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Civic Monuments
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A New Monument for Roswell Marks the Beginning of Revitalization of the Historic Square and Its Surrounds

Roswell, Georgia. A new fountain has been completed and installed in Roswell Square, marking the beginning of the revitalization of the historical town square, which dates back to 1840. The original monument was demolished in the mid-20th century, and, until recently, the spot was marked by a crude fountain that was too small for the scale of the space. Recognizing a need to revitalize the town square, civic and neighborhood boosters convened a charrette in 2006 to envision possibilities for the reconstruction of the heart of the city.

The fountain was conceived and designed by international designer and urban planner Lew Oliver, a resident of the city. The effort was spearheaded by long-time community pillar Sally White, who ushered it through City Council and the Historic Preservation Commission. Oliver's design process underwent three iterations, culminating in its final form--a classic obelisk that pays homage to similar monuments throughout Roswell and Atlanta but with a few unexpected twists.

Hewn from 78,000 pounds of Elberton granite, the obelisk stands 22 feet tall. Each of its four sides is adorned with custom bronze masks. Eschewing conventionally classical motifs such as

lions or dolphins, Oliver chose the humble squirrel, whose numbers are abundant in the square. Marty Dawes of Cherry Lion Studio, Atlanta, who is also known for his Prince of Wales Monument on Peachtree Street, sculpted the figures using an early Greek (pre-Hellenistic) aesthetic, and had them cast in bronze in Colorado. The fountain's early Greek style pays homage to the locale's centuries-old vernacular, which is defined by Archaic Doric Greek Revival architecture. Sid Mostajabi, PE of DMD Engineering, coordinated the implementation of the fountain on behalf of the Roswell Parks and Recreation Commission, headed by Joe Glover. Bruce Koop of Cutting Edge Stone cut and installed the obelisk.

The revitalization of Roswell Square is a coordinated effort heralded by the Historic Roswell Alliance, chaired by Anne Reddick and the City of Roswell. A new comprehensive master plan for the historic square and its surrounds is now in the works. The plan features "Complete Streets," streets that accommodate a variety of transportation systems including pedestrian, bicycle, bus transit, and automobile. New initiatives include lifelong neighborhoods, architectural reconstruction and renovation, mixed-use centers, and extensive community gardens and park systems.