

**INTERPRETIVE
PLANNING
FOR VISITOR
EDUCATION
AND ENJOYMENT**

BUCKHEAD
STORY LINES
REIMAGINED HISTORIC SITES



BUCKHEAD

REIMAGINED HISTORIC SITES

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MASTER INTERPRETIVE PLAN

for

BUCKHEAD
ATLANTA, GA

DECEMBER 2014



BUCKHEAD HERITAGE SOCIETY

Major Funding for the Master Interpretive Plan Provided By:

The SunTrust Bank Trusteed Foundations:
Florence C. and Harry L. English Memorial Fund
The Office of Atlanta City Council Member Yolanda Adrean
The Office of Atlanta City Council Member Howard Shook
The Buckhead Coalition
The Buckhead Community Improvement District
The Isdell Family Foundation
The Cooper Family Foundation
The Atlanta Preservation Center
Georgia Development Partners

MISSION

Foster
an
understanding
that Buckhead's
rich history
is worth
exploring and
preserving.



Engage
urban explorers
in experiences that
educate,
entertain, and
cultivate an
understanding of
Buckhead's
rich history.

BENEFITS

Create
compelling opportunities
for learning the history
and cultural values of
Buckhead

Increase
tourism and tourism
spending dollars in the
community

Integrate
interpretive features
into the entertainment,
shopping, and
recreational activities
of the community to
enhance personal
experience and memory
of this place, Buckhead

Contribute
to the health of the
community by providing
encouragement to walk
to and within interpretive
sites

Foster
a preservation ethic and
generate enthusiasts for
Buckhead Heritage's
values and mission

Establish
a base for Buckhead
Heritage's sustainability
through revenue
generation from
programs, special
events, and creative
merchandising

BUCKHEAD HERITAGE'S MISSION
and Brief History of Achievements

The Buckhead Heritage Society

is a 501c3 non-profit that was established in 2005 to sustain the quality of life in Buckhead by identifying, preserving, and promoting its historic resources. The organization endeavors to foster a conscious respect within the community for its rich and diverse history, ensuring that Buckhead's historic resources are accommodated in future growth and secured for the benefit of the community.

2007 For its first project, the organization began an extensive rehabilitation of the historically significant Harmony Grove Cemetery at the corner of West Paces Ferry Road and Chatham Road. In 2009, the organization received the Excellence in Rehabilitation Award from the Georgia Trust for Historic Preservation for its work at the site. The cemetery now serves the community as passive greenspace, which is embedded with late nineteenth and early twentieth century history. This site should be included in the proposed interpretive program set forth in this document.

2008 Buckhead Heritage launched its formal membership program and currently counts over 500 members.



Buckhead Heritage hosts a Civil War Living History Demonstration at Tanyard Creek Park.



Buckhead Heritage Founding President Wright Mitchell conducts a tour of the rehabilitated Harmony Grove Cemetery. Photograph courtesy of Tim Small.

2009 The Society began developing and hosting educational programs related to Buckhead's historical events, historic architecture, and historic landscapes to foster a greater awareness of the community's past. By 2014, over 4,200 people had attended the organization's lectures, walking tours, and other events. The Society's future educational events should integrate into the proposed interpretive program.

2009 The Society also began conducting its Oral History Project to preserve personal recollections of the community's history and evolution. The organization provides full transcripts and select video excerpts of the interviews on its website. Video excerpts of poignant and interesting first-hand stories should be integrated into the digital component of the proposed interpretive program.

2010 The Society has also advocated for the protection and preservation of historic resources in the community in danger of being lost.



Buckhead Heritage board members Wright Mitchell, Tamara Bazzle, and Chad Wright participate in a workday at Mt. Olive Cemetery.

Buckhead Heritage successfully prevented a developer from removing the graves at Mt. Olive Cemetery, the last remnant of an African American community located where Frankie Allen Park is today. The site was at risk because few people knew of its existence. The Society is currently rehabilitating this .22 acre site. It should be included in the interpretive program to raise widespread awareness of its significance.

2014 Buckhead Heritage installed "Buckhead: Our Story," a permanent exhibit of images chronicling the evolution of the Buckhead community at the Buckhead Theatre. The exhibit was based upon a photographic retrospective presented at the organization's 2013 fundraiser—Buckhead's 175th Anniversary Celebration.

Planning Context: Buckhead Greenspace Action Plan Background

The Buckhead Master Interpretive Plan

is an outgrowth of the 2010–2011 Buckhead Greenspace Action Plan. Championed by City Councilman Howard Shook, the Greenspace Action Plan was precipitated by a need to identify strategic ways to add greenspace to Atlanta City Council District 7, which had been identified as the lowest ranked district in the City of Atlanta. The consultant group AECOM developed the Greenspace Action Plan with the input of a Steering Committee composed of representatives from the Buckhead Coalition, the Buckhead Community Improvement District, Livable Buckhead, the City of Atlanta Department of Parks and Recreation, as well as representatives from Buckhead schools, churches, neighborhoods, commercial businesses, and the arts and historic preservation communities, including representatives from Buckhead Heritage. Together the group formulated a vision—known as the Buckhead Collection—for an interconnected network of parks, trails, plazas and greenspaces serving the social, economic, mobility, and environmental needs of Buckhead residents, workers, and visitors. The goal is to add over 100 acres of new greenspace to the district and for every Buckhead resident to have access to greenspace within ½ mile of their home.

During the community engagement process for the Greenspace Action Plan, stakeholders identified various opportunities that would serve to enrich the experience of the greenspace system, leverage a variety of funding sources, foster economic development, and ensure the success of the District 7 greenspace system. Stakeholders agreed that integrating Buckhead's cultural and historical assets into the greenspace system would enrich the

experience of the new network of parks, trails, and greenspaces, further the community's awareness of Buckhead's history, and position Buckhead to take advantage of the State of Georgia's fastest growing tourism industry segment—Heritage Tourism.

The Buckhead Collection vision, therefore, recommended that cultural and historic sites be physically connected and integrated into the greenspace system wherever possible through land acquisition, public access easements, bikeways, and trails, and that significant Buckhead stories and events be interpreted and communicated throughout the system.



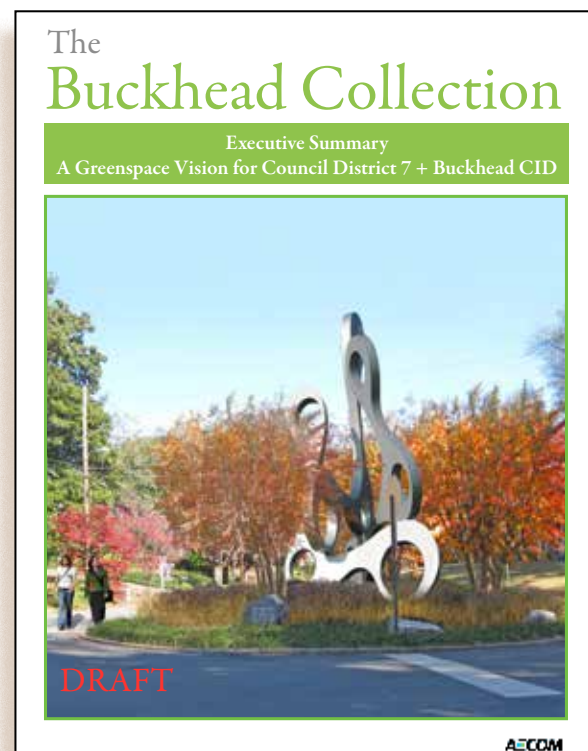
View of the battlefield of Peach Tree Creek, 1864, by George N. Barnard, Library of Congress Prints and Photographs Division.

While Livable Buckhead, Inc. was tasked with overseeing the overall implementation of the Greenspace Action Plan, Buckhead Heritage committed to being a long-term partner in the development and implementation of the history component of the Buckhead Collection project, including the creation of a Master Interpretive Plan for the community.

LAYING THE GROUNDWORK FOR THE INTERPRETIVE PLAN

During the Buckhead Greenspace Action Plan process, Buckhead Heritage worked with consultants from AECOM to create a database of identified historic resources in the community, which included those buildings listed on the National Register of Historic Places or those designated as local Landmark buildings as well as sites commemorated by Georgia Historical Markers. These resources were mapped using GIS software to try to reveal where culturally or historically significant buildings or sites could be interpreted or integrated into the system of greenspace envisioned. This endeavor made it clear that a more comprehensive historic resources survey was necessary to genuinely understand the community's built environment and how it reflects the history and historical development of Buckhead.

During 2012, in anticipation of creating a Master Interpretive Plan for the community, Buckhead Heritage compiled an inventory of historic buildings and sites in Buckhead—in both City Council District 7 and District 8. Using a



survey database provided by the Atlanta Urban Design Commission as a significant foundation, Buckhead Heritage then conducted additional research at local repositories, carried out a partial windshield survey, and conducted community

A Note on Geographic Scope




Recognizing that Buckhead has significant historic resources both inside and outside the boundaries of Atlanta City Council District 7, the geographic scope of the Master Interpretive Plan project extends beyond that initially envisioned by the Buckhead Collection. The geographic scope includes the community of Buckhead as defined by the Atlanta Regional Commission which is that portion of north Atlanta bounded by the city limits/DeKalb County line on the east; the city limits line on the north; the city limits/Cobb County line on the west; and the Peachtree Creek from the Chattahoochee River to Interstate 75, Interstate 75 to Interstate 85, and Interstate 85 to DeKalb County on the south. These boundaries correspond to the geographic purview of Buckhead Heritage.


THE BUCKHEAD COLLECTION

Cultural + Historical Resources Vision

Cultural and Historical Site



Interpretation Strategies



Guiding Principles

- Cultural and historic sites should be physically connected and integrated into the Greenspace system wherever possible through land acquisition, public access easements, bikeways, and trails.
- Cultural and historic resources and events should be interpreted and communicated throughout the Greenspace System to "tell significant Buckhead stories" such as civil war battles, rural agriculture, natural systems and/or other stories through physical/interpretive design, interpretive signage, exhibits, public art, and digital media.

The Cultural and Historical Resources Vision set forth in the Buckhead Collection Report.

heritage sites; and sites by neighborhood including Peachtree Heights West, Garden Hills, and the North Buckhead area.

After the interpretive planning process commenced, Buckhead Heritage and the Atlanta Regional Commission

outreach to select local neighborhood associations and civic groups to learn about historic buildings and sites residents considered significant. Neighborhoods where existing historical information was scant, such as the North Buckhead area, were specifically targeted. Buckhead Heritage distributed response cards requesting information about historic sites and associated stories. Buckhead Heritage also asked residents to identify the location of important sites on a base map.

The result of the above work was an Excel spreadsheet with over 650 resources, with associated location information, date of significance, theme based on National Register areas of significance, architect if applicable, abbreviated historical information, and sources of more information. The Atlanta Regional Commission subsequently provided technical assistance to the Buckhead Heritage Society to generate select GIS maps using the compiled inventory of historic resources. Maps included exploration/settlement sites; military sites; ethnic

realized a need to better understand the Modern architecture existing along the Peachtree Road corridor. Allison Duncan, Principal Planner at the Atlanta Regional Commission, subsequently stewarded a building-by-building survey of Peachtree Road within the Buckhead boundaries. The survey documents buildings constructed between 1940 and 1990; it provides year built, builder, architect, and style along with photographic documentation for each building. This document will serve as a significant foundation for developing interpretation related to Peachtree Road and the "reimagined" architecture of Buckhead.

During the initial inventory process, Buckhead Heritage also began creating subject files of reference materials related to key historic buildings and sites in the area as well as creating a library of essential books with information about Buckhead's history. During the outreach process, the organization also identified potential key stakeholders to involve in the development of the Master Interpretive Plan.

WHAT IS INTERPRETIATION?

Why Create an Interpretive Program?

Interpretation tells the story of a place, conveying a fuller appreciation and understanding of its cultural landscape and its history.

Rather than being based on academic structures, historic interpretation is generally presented in non-traditional ways outside of classrooms, within the cultural landscape of a place.



In its publication, *Interpretive Planning Tools for Heritage Areas, Historic Trails and Gateways*, the National Park Service defines the following key elements of interpretation:

- Interpretation is communication that is specifically designed to reveal underlying meaning to the visitor through first-hand involvement with an object, a landscape, a natural feature, or a site.
- Interpretation helps people to connect intellectually, emotionally, or spiritually with the ideas, beliefs, and values embodied in our world.
- Interpretation is based on facts, but reveals what an object, place, feature or event means and why it matters – why it is relevant.

Through the proposed interpretive program, Buckhead Heritage desires to:

Prompt residents and visitors to discover that Buckhead, indeed, has a rich history and often retains historic resources that convey that history in a tangible way.

Change the expectation that “history is boring.”

Foster a sense of place based on Buckhead’s history and do so with a consistent and compelling graphic style.

Translate Buckhead’s history into physical expressions in the landscape that draw the attention of visitors to the landscape around them.

Promote economic development through the cultural tourism opportunities this program will provide to both Buckhead residents and guests.

Focus attention on essential elements of the community’s fabric and identity that should be preserved in the future.

What is an Interpretive Plan?

An interpretive plan is a management document that outlines and guides decisions about interpretive programming at a specific site or throughout a heritage area or community.

It is created through a collaborative process involving management, interpretive specialists, subject matter specialists, and community stakeholders. It provides both a conceptual framework for the interpretive program and sets forth an action plan that outlines how to implement the interpretive plan. The useful lifetime of any interpretive plan is about ten years.

THE PLANNING PROCESS

PHASE ONE INFORMATION GATHERING

Conduct Steering Committee interviews to engage key stakeholders in the process and help focus attention on essential messages and opportunities.

Project Schedule		
Phase 1: Start of Project		
1. Initial Meeting	1 Week	09/09/13 to 09/13/13
2. Questionnaires for Stakeholders	1 Week	09/16/13 to 09/20/13
3. Stakeholders Interviews	1 Week	09/25/13 to 09/27/13
4. Synopsis of Interviews	1 Week	09/30/13 to 10/04/13
Phase 2: Analysis		
1. Core Team Meeting	1 Week	10/07/13 to 11/01/13
2. Tasks	3 Weeks	10/14/13 to 10/31/13
3. Client Review	1 Week	11/04/13 to 11/08/13
4. Revision and Delivery of Report	1 Week	11/11/13 to 11/15/13
Phase 3: Interpretive Site Map		
1. Tasks	4 Weeks	11/18/13 to 12/13/13
2. Core Team Meeting	1 Week	12/16/13 to 12/19/13
3. Client Review	1 Week	12/20/13 to 12/31/13
4. Revision and Delivery of Documents	1 Week	01/06/14 to 01/10/14
Phase 4: Strategies		
1. Tasks	5 Weeks	01/13/14 to 02/14/14
2. Core Team Meeting	1 Week	02/17/14 to 02/21/14
3. Client Review	1 Week	02/24/14 to 02/28/14
4. Revision and Delivery of Documents	1 Week	03/03/14 to 03/07/14
5. Stakeholder Meeting	1 Week	03/10/14 to 03/14/14

PHASE TWO ANALYSIS

- Craft interpretive mission and goal statements.
- Conduct an audience analysis and establish categories of targeted visitor groups and experience goals for each category.
- Review information materials provided by Buckhead Heritage as well as Steering Committee interviews and translate into an interpretive matrix of themes and subthemes.



PHASE THREE MAPPING

Create a map of Buckhead showing the distribution of themes and subthemes and related tangible resources.

PHASE FIVE SYNTHESIS

Make amendments to the program based on comments received during presentations and review meetings.

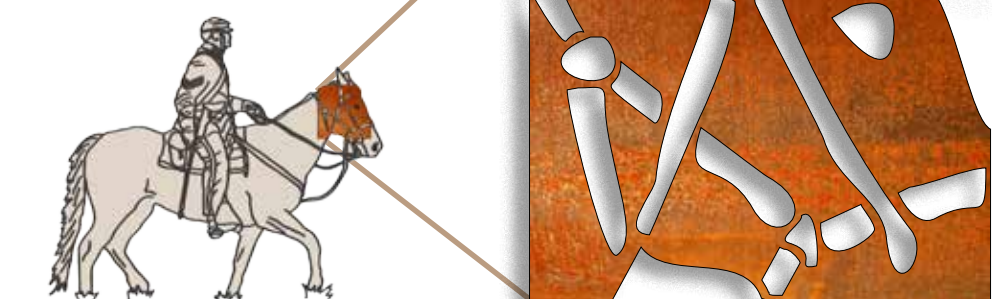


PHASE SIX ACTION PLAN

Outline a phasing strategy, define potential partnerships, and estimate future program costs for implementing interpretive strategies at specific identified sites.

PHASE FOUR DESIGN

Prepare samples of concepts for signage, displays, and art/sculpture that demonstrate approaches to telling the interpretive stories throughout the geographic scope.



PHASE 1 INFORMATION GATHERING

Steering Committee Interviews

Buckhead Heritage

solicited the participation of 27 individuals representing various interests in the community, including non-profit organizations, local conservancies, neighborhood associations, and historians, to serve on a Steering Committee for the Buckhead Master Interpretive Plan. The committee also included representatives from strategically important city-wide organizations, including the Atlanta Regional Commission, the Atlanta Urban Design Commission, the Atlanta Convention and Visitors Bureau, and the City of Atlanta Department of Parks and Recreation.

Signature Design

conducted a series of five small focus group discussions based on a questionnaire that was distributed to participants. Recordings and transcripts of the discussions were made that served, and will continue to serve, as valuable project archives.

A New York news photographer in Georgia, 1947, Bill Wilson Photographs, Courtesy of the Kenan Research Center at the Atlanta History Center.



QUESTIONNAIRE

- ▶ *What do you want people to know about Buckhead?*
- ▶ *What are the myths and misconceptions about the community you want dispelled?*
- ▶ *What are your fondest memories of the community?*
- ▶ *What are specific opportunities—in terms of physical sites—to incorporate historic interpretation in Buckhead?*

PHASE 2 ANALYSIS

Visitor Groups and Goals

In developing an interpretive plan to present the heritage of the Buckhead community, it is important to assess the types of interpretive users who are in and around Buckhead, or those who visit the region for business or recreation. These groups are, in fact, the audience. Developing a cohesive audience experience requires an understanding of why different groups of people visit Buckhead and what sorts of details about the region most interest them.

With this approach in mind, the following outlines some of the recent visitor trends in and around the Atlanta Metro Region. Interestingly, heritage tourism is becoming one of the most popular segments of the overall tourism industry.

ATLANTA TOURISM

Today the City of Atlanta boasts an estimated population of 443,775. Meanwhile, according to the Atlanta Convention & Visitors Bureau, there is an influx of roughly 42.3 million US residents to Atlanta each year, with nearly 32 million coming primarily for leisure purposes. In addition, the US Census Bureau reports 712,000 international visitors to Atlanta in 2010. The city, which is home to the fourth largest convention center in the United States, also attracts significant numbers of convention-going visitors.

“Nearly 32 million tourists come to Atlanta each year for leisure purposes”

In terms of tourists, of the 92,000 hotel rooms in the Atlanta metro region, Buckhead housed 9 percent of the room supply in 2007 and 14 percent of the revenue share. In short, people are coming to Atlanta, and a good number of

them are heading to Buckhead. Many come for shopping and nightlife. Buckhead has an estimated 1,400 retail outlets and over 300 dining places. Significantly, 40% of the expenditures in Buckhead are made by people visiting from 100 miles away or more. Others, however, may come to visit the Atlanta History Center, the Governor’s Mansion, or Atlanta’s largest park—Chastain Park. They may also be enticed to drive through the community’s historic neighborhoods of stately homes.

“40% of the expenditures in Buckhead are made by people visiting from 100 miles away or more”

ACCESSIBILITY

Buckhead is easily accessible from downtown Atlanta and Hartsfield-Jackson International Airport as well as from the surrounding Metro Region. Buckhead is served by three limited-access highways, two federal highways, and five state highways. From the south (Central Downtown and the airport), visitors can access Buckhead via 1-75 or I-85 as well as US 19, US 41, GA 9, GA 401, or GA 403. From the northwest (Marietta, etc.), visitors can access the area via I-75 or US 41, GA 3 or GA 401. From the north (Sandy Springs, Roswell, etc.), visitors can arrive via GA 400, US 19 or GA 9. From the northeast (Chamblee, Doraville, etc.), visitors can access Buckhead via I-85 or GA 141.

In addition, Buckhead is served by 2 MARTA rail lines, 3 MARTA stations including the Buckhead Station, the Lenox Station, and the Lindbergh Station, and 9 MARTA bus routes. Buckhead is also home to Atlanta’s only AMTRAK train station.

HERITAGE TOURISM

Currently the many stories of historic Buckhead are not highlighted and made accessible to visitors, though Buckhead is teeming with a wealth of history and cultural heritage that is ideal for the fastest growing tourism segment: cultural and heritage tourism. It's not just about seeing historical buildings or watching reenactments of epic battles anymore. Instead, heritage tourism is based on the notion that communities have their own stories, culture and histories that transcend simple placards that mark a place of importance. The US Department of Commerce defines this type of tourist as, "... having participated in one or more of the following activities: art gallery/museum, concert/play/musical, cultural heritage sites, ethnic heritage sites, American Indian community, historical places, and national parks."

According to the Georgia Department of Natural Resources, Historic Preservation Division, "In Georgia, tourism is the state's second largest industry and heritage tourism is its fastest-growing segment. Georgia is among the top 10 states in the country in heritage tourism visitation. More travelers than ever are walking the historic streets of Savannah . . . visiting the remnants of Native American culture . . . exploring antebellum plantations . . . learning about the Civil Rights Movement . . . and discovering agricultural history around the state."

Buckhead has many of these elements, including historic estates that served—and continue to serve—as cornerstones of the community, and that have archives of Civil War history literally in their back yards. While local residents and school

groups will also take advantage of interpretation throughout Buckhead, one of the goals of the interpretive plan is to position the area as being rich not just in personal wealth and beauty but also in historical stories and cultural heritage to appeal to as many outside groups as possible.

Heritage tourists are a unique group among travelers. They aren't interested purely in entertainment or adventure. Instead, they are generally older and seeking a more sophisticated experience that explores sites in search of authenticity. But the visitor experience is not limited to merely interpretive sites; heritage tourists tend to spend more money to experience a wider range of activities. One survey featured in the *Heritage Tourism Handbook: a how-to guide for Georgia* concludes that, "visitors to historic and cultural sites spend about \$62 more per day than other visitors. They tend to spend money on antiques, art, gourmet food, wine, health food, and outdoor experiences such as biking, hiking, canoeing, and bird watching." Among the most popular outdoor recreational activities, according to a 2008 University of Georgia study, are walking, biking and visiting historic sites.

BUCKHEAD DEMOGRAPHICS

Many interpretive users will hail from outside of Buckhead and the greater Atlanta area, but Buckhead boasts a significant population that should be targeted as well. Approximately 80,000 people live in Buckhead, which encompasses 28-square miles. With that number of residents, Buckhead is larger than all but eleven cities in the state of Georgia. Meanwhile, the community's daytime population swells to about 140,000 with its incoming work force. According to the

Buckhead Guidebook, there are roughly 16,000 students enrolled in the 19 local public and private schools. Buckhead is also home to 34 churches or synagogues, including the Catholic Cathedral of the Archdiocese for North Georgia (Christ the King); the third largest United Methodist congregation in Georgia (Peachtree Road U.M.C.); and one of the nation's largest Episcopal congregations (St. Philip).

Local residents will have opportunities to delve into local community stories in different ways, often while enjoying many of the places they already frequent, such as Bobby Jones Golf Course, Chastain Park, Blue Heron Nature Preserve or even Lenox Square.

PROPOSED VISITOR GROUPS AND GOALS

There are various groups who enjoy different aspects of heritage tourism. Defining these groups helps to focus the goals of an interpretive plan to meet the experience needs of different visitors.

- **Buckhead Residents**

Those who live in Buckhead, either with deep family roots in the community or those who recently settled in the area.

- **Recreationists/Walkers**

A primary audience for the Buckhead interpretive plan, these are people seeking an outdoor experience, possibly at Chastain Park or Blue Heron Nature Preserve. They also enjoy walking for exercise.

- **Atlanta Metro Residents**

Those who live within the City of Atlanta, but not in Buckhead itself.

- **Domestic and International Heritage Tourists**

Visitors from outside a community who are interested in the historical and cultural heritage offerings of a community or region, and who will travel to cultural environments to experience distinctive lifestyles, traditions and events.

- **Business Groups & Conventioneers**

Atlanta's thriving convention trade brings casual visitors to Buckhead with both intellectual curiosity and money to spend.

- **Garden Clubs and Master Gardeners**

Those with an interest in horticulture, and especially unique residential gardens or the cultural landscape of historic neighborhoods.

- **Atlanta and Buckhead Schools and Summer Camps**

Those school and summer camp groups looking for outdoor informal learning experiences within Buckhead. Kids have the opportunity to engage in physical activities such as walking trails or partake in educational topics like Civil War history.

- **Committed Social/Service Clubs**

Includes groups such as The Buckhead Fifty Club, Buckhead Optimist Club, the Buckhead Business Association, Buckhead Kiwanis Club, and various neighborhood associations.

- **Faith-based Groups**

Mostly senior groups associated with Atlanta Metro area churches interested in part-day outings related to area history/heritage. Potential for educational outings for youth and young adults as well.

GOALS FOR USER EXPERIENCES

These different experience goals are defined in three categories, known as the “A B-C’s” of planning:

- **AFFECTIVE**
What the experience makes visitors feel during and after their visit
- **BEHAVIORAL**
What actions the experience inspires visitors to take during and after their visit
- **COGNITIVE**
What messages the experience presents to visitors for their interpretation

GOALS AS APPLIED TO USER GROUPS:

Buckhead and Atlanta Metro Residents

AFFECTIVE Visitors will appreciate Buckhead’s sights and experiences and be surprised by the history this region has to offer. They will gain a sense of connection to Buckhead and will want to learn more about the history of this region.

BEHAVIORAL Visitors will seek out new experiences and places in Buckhead. They will want to share what they’ve learned about the region and support conservation and historic preservation efforts.

COGNITIVE Visitors will learn that this region is rich in history and cultural heritage, and they will learn which groups are protecting the area and its rich history.

Recreationists/Walkers

AFFECTIVE Visitors will enjoy being surprised by the history this region has to offer. They will gain a sense of connection to historical events and can imagine themselves transported back in time as they walk through history.

BEHAVIORAL Visitors will seek out new experiences and places in Buckhead, and they will explore interpretation as a way to gain a better understanding of the area. They will bring friends and encourage others to respect existing historical sites. They will also support conservation and historic preservation efforts.

COGNITIVE Visitors will learn that this region is rich in history and cultural heritage, and they will know which groups are responsible for protecting the area that supports their favorite places.

Domestic and International Heritage Tourists

AFFECTIVE Visitors will feel as if they are stepping back through history as they travel throughout Buckhead to historic neighborhoods, battlefield areas and shopping meccas developed during the boom years after WWII.

BEHAVIORAL Visitors will be introduced to Buckhead’s story by historic buildings and the landscapes that have evolved in distinctive ways because of the rich history of the community. They will want to explore additional historic sites and combine their visit with a trip to the Atlanta History Center.

COGNITIVE Visitors will gain an understanding of how the Buckhead community formed and has evolved over time, and why it is an important part of the history of Atlanta and the region.

Business Groups & Conventioneers

AFFECTIVE Visitors will feel that it was worth the visit and are pleasantly surprised to discover the richness & diversity of the sites.

BEHAVIORAL Visitors will want to take pictures, blog, take selfies and send “postcards from Atlanta” talking about their visit.

COGNITIVE Visitors will experience a broadening of understanding of Atlanta history, well beyond the Civil War and General Sherman.

Garden Clubs and Master Gardeners

AFFECTIVE Visitors will feel an affinity toward Buckhead’s beautiful historic gardens and architecture.

BEHAVIORAL Visitors will look for opportunities to contribute and volunteer in Buckhead’s greenspace initiative and connect their clubs to the activities of heritage and conservation groups.

COGNITIVE Visitors will use Buckhead as an educational field trip where members can learn about gardening; the development of historic landscapes and gardens; and best practices for the rehabilitation of historic landscapes.

Atlanta and Buckhead Schools and Summer Camps

AFFECTIVE Visitors will be surprised that history happened so close to home and that Buckhead offers a “historical playground” where fascinating stories can be discovered.

BEHAVIORAL Visitors will want to visit more interpretive sites within the community with their families and friends so that they can discover more stories.

COGNITIVE Visitors will learn that there are many sites that offer new experiences within Buckhead, featuring history and cultural heritage. They will also realize that “history is not boring.”

Committed Social/Service Clubs

AFFECTIVE Visitors will feel a sense of pride in Buckhead and experience a sense of connectedness to the region.

BEHAVIORAL Visitors will explore sites and interpretation to learn more about the area. They will support the conservation and historic preservation in the region, and they will encourage others to visit and support the area as well.

COGNITIVE Visitors will learn new details about Buckhead through interpretive signage and personal experiences. They will gain a deeper understanding of the importance of preserving this place for future generations.

Faith-based Groups

AFFECTIVE Visitors will gain a sense of connection to Buckhead and its varied religious practices—including African American places of worship.

BEHAVIORAL Visitors will want to learn more about preserving the cultural heritage connected with churches and volunteer for special activities and community-building events.

COGNITIVE Visitors will explore the different sites of churches and cemeteries and learn that diverse religious congregations have had a significant impact on the evolution of the community.

PHASE 3 INTERPRETIVE MATRIX

The Themes and the Interpretive Storyline Site Map

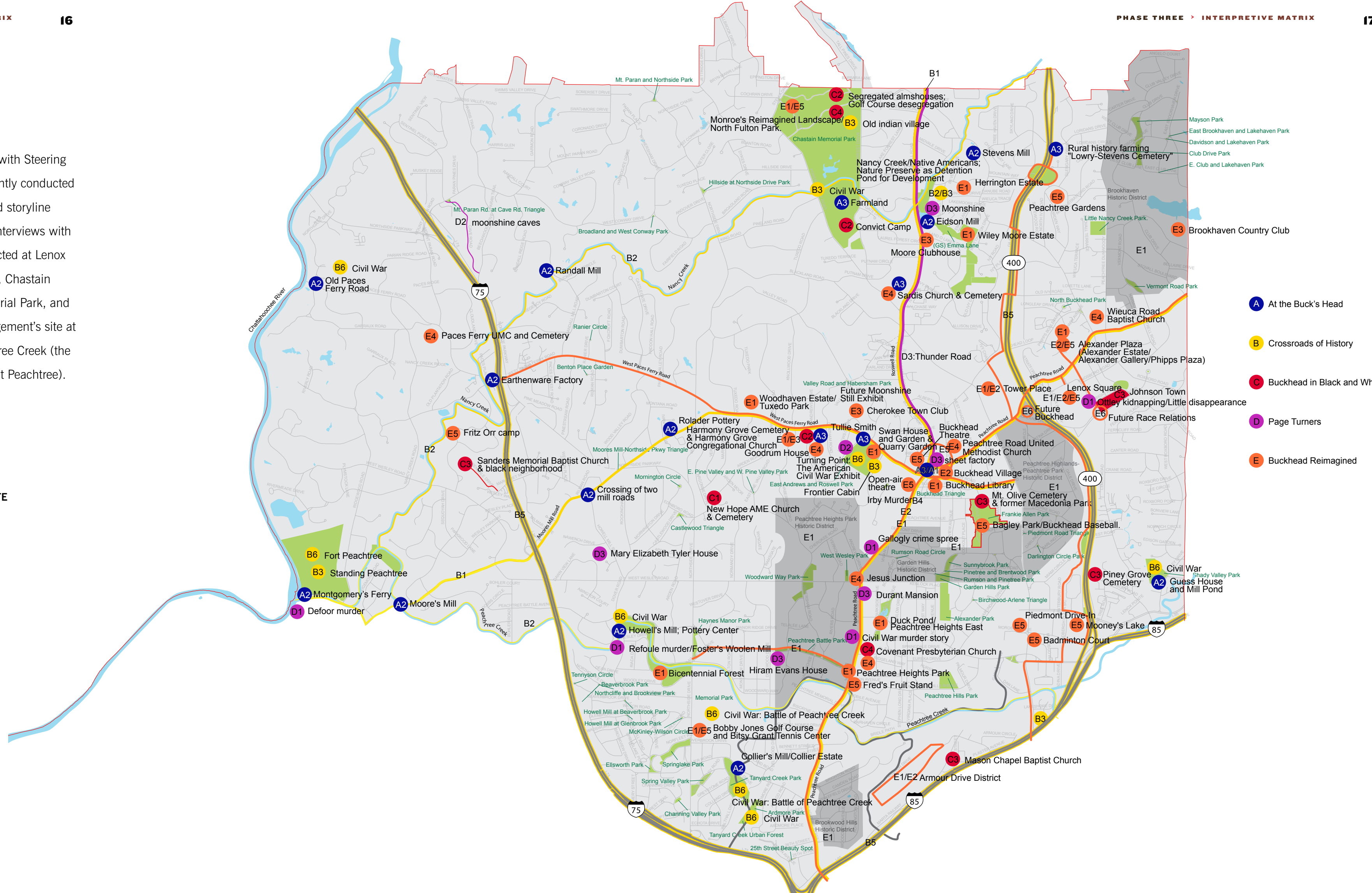
CRAFTING BUCKHEAD'S INTERPRETIVE THEMES

The project team from Signature Design reviewed the responses from phase one as well as information materials provided by Buckhead Heritage including the organization's historic resources inventory, and the study of the visitor groups and goals, to create an Interpretive Matrix of themes and sub-themes to present to local interest groups as well as visitors.

Working with the core planning team, Signature Design created a map of Buckhead showing the distribution of storylines and related tangible resources, although a few only survive through photographs. The map is color-coded to relate to the five overarching themes developed and numerically coded to correspond to the sub-themes.

Individual or small group interviews with Steering Committee members were subsequently conducted to solicit feedback on the themes and storyline site map developed. Site visits and interviews with site representatives were also conducted at Lenox Square, Blue Heron Nature Preserve, Chastain Park, Bobby Jones Clubhouse/Memorial Park, and the Department of Watershed Management's site at the Chattahoochee River and Peachtree Creek (the former site of Standing Peachtree/Fort Peachtree).

- A AT THE BUCK'S HEAD**
- B CROSSROADS OF HISTORY**
- C BUCKHEAD IN BLACK AND WHITE**
- D PAGE TURNERS**
- E BUCKHEAD REIMAGINED**



- A** At the Buck's Head
- B** Crossroads of History
- C** Buckhead in Black and White
- D** Page Turners
- E** Buckhead Reimagined

DESIGN CHALLENGES AND GOALS

- To provide navigation in a complex array of possible destinations
- To help guests see parallels from the past
- To imply information rather than portraying through lengthy text
- To engage guests in a memorable way
- To mix history into a contemporary landscape
- To represent the passage of time in a visual way
- To use tactile information to communicate and help make a durable connection
- To connect interpretive elements with a program of special icons and standards



View of shops on Peachtree Road in the Buckhead Village, 1948, Adolph Rosenberg Photographs, Courtesy of the Kenan Research Center at the Atlanta History Center.

BUCKHEAD'S INTERPRETIVE THEMES AND SUBTHEMES

Major Theme A: At the Buck's Head

THEME OVERVIEW: BUCKHEAD WAS ESTABLISHED NEAR THE CURRENT CROSSROADS OF PEACHTREE, ROSWELL, AND WEST PACES FERRY ROADS WHERE A GENERAL STORE WAS BUILT BY HENRY IRBY CA. 1838. THE NAME BUCKHEAD IS SHORT FOR THE PHRASE, "SEE YA AT TH' BUCK'S HEAD," REFERRING TO THE HEAD OF A BUCK THAT WAS MOUNTED ON A STAKE IN THE VICINITY OF THE GENERAL STORE. IT BECAME A COMMON MEETING PLACE FOR TRAVELERS HEADING TO MARKET IN ATLANTA. MEANWHILE, FARTHER FLUNG ENTERPRISES FUELED THE GROWTH OF THE CROSS-ROADS CORE.



View of the northwest intersection of West Paces Ferry and Roswell roads, ca. 1910s. Image courtesy of Heritage Sandy Springs

A.1: WHERE IS BUCKHEAD?

Where is Buckhead? It depends on who you ask. There is a different "boundary" of Buckhead for residents with deep family roots in the community and for residents and businesses who have recently moved in. Historically, "Buckhead" referred to the business district surrounding Peachtree, Roswell, and West Paces Ferry Roads. However, the boundaries have formally expanded over time, fueled particularly by growing business interests.

A2: HARNESSING THE WATERWAYS: PIONEERS OF COMMERCE & AFFLUENCE

Buckhead's pioneers of commerce and industry harnessed the power of the region's iconic natural resource--the waterways--to establish and grow their businesses. Pottery factories: Red clay along the creeks enabled Buckhead to become a major pottery region during the late 1800s. The Brown, Cofield and Rolader operations were family-owned-and-operated enterprises established along the area's waterways. Mills: Changes in elevation along rivers and creeks allowed entrepreneurial pioneers, including Clark Howell, Thomas Moore, and William Stephens, to establish lumber and grist mills in the area. Ferries: Meanwhile, to facilitate trade, pioneers like James Montgomery and Hardy Pace established ferries to traverse the waterways and carry goods and people to market.

A3: RURAL LIFE TRANSFORMED

What began as an agrarian region became the site of country retreats for wealthy Atlantans beginning in the 1890s. The community then began to boom with the extension of the trolley to Buckhead in 1907 and the subsequent advent of the automobile. Bit by bit, farms and large estates were sub-divided to build large-scale, planned neighborhoods. Meanwhile, a concentration of small family-owned enterprises developed a business core at West Paces Ferry, Peachtree, and Roswell roads in the late 19th and early 20th centuries. As Buckhead grew, the need for services grew. The community of Buckhead was annexed into the City of Atlanta in 1952 as part of Mayor William Hartsfield's Plan of Improvement. This offered both entities mutual advantages.

Watercolor of Buckhead ca. 1850, by Wilbur G. Kurtz, Artist, 1949. Image courtesy of the Kenan Research Center at the Atlanta History Center



View of the T.J. Dumas grocery store, ca. 1920. Image courtesy of Heritage Sandy Springs.



BUCKHEAD'S INTERPRETIVE THEMES AND SUBTHEMES

Major Theme B: Crossroads of History

THEME OVERVIEW: BUCKHEAD HAS SEVERAL "HISTORIES": NATIVE AMERICANS, PIONEER FAMILIES, WARS, REINVENTION. MODES OF TRAVEL AND THE LAYOUT OF ROAD AND WATERWAYS HAVE PLAYED AN IMPORTANT PART IN THE EVOLUTION OF THE COMMUNITY AND HAVE INFLUENCED SIGNIFICANT EVENTS IN THE REGION. BUCKHEAD, WHICH BEGAN AS A SMALL CROSS-ROADS COMMUNITY, HAS PERSISTED AS A CROSSROADS OF HISTORICAL EVENTS, ECONOMIC GROWTH, AND CULTURAL DIVERSITY.

B1: HISTORY IN THE ROADS

The names of the roads tell both a cartographic and developmental story of Buckhead. West Wesley Road, for instance, runs east-west, along original land lot lines, through property that had been part of the estate of pioneer Wesley Gray Collier. Road names often represent a "Who's Who" of pioneers and early influencers in Buckhead. Road names also reveal the community's intense connection with its waterways. For instance, Howell Mill Road crosses Peachtree Creek where there was a mill, while Paces Ferry Road snakes toward the Chattahoochee River where there was once a ferry launch.

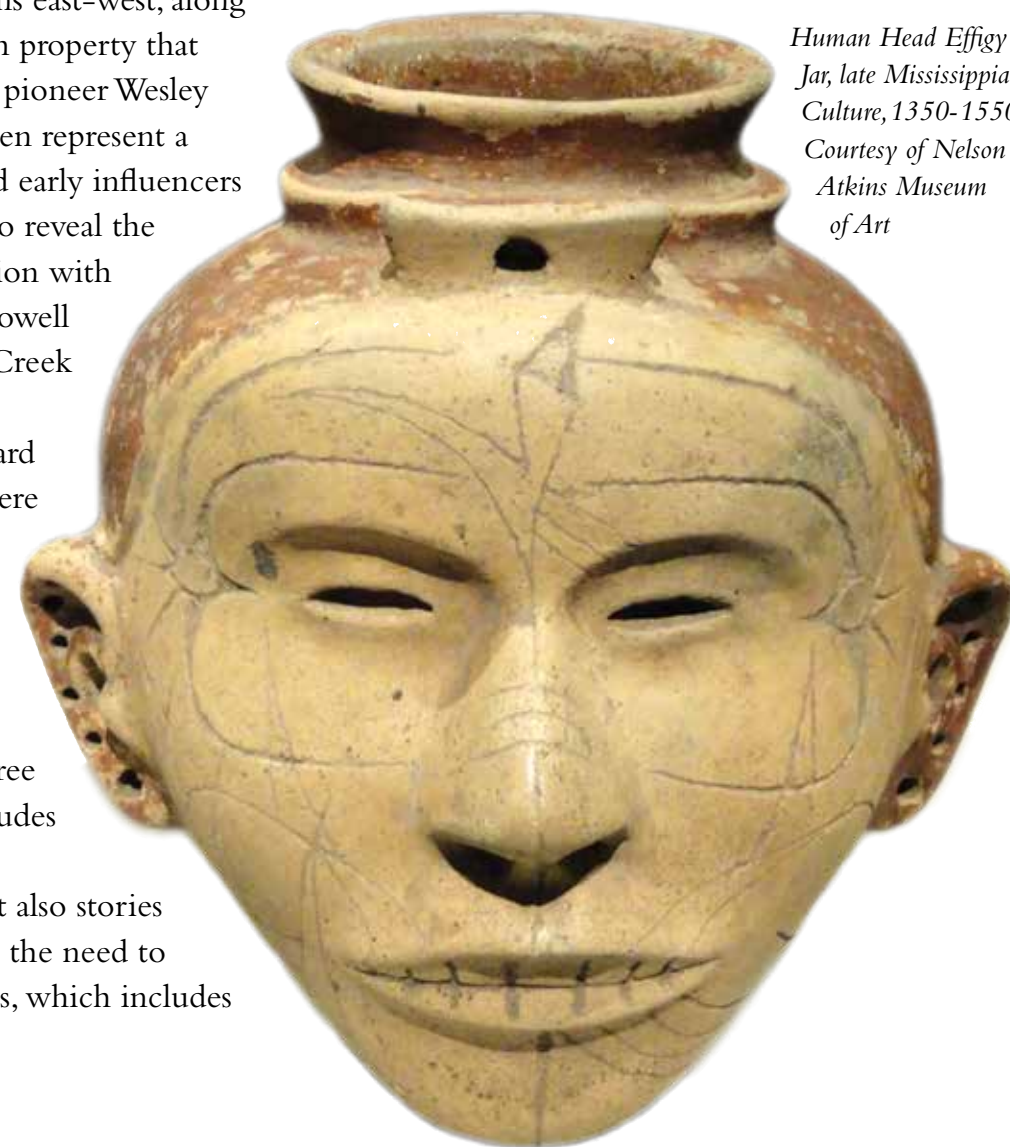
B2: WATER CROSSINGS

The history of the Chattahoochee River, Peachtree Creek, and Nancy Creek includes stories of positive impacts for settlement and commerce, but also stories of obstacles/deterrents due to the need to cross/overcome the waterways, which includes

their impact on civil war strategies/outcomes. The very large Peachtree Creek watershed continues to be studied for ways to manage water as concentrations of homes, parking areas, and roadways have put pressure on stream capacity in the basin. Whereas, historically, developments grew near the waterways to harness the resource, now the creeks are often a challenge for the community due to the potential for significant flooding.

B3: THE PEACHTREE TRAIL AND NATIVE AMERICANS

Native Americans traveled by a system of trails around the Buckhead region to Native American sites settled near sources of water. Evidence



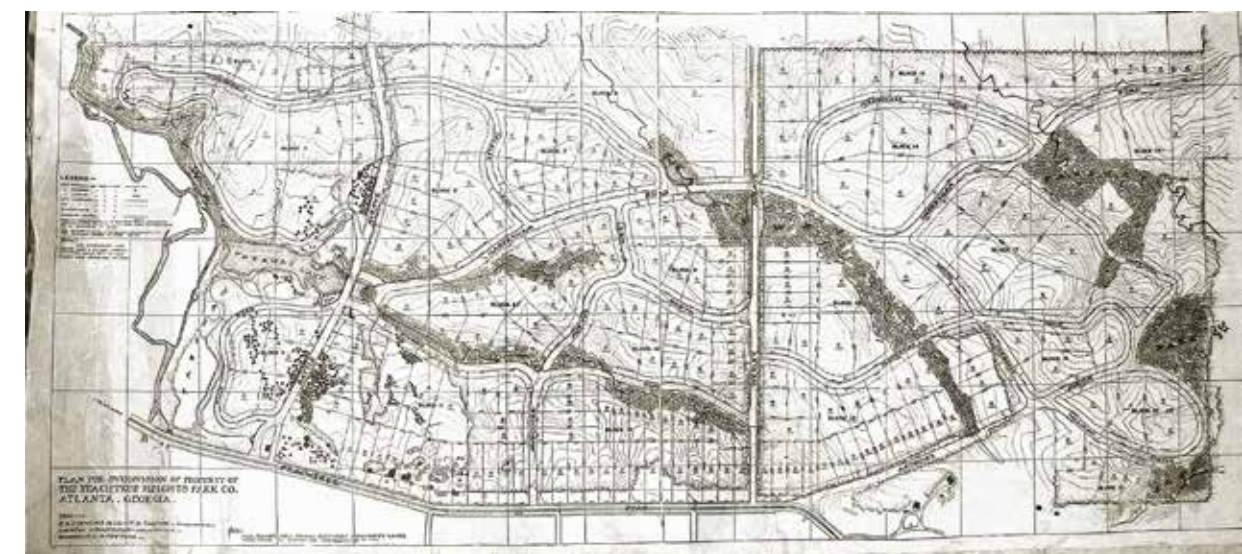
Human Head Effigy Jar, late Mississippian Culture, 1350-1550. Courtesy of Nelson Atkins Museum of Art



Aerial view of the I-85/I-75 split at Brookwood when the highways were under construction. 1959, Bill Wilson Photographs, Kenan Research Center at the Atlanta History Center.

exists of a deep history of Native Americans inhabiting the Standing Peachtree site according to an archaeological dig near the confluence of the Chattahoochee River and Peachtree Creek. Evidence has been found at the site from the Archaic Period (8000-6000 BC); and written documentation evidences the more recent Creek Nation occupation of the site.

Peachtree Road was an Indian trail—the Peachtree Trail—that ran along the Chattahoochee Ridge from Toccoa in northeast Georgia to today's Buckhead village, where it split. One branch continued west to Standing Peachtree, while another stretched to Five Points in today's downtown Atlanta, which was a meeting place for Indian tribes. The Indians created the infrastructure for today's Atlanta before white settlers arrived. The Creeks then lived in harmony and conflict with early settlers prior to the Creek session of land in 1821.



Plan for the subdivision of Peachtree Heights Park (1915 revision) stretching alongside the Peachtree Road and the new trolley line.

B4: TRANSFORMATION BY TROLLEY

Much more than the railroad, the surface trolley between Buckhead and downtown Atlanta was a major influence on the expansion of Buckhead along Peachtree Road. People were then able to commute from downtown to the Buckhead 'burbs more easily. Planned neighborhoods were developed, particularly along the Peachtree Road corridor, and the community expanded north and south from its core.

B5: CROSSROADS OF NEW ROADS AND HIGHWAYS

Even more than the trolley, the automobile and the roadways built to accommodate it shaped the layout and land use patterns of suburban Buckhead and fueled both population and business growth. Land for Lenox Square, for example, was chosen based on the major roadways in the area that allowed for easy access by many different streets, and future highways including Hwy I-75 & I-85, and later GA400. Buckhead is now the terminus of the Hospitality Highway (GA 400) that connects seven destinations and has become the center of the metro district as a result of its position within the region's roadway system.



Union leather cartridge box with strap. The compartments inside the cartridge box held 40 rounds of ammunition. Courtesy of Museum of the Confederacy.

B6: HISTORY IN YOUR BACKYARD

Buckhead's land is a bit of a paradox... it is, in part, an affluent suburban region of historic houses with manicured lawns, but a closer look reveals the war and strife that took place in those back yards.

B6.2: "THE BEFORE WARS"

The Civil War was not the only war that had an influence on the region. Fort Peachtree was erected during the War of 1812 as a buffer between the Creeks at Standing Peachtree who had sided with the British and nearby white settlers who were U.S. citizens. Fort Peachtree, which was built in 1814, also facilitated the

movement of supplies to the front. Fort Peachtree was the first white settlement, albeit a temporary one, in today's Atlanta.

Confederate soldier's personal sewing kits were frequently made by soldier's wives and carried as a talisman of home. Southern Museum of Civil War and Locomotive History.



B6.3: THE CIVIL WAR

War was fought in Buckhead's back yard, literally. Buckhead's hilly topography and network of waterways affected military strategy and the outcome of battle. Union forces crossed the Chattahoochee River on their way to Atlanta at four locations, including near Pace's Ferry where there was "spirited skirmishing." Meanwhile, Union forces marching down Power's Ferry Road encountered opposition at Nancy Creek. Union forces also encountered opposition by Confederates at Green Bone Creek, a tributary of Peachtree Creek. The seminal Battle of Peachtree Creek, which resulted in nearly 5,000 casualties, took place primarily at today's Memorial Park and Tanyard Creek Park. People still find cannon balls and other artifacts from battle. Buckhead is still in contact with the past through the rich history of its land.

Collection of letters written by Union soldiers.



Replica of part of Fort Peachtree built in commemoration of the Bicentennial.

BUCKHEAD'S INTERPRETIVE THEMES AND SUBTHEMES

Major Theme C: Buckhead in Black and White

THEME OVERVIEW: RESIDENTS OF BUCKHEAD HAVE NOT ALWAYS BEEN PREDOMINATELY WHITE AND UPPER CLASS. IN FACT, THE REGION HAD A SLAVE POPULATION WHO BECAME LANDOWNERS AND RESIDENTS AFTER EMANCIPATION. THROUGHOUT ITS HISTORY, THE COMMUNITY HAS BEEN HOME TO RESIDENTS OF ALL ECONOMIC STRATA--DEBUNKING THE MYTH THAT BUCKHEAD WAS JUST "RICH AND WHITE."

IN THE EARLY 20TH CENTURY, BUCKHEAD ATTRACTED BLACK RESIDENTS WHO FOUND EMPLOYMENT OPPORTUNITIES IN THE COMMUNITY, PRIMARILY WITH AFFLUENT WHITE FAMILIES. SMALL AFRICAN AMERICAN ENCLAVES, THAT PROVIDED BOTH A SENSE OF INDEPENDENCE AND PROTECTION, WERE INTERSPERSED

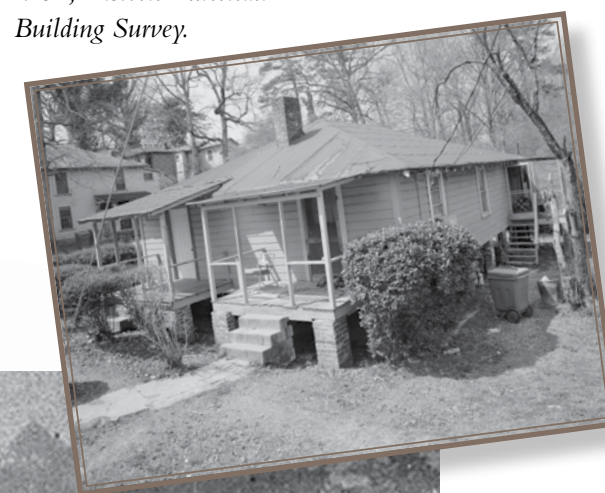
BETWEEN EXPANDING WHITE NEIGHBORHOODS. BEGINNING IN THE 1940S, HOWEVER, THE AFRICAN AMERICAN POPULATION BEGAN TO DECLINE AS RESIDENTS WERE DISPLACED FOR REDEVELOPMENT AND AS AFRICAN AMERICAN NEIGHBORHOODS ON THE WEST SIDE OF ATLANTA DEVELOPED AND EFFICIENT BUS ROUTES WERE CREATED THAT ALLOWED DOMESTICS TO COMMUTE TO THE BUCKHEAD AREA.

BUCKHEAD, LIKE MOST SOUTHERN COMMUNITIES IN THE 20TH CENTURY, STRUGGLED WITH RACIAL OVERLAP. BUCKHEAD EVEN BECAME A CENTER OF KKK ACTIVITIES. HOWEVER, IN THE MID-20TH CENTURY BUCKHEAD WAS THE AREA WITH THE FIRST INTEGRATED PUBLIC GOLF COURSE IN ATLANTA.



Plat of Macedonia Park, an original African American neighborhood in Buckhead, circa 1921.

Home on Railroad Avenue in Johnsontown, 1981, Historic American Building Survey.



Photograph of female farm workers, Fitzgerald, Ben Hill County, Georgia, between 1896 and 1898, Vanishing Georgia, Georgia Archives, University System of Georgia.



New Hope A.M.E. Church on Arden Road

C1: UP FROM SLAVERY

After the Civil War, former slaves in Buckhead established homes in the area and institutions to advance themselves. In some cases, former slave owners deeded land to their former slaves. For example, in 1872, James H. Smith, a white Buckhead farmer and former slave owner, willed three acres of his land on Arden Road for use as a church and school for African Americans. The New Hope A.M.E. Church was established; many of the original congregation members were recently emancipated slaves, many of whom continued to work as farm laborers in the area. The New Hope congregation still worships in a church on Arden Road today.

C2: DUALITY OF HISTORY

Separate white and black facilities populated Buckhead during the Jim Crow era. The white and black almshouses at today's Chastain Park, for instance, visually convey the duality of history in Atlanta. Meanwhile, Harmony Grove Cemetery has visually distinctive burial sections which highlight the community's segregated, and unequal, past.

C3: AFRICAN AMERICAN EXPERIENCE IN BUCKHEAD

During the 20th century, Buckhead became home to several small, socially interconnected, neighborhoods including Johnstown and Macedonia. Some of the residents had fled the Atlanta race riots or Forsyth County lynchings. Most had come pursuing employment opportunities with affluent white families in the community, while a few became entrepreneurs offering services to their neighbors. Most of these enclaves had their own church and their own cemetery; they helped fuel the growth of African

The Galloway School (left), which was formerly the white Fulton County Almshouse; The Chastain Arts Center (right), which was formerly the black almshouse for the county. Both are located on Wieuca Road.



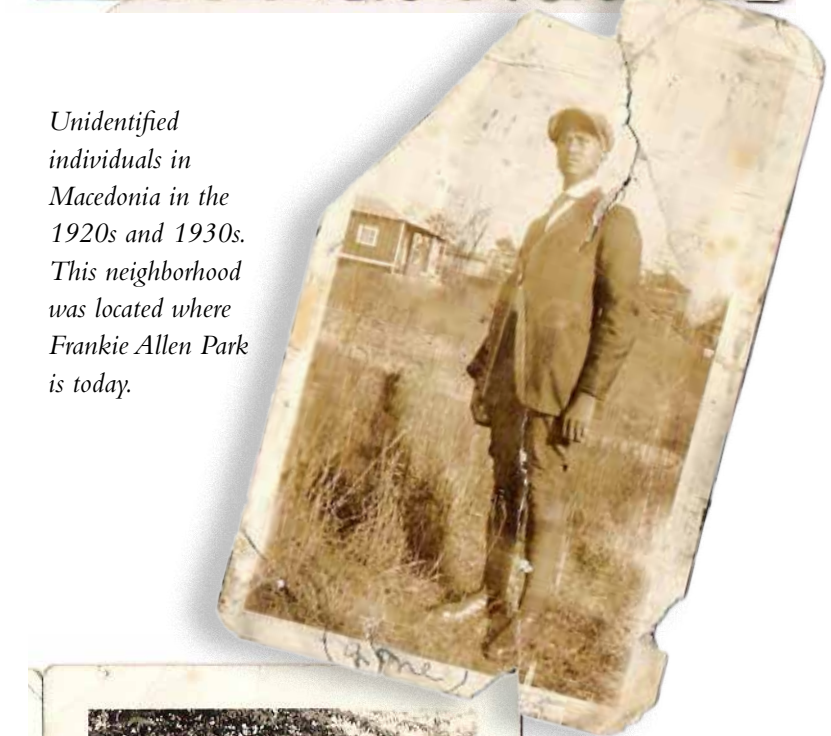
American institutions. These neighborhoods had to contend with the KKK in the early 20th century. And they were later removed primarily for public works or transportation projects and formerly tight-knit neighbors dispersed across Atlanta.

C4: INTEGRATION

During the 1960s, Atlanta integrated relatively peacefully compared to other southern cities as a result of savvy maneuvering by the city's political and business leaders and cooperation between the white and black power structures. For example, through behind-the-scenes compromise and political adeptness, North Fulton Golf Course became the first public golf course integrated in the city of Atlanta and it was done quietly and without incident.



Unidentified African-American woman in the vicinity of Irby Avenue. Note the Cotton Exchange Building in the distance, right. This building was used for the Klan for the manufacture of its robes and paraphernalia. Image courtesy of Heritage Sandy Springs.



Unidentified individuals in Macedonia in the 1920s and 1930s. This neighborhood was located where Frankie Allen Park is today.

BUCKHEAD'S INTERPRETIVE THEMES AND SUBTHEMES

Major Theme D: Page Turners

THEME OVERVIEW BUCKHEAD HAS HAD ITS SHARE OF UNSAVORY STORIES, INCLUDING UNSOLVED MURDERS, MOONSHINE OPERATIONS, AND THE RESURRECTION OF THE KKK. THESE ATTENTION-GRABBERS CAN BE EXPLORED AGAINST THE BACKDROP OF THE OTHER CONTEXTUAL STORYLINES.

D1: MURDERS, KIDNAPPINGS, AND DISAPPEARANCES

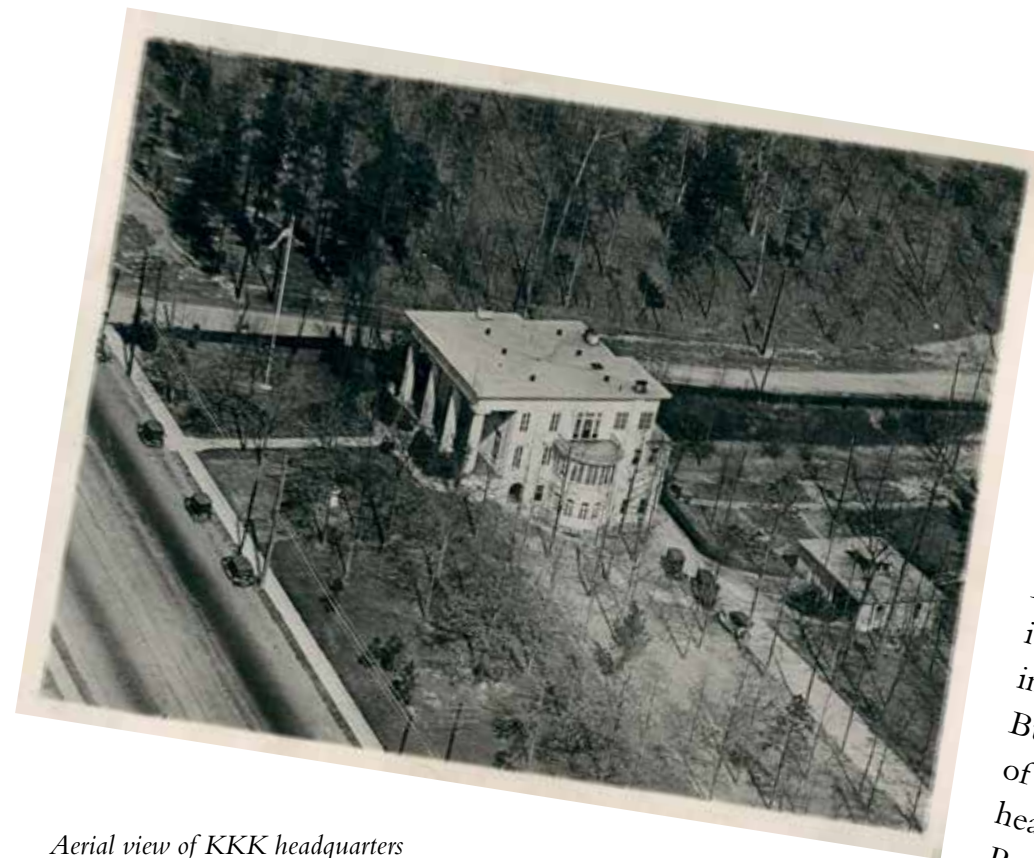
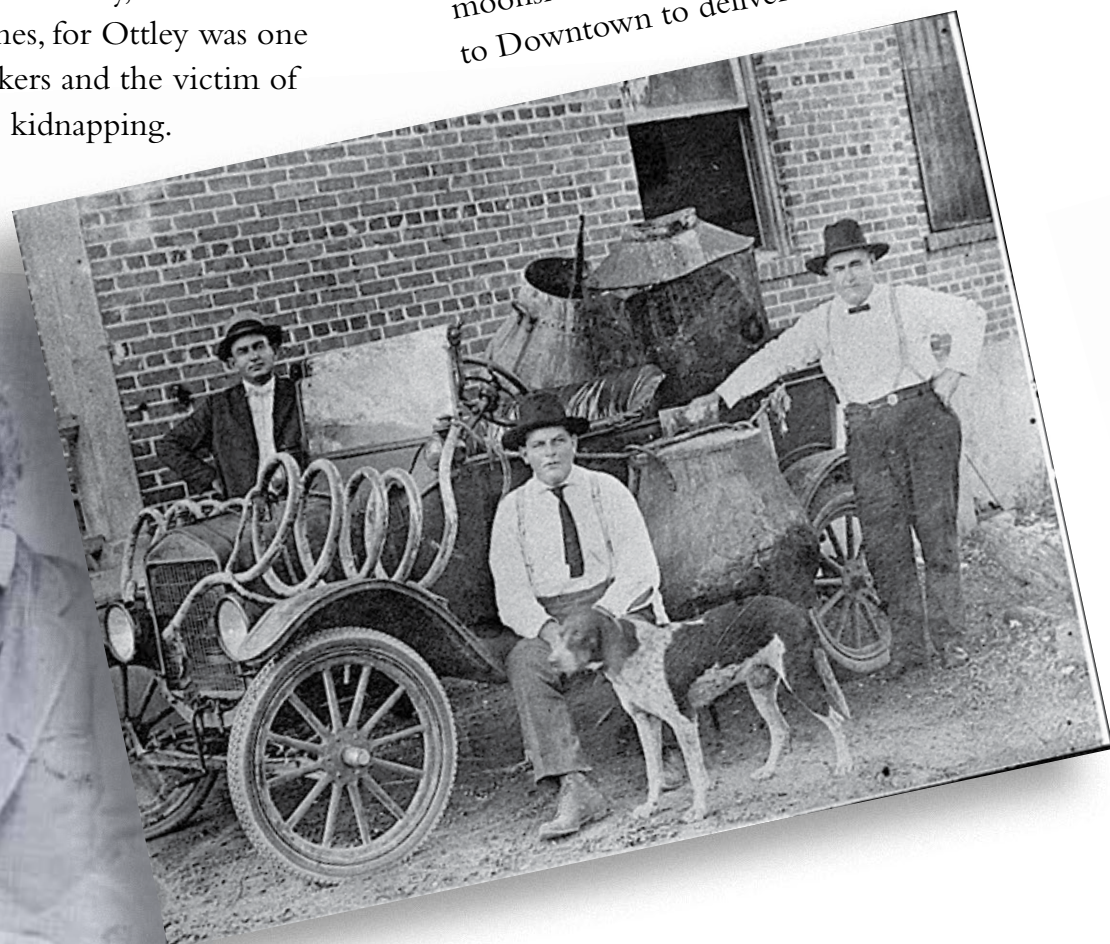
In the summer of 1879, Martin and Susan DeFoor, two early Buckhead settlers and the operators of DeFoor's Ferry, were murdered on the outskirts of the sparsely populated community. The suspected culprits were two tramps but the murder was never solved. In 1933, John K. Ottley, the president of First National Bank, was kidnapped from the front of his estate on Peachtree Road and held for ransom. He was returned within a day, but the case made national headlines, for Ottley was one of Atlanta's power brokers and the victim of Atlanta's first executive kidnapping.

JOHN K. OTTLEY, SR., KIDNAPED, BUT ESCAPES IN WOODS NEAR SUWANEE: NOTE ASKED \$40,000



D2: MOONSHINE AND PROHIBITION

Georgia adopted statewide prohibition in 1908 and Buckhead, still largely rural at the time, became the site of moonshine operations, including in protected caves on what is now Cave Road. Meanwhile, two former saloon keepers established a grist mill on Roswell Road, just as alcohol was outlawed. With a spring and creek on the property and corn fields all around, were these gentlemen doing something illegal? Roswell Road itself became known as Thunder Road serving moonshine runners traveling from Dawsonville to Downtown to deliver alcohol to speakeasies.



Aerial view of KKK headquarters at 2699 Peachtree Road, 1922, Courtesy of Atlanta Time Machine.

Photo bottom left: Martin DeFoor with his wife, Susan Tabor DeFoor.

Photo bottom middle: Georgia Revenue agents with a captured still in South Georgia, 1922, Vanishing Georgia, Georgia Archives, University System of Georgia.

D3: THE KKK CAME BACK

Following the conviction and lynching of Leo Frank in 1915 and the anti-Semitic fervor the trial fueled, and amidst the national debate on prohibition, the KKK was revitalized; Buckhead became a pivotal site of its operations. Several key players in the Frank case had estates in Buckhead, which became the scene of mob violence. Later, the KKK headquarters was established on Peachtree Road in Buckhead. Hiram Evans, the grand wizard, built two homes for himself on Peachtree Battle Avenue, while one of the membership coordinators who profited from the growth of the organization built a grand mansion on Howell Mill Road. The organization's robes were even manufactured in their "Sheet Factory" on Roswell Road.



BUCKHEAD'S INTERPRETIVE THEMES AND SUBTHEMES

Major Theme E: Buckhead Reimagined

THEME OVERVIEW BUCKHEAD, AS A COMMUNITY, HAS A LONG HISTORY THAT STRETCHES BACK OVER 175 YEARS. OVER THE COURSE OF ITS LONG HISTORY, BUCKHEAD HAS REPEATEDLY TRANSFORMED ITSELF. ITS BUILT ENVIRONMENT AND LANDSCAPE HAVE CHANGED, BUT THERE ARE STILL REMNANTS FROM DIFFERENT PERIODS THAT HELP TELL THE STORIES OF ITS ARCHITECTURAL, COMMERCIAL, RELIGIOUS, AND SOCIAL HISTORY AT VARIOUS STAGES IN THEIR EVOLUTION.

E1. ARCHITECTURAL REIMAGINING

In the late nineteenth and early twentieth centuries, iconic buildings were constructed as country retreats for wealthy families living in downtown Atlanta, including the Ottley, Spalding (Deerland), and Dickey estates. As transportation improved, residential suburbs like Peachtree Heights Park and Garden Hills

developed and notable architects contributed stately commissions to the community. As the community attracted more businesses and residents after WWII, mid-century Modern architecture exploded, particularly along the Peachtree Corridor. Lenox Square's modern aesthetic significantly influenced subsequent development. Landscape gardeners like William Monroe, as well as local garden clubs, significantly contributed to the developing aesthetic of Buckhead as well.

E2: COMMERCIAL REIMAGINING

The historic core used to be a small town where everyone knew everyone. Neighbors came to "jot-em down" stores to purchase goods from other neighbors who had established businesses there. With its construction in 1959, Lenox Square dramatically changed not only the retail patterns, but also the overall land use patterns, in



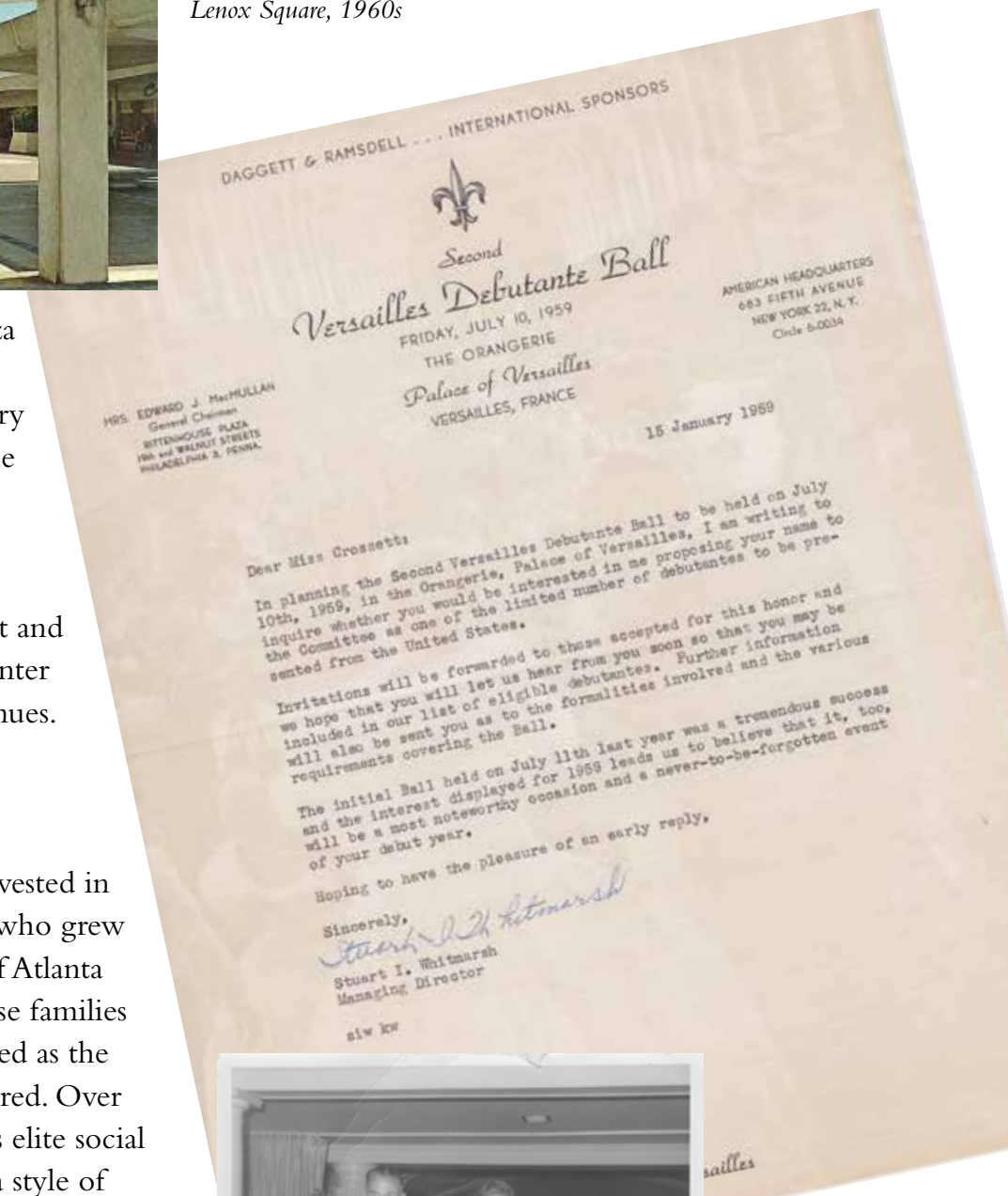
Lenox Square, 1960s

Buckhead. Ten years later, Phipps Plaza opened as the first multi-level mall in Atlanta and positioned itself as a luxury shopping destination. In the 1980s, the downtown became an entertainment district for local college kids, with a concentration of bars and nightlife. Today, the downtown has been rebuilt and repositioned as an upscale business center with links to surrounding cultural venues.

E3: SOCIAL REIMAGINING OF THE COMMUNITY

Early entrepreneurial families who invested in land and early industry in Buckhead who grew prosperous were joined by the elite of Atlanta society in the early 20th century. These families formed a social network which evolved as the socio-economics of Buckhead prospered. Over time Buckhead became known for its elite social organizations, debutante parties, and a style of life that is self-protected from view. Still today the perception of an "elite life" is a draw to celebrities and others that emulate it. Meanwhile, in the post-World War II era, Buckhead's population exploded with the rise and migration of the modern middle-class to the suburban enclave, which directly relates to the architectural and commercial reimagining in post-war Buckhead.

At left: Swan House, built in 1928, on Andrews Drive. Now part of the Atlanta History Center's Buckhead campus. Courtesy of the Atlanta History Center.



Fran Crossett with her father Dr. Jerome Hugh Crossett at her debut. Courtesy of Fran Crossett Rosenthal.



E4: RELIGIOUS REIMAGINING

Churches have been, and continue to be, an important part of life in Atlanta. In early Buckhead there were small community churches. However, as Buckhead evolved, several churches that started downtown moved when numerous members of the congregation moved north of the city, including Covenant Presbyterian Church, which moved to Buckhead from downtown Atlanta in 1924, and the Cathedral of St. Philip, which relocated to Buckhead in 1933. The role of the church in the community has expanded over time as the Buckhead demographic demanded more services, like athletics.

The oldest extant church building in Buckhead, Paces Ferry UMC.



E5: REIMAGINING THE WAY WE PLAY

The concept of leisure has changed significantly over time. In Buckhead's early agrarian-dominated society, few precious hours could be allocated for time away from essential tasks on the farm. Leisure was a luxury enjoyed mainly by the most affluent in society, those dubbed part of the "leisure class." Toward the end of the nineteenth century, however, there was growing pressure to reduce the work week throughout the country in response to rapid industrialization in America. From 1860 to 1910, there was a steady decrease in the average number of hours worked per week in all industries including agriculture. Simultaneously, the popularity of sports, including bicycling, hunting, fishing, and football, as leisure activities, increased. Drinking was also a popular pastime. In the early twentieth century, the idea that local governments should provide recreation facilities and organized

(L to R) Claude Carter, Billy Payne, and unidentified teammate, Buckhead Baseball.



Fran Crossett (L) and Camilla Collinsworth at a North Fulton Park Horse Show in the 1950s. Courtesy of Fran Crossett Rosenthal.

programs really took hold. In Buckhead, North Fulton Park and Memorial Park were both developed in the 1930s. In the early twentieth century, commercial amusements also became more frequent; in Buckhead, the Buckhead Theatre opened in 1930. After 1950, increased affluence drove a leisure industry that offered a proliferating choice of activities. Today, shopping and dining are two of the leisure activities Buckhead is known for nationally.



Stone fireplace by landscape gardener William Monroe and built by WPA labor in the late 1930s as part of a new park - North Fulton Park, now known as Chastain Park.

E6: FUTURE "BUCK'S HEAD"

**How does the past shape our future?
How should it?**

Today, in some ways, we strive to build what we used to be before. The buck's head was at a crossroad where people would meet, rest, and share stories. Today we strive to build a more livable community based on "greening-up" Buckhead in large part to create renewed opportunities for social interaction.

Transportation has been a driver for Buckhead's ability to grow and prosper and it has shaped the land uses over time. As population density increases, transportation alternatives will need to develop along with it. How will new transportation options, including mass transit, shape future growth?

Race relations have evolved over time and continue to be a discussion that is important to our community. What is the demographic future of Buckhead?



PHASE FOUR: INTERPRETIVE MEANS AND METHODS

Navigating the Experience

NAVIGATING THE EXPERIENCE

Connecting Physical Destinations

In the process of creating the Site Map of interpretive storylines it became evident that the themes and subthemes developed are spread throughout Buckhead.

However, it also became evident that there are nodes and major corridors where concentrations of storylines (various colored dots) come together. Providing a sense of order for navigating to these disbursed nodes and along linear routes became a primary initial goal of the plan.

Using the model of a string map, a guest accesses the next piece of information and its location to follow. Historic information can be presented in a treasure hunt format, so that guests feel some of the same surprising fun and adventure as they are led from one destination to the next.

MAPPING

String Maps

A string map creates a simple path moving point-to-point. This straight-forward mapping technique is often used in transit maps, such as the map shown of Chicago's transit system.

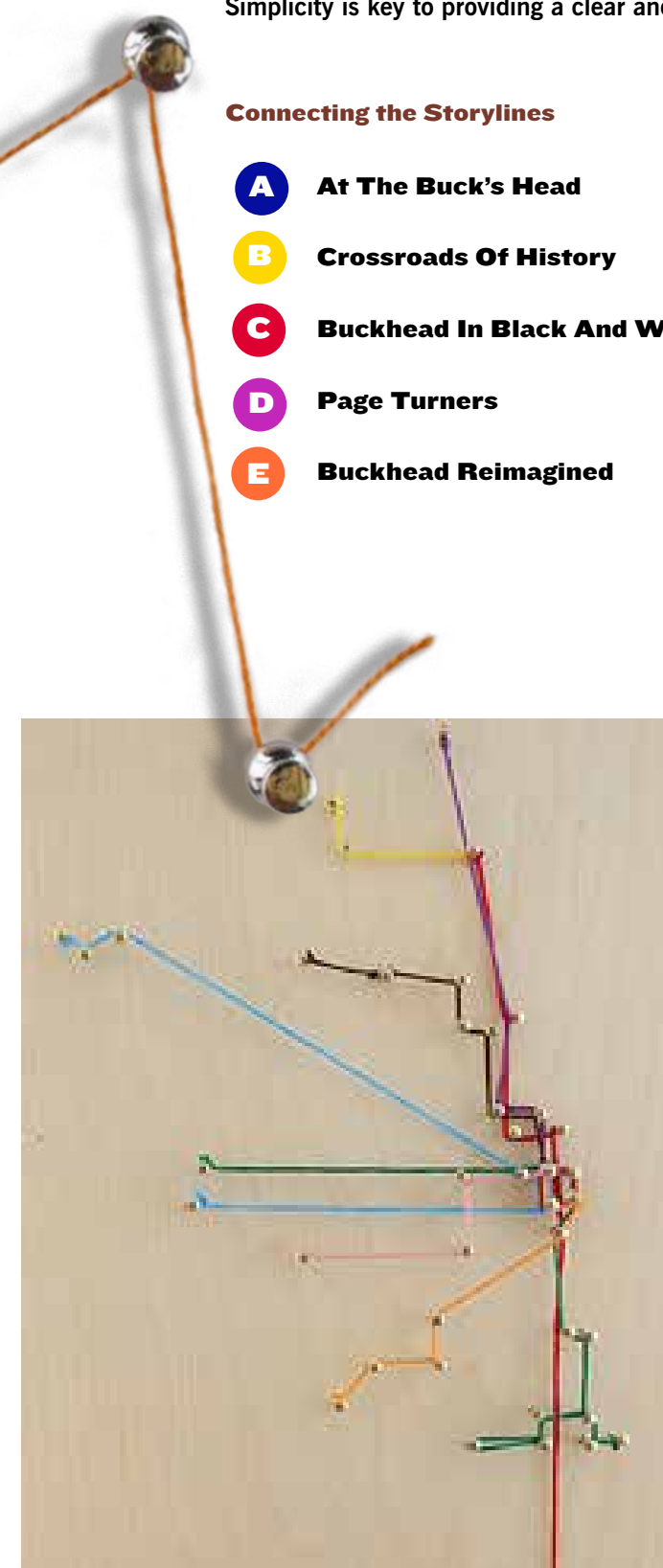


GRAPHIC MAP

Simplicity is key to providing a clear and easy navigation system.

Connecting the Storylines

- A At The Buck's Head**
- B Crossroads Of History**
- C Buckhead In Black And White**
- D Page Turners**
- E Buckhead Reimagined**



In this interpretive program, multiple stories overlap on a map. A string map can reveal physical connections between pertinent map locations in a storyline. Each "string" can represent a single storyline that guests can follow if that story interests them using an easy-to-follow navigation system.

TYING IT ALL TOGETHER

Iconic Connections

A KEY TO THE PROGRAM IS VISUAL CONNECTION

AN IMMEDIATELY UNDERSTOOD ICON, USED CONSISTENTLY, CAN PROVIDE THE NECESSARY VISUAL CONNECTION TO INTERPRETIVE SITES STRETCHED ACROSS THE BUCKHEAD LANDSCAPE.

The buck's head form is chosen for this role of an iconic visual connection. The intent of the buck's head icon is to reflect the resident's pride in the Buckhead community and its history.

An image of a buck with a stream of sunlight shining on the buck's head and through its antlers served as inspiration for the icon. It possesses the qualities of alertness, balance, and strength.

From there, the design team began investigating how the form could be simplified in order for the icon to be immediately recognizable.



The Buck's Head icon is rendered above in three tones.



And then in two tones, testing how simple the form can be rendered and still remain legible.

PHASE FOUR: INTERPRETIVE MEANS AND METHODS

Graphic Sign Standards

A SIGN STANDARDS PROGRAM should unite the various interpretive sites. The sign program should include iconic markers that contain directional, wayfinding, mapping and interpretive storytelling information. The sign program will also offer opportunities to recognize partner organizations.

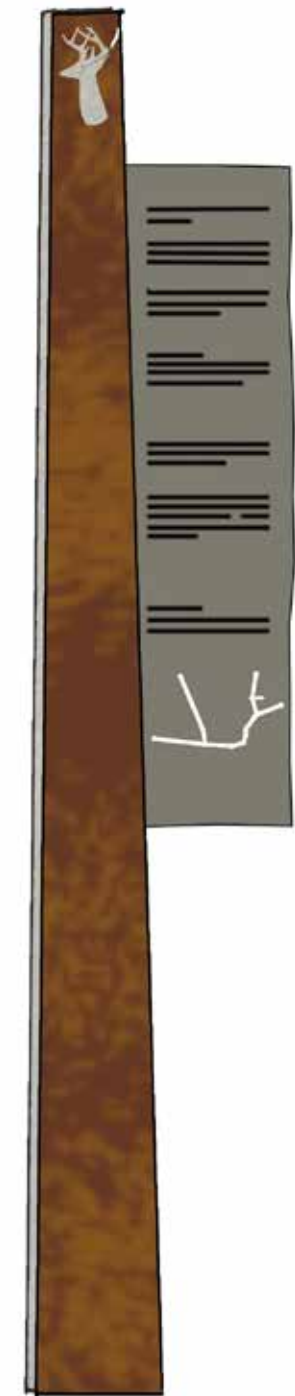
THE BASIC SIGN STANDARD acts like a beacon as it captures sunlight in a cut-out of the buck's head. The idea is to capture attention with an icon that can be seen from a distance.

The form and the materials of the sign standards can both evoke history and fit within the local site context. The sign standards can be constructed of a mix of materials based on what best fits in the site context, including concrete and metals.

VIRTUAL INTERPRETIVE MEDIA Along with the physical form, media should be part of the interpretive experience. An integrated QR code, for instance, could easily link to an app or website where guests can find more in-depth information about the storyline. Social media also offers rich possibilities to supplement and enhance the physical forms.



Make a lasting impression: The use of lettering and imagery debossed into steel, concrete and stone are inspired by the ingots and engravings of Georgia's early economy. Incised letters give Buckhead's history an importance and durability. They also light up in sunlight and impart a pleasant tactile quality to the signs.



Interpretive Concept

PARALLELS OF THE PAST

Inspiration:

These images show a graphic frame as a window into the past. We can use creative ways to frame real Buckhead scenes in 3D and bring a past scene to life.



Top and right image references by artists Ella & Pitr.



Design Concept:

When new development has altered historic buildings, we can use historical images to show the past as a parallel universe. A photograph embedded between transparent panels of tempered glass lets guests overlay the past on the present.

The passerby—our ‘Urban Explorer’—enjoys discovering that there is an alignment between the image in the frame and the actual building, walking until they find the spot where the perspective of the past and present align. In this way they spend a moment participating in the interpretation process.



Top: Buckhead Theatre, 1940s;1950s. Lane Brothers Commercial Photographers Photographic Collection, LBGPFZ-068a, Special Collections and Archives, Georgia State University Library.

Interpretive Concept

POSTCARD FROM ATLANTA

Inspiration:

Implying vs. Portraying

The right image can connect guests immediately to people like themselves from the past. This example uses implied information rather than portrayal through lengthy text. A good image can show history in an empathetic and sometimes humorous way.



References by artist Ablak a múltra

Design Concept

Rather than illustrating history to guests in the traditional interpretive sign format, we can bring history back to life in a human scale by populating the streets with people from the past. Guests can immerse themselves into the art in a way that allows them to see their reflection superimposed with historic imagery.



Interpretive Concept

INHABIT THE ART: PHOTO-BOMBING HISTORY

Inspiration:

Some of the most meaningful art blurs the line between the viewer and the piece. This example shows how a subject can move out of the artist's piece and into the reality of the viewer. We propose the opposite, to bring the viewer into the art.



Reference by artist Dan Graham



Reference by artist Banksy

Design Concept:

Guests can “photobomb” historic scenes at a site within a three-sided tempered glass cube. This idea lends itself to viral media campaigns. The cube could show the evolution of a storyline with each side featuring a different scene.

Guests can immerse themselves into the art in a way that allows them to see their reflection superimposed with historic imagery. Guests will thus experience a personal connection to the storyline.



Photo at top: Unidentified individuals in Macedonia Park, ca. 1930s. This neighborhood was located where Frankie Allen Park is today.

Interpretive Concept
STORIES IN LAYERS

Inspiration:

Layers can turn 2D images into a 3D scene. Guests can discover a hidden image by standing in the right spot. This idea utilizes public art to enhance the streetscape while also providing a glimpse of history from different vantage points.



Viewed from the side, this sculpture appears to be an abstract arrangement of metal poles.

Viewed from the front, the poles reveal a large scale portrait.



References by artist Marco Cianfanelli

Design Concept:

LAYERS OF HISTORY

Layers of metal discs, each imprinted with historic photographs that show a portion of a scene, could be positioned to reveal a complete scene when guests stand at the right vantage point. Text could also be incorporated onto the discs.



Interpretive Concept

WIREFRAMING HISTORY

Inspiration:

Wireframe structures help guests understand immediately how past structures fit into the current context. Executed in a sketch-like style, they also imply the hand-worked quality of elements from the past.



Venturi and Rauch wireframe the outline of Benjamin Franklin's home in Philadelphia, PA



Design Concept:

HISTORIC PLAYGROUNDS

The atmosphere of historic scenes like this Civil War encampment can still resonate in contemporary settings. Adults can see these as an echo of a Civil War encampment, and children can see them as playful structures for climbing and spontaneous games.

Civil War camps were packed with tents housing 5 or 6 men. This is a Federal, or Union, encampment at Cumberland Landing, Virginia, Library of Congress.



Interpretive Concept

A NOVEL STYLE OF PLAY

Design Concept:

MEMORABLE PLAY

With wireframe structures and props, guests can place themselves into a scene from the past. Simple permanently affixed or embedded elements such as checkerboards and coffee cups illustrate the story behind such a scene.

Inspiration:

August 1864, at an encampment at Petersburg, Virginia, soldiers of the 114th Pennsylvania Infantry play cards in front of their tents during the Civil War, Library of Congress.



Interpretive Concept

GHOSTS OF HISTORY

Design Concept:

Human-scale frames of figures can tell the story of people who have inhabited a space in the past.

The ghostlike nature of the figures can inspire guests to imagine stories, and perhaps to read more conventional interpretive signs to seek out deeper information.



Photograph of African-American woman sweeping her yard, Baldwin County, Georgia, between 1925 and 1950. Courtesy Vanishing Georgia Collection, Georgia Archives, University System of Georgia.

Top right: Photograph of two African American women hoeing cotton, Greene County, Georgia, between 1925 and 1950. Courtesy Vanishing Georgia Collection, Georgia Archives, University System of Georgia.



Sketch by artist Theodore Davis near Peachtree Creek on July 20, 1864, with Major General Joseph Hooker on horse back in foreground.



Interpretive Concept
CORES OF HISTORY

Inspiration:

Certain patterns and materials give people an immediately understandable representation of passing time. A core sample is literally a representation of the history of a piece of land.



Here we are beginning to investigate how the cores could house remnants reminiscent of the past.



Civil war shells and bullets or fragments of pottery from businesses in the 1880s.

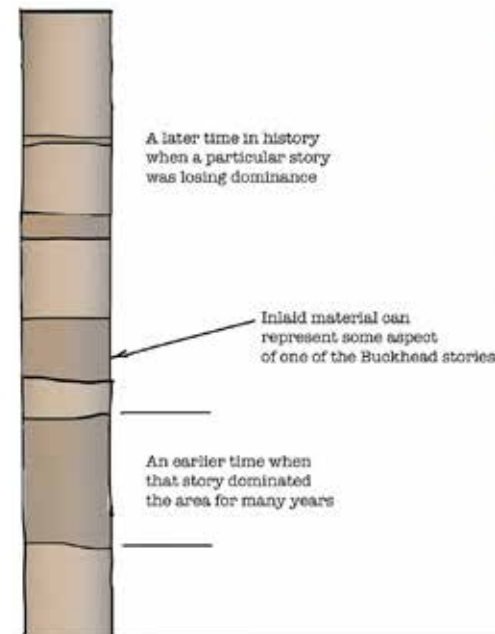


Gabions of kitchenware fragments from early Buckhead homes or replicas of soap stone specimens of the Creek Indians.



Gabions, (Italian for a type of bird cage) were baskets filled with earth or rocks, originally used for military fortifications. They can inspire public art and interpretive structures.

Reference by artist Brandon Zebold.

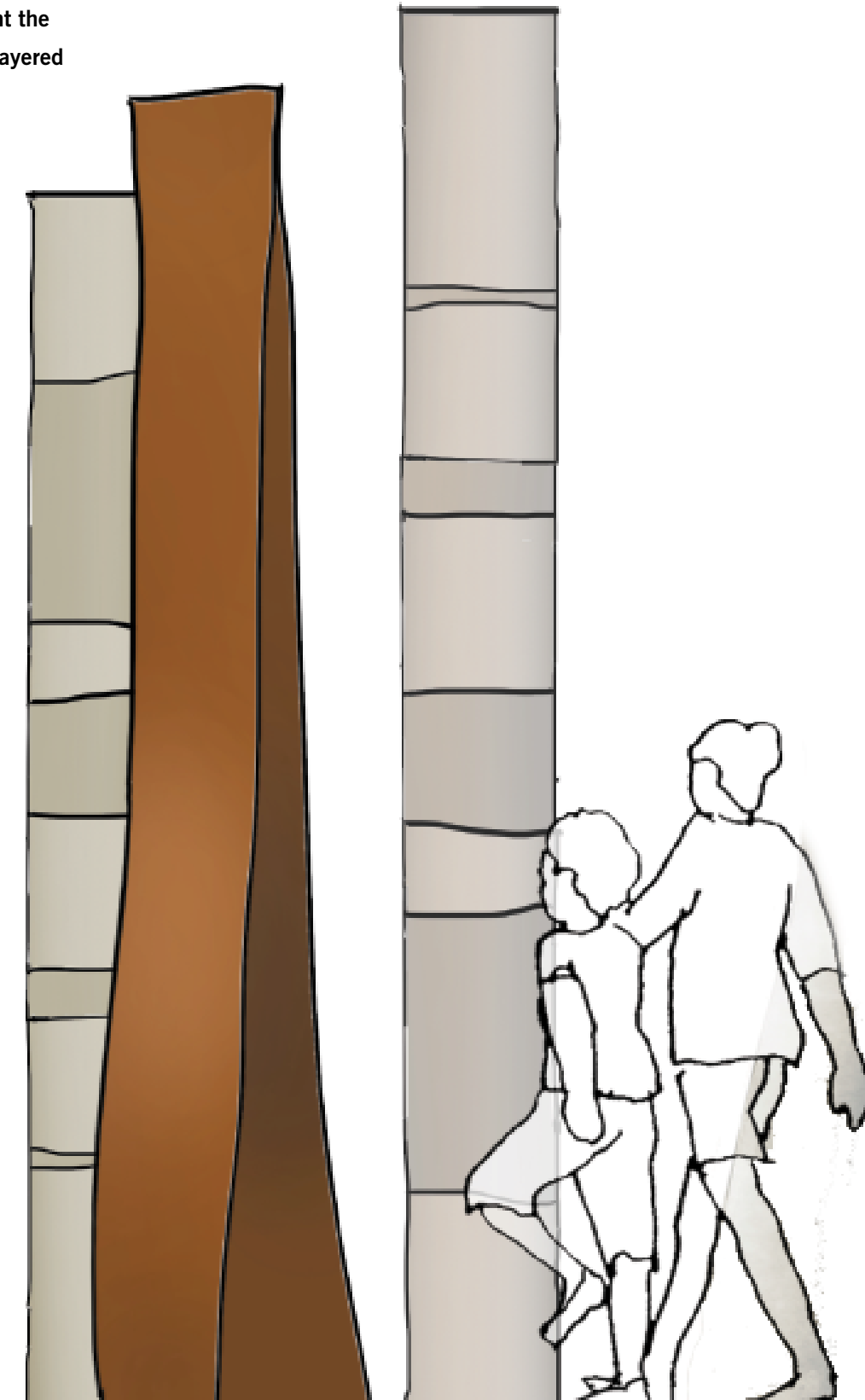
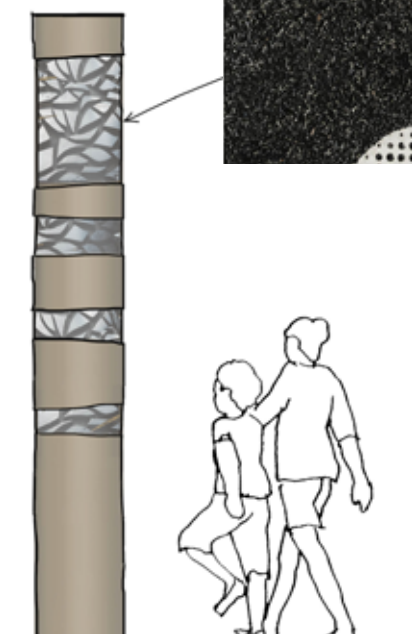


Design Concept:

Just as core samples are pulled out to study the earth below, "cores of history" can rise up to represent the passage of time in Buckhead's history and the layered history of certain sites.

These examples show cores of history as columns marked by bands of historic time periods, moving from the bottom-up in time, as a core pulled out of the earth would do. We can represent different time periods through various patterns and textures or implied or inexpensive artifacts encased in gabions.

Sample of a pattern engraved on core columns.



Interpretive Concept
HIGHWAYS OF HISTORY

Design Concept 1

THUNDER HIGHWAY EXHIBIT

3D illustrations of past human interest stories can inspire questions about the racier oral history that often gets left out of dry interpretive programs.

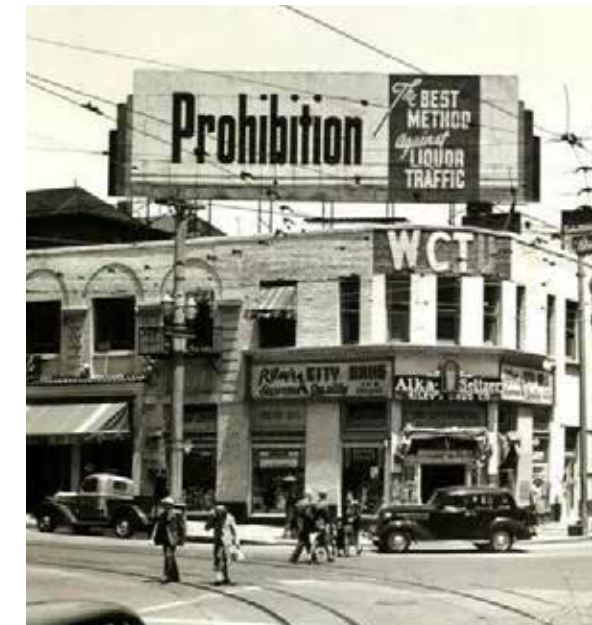


*Top center photo:
 Historic reference courtesy
 of University of Southern
 California digital archives.*

Design Concept 2

BILLBOARDS CAMPAIGN

Inserting historic elements in unexpected places in the contemporary landscape will arouse interest in the historic stories of an area. Artistic and historical curiosities can alter unsightly or controversial visual elements for the better. Billboards can pop-up at various locations to be discovered in a treasure hunt-style fashion by guests. This billboard program can be part of a marketing campaign to support the opening of an interpretive installation or can support a special event.



Design Concept 3

MIXING HISTORY INTO A CONTEMPORARY LANDSCAPE

Using historical statement pieces as contemporary merchandise is another way to add interest and humor, and to bring the past to life. A merchandizing program is a potential fundraising give-away or could be associated with a special event. The life of the program and potential audience can be extended through a social media campaign.



Interpretive Concept
BUCKHEAD AT NIGHT

Design Concept:

“GHOSTS OF BUCKHEAD”

“Ghosts” are projections that happen in various, changing, and unpredictable locations.

This concept could be a special event, spanning over several days. Each night could have a different special event related to the selection of ghosts that are featured that night.

In this example the viewer begins to hear a soundscape from a past era and watches a dancer frolic on the wall only to disappear in the blink of an eye.

Ghosts could be based on historical stories and images. The imagery would be fuzzy, but accurate to the period with clothes, sounds and narratives.

Ghost characters could include acted, videotaped scenes performed by live program interpreters or actors.

“GHOSTS AT THE BUCKHEAD THEATRE”

Ghosts could be coming out of the Buckhead Theatre - talking about the movie they saw and news in the village.

“WALKING WITH GHOSTS”

These are projections that are triggered by a person walking. Ghost/ghosts appear behind a person walking, which would be funny for the persons behind the person walking, who would be in on the joke.

“GHOST POP-UPS”

Light and sound in a side street or pathway off the main corridor attracts the attention. When the guest moves near sound/motion triggers the “pop-up.” The ghost character can be on a loop – can start, stop, every once in a while start talking again. This could be an interactive experience.

“GHOST SHOPS”

Vacant retail space “windows” could be projections of an old Buckhead store/s.

“GHOST GUIDED TOUR”

A period “tourist trolley” is fitted with a ghostly guide in the driver’s seat!

“BECOME A GHOST”

A kid-friendly program where children can visit a program station equipped with a webcam to get their picture taken to “Become a Ghost”. This could be the material for a series of changing projections in a playground area or park.



Buckhead Master Interpretive Program

NEXT STEPS

FOR EACH OF THE CONCEPTS,

interpretive and design content will need to be identified and/or developed, including historic images and interpretive text. Design and construction documents will need to be produced. These phases will require project and construction administration management. Below are the expected phases for each concept. The following phases could be completed for the production of a single concept component or for multiple concepts underway at same time. The tasks can be managed either way based on funding.

Prior to implementation, a Marketing Plan with a strategy for the roll-out of the Interpretive Program, including each installation planned, needs to be generated.

Included in the scope of the Marketing Plan will be a program of visitor evaluations to poll our audience for guidance of improvements and future changes.

PHASES

DESIGN TASKS: DESIGN INTENT DOCUMENTS

1. Clarify concept intent
2. Gather research and content for text and images
3. Provide content outlines
4. Provide interpretive text: Preliminary, second and final draft phases
5. Provide template for the graphic design, showing typography, color, grid system, or special graphics
6. Provide design of the maps: Preliminary, second and final draft phases
7. Provide Design Documents for the interpretive structures. Documents will be scaled elevations or other to show intent for the design, color, materials, size, placement in the site, and any special features.

FABRICATION

Construction Documents and Prototypes

1. Verify cost estimates
2. Develop construction documents with fabricator
3. Arrange for samples, prototypes, or other models for review
4. Manage review of documents by the City of Atlanta, Department of Parks and Recreation or other approvals as necessary

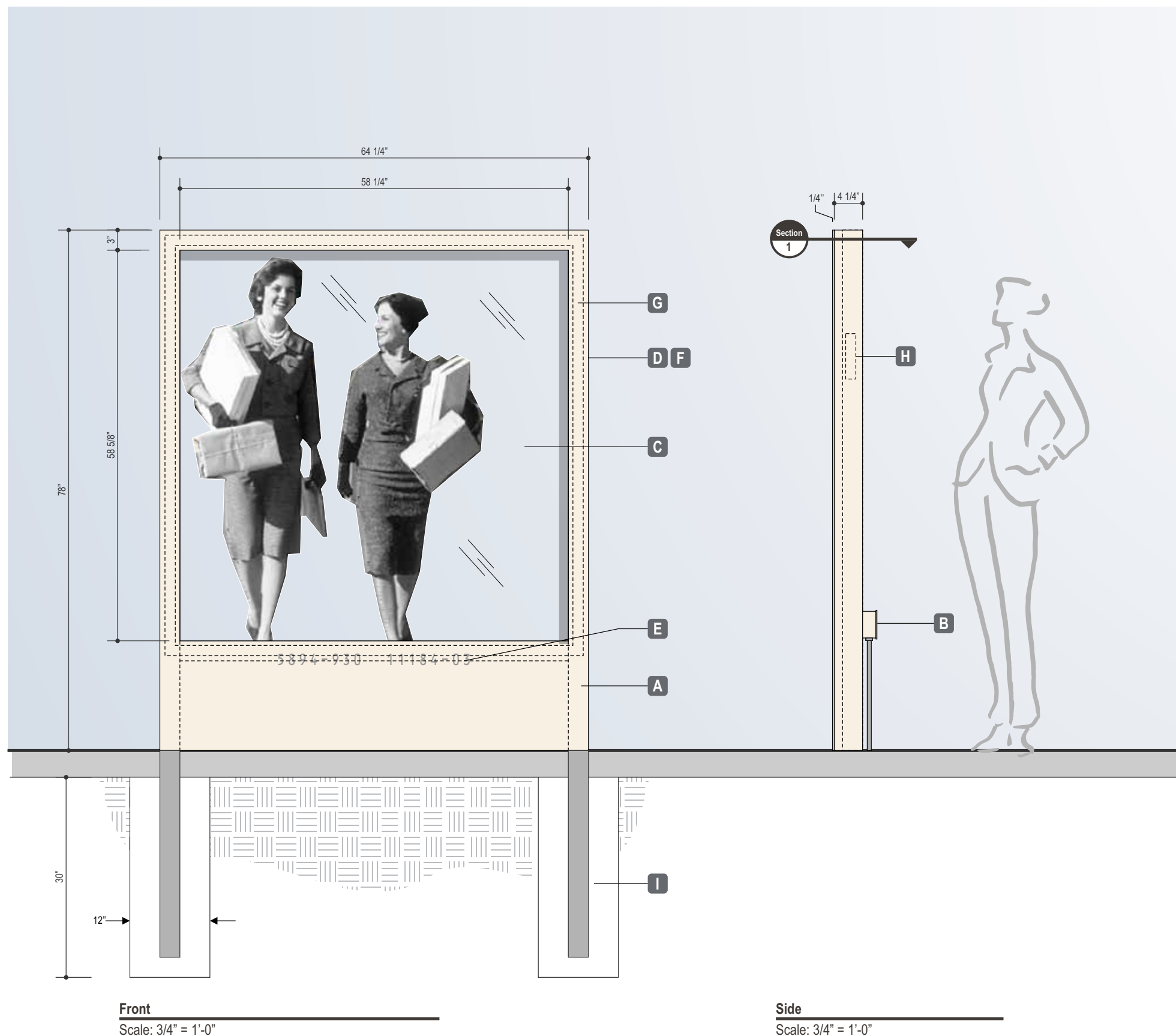
INSTALLATION

1. Verify site location and obtain any site surveys necessary
2. Schedule and oversee installation
3. Manage punch list

MAINTENANCE PLAN

1. Provide manufacturer's information and any warranties
2. Provide maintenance plan

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Front
Scale: 3/4" = 1'-0"

Side
Scale: 3/4" = 1'-0"

Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C1 TBD - Semi Gloss
- C2 TBD - Semi Gloss

Electrical Notes

⊗ Disconnect switch(es) UL & ID labels Vent - 2" Dia. Louvered

FINAL ELECTRICAL HOOK UP BY OTHERS

Electrical Requirements: 120 volt 60 hz
 Connection Type: permanent continuous operation
 Number of Circuits: One (1) 20 amp Dedicated Branch Circuit(s)
 Wire Size: 12 awg / conduit size: 1/2"
 Max. Line Current: tbd

UL LISTED Inspected and labeled in accordance with UL Standard for Electric Signs Installed using UL listed parts and methods of installation in accordance with Article 600 of the National Electric Code and other applicable local codes. This includes proper grounding and bonding.

Hg This lighted product may contain Fluorescent, Neon, HID lamps or components that use Mercury in them. Dispose of these lamps & components according to the laws of the authority having jurisdiction.

Construction Specifications

- A Mounting Provision: 3" Sq Tube Aluminum Post. Co-ordinate with Others Removal of pavers any core drilling thru concrete if necessary.
- B Electrical Provision: Co-ordinate with Others for Electrical Primary Supply
- C 12mm Glass Panel with graphics: by Others
- D Aluminum Fabricated Construction, with .25" thick Water Jet Cut Face with welded return of .125" Aluminum for screw flange to attach to Post and Cross Bar
- E Masked and Painted Graphics
- F All Edges and Corners to be Rounded Over or Eased as to not be sharpe
- G LED X1 Edge Lit Extrusion
- H LED Power Supply to be housed inside Tube Framing. Access thru removable panel
- I Pier Type Concrete Foundation is Assumed to be typical



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Management Company
 N/A

Property Name & Address
 Atlanta Buckhead

Bid Number
 63739

Project Manager
 Jeffery Beifuss

Designer
 WJB*

Date
 7.14.2014

Revision Date

0	NA

Design Time
 2

Customer Approval

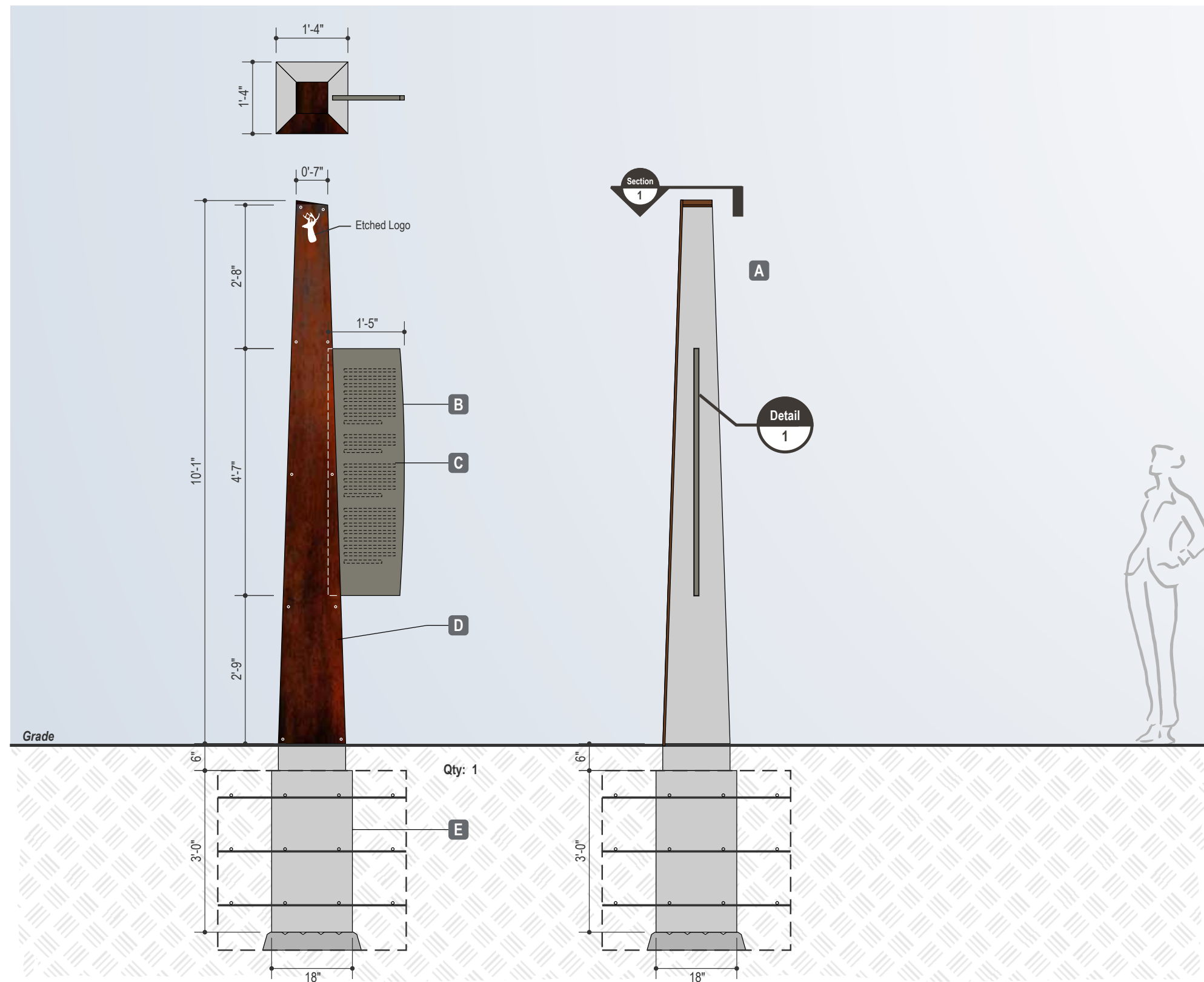
Filename
 Lenox Mall Frame 1 v1

- Concept
- Preliminary
- Production

Polaroid Picture Frame

1

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Column Id _____
Scale: 1/2" = 1'-0"

Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C1** To be determined
- C2** CorTen Steel ASTM A588
- C3** White

Construction Specifications

- A** Cast Concrete Column; all sides to be tapered.
- B** 1" Deep aluminum fabricated cabinet; inside of cabinet to be coated with Bituminous Paint, alkali resistant lacquer such as methacrylate, or zinc chromate paint. (See Details)
- C** Face of cabinet to be powder coated and to have first surface screen printed graphics.
- D** 0.25" CorTen Face with etched logo; pin mounted to column.
- E** Concrete footing with #5 Rebar, 12" O.C. and cage.

Code Research

Max Sign Area Allowed: XX (Boxed around copy area only)
Max Height: XX



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Management Company
N/A

Property Name & Address
Buckhead Master Interpretive Plan

Atlanta, GA

Bid Number
64357

Project Manager
Jeffery Beilfuss

Designer
C.Craig

Date
09.10.2014

Revision	Date
0	NA

Design Time
2.5

Customer Approval _____

Filename
Iconic Markers 1v1

- Concept
- Preliminary
- Production

PROGRAM COMPONENTS

PAGE	CONCEPT	DESCRIPTION	QUANTITY
37	Parallels from the Past	1/2" thick glass panel with aluminum frame and posts	6
39	Postcard from Atlanta	1/2" thick glass panel with aluminum frame and posts	6
41	Inhabit the Art	3-Sided Picture Frame, similar to Parallels from the Past/Exterior Lit	1
45	Wireframing History	Painted Aluminum "Tent" Structures, Approximately 6' x 4'	12
47	Novel Style of Play	Painted Aluminum Scene Elements: Large Tent, Bench, Table	2
48	Ghosts of History	3/8" CorTen Steel (ASTM A588), Waterjetted "Ghost Images": Human Form	6
49	Ghosts of History	3/8" CorTen Steel (ASTM A588), Waterjetted "Ghost Images": Horse and Rider	2
53	Historic Billboards	3MDigital Scotchprints Applied to Existing Buckhead Billboard Structures	6
52	Highways of History	New Painted/Weathered Wooden Billboard Structure with Solar-Powered Gooseneck Lighting Fixtures. Approximately 10' x 20'. 2 sets of Car Chase scene cut-outs	1
50-51	Cores of History	20" Diameter x 10'-6" Painted/Waterjetted Aluminum "Cores" with Multiple Textured effects; configuration of 3-4 sculpted c time "core" column forms, detailed and gabion sections, with inscribed graphic below. Might include a gravity water feature; Freestanding/footings required	2
35	Iconic Markers	Approximately 14' tall, 3/8" CorTen Steel Plated, Mounted to Precast Concrete Structure, waterjetted or 3D "Buck" Logotype; 72" x .250" Painted Aluminum Story Panel and Vinyl Copy	25
35	Interpretive Plinth	With inset 3D CNC "Buck" Medallion Logo and 3/8" CorTen Steel Etched Plaque	7

Concepts Prepared By:
SIGNATURE DESIGN

Buckhead Master Interpretive Plan (Iconic Marker)

Education

Education is the chief benefit of interpretation; the aim is to get visitors to understand and appreciate the history and cultural landscape of the community. The interpretive program will provide opportunities for visitors to interact with installations and the surrounding environment to foster an experiential connection to the place and its story. Such experiential learning is extremely effective in helping people retain what they have learned by creating personalized experiences that are more memorable than the dates and names most people associate with history. By visiting a real place where history actually happened, visitors engage all of their senses and gain a deeper understanding of the place and its story than they can through books or documents alone. Interestingly, a study about the popular uses of history by Roy Rosenzweig and David Thelen concludes that most Americans care about activities that allow them to feel a connection to the past, that Americans feel like historic places allow them to feel that connection more readily than activities in the classroom, and that Americans believe that they will more likely discover “real” or “true” history at a historic site or museum than in a classroom. The study notes, too, that students seem to learn best on field trips when they are engaged with the material substance of the past.

Preservation

The interpretive program will also help foster a strong sense of place. People develop a sense of place through experience and knowledge of a particular area, including its history and its cultural landscape. As Dr. Thomas A. Woods, President of Making Sense of Place, Inc., has eloquently noted, “shared experiences and stories (history) help to connect place and people and to transmit feelings of place from generation to generation.” In addition, the interpretive program

THE INTERPRETIVE MASTER PLAN

will guide Buckhead Heritage and its partner organizations in integrating historic interpretation at sites throughout Buckhead’s green space system over the next 5 to 7 years.

THE BOTTOM LINE

Having this cohesive plan as a foundation will ultimately make interpretative efforts throughout the community more effective. The interpretive program will ultimately bring significant benefits to the community and the visitor groups who interact with the interpretive program.

proposes layering a consistent, imaginative environmental graphics program on top of Buckhead’s existing cultural landscape thus further advancing a sense of place.

By fostering a sense of place and raising awareness of the historic resources that contribute to the unique landscape of Buckhead, the program will also encourage the preservation of tangible cultural resources significant to the community’s story. According to this country’s foremost authority on historical interpretation, “He that understands will not willfully deface, for when he truly understands, he knows that it is in some degree a part of himself.”

“In the end, we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught.”

— Baba Dioum

Tourism

The cohesive interpretive program has the potential to significantly benefit the local economy by fostering increased heritage tourism in Buckhead. Heritage tourism is the fastest growing segment of the world’s largest industry. Compared to travelers overall, heritage travelers are a little older and more likely to have a postgraduate degree. They tend to take longer trips, staying 5.2 nights versus 3.3 nights for the average traveler, spend more money, participate in more activities, and stay more often in hotels, motels, and bed-and-breakfasts than in private homes. They are also more likely to fly to their destinations and shop when they get there than is the average traveler. Heritage tourists spend an average of \$688 per trip compared to the average \$425 of other U.S. travelers.

Physical Activity

Although the interpretive program will not be completely independent of vehicular navigation, the program anticipates at least six geographical groupings of installations and signage where visitors can walk from one to another either along sidewalks or trails. One of the program objectives is to have people interact with the cultural landscape of Buckhead and the best way to do that is on foot. Exercise will, therefore, be a significant, albeit somewhat unexpected, benefit to visitors engaging in the interpretive program. The health benefits of even moderate exercise are numerous. “Trails for Health,” a publication of the U.S. Department of Health and Human Services, notes that the significant benefits of moderate physical activity include controlling weight, controlling high blood pressure, reducing the risk for type 2 diabetes, reducing the risk of heart attack, reducing symptoms of depression and anxiety, and reducing arthritis pain.

Sustainability of Buckhead Heritage

The interpretive program will significantly increase the visibility of Buckhead Heritage in the community and translate into additional financial and volunteer commitments from those who become engaged in the organization and its work. Buckhead Heritage will increase its audience by implementing the interpretive program at sites spread throughout the community and by working with partner organizations to bring history to the existing visitors to those sites. Buckhead Heritage anticipates increasing its membership base by reaching new and diverse populations within the community. Increased membership will enable the organization to grow its operations. Educational and special events and merchandizing related to the interpretive program will also generate additional revenue for the organization.

*“There is
no future
without
the path
made
to it
by the
past.”*

—AIDAN CHAMBERS

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