This document is formatted to print double sided.

Photographs of the building (interior and exterior) are from the Historic Structures Report conducted by Ray & Associates February 2008.
EXECUTIVE SUMMARY

The Georgia Institute of Technology (Georgia Tech) is proposing the creation of a central greenspace and stormwater management facility in the northern quadrants of the main campus. A central feature of the campus master plan, the new open space called the Eco-Commons, will help Georgia Tech achieve its goal of reducing stormwater runoff back to 1950s levels. Developing the Eco-Commons will require the demolition of several buildings and parking lots, including the Fred W. Ajax Building.

The Ajax Building was formally known as the Pickrick Restaurant, established by Lester Maddox before he became the 75th Governor of Georgia. Maddox was sued after the federal Civil Rights Act of 1964 became law for refusing to serve African-Americans in his restaurant. He lost the lawsuit and closed the restaurant rather than integrate. Georgia Tech purchased the property shortly after Maddox closed the restaurant. As a steward of State assets including those of historic and environmental value, Georgia Tech must balance the goals of historic preservation and environmental sustainability.

While the creation of the Eco-Commons demonstrates Georgia Tech’s commitment to environmental stewardship, the Institute has also demonstrated a strong commitment to its historic resources. Along with a campus Historic Preservation Plan, Georgia Tech has been proactive in pursuing National Register of Historic Places (NRHP) designation for the historic campus, known as the Hill. Other structurally sound historic buildings such as Lyman Hall and J.S. Coon have been respectfully preserved and renovated to meet modern administrative and academic needs.

Georgia Tech requests the demolition of the Ajax Building to construct the Eco-Commons. To off-set the impacts of the loss of this building, recommended mitigation measures include erecting a commemorative plaque on site as well as design and host a website about the building and its association with Lester Maddox.

PROJECT DESCRIPTION

The Ajax Building is located at 881 Hemphill Avenue on the Georgia Tech campus, near the southern terminus of Hemphill Avenue with Ferst Drive. The building is located between the Center Street Apartments (student housing) to the north and the Beringause Building (police station) to the south. Couch Park, a City of Atlanta Park, used as athletic fields are across Hemphill Avenue.

Because the project is considered a “land-disturbing activity by a government agency” involving the demolition of a structure eligible for placement on the Georgia Register of Historic Places¹, the Georgia Environmental Policy Act (GEPA) requires the preparation

¹. Per review by the Georgia Department of Natural Resources Historic Preservation Division, dated March 25, 2008 and included in the Appendix F
of this Environmental Effects Report (EER). Following the format for an EER as recommended in the GEPA Guidelines, this report addresses the environmental effects of the proposed demolition, the adverse environmental effects that cannot be avoided if the project is undertaken, an analysis of the alternatives to the demolition, and the relationship between short-term use of the site and the long-term value. Because the project includes the demolition of a building for an environmental restoration and improvement project, the report focuses on the adverse cultural and historical effects of the demolition, as well as the environmental benefits of the Eco-Commons project.

**CONSULTATION AND PUBLIC COMMENT**

GEPA requires consultation with any agency that has jurisdiction by law over any environmental impacts of the proposed project. Georgia Tech identified the potential historic value of the Ajax Building and consulted with the Georgia Department of Natural Resources’ Historic Preservation Division (HPD). HPD’s official response is included in the Appendix. HPD believes that the building is eligible for listing on the Georgia Register of Historic Places due to its association with the Civil Rights Movement and Lester Maddox, the 75th Governor of Georgia. The Ajax Building, once the Pickrick Restaurant, was where Lester Maddox and a handful of patrons
prohibited three African-American students from entering the restaurant by threatening them with pick-ax handles and a handgun. However, little remains of the actual restaurant where the event took place and only a slight resemblance of the remodeled Ajax Building exists.

The City of Atlanta is currently in the planning stages for the development of the Center for Civil and Human Rights, which will commemorate Atlanta and Georgia's contributions to ongoing civil and human rights struggles. Additional consultation with the Center was undertaken on August 5, 2008 to discuss potential inclusion of artifacts and photographs of the historic event. Although many similar protests occurred across Atlanta, the Center's first reaction was that commemorating the Picknick Restaurant event would not be appropriate for their facility.

Public comment is also a requirement of the GEPA Act, which requires a 30-day public comment period. Comments will be recorded and responded to in accordance with the Act and will be appended to this report. The comments received from the public and the other agencies will be considered before the final decision is made.

ENVIRONMENTAL SETTING OF THE PROJECT

LOCATION
The Ajax Building is located at 881 Hemphill Avenue in the City of Atlanta in Land Lot 81 in the 14th District of Fulton County, Georgia. Today the building lies within the Georgia Institute of Technology campus, but was originally constructed in the steel mill community of Home Park prior to its purchase by the University.

GEOLOGY/ SOILS/ FLORA/ FAUNA
The Georgia Tech Campus, like the majority of Atlanta, is located in the Southern Outer Piedmont, as defined by the ecoregion map published by the U.S. Environmental Protection Agency. In its natural state, the region is characterized by hills and ridges populated with mostly lobolly-shortleaf pine forests. The soils are highly metallic and dominated by gneiss, schist and granite covered with red clayey subsoils. After more than 50 years of development, the campus today is vastly different from its original landscape with less native vegetation, less biological diversity, more microclimatic extremes and ever-worsening stormwater runoff.

SURFACE GROUNDWATER HYDROLOGY
The Ajax Building site is as much defined by the environmental context as by historical development patterns. Hemphill Avenue was constructed around 1891 when the then-current mayor of Atlanta, William Arnold Hemphill, purchased 55 acres to construct a water reservoir for the city. Built to provide direct connection between the City and its new reservoir, Hemphill Avenue was constructed without regard to topography, slicing across ridges and ravines.

The area around the Ajax Building site is one of the lowest points along the Hemphill Avenue corridor. Because of its low-lying location, the block now home to the Ajax Building was one of the last to be developed in the Home Park neighborhood. Even as late as 1932, the block is shown as an unimproved ravine on the Sanborn Fire Insurance Maps (See Figure 3). The ravine is most likely a remnant of a historic stream bed that flowed west to east towards a larger stream located where the Downtown Connector now is (See Figure 4). Like many streams and springs in Atlanta, pieces of this stream have been piped into the City's combined sewer system, forcing fragments

---

of a natural drainage system and the City's aged and overburdened sewer system to handle the ever increasing amount of stormwater runoff.

Continuing its environmental stewardship role, Georgia Tech has adopted a policy to return campus stormwater runoff to typical 1950s levels, aiming to reduce the amount of stormwater runoff entering the City's combined system by about 50 percent. The 2004 Campus Master Plan Update identified the area around this historic stream bed as the Eco-Commons. The Eco-Commons plan calls for the area around the historic stream bed, including the Ajax Building site, to be re-established as a stream, exposing the piped portions of the original stream and reclaiming the drainage basin for natural stormwater filtration and recreational amenities. This central green space connects existing and proposed green spaces across the campus, creating a central green 'heart' that provides much needed recreational and environmental functions. The restoration project will also serve as a 'living laboratory' for ecological research at Georgia Tech.

Similar to this ambitious and lauded Eco-Commons plan on Georgia Tech, the City of Atlanta is embracing the concept of returning natural bio-infrastructure to the surface to allow it to perform the complex and elegant stormwater filtration process. The North Avenue Park in the Old Fourth Ward neighborhood is an example of the City's plans to reclaim a historic bottomland and restore it to a natural stormwater facility within the heart of a new park.

**HISTORIC CONTEXT**

In the 1960s and 70s, restaurants were the backbone of political life in Atlanta. Paschal's Motor Hotel and Restaurant, located in southwest Atlanta near Clark Atlanta University, became a mecca for Civil Rights activists, where titans of the movement such as Martin Luther King, Jr. and Ralph Abernathy were said to have developed the concept of the Poor People's Washington Campaign. Students and national activists alike took refuge in the restaurant where they mapped out protest marches and departments store sit-ins. The popular restaurant-hotel offered a haven to students and parents as student activists would return from incarceration to Paschal's for a warm, and free, meal to rejoin their parents and recount their experiences.

Similarly, Manuel's Tavern hosted politicians for causal ad hoc conversations and fiery debates. The pub's owners, Manuel Maloof and his brother Robert, ran the rambling watering hole located in the eastern side of the City along North Highland Avenue. Fashioned after Old World taverns Manuel frequented during World War II, the pub often attracted newly transplanted Northerners.

---

who began moving to Atlanta in the 1960s and 1970s. Seen as a grassroots location where the emerging New South Democratic Party parleyed its ideals, Manuel’s was the site where Jimmy Carter announced his intentions to run for Governor in 1971.

Jimmy Carter won the election that year and served as Governor with Lester Maddox as Lieutenant Governor. By this time, Maddox had served as Governor for the maximum term limit and maintained his political career by running for Lieutenant Governor. Although both were from the same political party, Jimmy Carter’s ideals were vastly different from those of Lester Maddox, whose segregationist policies where featured nationally in 1964 during an incident at his own restaurant, The Pickrick.

As a foil to Paschal’s and Manuel’s, the Pickrick Restaurant attracted segregationists and other like-minded individuals through the creative use of media advertising. Maddox began advertising in the Atlanta Journal in 1959 using the “Pickrick Says” format. Taking a folksy tone, the early advertisements were often written in the voice of a young child who yearned for home-fried chicken from the Pickrick Restaurant. As the popularity of the ads grew, Maddox began using them to sound his political views and make social commentaries. One such ad, run in 1961 during his second campaign for Mayor of Atlanta, the Pickrick Says ad protested the Civil Rights’ boycott of Albany businesses who refused to integrate. It read, “Be a part of Albany Week...Buy from those grocers, druggists...White Albany stand up for Georgia- for America!”

Maddox used the forum to voice his political and social opinions, which drew the attention of patrons and protestors alike. On several occasions the restaurant was targeted for sit-ins. Maddox and his patrons were known to chase the African-American protestors out of the restaurant with pick-ax handles, which became a symbol for segregation.

In 1964, after the federal Civil Rights Act was signed into law by President Johnson, the Pickrick once more became a target for a sit-in. On July 3, 1964, the day after the Civil Rights Act became effective, Maddox was made aware of the approaching protestors and media. He and a handful of patrons grabbed pick-ax handles to prepare for the protestors.

The African-American protestors never made it into the restaurant. The three protestors were students from the Atlanta Interdenominational Theological Seminary: Reverend George Willis, Jr., Reverend Albert Dunn, and Reverend Woodrow T. Lewis. It was reported during the following legal hearings that Mr. Maddox, carrying a handgun, approached the car the three students were driving and kicked in the driver-side door, preventing Reverend Willis from exiting the car. While this occurred, Reverend Dunn exited the passenger side of the car, when Mr. Maddox verbally warned him to leave. Mr. Dunn, fearing for his safety, returned to the car. The media recorded the incident and the now-infamous photograph of a gun-totting Lester Maddox was featured the following day in newspapers around the country.

The students sued Mr. Maddox the following morning for refusing to serve them and for threatening them with a handgun. The New York Times dubbed Maddox “Mr. White Backlash”, and the national media followed Mr. Maddox’s lawsuit in which he fought to continue his segregationist practices. He eventually lost his case and chose to close the restaurant rather than integrate. While Mr. Maddox’s infamy propelled his political career forward, the restaurant building quickly lost its ties to the political landscape. After closing the restaurant, Lester Maddox went on to win the 1966 gubernatorial campaign and became the 75th Governor of Georgia. He served the full legal term limit.

FIGURE 5: 1964 photo showing Lester Maddox and his son pursuing Reverend Albert Dunn, an African-American protestor, with a handgun and a pick ax handle. Courtesy the Atlanta History Center

as governor from 1967 to 1971. He went on to serve as Lieutenant Governor under Jimmy Carter from 1971 to 1975. During this time in political office, he toured the Georgia Tech campus in his official capacity. It is reported that he refused to enter the newly-renovated Ajax Building, and never entered the building again during his lifetime.  

HISTORY OF THE BUILDING
The Ajax Building was built in 1948 by Lester Maddox and his wife, Virginia, as the Pickrick Restaurant, which later became infamous for being the site where Mr. Maddox and his son chased three African-American patrons away while toting pick-ax handles and a handgun.

Less than a year after Maddox closed the Pickrick, Georgia Tech purchased the building to use as a placement center. Blueprints of the 1966 renovation plan, available in the Appendix, show that the original kitchen was completely removed and a large dining room and cafeteria lines were subdivided into a warren of small interview rooms. The front dinning room was not divided into offices, however, and maintains the original cove ceiling.

Little of the interior fittings were preserved. Except for the large stone fireplace (now sealed with insulation and plywood), no original interior fixtures or materials have been detected during field observations performed for the Historic Structures document or this report. Exterior materials such as bricks and cinderblocks are believed to be original to the restaurant. The exterior doors and windows may be original, but this cannot be confirmed. Following renovation and the development of the student placement center, the building was renamed the Fred W. Ajax Building in honor of the Director of Campus Affairs.

CURRENT CONDITION
After serving many years as a placement center, purchasing department and then a police station, the building is currently used for storage of police supplies. The front room hosts exercise equipment while police bicycles and surplus office furniture is stored in the rear. A few rooms are used for offices and K-9 unit dog kennels.

Based on records of maintenance expenditures since 1999, the average annual cost to maintain the building is almost $31,000. However, these costs are anticipated to increase annually as the building ages and mechanical systems are extended past their normal life cycle. In 2008, Georgia Tech spent over $50,000 to maintain the Ajax Building.

FIGURE 6: Annual Cost to Maintain the Ajax Building. Future costs are anticipated to increase, as shown by the trend line.

In 2005, Georgia Tech commissioned a Facility Condition Analysis for the Ajax Building to examine the current condition of the structure and determine the estimated cost to refurbish. The building was evaluated for compliance with modern standards related to:

- Exterior Structure
- Interior Finishes and Systems
- Handicapped Accessibility (ADA)
- Health
- Fire and Life Safety
- HVAC
- Electrical
- Plumbing

The analysis found that most of the major systems in the building are not up to Georgia Tech standards or are at the end of their normal life cycles. The roof is in need of replacement and the building is not ADA-compliant. The building contains asbestos and other hazardous materials that will require remediation. The building is not equipped with fire alarms or a sprinkler system. The report also strongly encourages a complete redesign and overhaul of the electrical and HVAC system. In addition, the plumbing is thought to be original to the structure when galvanized pipes were installed, and should be completely replaced out to the main supply.

When the report was completed in 2005, the cost to restore the Ajax Building to modern standards was estimated to be nearly $1.1 million. Using Georgia Tech’s Budget and Planning estimation figures adjusted to today’s dollars, this figure is even higher at $1.6 million. These costs do not include ‘soft costs’ such as telecommunications, furniture, interior space and layout changes, or even contingency costs for hazardous materials identified.

The report also calculated a Facility Condition Needs Index (FCNI) to compare the total cost to rehabilitate the structure to its replacement cost. When the ratio begins to approach 1.0, the cost to restore the structure to today’s standards is closest to the replacement costs. The Ajax Building scored a 0.95, demonstrating the complexities involved in adapting the building and its poor condition.

The need to replace most major systems in the structure contributed heavily to the poor score.

ENVIRONMENTAL EFFECTS OF THE PROPOSED ACTION

The 2004 Campus Master Plan Update embraced the concept of sustainability by introducing a central greenspace called the Eco-Commons. This central greenspace threads together existing and future open spaces to create a landscape that will both improve ecological functions on campus as well as meet the recreational needs of a growing student body.

The Eco-Commons is one of the three strategies Georgia Tech has adopted to achieve its goal to reduce the amount of stormwater runoff from the campus. Along with green building techniques and urban reforestation, implementing the Eco-Commons will allow Georgia Tech to reduce its stormwater runoff entering the City’s strained infrastructure by 50 percent, resetting runoff levels back to historic rates last seen on campus in the 1950s. The Eco-Commons greenspace will filter stormwater runoff and improve retention, allowing more water to percolate into the natural water table.

In addition to improving stormwater management, surface retention ponds will also improve water quality by recirculating water to the stream during dry spells. The retention ponds will also harvest rainwater for non-potable uses such as irrigation. This, too, will reduce Georgia Tech’s environmental footprint by diminishing its demands for City water.

The 2004 Campus Master Plan Update recognized that in order to implement the full vision of the Eco-Commons, multiple parking lots and buildings would have to be demolished, including the Ajax Building (as listed on page 46 of the document). Currently, the campus has over 146 acres of impervious surface from parking lots, roads and building footprints within the core campus. Future buildings and parking decks necessary for accommodating growth will increase this area by 54 acres so that over 60 percent of the campus will be impervious.

The full implementation of the Eco-Commons will provide 150 acres of greenspace, or 22 percent of the total campus, and reduce surface runoff from 686 cfs (cubic feet per second) to 315 cfs.

![AJAX BUILDING SITE](image)

**FIGURE 7:** Eco-Commons, 2004 Campus Master Plan Update. The green is the Eco-Commons, the blue is a restored stream and created retention/ponds to facilitate stormwater management. White building footprints are of existing facilities; hatched building footprints are future proposed facilities to meet the needs of the growing Institute.

![Estimated Runoff](image)

**FIGURE 8:** Estimated effects of Open Space Plan on Stormwater runoff from the 2004 Campus Master Plan Update.

---

Along with the positive environmental benefits resulting from the demolition of the Ajax Building, the Eco-Commons will also provide a green ‘heart’ in the center of the Georgia Tech campus that facilitates informal and programmed recreational spaces in several locations, improving the quality of living for students, faculty and staff.

ADVERSE ENVIRONMENTAL EFFECTS OF THE PROPOSED ACTION

The demolition of the Ajax Building for the Eco-Commons will remove a structure associated with the segregationist struggle against integration in Atlanta during the 1950s and 1960s, and is therefore considered to have adverse environmental effects. While the physical presence of Lester Maddox’s restaurant and his highly publicized last-ditch efforts to maintain his segregationist practices may be lost with the demolition, the cultural significance of the events that took place on site may best be commemorated in different forms. This is especially true since the actual event occurred outside the building in the parking lot. In addition, little evidence of the original restaurant is still intact. Strategies to mitigate the long-term adverse effects of the demolition on cultural resources are discussed in the Mitigation Measures section.

Temporary adverse environmental effects of the proposed project are associated with demolition. A Pre-demolition Hazards Materials Survey was performed by QORE, Inc. in January 2008 to assess the potential short-term demolition hazards associated with the Old Central Receiving building and the Ajax Building. The following is a summary of their findings:

- Asbestos, lead paint and mercury were identified in the Ajax Building. An estimated 23,600 square feet of Category I, non-friable asbestos was identified in the building, mostly associated with the floor tiles, white wallboard joint compound, and the roof flashing system.
- Lead paint was identified on the exterior doors, rear exterior windows, and the interior metal columns. An additional test is necessary to determine the likely leaching characteristics of the lead identified in this survey.
- Mercury switch thermostats were not identified in the Ajax Building. Standard fluorescent bulb fixtures are used throughout the building. Safe removal of these bulbs should be done prior to any heavy construction to avoid breakage and the release of the contained mercury gas.
- Although investigation of mold, mildew and other air-born spores were not the subject of the Hazards Materials Survey, site inspections revealed dried water stains on drop-ceiling tiles. This may suggest a compromised building envelope, water infiltration and potential long-term concerns for indoor air quality. The building is also subject to regular standing water along the exterior periphery.

**Figure 9:** Interior hallway in Ajax Building. Please note the dried water stains on the ceiling tiles. Photograph courtesy Ray & Associates from the Historic Structures Report.

Mitigation of the adverse temporary environmental effects associated with the proposed demolition of the Ajax Building include the necessary abatement and disposal of non-friable asbestos and lead paint identified in the Hazards Material Survey. Increased noise, dust, heavy truck traffic and short-term silt run-off are also environmental effects normally associated with construction. Georgia Tech has successfully implemented similar projects on campus and will follow all required construction practices to minimize these impacts.
ALTERNATIVES TO THE PROPOSED ACTION

As part of the University System of Georgia, Georgia Tech strives to provide a world-class educational environment while being responsible stewards of the State's physical and financial resources. With this in mind, potential alternatives to the proposed demolition of the Ajax Building are reviewed using criteria adopted from the Georgia Tech 2004 Master Plan Update:

- Improve campus livability by enhancing the living, working, and learning environment of the Institute;
- Plan an integrated functional open space system that reduces stormwater discharge to the city system;
- Accommodate future needs of Georgia Tech for academic, research, support and related functions; and
- Minimize costs

Alternatives to the proposed demolition of the Ajax Building include: (1) restoring the building for administrative uses, (2) renovating the building to use as an interpretive center or welcome center, and (3) the no-action alternative of maintaining the existing building as a storage facility.

ALTERNATIVE 1: Restore for Administrative Use

The first alternative is to restore the building to meet modern Life and Safety codes and ensure a comfortable work environment for administrative uses. No interior space changes are considered in this alternative. The current configuration of the interior, at best, minimally serves administrative users. However, few offices have windows and a majority of the offices are located in the center of the building with no direct access to daylight. This configuration does not meet modern standards for a healthy working environment, and therefore does not enhance the living, working or learning environment on campus.

Restoring the Ajax Building would interrupt the integrated open space system of the Eco-Commons, thereby reducing its functionality and severely hindering the ability to restore the historic stream. The stormwater runoff coefficients and calculations to achieve the 50 percent runoff reduction goal were carefully calculated so that the future impervious surface area is balanced by open space. Restoring the Ajax Building would maintain this impervious surface and distort the fine balance so that the runoff reduction could not be achieved. Locating another lot of open space equal in size to the demolition site to restore the balance may be feasible, but would be complex and costly, considering the physical constraints of an urban campus.

The 2004 Campus Master Plan Update evaluated the functional relationship between campus land uses and determined that the ideal location for support services, like administrative uses, is along the campus periphery, allowing academic and research uses to be centrally located. Restoring the Ajax Building for administrative uses does not accommodate these future needs of Georgia Tech as envisioned in the Campus Master Plan. In addition, restoring the Ajax Building and maintaining its current configuration of only one story is an extremely inefficient use of limited and costly real estate.

As discussed earlier in this report, the cost estimates to rehabilitate the Ajax Building with minimum interior alteration would be $1.6 million, or 95 percent of the total cost to completely rebuild the structure. This cost does not include the 'soft costs' for telecommunication needs necessary for administrative users or other general improvements such as furniture or window treatments.

Given the high costs to renovate the building, Georgia Tech's desire to consolidate support services along the campus periphery and centrally locate academic uses, the inefficient use of prime real estate on campus, and the goal to restore a historic stream at this location, this alternative is not deemed feasible.

ALTERNATIVE 2: Renovate for Reuse as an Interpretive Center or a Welcome Center

If the building were renovated to meet modern safety standards, it could be re-purposed for another use. The Historic Structure Report, conducted by Ray & Associates, suggested that an interpretive center may be an appropriate reuse of the building. The report goes on to explain, however, that little to no evidence of the building's original use as a restaurant is still evident. Except for a fireplace in the north corner of the 1956 front addition, all interior finishes appear to be non-historic replacements. It is unclear if even the front doors are original.

Reusing the building as an interpretive center for the original historic event is also challenged by the fact that

11. Georgia Institute of Technology Campus Master Plan Update 2004, Executive Summary page 2
the building is now out of context. Whereas the building was once surrounded by homes and churches typical of a steel mill neighborhood, it is now dwarfed by large-scale institutional buildings and apartments. The parking lot where Mr. Maddox and his patrons clashed with African-American protestors is no longer recognizable, replaced with landscaping and benches.

The other concern with dedicating the university’s resources to an interpretive center is that the event is not related to Georgia Tech, and occurred prior to the school’s purchase of the building. The historic event that occurred at the site was not a pivotal moment in the Civil Rights Movement, but was one of many last-stand resistance skirmishes by segregationists. Re-telling the history of the segregationists’ fight against integration is valuable to highlight the adversity and struggles that were overcome to bring justice to everyone, but too great an importance is placed on the site’s role in the Civil Rights Movement when it stands alone. Instead, it is more appropriate to tell the story of Lester Maddox and the Pickwick Restaurant within the matrix of the larger social and cultural movements occurring in the South during this period of history.

The fully renovated building could also be used as a Welcome Center for Georgia Tech. Unfortunately the site is not ideally located for a Welcome Center, as these are typically housed within the historic center of campuses or near main points of entry into the campus. The 2004 Campus Master Plan update identified three major entries: Fifth Street at Tech Square, Tech Parkway, and Ferst Drive at Marietta Street. The Ajax Building site is located near the center of the campus, making it less than ideal for a Welcome Center. Georgia Tech currently utilizes the Bill Moore Student Success Center, located in the historic Hill district, to greet guests and prospective students.

Similar to Alternative 1, this alternative would also prevent the restoration of the historic stream bed and lessen the ability of the Georgia Tech to meet its goal of reducing stormwater runoff entering the city system by 50 percent. Also, because this alternative does not accommodate the future needs for any of the mission critical users (academic, research, or support functions), it also does not minimize costs to the university. Considering the evaluation criteria, this alternative is not deemed appropriate.

**ALTERNATIVE 3: Maintaining the Building/No Action**

The final alternative is to continue maintaining the building for its current users, including a few police personnel, police equipment storage and the K-9 kennels. This alternative does not have a negative effect on the current campus livability, but will not enhance the long-term living, working and learning environment. This alternative also does not allow the realization of a fully restored streambed in the Eco-Commons, thereby diminishing the ability of Georgia Tech to reduce its stormwater discharge into the City’s system.

As the building ages, the annual cost to maintain the building within the range of $31,000 to $50,000 will likely increase substantially with the replacement of the major mechanical systems due to normal life cycle failure.

Given the fiscal implications of the long-term costs to maintain the Ajax Building and Georgia Tech’s goal to restore a historic stream at this location, this alternative is not deemed feasible.

Below is a table summarizing the comparison of the three alternatives and the proposed action (demolition of the Ajax Building to accommodate the new Eco-Commons) to the review criteria.

<table>
<thead>
<tr>
<th>Criteria:</th>
<th>Enhance living, working, learning environment on campus</th>
<th>Reduce stormwater runoff into city system</th>
<th>Accommodate future needs of university for research, academic or support functions</th>
<th>Minimize costs to the State of Georgia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative 1</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Alternative 2</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Alternative 3</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Proposal</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
PROPOSED MITIGATION MEASURES

The proposed mitigation includes a two-pronged strategy: to commemorate the building site with a plaque and to preserve the history of the building and those associated with it on a website to be hosted by Georgia Tech.

Since 1998, the Georgia Historical Society has been responsible for managing the Georgia Historical Markers Program. Historical markers serve to educate the public about the events and people that have shaped our collective past. Typically, the structure or event must be over 50 years old. Nominations devoted to a person generally require that they have been deceased for at least 25 years. It is unclear given these prerequisites that the site would qualify for the Georgia Historical Markers Program. Although the majority of the structure is older than 50 years (originally constructed in 1948 and added onto in 1956), the events associated with the Civil Rights Movement occurred less than 50 years ago.

It is recommended that Georgia Tech first contact the Georgia Historical Society to determine if the site qualifies for the Historical Markers Program. If it does not, the university can construct a similar memorial plaque commemorating the events and Lester Maddox on site. Another similar installation was developed and constructed by Georgia Tech on the Bobby Dodd Stadium expansion. The design of the plaques should be done in conjunction with the design of the Eco-Commons so that the installation fits seamlessly within the overall program.

The second mitigation strategy is to develop and host a website containing the history of the Ajax Building from its time as a mill-town restaurant to its days as the early student placement center. The website could also include the personal history of Lester Maddox as to how the restaurant helped launch his political career, as well as any information of the three student protestors. Finally, the website should include details about the Civil Rights protests that occurred on site and relevant historic photographs. Links to this website should be encouraged, especially from recognized organizations dedicated to the education of citizens about Georgia’s history. Examples of appropriate websites include the University of Georgia’s Civil Rights Digital Library and the Atlanta Regional Council for Higher Education’s Atlanta in the Civil Rights Movement. If it is found that the doors are original to the Pickrick Restaurant, Georgia Tech should work with the HPD to find an appropriate repository for them. The door manufacturer serial numbers could not be found on the doors during site inspections. However, review of historic news video and photographs may assist in identifying if the doors are original.

Today, the vast majority of the Georgia Tech student body is not aware that the Ajax Building is the site of the Pickrick Restaurant and Civil Rights protests. The advantage of this mitigation strategy is that the community and student body can learn about the role that the site played in the career of Lester Maddox, the 75th Governor of Georgia, and also about the lesser-known Civil Rights protests that occurred here and all across Atlanta during the early 1960s. The mitigation methods will have up-front economic costs, but the long-term maintenance measures will be minimal.

BENEFITS OF THE PROJECT

Although the demolition of the Ajax Building will result in the loss of a structure associated with the political rise of Lester Maddox and his fight to maintain segregationist policies, it will provide Georgia Tech the ability to restore the historic stream bed and eventually reduce its stormwater run-off by 50 percent. Through the mitigation strategies proposed in this report, Georgia Tech can balance its role as a steward of the environment and of cultural resources.

Although the building could continue to be used for a short period of time, it is at the end of its life-span and will require significant financial contributions to maintain it in the near- and long-term. The environmental and cultural impacts of the demolition are far outweighed by the long-term environmental and recreational benefits of the Eco-Commons.

APPENDIX A:
GEPA Environmental Checklist
ENVIRONMENTAL CHECK LIST
GEORGIA ENVIRONMENTAL POLICY ACT

<table>
<thead>
<tr>
<th>GEORGIA AREA/CATEGORY</th>
<th>IS AREA AFFECTED?</th>
<th>IF AFFECTED, HOW SEVERE?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>1. Wetlands</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>2. Flood Plain/River Corridor</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>3. Water Supply</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>4. Water Resources</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>5. Groundwater Recharge Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Storm Water</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>7. Waste Water</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>8. Air Quality</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>9. Solid Wastes</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>10. Soil Stability/Erodibility</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>11. Protected Mountains</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>12. Protected Species</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>13. Critical Habitats</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>14. Historical</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>15. Archeological</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>16. Parks/Recreation</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>17. Energy Supplies</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>18. Beaches</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>19. Dunes</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>20. Shoreline</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>21. Estuary</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>22. Forest Land</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>23. Barrier Island</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>24. Aquatic Life/Trout Streams</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

* See Report, page 8 Adverse Environmental Effects of the Proposed Project
** See Report, Proposed Mitigation Measures
APPENDIX B: Architectural Drawings
This document is formatted to print double sided.
This page is left intentionally blank.
APPENDIX C:
Interior/ Exterior Photographs from Historic Structures Report
APPENDIX D:
Public Notices
TO BE PUBLISHED SEPTEMBER 25, 2008:

NOTICE OF INTENT TO DEMOLISH AJAX BUILDING AND
NOTICE OF PUBLIC COMMENT PERIOD

AJAX BUILDING
881 HEMPHILL AVENUE
FULTON COUNTY, GEORGIA

LEGAL NOTICE

The Georgia Institute of Technology (GIT), on behalf of the University System of Georgia Board of Regents as Owner of the property noted above is providing notice that it intends to demolish the existing Ajax Building, formerly known as the Pickrick Restaurant, located on the GIT Campus at 881 Hemphill Avenue. GIT has completed an environmental effects report of the property, which is available for review at the GIT Library and Information Center (also known as Price Gilbert Memorial Library) located at 704 Cherry Street, Atlanta, GA 30332-0900 and at the Central Library and Library System Headquarters of the Atlanta-Fulton Public Library System located at One Margaret Mitchell Square (Forsyth Street, NW at Carnegie Way, NW), Atlanta, GA 30303. Public comments may be submitted during a 30-day period beginning on September 26, 2008. Comments should be provided to Dr. Deborah L. Greene, Executive Director of Budget and Planning, 225 North Avenue, Lyman Hall Building Room 304, Atlanta, GA 30332-0257.
Legal Notices

Atlanta Renewal Community, Inc. (ACoRA)

The ACoRA Board Retreat will be held on Friday, September 26, 2008. The regularly scheduled Board meeting will begin at 1:30 p.m. This meeting will be held at the ACoRA's Office located at 16 Peachtree Street, NW, Atlanta, Georgia 30303, Suite 1710, 200 Peachtree Street, NW, Atlanta, Georgia 30303.

INVITATION TO BID

The Public-Private Community Charter will accept sealed bids for the

CONSTRUCTION OF THE

Adventist Sugar Creek Campus' Amenities

Entrance Vestibule

Located at 11720 Elyria Road, Roswell, Georgia 30076.

Sealed bids (three (3) copies) from General Contractors will be received at the North Fulton Community Charter Conference room, 11720 Elyria Rd, Roswell, GA until 3:00 PM on Wednesday, October 22, 2008.

All interested bidders will then be recorded and read aloud. All interested parties are invited to attend.

Bidders may submit bids at the office of:

Pepe O'Neill, Architect
3000 Royal Boulevard South
Alpharetta, Georgia 30002
Phone: (770) 619-1700

In the event that no bids are received, the Charter retains the right to award the contract to any other person.

NOTICE OF INTENT TO DEMOLISH ALEX BLDG. AND NOTICE OF PUBLIC COMMENT PERIOD

TITLE: ALEX BLDG.

FULTON COUNTY, GEORGIA

LEGAL NOTICE

The Georgia Institute of Technology (GIT), on behalf of the University System of Georgia Board of Regents as Owner of the property noted above, is providing notice that it intends to demolish the existing ALEX building, formerly known as the Rickenbacker Building, located at 855 Kings Highway in Atlanta, Georgia 30332.

Humphrey Avenue on the property which is available for review at the GIT Library and Information Center (on the 2nd floor of the William Herbert Memorial Library) located at 706 Cherry Street, Atlanta, GA 30312-0903. Comments on the proposed action will be accepted until October 22, 2008. The Board of Regents reserves the right to discontinue the review or to make any changes in the proposal as a result of any comments received.

NOTICE OF SECURE

TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
CRIMINAL INVESTIGATION

On August 20, 2008, the Internal Revenue Service seized $3,308,136.71 in U.S. currency property for violation of 18 U.S.C. 950(a), for involvement in an act of violence of 31 USC 1344. Any person claiming an interest in the property must file a claim at least 30 days after the date of publication of the notice of seizure, which will appear in the Federal Register. A claimant must file with the U.S. Attorney for the District of Georgia, Attn: Asset Forfeiture Coordinator, 6000 Roswell Road, Atlanta, Georgia 30328, on or before September 2, 2008. All other property will be forfeited and disposed of according to law. Any mail the claim to the Internal Revenue Service at the address above and reference seizure 080800476.

NOTICE OF INTENT TO DEMOLISH ALEX BLDG. AND NOTICE OF PUBLIC COMMENT PERIOD

Notice to the residents and those having an interest in ALEX BLDG.

The Georgia Institute of Technology (GIT), on behalf of the University System of Georgia Board of Regents as Owner of the property noted above, is providing notice that it intends to demolish the existing ALEX building, formerly known as the Rickenbacker Building, located at 855 Kings Highway in Atlanta, Georgia 30332.

Humphrey Avenue on the property which is available for review at the GIT Library and Information Center (on the 2nd floor of the William Herbert Memorial Library) located at 706 Cherry Street, Atlanta, GA 30312-0903. Comments on the proposed action will be accepted until October 22, 2008. The Board of Regents reserves the right to discontinue the review or to make any changes in the proposal as a result of any comments received.

NOTICE OF SECURE

TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
CRIMINAL INVESTIGATION

On August 20, 2008, the Internal Revenue Service seized $3,308,136.71 in U.S. currency property for violation of 18 U.S.C. 950(a), for involvement in an act of violence of 31 USC 1344. Any person claiming an interest in the property must file a claim at least 30 days after the date of publication of the notice of seizure, which will appear in the Federal Register. A claimant must file with the U.S. Attorney for the District of Georgia, Attn: Asset Forfeiture Coordinator, 6000 Roswell Road, Atlanta, Georgia 30328, on or before September 2, 2008. All other property will be forfeited and disposed of according to law. Any mail the claim to the Internal Revenue Service at the address above and reference seizure 080800476.

NOTICE OF INTENT TO DEMOLISH ALEX BLDG. AND NOTICE OF PUBLIC COMMENT PERIOD

Notice to the residents and those having an interest in ALEX BLDG.

The Georgia Institute of Technology (GIT), on behalf of the University System of Georgia Board of Regents as Owner of the property noted above, is providing notice that it intends to demolish the existing ALEX building, formerly known as the Rickenbacker Building, located at 855 Kings Highway in Atlanta, Georgia 30332.

Humphrey Avenue on the property which is available for review at the GIT Library and Information Center (on the 2nd floor of the William Herbert Memorial Library) located at 706 Cherry Street, Atlanta, GA 30312-0903. Comments on the proposed action will be accepted until October 22, 2008. The Board of Regents reserves the right to discontinue the review or to make any changes in the proposal as a result of any comments received.

NOTICE OF SECURE

TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
CRIMINAL INVESTIGATION

On August 20, 2008, the Internal Revenue Service seized $3,308,136.71 in U.S. currency property for violation of 18 U.S.C. 950(a), for involvement in an act of violence of 31 USC 1344. Any person claiming an interest in the property must file a claim at least 30 days after the date of publication of the notice of seizure, which will appear in the Federal Register. A claimant must file with the U.S. Attorney for the District of Georgia, Attn: Asset Forfeiture Coordinator, 6000 Roswell Road, Atlanta, Georgia 30328, on or before September 2, 2008. All other property will be forfeited and disposed of according to law. Any mail the claim to the Internal Revenue Service at the address above and reference seizure 080800476.

NOTICE OF INTENT TO DEMOLISH ALEX BLDG. AND NOTICE OF PUBLIC COMMENT PERIOD

Notice to the residents and those having an interest in ALEX BLDG.

The Georgia Institute of Technology (GIT), on behalf of the University System of Georgia Board of Regents as Owner of the property noted above, is providing notice that it intends to demolish the existing ALEX building, formerly known as the Rickenbacker Building, located at 855 Kings Highway in Atlanta, Georgia 30332.

Humphrey Avenue on the property which is available for review at the GIT Library and Information Center (on the 2nd floor of the William Herbert Memorial Library) located at 706 Cherry Street, Atlanta, GA 30312-0903. Comments on the proposed action will be accepted until October 22, 2008. The Board of Regents reserves the right to discontinue the review or to make any changes in the proposal as a result of any comments received.

NOTICE OF SECURE

TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
CRIMINAL INVESTIGATION

On August 20, 2008, the Internal Revenue Service seized $3,308,136.71 in U.S. currency property for violation of 18 U.S.C. 950(a), for involvement in an act of violence of 31 USC 1344. Any person claiming an interest in the property must file a claim at least 30 days after the date of publication of the notice of seizure, which will appear in the Federal Register. A claimant must file with the U.S. Attorney for the District of Georgia, Attn: Asset Forfeiture Coordinator, 6000 Roswell Road, Atlanta, Georgia 30328, on or before September 2, 2008. All other property will be forfeited and disposed of according to law. Any mail the claim to the Internal Revenue Service at the address above and reference seizure 080800476.

NOTICE OF INTENT TO DEMOLISH ALEX BLDG. AND NOTICE OF PUBLIC COMMENT PERIOD

Notice to the residents and those having an interest in ALEX BLDG.

The Georgia Institute of Technology (GIT), on behalf of the University System of Georgia Board of Regents as Owner of the property noted above, is providing notice that it intends to demolish the existing ALEX building, formerly known as the Rickenbacker Building, located at 855 Kings Highway in Atlanta, Georgia 30332.

Humphrey Avenue on the property which is available for review at the GIT Library and Information Center (on the 2nd floor of the William Herbert Memorial Library) located at 706 Cherry Street, Atlanta, GA 30312-0903. Comments on the proposed action will be accepted until October 22, 2008. The Board of Regents reserves the right to discontinue the review or to make any changes in the proposal as a result of any comments received.
APPENDIX E:
Public Comments and Responses
to Comments
At the request of the Atlanta Preservation Center and The Georgia Trust for Historic Preservation, a public meeting was held on November 3, 2008 at 3 PM at the Clary Theater on Georgia Tech's campus. Representatives from Atlanta Preservation Center, The Georgia Trust for Historic Preservation and the State Historic Preservation Office testified; those who supplied a copy of their presentation are appended.

Below is a summary of the requests made at the public hearing, and Georgia Tech's response to these:

- We need to save buildings associated with the Civil Rights Movement. The building should be saved by Georgia Tech until one day when it can be made part of a Civil Rights historic trail of sites.
  - Although the Institute does not plan to preserve the structure, they do plan to install an interpretive plaque to commemorate the event that occurred on the site on July 3, 1964. The plaque will educate the public about the specific event and its cultural context occurring in Atlanta and the South during the Civil Rights Movement. Because the site will be greenspace and accessible to the public, any future plans for a Civil Rights historic trail could be easily connected to the site.
- Input on the use of the Pickrick building should be sought from the preservation community.
  - The Institute began holding conversations with the State Historic Preservation Office in mid-2007 for the proposed demolition of the Pickrick building.
  - The Institute sought input from the Center for Civil and Human Rights, an organization and museum initiated by the City of Atlanta to communicate the roles that Atlanta and Georgia have had in the struggle for civil and human rights. They have worked with prominent leaders, such as Representative John Lewis, to determine the content of the museum. When approached to consider displaying artifacts from the Pickrick building, the Center declined.
  - The 30-day public comment period for the Environmental Effects Report allows input and testimony prior to the State's final decision.
- We request that further study be conducted given the structure's association with Civil Rights.
  - Several reports have been conducted by the Institute on the structure, and two of these reports pertain to the building's cultural significance. A Historic Structures Report was completed early 2008 that explored the physical history of the structure, the cultural significance of the event on July 3, 1964 in context of the Civil Rights Movement, and the building's association with Lester Maddox, the Governor of Georgia. The Environmental Effects Report is the second report that also studies the cultural significance of the structure.
  - This site is only one of a handful of buildings still remaining in Atlanta that help to bring to life the complete story of the Civil Rights movement. Atlanta needs to preserve the sites that illustrate the level of opposition to leaders such as Martin Luther King, Jr.
  - Georgia Tech must balance its roles in preserving cultural history with those of environmental stewardship and providing premier educational facilities. The Institute is proposing the demolition of the building to restore a historic streambed and improve water quality. The Institute believes that installing an interpretive educational plaque and an interactive website linked to other Civil Rights educational websites will communicate the significance of the episode in its cultural context of events during that time period.
The Atlanta Preservation Center, representing its more than 1400 members, would like to request that, as part of the State Stewardship process, the Pickrick Restaurant (also known as the Ajax Building) receive further study given its significance in the Civil Rights Movement. The Preservation Center has been involved with advocacy with the Martin Luther King, Jr. Historic District and Pascal's Restaurant. The Pickrick Restaurant building is an essential part of the overall story of the Civil Rights Movement in Atlanta.

The Pickrick Restaurant is a nationally significant building because of its direct association with Georgia Governor Lester Maddox and because it was the site of a series of events that helped to galvanize national support for the Civil Rights Movement and the Civil Rights Act of 1964. Following an incident on this site on July 3, 1964, Maddox became a nationally prominent opponent of racial integration. Maddox was the only private citizen in America prosecuted by the US Department of Justice for violating the Civil Rights Act of 1964. Subsequently elected Georgia Governor in 1966, Maddox's public confrontation at the Pickrick made him instantly a symbol of the white resistance to the Civil Rights Movement according to Pulitzer Prize winning historian Taylor Branch. Maddox's violent response to suspected African-American integrationists brought additional attention and media scrutiny to the situation in Atlanta and throughout the South that ironically advanced the goals of the Civil Rights Movement. National opinion turned against “state's-rights” apologists because their actions appeared to be those of radical reactionaries willing to resort to violence to achieve their goals. Nationally, Maddox’s actions had an immediate beneficial effect, attracting additional support for President Lyndon B. Johnson’s Civil Rights Act. In later years Maddox openly admitted that his actions did more to advance the cause of his opponents than forward his own agenda. Few people and events better illustrate the conservative reactionary impulses that motivated many white conservative Georgians in their opposition to racial integration.

The Pickrick Restaurant is one of only a handful of sites remaining in the City of Atlanta which help to bring to life the complete story of the Civil Rights Movement. Atlanta needs to preserve sites which illustrate the level of opposition to leaders such as Martin Luther King, Jr. Preserving only the sites associated with African-American civil rights leaders omits an understanding of the power of the forces which opposed them. It is our feeling that the Pickrick Restaurant is an essential piece of the picture of Atlanta’s role in the American Civil Rights Movement. Pascal’s Restaurant, the Pickrick Restaurant and the Martin Luther King, Jr. Historic District, along with other significant sites in Atlanta, have the potential to be included as part of a city-wide and regional civil rights heritage trail.

The Pickrick Restaurant meets the National Register of Historic Places criteria A, B and C in the areas of Ethnic Heritage-Black, Social History, Architecture, Politics/Government and Law at the national level of significance. The demolition of this

Statement by F. H. Boyd Coons of Atlanta Preservation Center
Page 1 of 2
building would result in the loss of one of the historically significant sites of the American Civil Rights Movement.

The Atlanta Preservation Center asks that, since the Pickrick has been identified at this level of significance as an historic resource and determined eligible by the State Office of Historic Preservation, the planning portion for the building required in the State Stewardship process would include input from the preservation community, Atlanta History Center and civil rights leaders such as Rep. John Lewis. We feel that this building is an essential part of the history of Atlanta and a valuable contributor to Atlanta’s body of significant historic buildings.

F. H. Boyd Coons, Executive Director
Atlanta Preservation Center
boyd@atlantapreserve.com

November 3, 2008
Statement of Mark C. McDonald, President & CEO
The Georgia Trust for Historic Preservation

Re: Pickrick Restaurant,
881 Hemphill Avenue

My name is Mark C. McDonald and I am the President and CEO of The Georgia Trust for Historic Preservation. The Georgia Trust is Georgia’s statewide historic preservation organization and is composed of over 3,000 members. The Georgia Trust is concerned about historic places and sites all across our state and is interested in the preservation of buildings from every period of our history and those that relate to the broad patterns of themes in our state’s history.

I appear before you today to ask you to preserve the Pickrick Restaurant as a tangible and visible reminder of the ultimate triumph of African-Americans in our state to congregate as equals at lunch counters, restaurants, public transportation and all other places. The Pickrick Restaurant played a key role in showing the struggle for social justice in Atlanta to our nation as a whole and had a pronounced effect on events at the time. Most remember the violent encounter of the Pickrick as an occurrence which Lester Maddox used to propel his own political career. Indeed, he was elected Governor in 1966 as a segregationist. However, the events of the Pickrick also helped advance the goals of the Civil Rights Movement and helped elect Lyndon Johnson President in the fall of 1964.
Ultimately Maddox sold the Pickrick to his employees because he was unable to keep his restaurant segregated. When we look back on the twentieth century American history, I believe there will be two really important stories. One will be the victory over Nazi Germany and Japanese Imperialism in World War II and the other will be the Civil Rights Movement. We need to act now to save buildings and places associated with both of these historic events. The Pickrick Restaurant can continue to be used by Georgia Tech until one day it is made a part of a Civil Rights historic trail of sites. The violent encounter at the Pickrick reminds us that there were real risks to being involved in the Civil Rights Movement in the 1960’s. We will be sorry if we fail to preserve this site so that future generations will not be able to fully understand the sacrifice made by the bravery of Civil Rights workers in the 1950’s and ‘60s.

Thank you.
October 14, 2008

Deborah L. Greene, Ph.D.
Executive Director, Office of Budget and Planning
Georgia Institute of Technology
225 North Avenue, NW, Lyman Hall, Room 304
Atlanta, Georgia 30332-0257

RE: Environmental Effects Report – Ajax Building
GA Tech: Demolish Ajax Building/Pickrick Restaurant, 881 Hemphill Ave, Atlanta
Fulton County, Georgia
SP-080312-001

Dear Dr. Greene:

The Historic Preservation Division has received the Environmental Effects Report for the above referenced project at the Georgia Institute of Technology, Atlanta, Fulton County, Georgia. Our comments are offered to assist the Georgia Board of Regents and Georgia Tech in complying with the provisions of the Georgia Environmental Policy Act (GEPA) and the State Agency Historic Property Stewardship Program (OCGA-12-3-50-58).

As previously stated, the proposed demolition of the Ajax Building/Pickrick Restaurant would have a significant impact in accordance with GEPA and OCGA-12-3-50-58. The Pickrick Restaurant is a nationally significant historic building because of its direct association with Georgia governor Lester Maddox and because it was the site of a series of events that helped galvanize national support for the Civil Rights Movement and the Civil Rights Act of 1964. The attached document entitled “A Case for Preserving the Ajax Building/Pickrick Restaurant” prepared by staff historian Keith Hebert substantiates the finding that the demolition of this property, which meets Georgia Register of Historic Places criteria A, B and C in the areas of Ethnic Heritage-Black, Social History, Architecture and Law at the National level of significance, would result in the loss of one of the most significant sites in the history of the American Civil Rights Movement. HPD appeals to Georgia Institute of Technology to continue its longstanding tradition of honoring the historic buildings under its stewardship by preserving this exceptional building.

Once again, we offer our assistance in finding alternatives to demolition for this important building. Please feel free to contact me or staff members Karen Anderson-Cordova, Planning & Local Assistance Unit Manager, at (404) 651-6461 or Betsy Shirk, Environmental Review Coordinator, at (404) 651-6624.

Sincerely,

[Signature]

W. Ray Luce
Division Director

WRL:ECS

Enclosure

cc: Le’Var Rice, ARC
    Michael Miller, Board of Regents
A Case for Preserving the Ajax Building/Pickrick Restaurant
Keith S. Hébert, Historian
Georgia Department of Natural Resources
Historic Preservation Division

The Pickrick Restaurant is a nationally significant historic building because of its direct association with Georgia governor Lester Maddox and because it was the site of a series of events that helped galvanize national support for the Civil Rights Movement and the Civil Rights Act of 1964. Maddox became a nationally prominent opponent of racial integration following an incident at this site on July 3, 1964, when he physically refused to allow several African-American protestors into the restaurant where he feared they would stage a sit-in protest. Photographs of Maddox wielding a revolver, walking beside his son who was carrying a pick handle, chasing Reverend Albert Dunn from the premises were published in newspapers nationwide the following morning. Media coverage of Maddox continued during the following weeks as reporters camped out at the restaurant hoping to capture further incidents on film. Maddox became the only private citizen in America prosecuted by the U.S. Department of Justice for violating the Civil Rights Act of 1964. Locally, he capitalized upon the enormous amount of media coverage devoted to his segregationist stances and erratic behavior during a successful 1966 gubernatorial campaign. Maddox’s “public confrontation [at the Pickrick],” according to Pulitzer Prize winning historian Taylor Branch, “made him instantly a symbol of white resistance” to the Civil Rights Movement.¹

Nationally, Lester Maddox gained a reputation as a zealous advocate for segregation on par with Alabama governor George C. Wallace. Maddox’s violent

response to suspected African-American integrationists brought additional attention and media scrutiny to the situation in Atlanta and throughout the South that ironically advanced the goals of the Civil Rights Movement. After *The New York Times* and other prominent newspapers dubbed Maddox as “Mr. White Backlash,” national public opinion turned against “states-rights” apologists because their actions appeared to be those of radical reactionaries willing to resort to violence to achieve their goals. President Lyndon B. Johnson used the momentum gained from episodes such as what occurred at the Pickrick and the violence in Birmingham during the previous year to advance the civil rights crusade to the vanguard of his unprecedented, landslide 1964 presidential campaign victory. White voters in other sections of the country, who had previously expressed little vocal support for integration and had been somewhat sympathetic to the white southern conservative cause, were willing to rally behind Johnson’s advocacy for civil rights because figures such as Maddox, Wallace, and Birmingham Police Chief Bull Connor had soured the segregationists’ “states-rights” platform.

Locally, Maddox used his opposition to integration to advance his dormant political career. Nationally, Maddox’s actions had an immediate beneficial effect upon attracting additional support for President Lyndon B. Johnson’s Civil Rights Act. Support for Johnson’s policies, however, eroded as Maddox and Wallace, among others, rallied their supporters by strategically manipulating white conservative voters nationwide with a populist platform that linked resistance to desegregation with opposition to the “abusive power” of the federal government. While Wallace and Maddox never achieved national political success, their populist platform had a strong influence upon the national conservative backlash that culminated in Richard M. Nixon’s
1968 election. The incidents that occurred at the Pickrick Restaurant in 1964 had a measurable ripple effect upon a series of national events. In later years Maddox openly admitted that his actions did more to advance the cause of his opponents than forward his own agenda.²

The Pickrick Restaurant is a symbol of a recent past that many would rather forget than commemorate. Today, Maddox’s behavior at the restaurant and his subsequent term as governor are viewed as some of the most embarrassing moments in Georgia history. Few people and events better illustrate the conservative reactionary impulses that motivated many white conservative Georgians in their opposition to racial integration. Despite this building’s association with a renowned symbol of racism, the Pickrick Restaurant is one of only a handful of sites left in the City of Atlanta that can help bring to life the full story of the Civil Rights Movement. The city needs to preserve sites that confirm the level of opposition and hatred leaders such as Martin Luther King, Jr. and Ralph D. Abernathy confronted and ultimately defeated en route to achieving the dream of civil equality. Preserving only those sites associated with prominent African-American Civil Rights leaders would omit the very places where they earned their greatest victories. When Maddox’s image was published in national newspapers and revealed to American television audiences the Civil Rights Movement won a symbolic victory that not only furthered their cause but also led to the Pickrick Restaurant’s subsequent closure.

Preservationists and historians have long struggled with people and events of the past that some audiences would rather forget than struggle to interpret. The National

Park Service, however, has taken progressive steps toward preserving sites that derive significance from a connection with our nation’s problems in dealing with matters of racial prejudice. For example, the Manzanar National Historic Site in California commemorates the experiences of more than 100,000 Japanese Americans who were detained during World War II as suspected enemies of the state. Likewise, the Birmingham Civil Rights District includes a number of sites that symbolize white opposition to integration. In Selma, Alabama, the Edmund Pettus Bridge—the site of the Alabama State Troopers’ vicious attack upon voting rights marchers—including sitting Georgia congressman John Lewis, on March 7, 1965, has been recognized as a landmark on the Selma-Montgomery National Historic Trail. Similarly, the U.S. Department of Transportation has designated this bridge and the highway it is on as an “All-American Road,” its highest historic honor. The Pickrick Restaurant is an important piece to the puzzle that illustrates the City of Atlanta’s role in the Civil Rights Movement and as such could one day be included as part of a citywide and regional civil rights heritage trail.

The Pickrick Restaurant should be further evaluated in a national context using readily available secondary sources. The Georgia Institute of Technology’s interpretation of this building has not been informed by the historical literature pertaining to the Civil Rights Movement. The works of major historians of the Civil Rights Movement, such as Dan T. Carter and Taylor Branch, for example, have not been consulted. Their collective writings would help place Maddox and the Pickrick into a national perspective. The university should consider consulting with prominent historians who specialize in

---

3 Dan T. Carter is an award winning historian and professor of history at the University of South Carolina. He has served as the past president of the Southern Historical Association and received the Bancroft Prize in American History for his work, *Scotsboro: An American Tragedy*. Carter is a widely known expert on the history of reactionary conservatism during the Civil Rights Era. Taylor Branch is the Pulitzer Prize winning historian and journalist who authored a three volume biography of Martin Luther King, Jr.
Atlanta and Georgia history such as Andy Ambrose, Clifford Kuhn, and Vicki Crawford. The absence of these invaluable sources directly resulted in the university’s underestimation of this building’s national significance.\textsuperscript{4}

The Pickrick Restaurant meets National Register of Historic Places criteria A, B, and C in the areas of Ethnic Heritage-Black, Social History, Architecture, Politics/Government, and Law at the national level of significance. The demolition of this building would result in the loss of one of the most significant sites in the history of the American Civil Rights Movement. The preservation of this exceptional building would continue Georgia Tech’s longstanding tradition of honoring the historic buildings under its stewardship.

\textsuperscript{4} Ray & Associates, “Ajax Building Environmental Effects Report,” February 2008. Andy Ambrose has published a number of histories of the City of Atlanta and was the former historian at the Atlanta History Center. He is now the executive director of the Tubman Museum in Macon, Georgia. Cliff Kuhn is a nationally recognized historian who specializes in the history of Atlanta. He is a professor of history at Georgia State University, Atlanta. Vicki Crawford is a professor of history at Clark-Atlanta University and an expert on the subject of the Civil Rights Movement in Atlanta.
Following the 1964 incident at the Piekrick, Lester Maddox developed a close political friendship with Alabama governor George C. Wallace. This photograph shows governor Maddox (second person standing from the left) and Wallace (fourth person standing from the left) during a media event held at the State Capital. Alabama governor Lurleen Wallace, George’s first wife, is seated at the governor’s desk. The photograph was taken in 1967.
APPENDIX F:
Historic Preservation Division
Response to Proposed Demolition
and Georgia Tech’s Response and
Statement of Intent
March 10, 2008

Dr. Ray Luce, Director
Historic Preservation Division
Georgia Department of Natural Resources
34 Peachtree St., NW, Suite 1600
Atlanta, Georgia 30303

Re: Ajax Building
Demolition of 881 Hemphill Avenue
Georgia Institute of Technology
Atlanta, Georgia

Dear Dr. Luce:

I am writing to request your official review of the attached documentation and recommendation on the proposed demolition of the Ajax Building, located at 881 Hemphill Avenue, in the City of Atlanta. The accompanying Historic Structure Report and photographic record was prepared by Ray & Associates in March of 2008.

Our consultant has determined that while the events that took place in the former Pickrick Restaurant make the building eligible for a nomination to the National Register of Historic Places, the facility is no longer situated within its original context and the interior has been nearly completely altered. Georgia Tech will implement the Ray and Associates recommendation that the Institute preserve the interesting history of the Building by providing a photographic record of the building and its history for our archives, and possibly an historic plaque on the site. We are prepared to demolish the building as soon as approval is provided by the Board of Regents.

Should you have any questions regarding this request, please call me or Dr. Deborah Greene (404/385-7102).

Sincerely,

[Signature]

Steven G. Swant
Vice President of Administration and Finance

Enclosures

cc: Dr. G. Wayne Clough
Mr. Robert K. Thompson
Mr. Chuck Rhode
Dr. Deborah Greene
Mr. Michael Miller
March 25, 2008

Steven G. Swant
Vice President of Administration and Finance
Georgia Institute of Technology
Lyman Hall, Room 309
225 North Avenue NW
Atlanta, Georgia 30332-0257

RE: GA Tech: Demolish Ajax Building/Pickrick Restaurant, 881 Hemphill Ave., Atlanta
Fulton County
SP-080312-001

Dear Mr. Swant:

The Historic Preservation Division (HPD) has reviewed the information submitted concerning the above referenced project at the Georgia Institute of Technology. Our comments are offered to assist the Georgia Board of Regents and the Georgia Institute of Technology in complying with the provisions of the Georgia Environmental Policy Act (GEPA) and the State Agency Historic Property Stewardship Program.

Based on the historic structure report provided, HPD concurs with the finding that the subject property, the Ajax Building (formerly the Pickrick Restaurant), located at 881 Hemphill Avenue, is eligible for listing in the Georgia Register of Historic Places (GRHP). HPD finds that the building merits inclusion in the GRHP for its historic association with the Civil Rights Movement and for its association with Lester Maddox, a significant figure in Georgia history. HPD finds that the proposed demolition will have a significant impact to the Ajax Building, in accordance with GEPA and OCGA 12-3-50-58.

The Pickrick Restaurant and its owner Lester Maddox, a former governor and controversial figure in Georgia’s history, are representative of the complexities of the Civil Rights era. Just as historical places can lift us up, so too can they serve to remind us of hurtful events in our past; still, these places are part of our history and part of our national memory. The Pickrick Restaurant embodies a part of our state and national history that most would like to forget. But, it also tells the important story of the courageous men and women who took peaceful action to fight segregation. And it tells the story of Lester Maddox, a complex figure from Georgia’s past who fought against integration, used the restaurant as a conduit for his political views, and ultimately became governor of the state. The loss of this building for no clear purpose would be a sorely missed opportunity for Georgia Tech to tell this important story within the larger context of the Civil Rights era to ensure that future generations will not forget the pivotal Civil Rights Movement and those that shaped its history.

When a significant impact on a historic property is found, the state agency should consult with the State Historic Preservation Officer on ways to avoid or reduce impacts to historic properties. HPD would like to make it clear that this determination of significant impact is not the end of the review process, and we would like to assist the Georgia Board of Regents and the Georgia Institute of Technology in finding alternatives to demolition. Every effort should be made to ensure the preservation of the Pickrick Restaurant and to use this as an opportunity to encourage its use as an educational tool for public benefit.
Please refer to project number **SP-080312-001** in any future correspondence on this project. If we may be of further assistance, please do not hesitate to contact Karen Anderson-Cordova, Planning & Local Assistance Unit Manager, at (404) 651-6461, or Elizabeth Shirk, Environmental Review Coordinator, at (404) 651-6624.

Sincerely,

W. Ray Luc
Division Director,
Deputy State Historic Preservation Officer

cc:  Le'Var Rice, Atlanta Regional Commission
     Michael Miller, Board of Regents
     Boyd Coons, Atlanta Preservation Center
     Ray Christman, Georgia Trust
     Doug Young, AUDP
Subject: Ajax Building  
From: "Debbi Greene" <debbi.greene@business.gatech.edu>  
Date: Mon, 2 Jun 2008 18:31:05 -0400  
To: <ray.luce@dnr.state.ga.us>

Ray -

We're at the point where we need to set a course for how we are going to handle our differences of opinion regarding the demolition of the Ajax Building so that we can move on to other issues. I had asked Steve Swant to postpone responding to your March 25, 2008 official response to Georgia Tech's demolition proposal so that we could have one more opportunity to come to an agreement.

The way I see it, Georgia Tech believes the Ajax Building should be removed to help us manage storm water on the campus through development of the Eco-Commons. The Eco-Commons is an environmental enhancement that would also create more student recreational space on a campus that has little enough green space given its urban location. The Historic Preservation Division holds that the site of the former Pickrick Restaurant is important lest we forget the events that took place there towards the end of the Civil Rights Movement in Atlanta.

I am inclined to believe we can support both of these positions through placement of an historical marker on the site, and through placement of an interactive website where people can access and learn about the Pickrick Restaurant and the incidents that occurred there.

I am confident that we know where we stand, and I am suggesting that we, Georgia Tech and HPD, draft a memorandum of agreement that we can jointly present to the Board of Regents staff. My suggestion would be you, Karen, Mark Demyanek (who joined Georgia Tech a year ago as our Assistant Vice President for Environmental Health and Safety), and me set up a meeting (1 & 1/2 to 2 hours) during the next two weeks (by Friday, June 13) so that Georgia Tech could submit an agenda packet to the Board staff by their deadline of June 30, for consideration at the August Board meeting.

If you are amenable to this approach, I'll have Debra King work with Vivian to set up a mutually agreeable time for the four of us. We can come to your offices, if that would be more convenient for you, or you could come to our campus. (If you'd prefer a neutral location, I can find something downtown for us.) I'll also forward a copy of this message to Sandra Neuse and Michael Miller, to keep them informed.

Ray, I appreciate your giving this request your consideration and I look forward to hearing from you.

Thanks.

Debbi

Deborah L. Greene, PhD  
Executive Director  
Budget and Planning  
Office of the VP for Administration and Finance  
Georgia Institute of Technology  
225 North Avenue  
Lyman Hall - Room 304  
Atlanta, GA 30332-0257  
phone: 404-385-7102  
fax: 404-894-1647  
email: Deborah.Greene@business.gatech.edu
August 26, 2008

Deborah L. Greene, Ph.D.
Executive Director, Office of Budget and Planning
Georgia Institute of Technology
225 North Avenue, NW, Lyman Hall, Room 304
Atlanta, Georgia 30332-0257

RE: GA Tech: Demolish Ajax Building/Pickrick Restaurant, 881 Hemphill Ave, Atlanta
Fulton County, Georgia
SP-080312-001

Dear Dr. Greene:

Thank you for providing the additional information concerning the above referenced project at the Georgia Institute of Technology, Atlanta, Fulton County, Georgia. Our comments are offered to assist the Georgia Board of Regents and Georgia Tech in complying with the provisions of the Georgia Environmental Policy Act (GEPA) and the State Agency Historic Property Stewardship Program (OCGA-12-3-50-58).

Based on the floor plan submitted as well as historic photographs and film footage available on-line, it is our opinion that the building as it exists today is the restaurant where Lester Maddox refused to desegregate in 1964. The exterior of the building is virtually intact from 1964. The only losses are a small flat-roofed metal canopy that once encircled the building and the historic signage. In addition, the interior, though infilled with many small rooms, maintains the main structural areas. The front dining room, which spans the entire front of the building, is largely intact both spatially and in terms of details such as coved ceilings sand the big fireplace that is now in an enclosed office. Therefore, we continue to believe that the building has sufficient integrity to be eligible for the Georgia Register of Historic Places through the significant role it played in the civil rights movement and in catapulting Lester Maddox to political fame.

Therefore, as previously stated, the proposed demolition of this building would have a significant impact in accordance with GEPA and OCGA-12-3-50-58. Furthermore, we continue to feel that the loss of this building would be a sorely missed opportunity for Georgia Tech to tell this important story within the larger context of the Civil Rights era to ensure that future generations will not forget the pivotal Civil Rights Movement and those that shaped its history. We again offer our assistance in finding alternatives to demolition for this important building. If you have any questions or if we may be of further assistance, please do not hesitate to contact Karen Anderson-Cordova, Planning & Local Assistance Unit Manager, at (404) 651-6461 or Betsy Shirk, Environmental Review Coordinator, at (404) 651-6624.

Sincerely,

W. Ray Luce
Division Director

WRL:ECS

cc: Le'Var Rice, ARC
    Michael Miller, Board of Regents
In compliance with provisions of the Georgia Environmental Policy Act, Georgia Tech concurs with and will pursue the mitigation strategies identified in this Environmental Effects Report (see page 11). The components restated below are a means of mitigating the adverse effects of the proposed demolition of the Ajax Building:

1. Georgia Tech will create and install an interpretive marker on the site of the July 3, 1964 incident that took place outside the former Pickrick in the restaurant parking lot.

2. Georgia Tech will create and host an interactive website to provide public education and awareness of the incident and the Civil Rights movement.
APPENDIX G:
Draft Concept Plan for Interpretive Plaque at the Pickrick Restaurant site
Striving for Equality

The Ajax Building was built in 1948 by Lester Maddox and his wife, Virginia, as the Pickrick Restaurant. Maddox began advertising in the Atlanta Journal in 1959 using the “Pickrick Says” format. As the popularity of the ads grew, Maddox began using them to sound his pro-segregationist views, which drew the attention of patrons and protesters alike. On several occasions the restaurant was targeted for sit-ins.

In 1964, after the federal Civil Rights Act was signed into law by President Johnson, the Pickrick once more became a target for a sit-in. On July 3, 1964, Maddox was made aware of the approaching protesters. He grabbed his handgun and his patrons brandished pick-ax handles to prepare for the protestors.

The three protestors were students from the Atlanta Interdenominational Theological Seminary: Reverend George Willis, Jr., Reverend Albert Dunn, and Reverend Woodrow T. Lewis. The African-American protesters never made it into the restaurant, chased away by Maddox and his patrons. The media recorded the incident and the now-infamous photograph of a gun-toting Lester Maddox was featured in newspapers around the country. Ironically, incidents of “white backlash” such as this served to sway national opinion in favor of Civil Rights.

Many Atlanta restaurants were political gathering places during the Civil Rights Movement.
APPENDIX H:

Bibliography


VIS 105, Atlanta History Center, Lester Maddox Photographs, 1934-2000


Recommended Reading: