by the current needs of residents and local businesses, which presently lodge salesmen in nearby Athens. Monroe, Georgia, is a unique small town that is currently experiencing large population and economic growth.

### 1.5 Job Demographics

In 2017, Walton County, Georgia, experienced an employment growth rate of 2.31% bringing the total number of employees to 39,299 from 38,400 in 2016. The charts to the right from Data USA indicate the percentage of employees by occupation and by industry. The largest percentage of employees are from the “Office & Administrative Support Occupation,” making a total of 6,143 people. Second, there are 5,861 people in “Retail Trade.” Third, there are 4,766 people in “Construction.” Last, there are 4,107 people in “Manufacturing.”

Population, Employment & Property Value Data

### Employment by Industry

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2.1 City History

In Georgia, when counties were formed, the boundaries were determined by the time it would take on horseback to travel across county and return in one day’s time. Walton County, Georgia, was established in December of 1818. The city of Monroe claimed the county seat on May 20th, 1820, but not by the name of Monroe. Originally, the village of log buildings was named “Walton Court House.” After gaining the county seat title, the city name was changed to “Monroe” in honor of President James Monroe (Sams 68-69). According to “Wayfarers in Walton,” most of the county’s original residents acquired 250 acres of land in the “Third” state land lottery, most commonly known as the Land Lottery of 1820 (Sams 21). “By the summer of 1821, the stream of post-lottery settlers” poured into Walton County. “Many lumbered in by bulging covered wagons, others rode horseback, and some even walked when there was no better way.” Most of the Monroe village buildings had a double purpose functioning as residential homes and also retail spaces. The first single family home was constructed in 1824 by South Carolina craftsman, Stephen Felker. The home, which still stands today, is described as “a graceful double stairway leading to the high veranda of his home and the ground-level kitchen beneath the main floor, reflected the distinctive architecture of the South Carolina tidal regions,” (Sams 50). Much of the original Monroe architecture would have been simple wooden homes and buildings, which in many cases were destroyed by fire or during the Civil War. Following Eli Whitney’s invention of the cotton gin and the American Civil War, the majority of the United States population shifted to an industrial based economy system. Nearing the turn of the century, there were many innovations in construction methods and techniques. Brick construction with heavy timber framing was a common method of the late 1800s. Many of the buildings in downtown Monroe were constructed this way as they are dated from this time. However, architects around the world were experimenting with new construction materials such as concrete. Concrete innovation and construction were becoming more and more prevalent allowing larger buildings to be constructed. According to the 1895 Sanborn Fire Insurance Maps, the first introduction of concrete construction to the town was at The Monroe Cotton Mills. The building’s open floor plan combined typical brick wall construction, heavy timber framing, wooden floors, with a concrete basement floor. This allowed for the heavy ginning machinery to be operated on the basement level while other production stations were located on the second and third levels. A residential mill village sprang up to support the new cotton mill. Hundreds of small double shotgun style homes flourished in the area, allowing the employees of the mill to have a very short walking commute to work. With the opportunity to keep a steady job in the mills, many of the county residents moved to the mill village, leaving more than half of the 366 square mile area of Walton County to the cultivation of cotton (Sams 33).

2.2 History Timeline

Information and photographs from The Monroe Museum, Wayfarers in Walton, Stephanie Calabrese, and The Georgia State Archives.

- 1818 Walton County, GA was formed
- 1820 Eli Whitney invents the Cotton Gin
- 1824 The Stephen Felker Home
- 1820 The 3rd State Land Lottery, most commonly known as the Land Lottery of 1820
- 1824 By the summer of 1821, the stream of post-lottery settlers poured into Walton County
- 1820-1821 “Many lumbered in by bulging covered wagons, others rode horseback, and some even walked when there was no better way.”
- 1824 The first single family home constructed in Monroe by South Carolina craftsman, Stephen Felker
- 1824 The home still stands today and is described as “a graceful double stairway leading to the high veranda of his home and the ground-level kitchen beneath the main floor, reflected the distinctive architecture of the South Carolina tidal regions.”
- 1820-1821 Many of the buildings in downtown Monroe were constructed using brick construction with heavy timber framing
- 1820-1821 Architects around the world were experimenting with new construction materials such as concrete
- 1820-1821 Concrete innovation and construction were becoming more and more prevalent allowing larger buildings to be constructed
- 1895 Sanborn Fire Insurance Maps introduced the first introduction of concrete construction to the town of Monroe
- 1895 The building’s open floor plan combined typical brick wall construction, heavy timber framing, wooden floors, with a concrete basement floor
- 1905 Billington Sanders Walker, III became the first Monroe resident to own an automobile
- 1921 The revolutionary 1932 Ford V8 Model B Automobile was constructed in Monroe
- 1925-1929 The Car Culture of the 1920s and Prohibition
- 1929-1939 The Roaring 1920s and Prohibition
- 1929 - 1939 Stock Market Crash leads to The Great Depression of the 1930s
- 1930s A new and highly innovative solid concrete building was constructed in Monroe to store cotton inside of on
- 1930s The building’s open floor plan combined typical brick wall construction, heavy timber framing, wooden floors, with a concrete basement floor
- 2020 Monroe is experiencing enormous growth but accommodations for visitors are in short supply
- 2020 Monroe is experiencing enormous growth but accommodations for visitors are in short supply
The Historic Sites Walking Tours of Monroe were a fun way for me to document historic sites, structures, and landmarks around the city. Each site is to receive a plaque to be displayed in front of the site. The plaque will include a brief description and also have a QR code for people to scan with smartphones to view old photographs and more detailed information about the site. The walking tours create opportunities for social interaction while also providing factual information to pedestrians, broadening their perspective on a city filled with fascinating history. I am currently working together with the Mayor of Monroe, some City Council Members, and the Historic Preservation Committee to implement my interactive maps and walking tours. For the buildings that are not already on a historic register, they will be adopted into an “City Register of Historic Sites,” and hopefully one day be nationally recognized. I have included only a fraction of the total number of beautiful homes and buildings in downtown Monroe. Someday, I dream to have every building in the downtown area documented to raise the historical significance of the of the area and to be used in the prevention of building demolition.

Over the last 100 year, there has been an extreme amount of home demolition to the city of Monroe. The top photograph was taken by Mr. E.M. Carnes in 1910 from the roof of the courthouse. In 2013, Mr. Steve Brown made photograph from the same exact spot to show how many beautiful homes have been torn down to build business offices.
2.4.1 Red Walking Tour
Information

Be on the lookout for a Walking Tour Sign or plaque embedded in the sidewalk at each site. Use a smartphone to scan the QR Code on the plaque to get additional information about the site and to see historic photographs.

Total Walking Distance: 1.15 Miles
15 – 20 Minutes Non-Stop
Walking Time

2.4.2 Red Walking Tour Map

Photograph by Author
Start:
The Historic 1883 Walton County Courthouse
Court Square, Monroe, GA 30655

Stop 1:
The Great Walton Railroad
Midland Avenue

Stop 2:
Rest Haven Cemetery & Grave Site of
Captain Matthew Talbot Nunnally
Madison Avenue and East Spring Street.

Stop 3:
Williams Street Homes

Stop 4:
The World War II Memorial
Library
203 Bold Springs Avenue.

Stop 5:
North Broad Street Homes

Designed by architects Bruce & Morgan and completed in 1883. According to Wayfarers in Walton, the current building, located out of downtown near Cowpens Store and acted as a dock in courthouse. The second is said to have been in a large wooden structure located directly in front of the 1820 courthouse (Sams). In 1994, the Historic Courthouse was restored by local architects, Ben Carter and Joe Watkins of Carter Watkins Associates Architects. A total renovation restored the courthouse to its original appearance of 1883. A new county courthouse was constructed in 2004 leaving the Historic Courthouse to serve as the location for county commissioner meetings and other county events.

Many Civil War Veterans are buried here as well as the most infamous Walton County casualty of the Civil War: Captain Matthew Talbot Nunnally. Captain Nunnally was killed at the Battle of Gettysburg on July 3rd, 1863. He was appointed to the United States Military Academy at West Point, New York in 1859. In 1861, he resigned his commission and accepted a command as Captain, Company H, 11th Georgia Regiment Voluntary Infantry (Evening Blues). The granite gravestone statue was created to be an exact replica of Captain Nunnally’s actual appearance. In a 1992 tornado, the West facing statue was ripped off the top of the gravestone by a nearby gas station canopy. During city repair, some towns people decided to face the statue of Captain Nunnally towards the South to honor his tribute to the Confederate Army.

The tracks of the Great Walton Railroad previously ran through town, down the center of Midland Avenue. The railway running through the current back side of the courthouse was used as the front because there was always so much activity coming in and out of town. It is unknown if the tracks were removed or if they lay under the asphalt paving. The tracks can still be seen on Davis Street (at the Depot) where they stop on the south side of town.

Williams Street is a residential area between N Broad Street and N Midland Avenue. There are few homes along this street that were built between 1910 and 1930. 116 Williams Street (pictured) was built in 1920 and was home to the Harry B Nunnally family for many years (The Monroe Museum).

Many of the beautiful homes on North Broad Street currently house businesses. 321 N Broad (top picture) was built by the Felker family in 1924 and has been home to several families. Presently it is the residence of the Rosenthal family (Harry Brown).
Building methods of The Davis-Edwards House indicate that it was built between 1830 and 1835 making it another among the oldest homes in the city. It is believed to have been designed in a "federal style," and to have been remodeled in 1845 by Josiah Clark to his current Greek Revival appearance (Lane).

Walton Street was one of the first established neighborhoods in Monroe and was the second street to receive concrete paving during the 1920s. Newspaper articles explain that the elite residents of Walton Street pooled their money together to fund the concrete paving. The street is commonly referred to as “Pill Hill” because of the large number of doctors that have lived there. Also, Walton Street sits at the highest topography of any location in the county (‘Historic Monroe Walking Tour”).

Stop 6: The Davis-Edwards House 238 North Broad Street.

Stop 7: Walton Street

Stop 8: North Jackson Street

The Arnold-Barber home is the corner of N Jackson and Walton Streets. The home was built in 1906 and was home to the Arnold family for three generations. The “Arnold House,” as it is often referred to, was one of the most stately homes to be built in downtown Monroe in the early 1900s. The Barber family recently completed an exterior remodel of the home.

The Aycock-Peters-Pierce home is located at 208 N Jackson Street. The home was constructed in 1910 for Robert Earl Aycock Sr. and his wife Beulah. The Aycock family owned Aycock’s, a prominent store in downtown Monroe for many years. After the Aycocks’ death, their son and his wife, Earl Jr and Hilda, did an extensive remodel of the home starting around 1960. The Pierce family presently lives in the home.

Stop 9: The Site of the Previous Presbyterian Church Highland Avenue & North Broad Street.

The old location of the Presbyterian Church. The Church was torn down in the 1960s. Many of the stained-glass windows were reused in the construction of a Murfreesboro, TN. Wedding Chapel (‘Historic Monroe Walking Tour”).

Stop 10: The oldest building in the city & 1824 home of Stephen Felker 116 East Highland Avenue

The 1824 home of Stephen Felker is considered the oldest building in Monroe. The home originally sat on the corner of Highland and Broad in the current Scoops Ice Cream location (Sams). The building was moved to its current location sometime around 1930. There are a few known articles on the home but not much else is known about it (Wayfarers In Walton by Anita B. Sams). The building was purchased in 2004 by the County of Moore. The Walker Motor Company originally occupied the building that is currently Side Street Boutique and J. Reynolds Designs. The interesting twist is to have an automotive repair shop on the downtown block (The Monroe Museum). Be sure to stop in and visit Scoops and The Cotton Cafe!

Stop 11: The Historic Downtown Monroe Retail District

Most of the current downtown buildings were constructed around 1900 and are of solid brick construction with heavy timber framing. When the automobile was first invented and introduced to the city, people parked their cars in the center of the street rather than on the curb. As the cars grew in numbers, people started to park them against the curb. The Walker Motor Company originally occupied the building that is currently Side Street Boutique and J. Reynolds Designs. The interesting twist is to have an automotive repair shop on the downtown block (The Monroe Museum).
In this image, you can see how cars were first parked in the middle of the street. This was to leave the sidewalks clear and accessible in automobiles to fill up with fuel. At the time when this image was taken, almost every single retail storefront had their own fuel pump that sat on the sidewalk.

Stop 13: The Historic Downtown Monroe Retail District: 113 North Broad Street.

The building at 113 North Broad Street was constructed around 1885 after many of the structures downtown were destroyed by fire. The original occupant was the W H Nunnally Co, the first large department store in Monroe. In 1934 the W.H. Nunnally Co. sold out to Gallant-Belks. The building has also been home to Peters and Fosters and Buckles Hardware. The building was recently renovated and is now the home of Monroe Mercantile Co (Harry Brown).

Stop 14: The Historic Downtown Monroe Retail District: 116 North Broad Street.

In 1918, Mr. J.L. McGarity began selling used automobiles inside a storefront in downtown Monroe. Later, in 1921, he moved his Ford Automobile dealership to South Broad Street (Steve Brown). The Walton Trading Company sold just about everything. On the right corner of their building was an alley. We can see that by the 1950s, the alley way had been enclosed. This alley-way-building is currently The Wayfarer Music Hall.

Sanders Furniture Company was started by the Sanders brothers in 1937. Each brother had a location in several north Georgia towns. The Monroe store once occupied a small building on S Broad and later moved to a larger 2-story building on North Broad. Sanders Furniture store also housed a jewelry store inside the furniture store for many years. Mr. M T Sanders, the second generation Sanders owner, was well known for giving away yard sticks, pot holders and combs in the store and in the community. After 4 generations of Sanders and nearly 75 years in the furniture business, the Monroe store closed in 2014.

Looking to the center of the 1907 image, you can see the front parapet of the current day, Revolutionaries Market building. In the image, it appears that the front parapet used to be circular, unlike its rectangular condition today. Also, looking closely at the old photograph, at one time there were exterior stairs leading from the street level to the loft of the building.

Another interesting note about this image is that it was taken with the purpose of capturing the new streetlights strung down the center of Broad Street. It was at this time in 1907 when the city had just administered running water and electricity to every building in downtown (Sams, Steve Brown & The Monroe Museum).

Stop 15: The Historic Downtown Monroe Retail District: 100 North Broad Street.

 Sanders Furniture Company was started by the Sanders brothers in 1937. Each brother had a location in several north Georgia towns. The Monroe store once occupied a small building on S Broad and later moved to a larger 2-story building on North Broad. Sanders Furniture store also housed a jewelry store inside the furniture store for many years. Mr. M T Sanders, the second generation Sanders owner, was well known for giving away yard sticks, pot holders and combs in the store and in the community. After 4 generations of Sanders and nearly 75 years in the furniture business, the Monroe store closed in 2014.

Looking to the center of the 1907 image, you can see the front parapet of the current day, Revolutionaries Market building. In the image, it appears that the front parapet used to be circular, unlike its rectangular condition today. Also, looking closely at the old photograph, at one time there were exterior stairs leading from the street level to the loft of the building.

Another interesting note about this image is that it was taken with the purpose of capturing the new streetlights strung down the center of Broad Street. It was at this time in 1907 when the city had just administered running water and electricity to every building in downtown (Sams, Steve Brown & The Monroe Museum).

Stop 16: The Historic Downtown Monroe Retail District: 101 North Broad Street.

Sanders Furniture Company was started by the Sanders brothers in 1937. Each brother had a location in several north Georgia towns. The Monroe store once occupied a small building on S Broad and later moved to a larger 2-story building on North Broad. Sanders Furniture store also housed a jewelry store inside the furniture store for many years. Mr. M T Sanders, the second generation Sanders owner, was well known for giving away yard sticks, pot holders and combs in the store and in the community. After 4 generations of Sanders and nearly 75 years in the furniture business, the Monroe store closed in 2014.

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Another interesting note about this image is that it was taken with the purpose of capturing the new streetlights strung down the center of Broad Street. It was at this time in 1907 when the city had just administered running water and electricity to every building in downtown (Sams, Steve Brown & The Monroe Museum).

End Return to the Historic Courthouse
2.4.3 Blue Walking Tour Information

Be on the lookout for a Walking Tour Sign or plaque embedded in the sidewalk at each site. Use a smartphone to scan the QR Code on the plaque to get additional information about the site and to see historic photographs.

Total Walking Distance: 1.15 Miles
15 – 20 Minutes Non-Stop Walking Time
Stop 1: The Historic 1888 Walton Hotel
121 South Broad Street.

Construction began in 1877 and was completed in 1888. "At one time, the hotel was known as the largest and finest between Atlanta and Augusta," ("Historic Monroe Walking Tour").

Stop 2: The Pocket Park
128 South Broad Street.

The Pocket Park is located next door to the old Walton Hotel building. It was the previous location of the Bank of Monroe. The building was deeded property by the Wriston family, and the bank moved to another location in 1994.

Stop 3: The Union Bank Transformation
141 South Broad Street.

The Union Bank opened in 1912 in a stand alone building on the corner of South Broad and Washington Streets. In 1926, the Union Bank merged with the bank of Monroe and moved out of this building. By this time, four more storefront buildings had been constructed between the Union Bank building and the Walton Inn. Soon after relocating, the building columns, portico, and much of the front facade were removed to make way for a new Amoco drive through fuel and service station. The original building still stands today, but has seen many changes in its lifetime. 141 S Broad has been home to many businesses over the years. The present occupant is Reboot Computer Company (Steve Brown & The Monroe Museum).

Stop 4: The Site of the Previous Troy Theatre
140 South Broad Street.

Looking to the center of the 1907 image, you can see the front parapet of the current day, Revolutionaries Market building. In the image, it appears that the front parapet used to be circular, unlike its rectangular condition today. Also, looking closely at the old photograph, at one time there were exterior stairs leading from the street level to the loft of the building.

Stop 5: The Historic 1888 Walton County Courthouse
Court Square, Monroe, GA 30655

Photograph by Author

Designed by architects Bruce & Morgan and completed in 1882. According to Wayfarers in Walton, the current building was built to replace a courthouse located out of downtown near Cowpens Store and acted as a jail in courthouse. The second is said to have been a large wooden structure located directly in front of the 1830 courthouse (Sams). In 1994, the historic Courthouse was restored by local architects, Bruce Carter and Joe Walters of Carter Walters Associates Architects. A total renovation restored the courthouse to its original appearance of 1883. The courthouse was constructed in 2004 leaving the historic Courthouse to serve as the location for county commissioner meetings and other county events.
Stop 5: The 1932 Monroe Post Office & current Monroe Art Guild
205 South Broad Street.
Saved from condemnation in 2001, the 1800s boarding house later became the long-time residence of the Carnes family. Mr. E.M. Carnes was the town photographer during the early 1900’s and had a photography studio in the upstairs of the home. In 1894, Carnes converted one upstairs room corner to have a natural lighting for photographs. Today, the location of the upstairs window is easily seen from the street corner where the back corner of the home is connected. Andy and Lee Malcom completed the home’s restoration in 2005 where it now serves as their real estate company office (Preservation Projects).

Stop 6: The E.M. Carnes House & current Malcom & Malcom Real Estate Office
200 South Broad Street.
In 1921, the J.L. McGarity Company became an authorized Ford Motor Company Dealership moving into this two-story building made entirely of concrete. Concrete construction was very unique for this time period because it was very new form of construction. This building was used as the home for the Ford Motor Company office and two large vaults, and a fallout shelter (“Historic Monroe Walking Tour”).

Stop 7: The J.L. McGarity Company Ford Automobile Dealership
208 South Broad Street.
In the mid 1950s, the J.L. McGarity Company had to join the trend of opening up a fueling and service station. At this time, there was a fueling station on nearly every single block. J.L. McGarity added the addition on his building to create a specific location for his parts department (the right side storefront) rather than in the back of the building large concrete building. He also added on the service station so that his dealership could perform almost every square inch of maintenance on to a vehicle. Today, these two building additions are used for business offices (Information provided by Harry Brown, Mike McGarity & The Monroe Museum).
Stop 10:
The Historic 1939 City Hall & current Monroe Museum and Visitor Center
227 South Broad Street.

The Historic City Hall was built in 1939 by the Works Progress Administration which was a relief program after The Great Depression. It was built of metal and cast stone and is one of the few examples of Art Deco style architecture in Walton County. The building originally housed the city hall and police department into the 1970s. Today the building is home to the Monroe Visitor Center and the Monroe Museum (The Monroe Museum & Historic Monroe Walking Tour).

Stop 11:
The Monroe Hammock Park
255 South Broad Street.

Stop 12:
The Giles-Launius House
302 South Broad Street.

Stop 13:
The Jackson-Thorpe Cotton Warehouses &
The Monroe Guano Company
232 East Church Street.

Stop 14:
The 1886 Train Depot
115 Davis Street.

Stop 15:
The Wright-Henson House
400 South Broad Street.

The Giles-Launius House was built by Judge Thomas Giles. The Giles-Launius House was remodeled in early 2000 by Carter Watkins Associates Architects and is now owned by Monroe First Baptist Church (The Monroe Museum & Historic Monroe Walking Tour).

The Monroe Hammond Park is located on the corner of S Broad and Church Streets. A service station sat on this corner for over 40 years. The building was Garrell Service Station for most of its existence. It was also the home to two cab companies. The City of Monroe purchased the property and the building was demolished. The property is presently used for the enjoyment of the public. (The Monroe Museum).

The Jackson-Thorpe Cotton Warehouses were restored from 2007 to 2011. The buildings currently house retail spaces and a wedding venue. Next door, the same property once housed The Monroe Guano Company and a cotton gin. A large space has been cleared to make way for a town green that is used for events such as festivals and concerts. One of the remaining buildings on the property has been converted into office spaces (Sanborn Fire Insurance Maps & Preservation Projects).

The 1886 Train Depot was built in 1886 and restored from 2007 to 2011. Trains do not run to Monroe anymore so the building has been repurposed as office (Historic Monroe Walking Tour).

Located at 400 South Broad Street, the Wright-Henson house was constructed in the early 1900s for the Wright family. The house was later home to the Henson family for many years. The home is adjacent to the First Methodist Church and was purchased by the city in 1998. Plans are underway to move the home backwards about 500 feet and rotate 180 degrees to face Boulevard (The Monroe Museum).
Stop 17: 
The Tichenor-Harris-Farmer-Waldo Home
308 McDaniel Street.

In 1900, 308 McDaniel Street was built by Governor Henry McDaniel for his daughter, Gypsy and her husband Edgar Tichenor. The Tichenors lived in the home until the 1920s and then moved across the street to her parents home upon their deaths. Gypsy and Edgar's son, Henry Tichenor, lived there until the 1940s. In 1944 Rufus Harris, president of Tulane University and later president of Mercer University purchased the home for his parents. Upon his parent's deaths, the home became a retreat for Rufus Harris' family. The Larry Farmer family purchased the home from the Harris family and the present owners, The Lee Waldo family purchased the home in 2016 (Harry Brown).

Stop 18: 
The 1916 Walker-Sanders House
318 McDaniel Street.

Stop 19: 
The 1887 McDaniel-Tichenor House
319 McDaniel Street.

Stop 20: 
The 1832 Briscoe-Selman-Pollock house
347 McDaniel Street.

Stop 21: 
Childers Park

Stop 16: 
The 1917 First Baptist Church
202 McDaniel Street.

Stop 18: 
The 1916 Walker-Sanders House
318 McDaniel Street.

In 1900, 308 McDaniel Street was built by Governor Henry McDaniel for his daughter, Gypsy and her husband Edgar Tichenor. The Tichenors lived in the home until the 1920s and then moved across the street to her parents home upon their deaths. Gypsy and Edgar's son, Henry Tichenor, lived there until the 1940s. In 1944 Rufus Harris, president of Tulane University and later president of Mercer University purchased the home for his parents. Upon his parent's deaths, the home became a retreat for Rufus Harris' family. The Larry Farmer family purchased the home from the Harris family and the present owners, The Lee Waldo family purchased the home in 2016 (Harry Brown).

Stop 19: 
The 1887 McDaniel-Tichenor House
319 McDaniel Street.

319 McDaniel Street was completed in 1916 as the home of the 64th Georgia Governor, Clifford M. Walker. Clifford M. Walker was one of seven Georgia governors from Walton County. The home was later purchased by the Sanders family and remained in that family until it was recently purchased by the Malcom family (Harry Brown).

Stop 20: 
The 1832 Briscoe-Selman-Pollock house
347 McDaniel Street.

In 1900, 308 McDaniel Street was built by Governor Henry McDaniel for his daughter, Gypsy and her husband Edgar Tichenor. The Tichenors lived in the home until the 1920s and then moved across the street to her parents home upon their deaths. Gypsy and Edgar's son, Henry Tichenor, lived there until the 1940s. In 1944 Rufus Harris, president of Tulane University and later president of Mercer University purchased the home for his parents. Upon his parent's deaths, the home became a retreat for Rufus Harris' family. The Larry Farmer family purchased the home from the Harris family and the present owners, The Lee Waldo family purchased the home in 2016 (Harry Brown).

Stop 21: 
Childers Park

Three different buildings have housed the First Baptist Church. The present building was built of brick in 1915 for $29,200. The first annex was added in 1950 (Historic Monroe Walking Tour & The Monroe Museum).

Commonly referred to as "The Hill," the home was built in 1832 by Waters Briscoe as a two story-five room structure with a two-story porch across the front. Briscoe's daughter married George C. Selman, well known locally as the "founder of Monroe's industrial progress." Selman was a founder of the Monroe Oil & Fertilizer Company, He opened his own bank (current location of the Pocket Park) lending his own money. Selman was also one of the founders of the Monroe Cotton Mill. The Selman's youngest daughter, Eva, married Pinkney Daniel Pollock, an educator who served as Mercer University's president. One of Pollock's daughters married into the Carrolton family and became their home until 1978 when home was purchased by its current owners along with the remaining 7 acres (Historic Monroe Walking Tour & The House on the Hill).

Three different buildings have housed the First Baptist Church. The present building was built of brick in 1915 for $29,200. The first annex was added in 1950 (Historic Monroe Walking Tour & The Monroe Museum).

Image from https://www.mcdaniel-tichenor.org/history & https://oldgeorgiahomes.com/2015/05/mcdaniel-tichenor-house/


Image from https://oldgeorgiahomes.com/2015/05/mcdaniel-tichenor-house/

Image from https://www.monroedowntown.com/downtown/page/childers-park

Information from https://www.monroedowntown.com/downtown/page/childers-park
Stop 22: The Monroe Water Tower 190 South Wayne Street.

The Monroe Water Tower previously had a large vertical incandescent light sign. The sign was ripped from the water tower during a tornado in 1993 (The Monroe Museum).

Stop 23: Young Levett Funeral Home 129 West Washington Street.

Young’s Funeral Home has been in the same location on the corner of West Washington and Wayne Streets for over 70 years. Originally named “Young Funeral Home,” the funeral home eventually consolidated with Levett (The Monroe Museum).

End Return to the Historic Courthouse

Perform both the Red and Blue Walking Tours to find all the clues to complete the Scavenger Hunt.

Completing the Walking Tour Scavenger Hunt can qualify you for a coupon to one of the town’s stores or restaurants.

Depending on the season, the exterior of the Walking Tour Sites will display one item or decoration from some of the downtown retail stores or restaurants.

If all items are found and correctly identified from the Scavenger Hunt Brochure, that person can exchange their completed brochure for one of the coupons below.

$5.00 off at:
- Amicis
- South On Broad
- The Cotton Cafe
- Silver Queen’s
- YourPie
- LR Burger

One Free Food Item or Drink at: (equal or less than $5.00)
- Ice Cream at Scoops
- Southern Brewing Company
- Major Humphreys Brewing
- Southern Axe

5% off at:
- Saltbox Lane
- Sidestreet Boutique
- Southern Roots Outfitters
- Peachy Keen
- Broad Street Boots

2.5 Seasonal Walking Tour Scavenger Hunt
2.6 Downtown Amenities Map

2.6.1 Amenities List

**Businesses:**
- Brown Oil Company: L48
- Pettus State Farm Insurance: L34
- The Jagged Edge Salon: Q31
- Carter Watkins Associates Architects: V41
- Lovett & Young Funeral Home: Y25
- Blue Hour Printing: W36
- The Walton Tribune: S33
- Ellerbee Insurance: C28

**Banks:**
- Synovus: Y40
- Pinnicle: FF30
- Wells Fargo: AA34

**Retail:**
- Saltbox Lane: I34
- J Ryneels Designs: I33
- SideStreet Boutique: D2
- The Story Shop: D4
- Luxe Living: D4
- The Monroe Mercantile: K31
- Revolutionaries Market: M31
- Rinse: P31
- Broad Street Boots: Q31
- Southern Roots Outfitters: J31
- Peachy Keen: K11
- Lane’s BBQ: H37
- Addison’s Wonderland: M29
- Peters & Foster: T46
- Aycock & Childs Appliance Repair: C23
- Hewill Plumbing: E23

**Restaurants:**
- Amicis: K34
- Coffee Camper: M31
- The Cotton Cafe: J32

**Bars/Pubs:**
- Southern Brewing Company: K38
- Major Humphreys Brewing: L48
- Amicis: K34
- South On Broad: V33

**Event Spaces:**
- Addison’s Wonderland: M29
- The Wayfarer Music Hall: L34

**Hotels:**
- The Wayfarer Hotel: L34
- The Sparrow Hill Inn: L58

**Church:**
- First Baptist Church: H34
- The Episcopal Church: C37

**Parks & Public Attractions:**
- The Pocket Park: U33
- The Hammock Park: FF34
- The Monroe Museum: DD34

**Government:**
- The Historic Courthouse: Q37
Hotel Case Studies were selected by architectural style, program use, and historical significance. Some hotels were harder to find information on than the rest, but all were still valuable just from exploring images, their websites, and becoming familiar with the hotel designs, sizes, and purposes.

2.7.1 The 1920 Monroe Hotel

Completed in 1920, the Monroe Hotel was considered a very valuable piece to the development of the city of Monroe. It was highly recognized and regarded as “one of Monroe’s most cherished landmarks.” Even today, the Monroe residents that remember the Hotel express their love for the classical beauty of the old building that no longer exists.

The Monroe Hotel was more than just an ordinary hotel. An early postcard of the hotel (shown below) tells how the hotel was equipped with “34 Rooms : Steam Heat : Hot and Cold Water : Telephone in Every Room : Private and Connecting Baths.” For a hotel built in rural Georgia during the 1920s, this was a very fine, elegant, and innovative hotel. For many people in the 1930s and 1940s, the hotel, with its extended stay options, became their temporary home while transitioning to a resident of the city. Additionally, the large hotel dining room was the meeting place for a number of local groups, like the Rotary Club.

Unfortunately, the Monroe Hotel was demolished in 1964 to build a new bank with drive through teller lanes (The Monroe Museum).
2.7.2 The Samuel Elbert Hotel and Conference Center

Location: Elberton, Georgia
Architect: Pringle and Smith Architects (Atlanta, GA)
Completed: 1925
Renovated and Reopened in 2017
Renovation Architect: Office of Design (Decatur, GA)

Many of the original features and uses of the Samuel Elbert Hotel were similar to the Monroe Hotel in that they both were very innovative for their time period, had extended stay hotel options, and also had formal dining rooms that were used as a meeting location for city group functions, as well as other events (“History of the Elbert Hotel”).

The 2017 renovations have updated the hotel in a way to function as a hotel and event center. The new restaurant and event spaces aim to bring people into the city, very similar to the new proposed Monroe Hotel & Retail Center.

Main Floor Plan Sketch

Second Floor Plan Sketch

2.7.3 The Union Station Hotel

Location: Nashville, Tennessee
Designer: Richard Montfort - The chief engineer for the Louisville & Nashville Railroad
Completed: 1900
Remodeled: 1986

Formerly a railroad terminal that lay almost in downtown Nashville, the “Gothic design - complete with turrets and towers - made Union Station an architectural marvel in its day.” Between 1979 and 1986, the building underwent a $15.5 million renovation. The hotel has 125 hotel rooms, on-site restaurant and bar, a 65-foot tall barrel-vaulted lobby ceiling, and original luminous prism stained glass (The History of the Union Station).
2.7.4 The Peabody Hotel

Location: Memphis, Tennessee
Architect: Walter W. Ahlschlager (Chicago, IL)
Completed: 1925

The Peabody Hotel is "world famous for its resident ducks," and is commonly known as the "South's Grand Hotel." The first and original 1869 Peabody Hotel sat just down the street from the current hotel. The current hotel has been passed around owner to owner, bringing nearly all of them to bankruptcy in 1975. Ray C. Grace purchased the hotel and has successfully operated it since then (The Peabody Memphis).

I focused on this hotel to research the program elements laid out on the ballroom floor and the grand two-story atrium.

Ballroom Floor Plan Sketch

2.7.5 The Bristol Hotel

Location: Bristol, Virginia
Designer: Commonwealth Architects (Richmond, VA)
Completed: 1925
Renovation Year: 2018

Formerly known as the Reynolds Arcade Building, the 2018 renovation of the Bristol Hotel aimed to revitalize Bristol's Executive Plaza. Much of the building's original exterior stucco, windows, and front facade were re-used in an effort to preserve its historical look. The seven story, 65 room hotel also received a new rooftop bar that provides excellent views of the surrounding Blue Ridge Mountains (Johnson City Press).
2.7.6 The Westin Poinsett Hotel

Location: Greenville, South Carolina
Architect: William Lee Stoddart (Chicago, IL)
Completed: 1925

The Poinsett Hotel has undergone many renovations. The first was in 1941 to add 60 more hotel rooms, reaching a total of 248 rooms. Following the expansion, the 1950s motel trend severely hurt the luxury hotel market. By 1986, the hotel had been passed around from owner to owner and was even converted to a retirement home at one point. The building was deemed dangerous and was closed until 1997. Between 1997 and 2000, the building underwent another extensive renovation and was reopened on the 75th anniversary of the original opening date. Today, the Westin Poinsett Hotel is considered one of the finest in the state and is widely recognized by its "ambiance of its historic beginnings." (The Westin Poinsett, History.)

Information from https://www.historichotels.org/hotels-resorts/the-westin-poinsett/history.php

2.7.7 The Hotel Hershey

Location: Hershey, Pennsylvania
Architect: D. Paul Witmer
Completed: 1933

In the middle of the Great Depression, Milton S. Hershey employed his architect, D. Paul Witmer, to design a large hotel on the hill overlooking his Hershey Chocolate factory. Witmer was challenged by Hershey's requests because the only thing he had to base a design on was from a postcard of a 30 room-Mediterranean style hotel Hershey had stayed at before. The 170-room Hotel Hershey was opened in 1933 and has been in full operation since. The Hotel Hershey has a variety of accommodations and specializes in hosting conferences and conventions. (The Hotel Hershey History.)

Information from https://www.hersheypa.com/about-hershey/history/the-hotel-hershey-history.php
2.7.8 The Blackburn Inn & Conference Center
Location: Staunton, Virginia
Architect: Thomas R. Blackburn
Completed: 1828
Renovation Developer: Miller and Associates (Richmond, VA)

The Blackburn Inn was originally built as part of the Old Western State Hospital. The facility superintendent called upon Thomas R. Blackburn, an architect who trained under Thomas Jefferson and was a master of Jeffersonian design. Upon relocation of the hospital, the building and grounds were transformed into a medium-security prison in 1981. The property was purchased in 2006 and was remodeled preserving everything they could from the original building. The Blackburn Inn & Conference Center opened in 2018 featuring 49 boutique hotel rooms, a gallery space, and a restaurant ("History of The Inn.").

2.7.9 The Morris Inn
Location: South Bend, Indiana - University of Notre Dame
Architect:
Completed: 1952

Located on the Notre Dame Campus, the 1952 Morris Inn received a $30 million-dollar renovation and reopened in 2013. One of the largest expenses to the building was the addition of the intensive green roof. Incorporation of the green roof helps to promote a shift towards sustainable practices on college campuses. With its new meeting spaces and event spaces, the 150-room hotel is considered a "AAA Four Diamond Hotel," (About Morris Inn, The Living Room of the University).
The Sanborn Fire Insurance Maps became a very helpful tool when searching for information about the city. I had a very difficult time finding any information about the old concrete building in the public records. I turned to the Sanborn Fire Insurance maps to find that the building had been constructed between 1916 and 1921. The 1924 Map tells details about how the building was constructed with reinforced concrete walls and floors, it has a steel truss roof, and was considered fireproof. The map also gives a floor plan for how the building was used at that time.

Another interesting item found on the maps were the first use of concrete construction in the city of Monroe. The 1895 Cotton Mill building was constructed as a three story building of heavy timber framing with a concrete basement floor. The concrete floor was the location of the heavy ginning machinery.
3.1 Site Location:

208 South Broad Street, Monroe, GA 30655

The site sits just on the south side of downtown Monroe. Looking at a map, Monroe is conveniently located between Athens and Atlanta along highway 78. Monroe is also a continuation between Social Circle and Winder on Highway 11. The city is located about 15 miles from interstate 20 to the south and about 15 miles from highway 316 to the north.

3.2 Site History

In 1921, the J.L. McGarity Company became an authorized Ford Motor Company Dealership moving into this two-story building made entirely of concrete. Concrete construction was very unique for the time period because it was very new form of construction. This building is the first to be constructed entirely of concrete (the first use of concrete in Monroe was at the 1895 Monroe Cotton Mill as the basement floor). Due to the appearance and construction of the building, it seemed that the Ford Motor Company constructed the building specifically for the McGarity Ford dealership because of its concrete walls, concrete floor, and open floor plan. The basement is accessible only from the rear of the building on Wayne Street and functioned as the body shop for the dealership. The second and main floor level faces Broad Street and was the showroom floor for new vehicles. It is unknown who designed the building, or what year the structure was built. Mr. Harry Brown grew up in a house next door and remembered a story about a local man named Cash O’Kelly, who designed and constructed the building for the Launius family to store cotton in on the top and bottom floors, which would explain the reason for the concrete structure.

Sanborn Fire Insurance Maps show that the building was not built yet in 1916 and the J.L. McGarity Company took occupancy of the building in 1921. An early newspaper clipping from the Walton Tribune reads, "Mr. Ben S. Thompson has sold the Ford Agency for Walton county and his garage and parts business at Monroe to Mr. J.L. McGarity. This is a big enterprise, and the deal is one of more than passing interest. The Ford building at Monroe, which is one of the largest and most up-to-date of its kind in Georgia, is leased to Mr. McGarity for a term of years." (Information provided by Harry Brown, Mike McGarity, The Sanborn Fire Insurance Maps, & The Monroe Museum.)
3.2.1 Current Building Front & Rear Elevations

Front Facade (S. Broad Street)
- Brick Parapet
- Line of Finished Floor
- 60'
- 12'
- 3'
- 18'
- 3'
- 18'
- 3'

Rear Facade (Wayne Street)

3.2.2 Current Building North & South Elevations

South Facade
- Brick Parapet
- Exterior Barn Door
- Exterior Door to Boiler Room
- Grade Line
- Line of Finished Floor

North Facade
- Adjacent Office Buildings
3.2.3 Current Building Floor Plans

- **Storefront & Main Showroom** (Originally the Vehicle Showroom)
- **Office & Storage Space** (Originally the Vehicle Showroom)
- **Rear** (Originally the Vehicle Parts Storage)
- **Steps to Basement**
- **Building Rear** (Wayne Street)
- **Steps to Main Level**
- **Garage Door**
- **Unaccessable Crawl Space**

3.2.4 Building Photographs

- **Building Chimney from Boiler Room**
- **The Decorative Terracotta on the Front Facade**
- **The Barn Door-Basement Entrance**
- **The Decorative Terracotta on the Front Facade**
- **The old Mercer Boiler will be saved and put on display at the new hotel bar. This bar will be called, “the Boiler-Maker.”**

The terracotta on the old concrete building was used to make railing design for the new hotel. In many places and objects on the building, I found inspiration for design decisions.
3.2.5 Model Photographs

Building a physical model of the old concrete building helped me to learn the actual structure of the building. After doing an extensive research on early concrete construction technology, it was fascinating to dissect parts of the old building and really learn how it was constructed around 1920.

Building a topography model also helped me to learn the actual slope and condition of the ground at the site.

12" = 500' Scale Topography Site Model

3.2.6 Site Topography

The topography of the site has an interesting condition and is the same for the majority of the buildings on the West side of Broad Street. The building has two levels with the main front entrance facing Broad Street. The basement and the rear of the building face Wayne Street and has a 10' difference in finished floor heights.
3.2.7 Traffic Patterns & Conditions

From the 2008 Town Center Project, the Average Daily Traffic (ADT) volume of downtown Monroe was calculated. The traffic data is collected by Google Maps. The ADT volume on Broad and Spring Streets average around 4,000 to 5,000 cars per day and Spring Street experiences around 9,000 per day. Allony, South Madison, S. Cecil, and Church Streets average around 5,000 cars per day. Streets with volumes around 2,000 cars per day are Highwood and North Maryland. (Data and information for the 2008 Town Center Project was gathered and presented by Tunnell-Spargur-Wahl and Associates, ACC Weir Inc., and Arnett McAlister & Associates, for the Monroe City Council, January 2008.)

From the Georgia Department of Transportation’s “Georgia Town-Center Project” the Average Daily Traffic is as follows:

- 15,000 - 17,000 cars per day
- 9,000 - 10,000 cars per day
- 4,000 - 5,000 cars per day
- 2,000 or less cars per day

Information from http://geocounts.com/traffic/us/gdot

3.2.8 City Walkability

Currently, the area for locals and tourists to walk downtown is concentrated to the area marked in red. The majority of the storefronts are located on two sides of the same street and do not encourage walking visitors to venture to other places within the downtown area. The creation of this new hotel and retail center will encourage walking visitors to venture to other places within the downtown area. The hotel will be located on the basement and second levels as the vehicle showroom and the body and repair shop. The hotel will be located on the second level that faces downtown as the vehicle showroom and the body and repair shop. The hotel will be located on the second level that faces downtown as the vehicle showroom and the body and repair shop.

Monroe & Walton County Timeline

- 1793 - Land Lottery
- 1824 - Currently the oldest home in Monroe
- 1850s - The Civil War
- 1883 - Courthouse was completed
- 1893 - Cotton Mill was completed
- 1905 - Billington Sanders Walker, III
- 1915 - The second Monroe Cotton Mill was completed
- 1921 - First Monroe resident
- 1920s - The first Monroe resident
- 1930s - Great Depression of the 1930s
- 1945 - The Union Station Hotel
- 1947 - The deconstruction
- 1955 - The first Monroe resident
- 1960s - The Great Depression
- 1970s - The Civil Rights
- 1980s - The Samuel Elbert Hotel
- 1990s - The downtown area, they would be more inclined to visit the art guild or museum in interest of learning more about the city.

DockDogs Competition

- Scoops Monroe and Chick-fil-A
- The market hours are 8:30am - 12:30pm every Saturday.
- The market is located at 302 S. Madison Avenue.
- The market is open from April 18, 2020 to April 19, 2020.
- Bounce House: $15
- Petting Zoo: $5
- Trackless Train: $3
- Dogs: $10 for two dogs
- The event will be located on the Courthouse roof.
- Dock Diving®
- The event is located at the Monroe Museum of History.
- The event will be held on Saturday, April 18, 2020 (All day) to Sunday, April 19, 2020 (All day).
3.2.9 Local Economy

There are many local businesses, factories, and facilities in the Monroe area that all, at some point, need a local place to lodge business clients. Typically, local businesses lodge their work clients at hotels in nearby Athens. The hospital and industries mentioned on the map are much larger than the typical small business of Monroe. Depending on their business size and needs, some of these Monroe businesses host clients and business meetings every other week.

Monroe is a central location to many towns that are full of industry. In around 15 minutes, one can travel to any of these industrial facilities. For Monroe to have a nice hotel that offers more than just a typical hotel stay would tremendously benefit from the constant visitors of these industries. Some of these industrial facilities are:

- Bethlehem (15 miles):
  - Harrison Poultry

- Between (6 miles):
  - Pro-Tec Fire Safety
  - Panel Steel

- Social Circle (10.9 miles):
  - Georgia Department of Natural Resources State Headquarters
  - Standridge Color Corporation
  - nomics Technologies
  - SaddleFire Financial Group
  - Solo Cup / Dart Container Products
  - General Mills
  - Goodyear Tire & Rubber
  - Onyx Inc.
  - Stantion Springs (15 miles):
    - Takeda Pharmaceuticals
    - Baxter Bioscience
    - Facebook

3.2.10 Regional Economy

Monroe is a central location to many towns that are full of industry. In around 15 minutes, one can travel to any of these industrial facilities. For Monroe to have a nice hotel that offers more than just a typical hotel stay would tremendously benefit from the constant visitors of these industries. Some of these industrial facilities are:
Over the past few years, Monroe has grown substantially and is continuing to grow every day with the introduction of new businesses and retail stores. The city hosts an event or festival almost every single weekend during the summer. People come from hours away to join in on the downtown activities. Downtown Monroe has become an area for families to come and enjoy company in a fun and safe environment. While there are restaurants, ice cream shops, and other store fronts, the creation of a hotel would create another central area for people to gather and interact.

The hotel would bring many jobs to the city due to the fact that the hotel would include lodging, restaurants, retail spaces, a gallery, conference and meeting spaces as well as ball rooms. It would be considered a multi-use facility that can even be expanded on in the future. It would attract business, visitors and tourists that could positively influence the economy within the city. It would encourage nightlife, increasing the amount of time that visitors stayed within the downtown area. Also, it would help to increase the number of events that are held downtown such as weddings or business meetings and events. The hotel would bring many jobs to the city due to the fact that the hotel would include lodging, restaurants, retail spaces, a gallery, conference and meeting spaces as well as ball rooms. It would be considered a multi-use facility that can even be expanded on in the future. It would attract business, visitors and tourists that could positively influence the economy within the city. It would encourage nightlife, increasing the amount of time that visitors stayed within the downtown area. Also, it would help to increase the number of events that are held downtown such as weddings or business meetings and events.

Grants and tax incentives for Adaptive-Reuse projects are very common today. Use of grant money can tremendously help a property owner in revitalizing their property. The city of Monroe offers their own storefront façade grant that can be used in addition to one of numerous other possible grants for historic preservation and rehabilitation.

One of the ways that a city can stimulate the economy and generate revenue is by utilizing strategies that encourage growth. The goal of many governments is to generate new revenue while also sustaining existing revenue. The city has to carefully consider building new infrastructure, such as a hotel, as far as the revenue that it would generate for the local economy. One of the first ways that the hotel can influence the economy is through property tax, which is one of the largest ways for the government to bring in income. Building an infrastructure will be contributing to the government in a positive manner. The proposed hotel, being a mixed-use development, could maximize the revenue generated while also decreasing the amount of land that is occupied.

As of right now, there is a 100% occupancy rate within the retail spaces downtown. There is also a 100% occupancy rate for the lofts located above the retail spaces, including having a year and a half long waitlist. There is a limited number of lots available and the majority of the lots have the same owner. This highly reflects on the growing population and the demand for small town shopping in the downtown area. Downtown Monroe has become an area for families to come and enjoy company in a fun and safe environment. While there are restaurants, ice cream shops, and other store fronts, the creation of a hotel would create another central area for people to gather and interact. The hotel would bring many jobs to the city due to the fact that the hotel would include lodging, restaurants, retail spaces, a gallery, conference and meeting spaces as well as ball rooms. It would be considered a multi-use facility that can even be expanded on in the future. It would attract business, visitors and tourists that could positively influence the economy within the city. It would encourage nightlife, increasing the amount of time that visitors stayed within the downtown area. Also, it would help to increase the number of events that are held downtown such as weddings or business meetings and events. The hotel would bring many jobs to the city due to the fact that the hotel would include lodging, restaurants, retail spaces, a gallery, conference and meeting spaces as well as ball rooms. It would be considered a multi-use facility that can even be expanded on in the future. It would attract business, visitors and tourists that could positively influence the economy within the city. It would encourage nightlife, increasing the amount of time that visitors stayed within the downtown area. Also, it would help to increase the number of events that are held downtown such as weddings or business meetings and events. The hotel would bring many jobs to the city due to the fact that the hotel would include lodging, restaurants, retail spaces, a gallery, conference and meeting spaces as well as ball rooms. It would be considered a multi-use facility that can even be expanded on in the future. It would attract business, visitors and tourists that could positively influence the economy within the city. It would encourage nightlife, increasing the amount of time that visitors stayed within the downtown area. Also, it would help to increase the number of events that are held downtown such as weddings or business meetings and events.

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4.3 Local Overnight Accomodations

Within downtown Monroe, there is the Wayfarer Hotel (0.1 mile from site) and the Sparrow Hill Inn (0.3 mile from site). Both places do offer very nice overnight accommodations, however space is limited, there is no fulltime hotel staff, and both are reservation only.

Within the city limits of Monroe, there is the Monroe Motor Inn (1.0 mile from site) and the Haven Inn & Suites (1.4 miles from site). Just outside the city limits is Deer Acres Inn (1.4 miles from site) and the Walton Motel (2.6 miles from site).

4.4 The Mis-Located 2004 Walton County Courthouse

In 2004, a new Walton County Courthouse was built outside of the downtown area. It is much larger than the old courthouse, as they needed more space for expansion. It is currently located 1.3 miles from downtown. While the old courthouse is still occupied by some of the government offices, the majority of the county’s proceedings occur at the new courthouse. The moving of the county courthouse removed hundreds of people, whether they worked there or were there for various purposes, from downtown, taking away from foot traffic in restaurants and retail stores. The proposed hotel can be used to replace the people that the relocation of the courthouse took away. It can be utilized as a strategy to encourage locals and visitors to participate in everything that the downtown area has to offer once again.
4.5 The Defunct Grocery Store(s) and the New Grocery Store Development

John's Supermarket (0.3 mile from site)
Quality Foods Grocery (0.9 mile from site)
Walmart Super Center (2.2 miles from site)
New Publix Development (1.5 miles from site)

With the growing population within Monroe and the surrounding areas, there has been an increasing need for a large, nice grocery store. The only grocery stores currently available to city residents are Walmart, Quality Foods, and the locally owned John's supermarket. This leaves residents with limited options to obtain the necessary groceries or prescriptions that they may need. Due to the increased attraction to the Monroe area, as well as the growing population, the city has proposed and approved for a Publix Supermarket to be built 1.5 miles from the downtown area. Visitors staying in the hotel would be just a short drive from a nice grocery store. The building of a Publix would not only attract people from the surrounding counties to Monroe, but it would also not take away from the downtown feel of the city since it is located a short ways from downtown.
5.1 Influences: Original Building Use

While the J.L. McGarity primarily sold Ford automobiles, he also used his large building to house hundreds of people while they watched “Free Talking Pictures.” Ford Motor Company was once the largest picture show producer and showcased their pictures shown at many Ford dealerships. This being one of those showing stations, one of the building’s original uses was hosting people to watch a picture show and enjoy themselves.

Originally the building functioned to hold the weight of cotton on the main and lower levels. The McGarity Motor Company used the main floor for many purposes, such as being the new automobile showroom.

The 1920 Monroe Hotel

The 1920 Monroe Hotel was located in downtown where Wells Fargo Bank currently sits, directly across the street from the proposed site. Most of the buildings of this time period, including those in downtown Monroe, were built of solid brick construction. These buildings appeared heavy and bulky and was very different than the typical construction that we see today. Hotels during this time period had a unique color palate where they used neutral colors such as gold, bronze and rust. Generally, hotels also were very unique in what they offered to customers. Many of the rooms consisted of different layouts and were eloquently decorated with the new style of furniture. In most cases, no two rooms were exactly the same as we might see today in a regular chain hotel. As transportation methods improved, people in the 1920s were now more able to move within the city limits. This gave people the opportunity to get a taste of city life or just to visit the downtown area for a weekend.

The Roaring ’20s

The 20’s was a time of dramatic change where more people were moving off of farms and into highly populated cities. People wanted to be more wealthy during this decade which lead to a booming economy. This lead to the common people wanting to spend more money on luxury items such as appliances, clothes and radios. If people wanted to spend a larger amount, they would invest in new cars. This gave them more of an opportunity to travel and spend money in neighboring cities where they might not have visited before. New construction of larger buildings were becoming more common and the furnishings within homes got a whole new look. This Post-War era trend encouraged people to spending their money, buy new cars, and go to the bars.
Downtown Monroe is one of the highest geographic location within Walton County. The pictures on this page are taken from the roof of the historic courthouse located downtown, reaching about 80 ft from ground level. From the rooftop, you can see Stone Mountain, Alcovy Mountain, Turkey Mountain, the Atlanta skyline and on a clear day you can see some of Athens. This influenced the height of the proposed hotel and a rooftop restaurant. This could be seen as an attraction to the hotel as a unique environment for people to enjoy a meal with a view with family and friends. The hotel would then be the tallest building in town and could serve as a landmark that could be see from other geographical areas.
5.3.1 View Sheds:
Isovist

5.4 Site Context
5.4.1 Site Context: Parking

Red: Public Parking
Approximately 460 Public Parking Spaces
(no public parking during business hours)

Purple: Semi-Private Parking Lots

Blue: Private Parking Lots
(private parking 24/7)

5.5 Program Idea Plan
5.5.1 Program Model

The program model was a great tool for laying out spaces and understanding spatial qualities for the hotel rooms and ballroom spaces I was designing. The blocks were built as 1” x 1” x 2” long and were a deciding factor in choosing the hotel room layouts being 16’ wide, 16’ tall, and 32’ deep. These 16’ x 16’ x 32’ have helped to figure out a structural grid and layout for the entire building.

In addition to helping understand room layout and size, the massing program model helped me to understand my limitations in building size in relation to the site.
5.6.3 Third, Fourth & Fifth Floor Plans: Hotel Rooms

- 17 Hotel Rooms per Floor
- 51 Total Hotel Rooms

5.6.4 Top Floor Plan: Roof Top Bar & Restaurant
The existing roof condition of the 1920s concrete building is perfect for the creation of a roof top garden. In the spaces where skylight windows once were, there is an opportunity to install extensive green roof planters. On the rest of the roof, the surrounding parapet creates opportunities to include less heavy conditions of the green rooftop, and a walkable garden space for the visitors to enjoy.
5.10.1 Exterior Renderings

The Roof Top Garden Terrace

The Outdoor Atrium

The Rear & Outdoor Atrium

The Outdoor Atrium
5.10.3 Exterior Renderings

5.11 Interior Renderings
Solutions to Downtown Problems

Every city has problems. Monroe, Georgia, in my opinion, has very few. The largest issue is the lack of a nice hotel. Another problem would be that every downtown building is currently occupied by a business, store, or restaurant. Full occupancy means it is time for expansion and some one has to step forward and build. This project proposal has included a solution to what I feel are the two largest issues of the city, while also addressing other minute issues. Individual store or business may face. Building a large and multi-functional facility would support businesses by the attractiveness of having multiple stores or stops in one place. Additionally, while this narrative is focused on the success of the proposed project, it would also create a dramatic new wave of visitors for the entire downtown to have a new facility to go visit. Also, many of the staff members of the new facility will be utilizing the walkability of the downtown to dine in one of the local restaurants for lunch and dinner. 

Revival of Downtown Life & Promoting Public Interaction

While Monroe's downtown life and nightlife have become quite lively in the past five years, the downtown spaces to gather in have grown small. Many of the existing storefronts in the downtown are too big or too small depending on the business. A new retail facility will provide more options to the store owners while also increasing the number of stores in the area. Expansion of the city's walkability further down South Broad Street will spread people out over the town and expose them to the unique city and amemities. Another view on revival of downtown life is supported by this proposal. While the majority of the out of towners will only visit the retail shops, they will be more inclined to try out one of the three restaurants and bars located at the hotel. Opportunities of having three separate bars at one location would make an ultimate nightlife spot, especially with all of the fun outdoor spaces provided by the exterior of the building. 

6.1 Conclusions

Overall, Monroe, is experiencing a tremendous surge in new growth and development. The downtown area has changed immensely over the past decade with the redevelopment of retail stores, boutiques, restaurants and more. The feel of the downtown area encompasses an environment suited for families and people of all ages. The addition of a new hotel would contribute to economic surplus as well as providing jobs and creating more spaces for stores and restaurants. It would encourage more visitors to come and tour the town during business hours rather than in the afternoon hours as visitors usually do. They would be able to use the walking tour as a guide to lead them through past and present architecture within the town along with having the history accompanied with almost every home. The new hotel would serve as a landmark in one of the fastest growing small towns in Georgia and would be remembered for its mixed-use of classical and modern architecture. Throughout this project, I have not only been able to expand my knowledge of local history, but the unique architectural history incorporated into many buildings as well. Architecture is constantly changing, but sometimes is overlooked by the common person. It is one of my goals as I move into my career as an architect to preserve the previous architecture of small towns around Georgia and encourage people to see the beauty in it.
Thank you to the Archives, The Monroe Museum & Mr. Steve Brown

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