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general management plan
development concept plan

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MARTIN LUTHER KING JR.



NATIONAL HISTORIC SITE & PRESERVATION DISTRICT / ATLANTA



APPROVED:

Robert Baker, Regional Director
Southeast Region

2/21/86

General Management Plan & Development Concept Plan



MARTIN LUTHER KING JR.
NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
ATLANTA, GEORGIA



BIRTH HOME BLOCK
(National Historic Site)



ODD FELLOWS BUILDING
(Preservation District)

SUMMARY

The Martin Luther King, Jr., National Historic Site and Preservation District includes most of an Atlanta area known as "Sweet Auburn," a community that reflects perhaps better than any other in America the historical achievements of black families, businesses, churches, and other public institutions. The national historic site includes Dr. King's birth home, Ebenezer Baptist Church (where he served as co-pastor), his memorial gravesite in the Freedom Hall complex, and the residential street on which he spent his boyhood years. The preservation district includes the surrounding commercial and residential areas that were a vital part of the environment in which Dr. King grew up.

Management of this park complex will be a cooperative undertaking by the National Park Service, the city of Atlanta, and numerous local agencies and organizations. The primary responsibilities of the National Park Service will be historic preservation and interpretation of Dr. King's life. This general management plan primarily addresses resource management, public use, and development within the national historic site. The preservation district will be managed according to a separate development program that has been prepared by the park's advisory commission with the help of the city of Atlanta. One purpose of the development program has been to identify ways to integrate the park with the surrounding area and to capitalize on the presence of the park as a focus of economic revitalization. The National Park Service has worked cooperatively with the advisory commission and the city of Atlanta to ensure compatibility between the general management plan and the development program.

The interpretive programs included in this plan center around the structures most directly associated with Dr. King: his birthplace, the residences on the same block, Ebenezer Baptist Church, and his memorial gravesite. The National Park Service will operate an information kiosk and conduct walking tours of the national historic site. Exhibits, publications, and historic buildings will be used to interpret the life and work of Dr. King and the larger story of the civil rights movement. The Martin Luther King, Jr., Center for Nonviolent Social Change (the King Center), which carries on the work of Dr. King, will continue to memorialize him and explain his philosophies and legacy to visitors. The National Park Service will not establish a major visitor center in the national historic site.

The National Park Service will lease the birth home from the King Center to provide for the long-term preservation and interpretation of this key structure. All vacant and tenant-occupied structures on the birth home block will be acquired and rehabilitated by the National Park Service. Current tenants will be able to remain in their homes at stabilized rents. Some structures will be resold to individuals, but the National Park Service will retain sufficient interests in these properties to protect their historic appearance and to ensure continued residential use. The National Park Service will work with the city of Atlanta to assist owner-occupants in rehabilitating their structures on the birth home block.

The general management plan assumes that the city will take appropriate actions to stimulate historic preservation, economic revitalization, and tourism in the Sweet Auburn area. If the city takes such action, the National Park Service will supplement the city's efforts by operating a visitor facility at the western end of the preservation district and by making limited funds available for facade restoration of historic buildings. The Park Service will also provide technical architectural assistance funded through the park's operating budget.

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REGION

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE

PURPOSE OF AND NEED FOR THE PLAN

In establishing the park on October 10, 1980, Congress specified that "the places where Martin Luther King, Junior, was born, where he lived, worked, and worshipped, and where he is buried" should receive special attention "to protect and interpret [these areas] for the benefit, inspiration, and education of present and future generations" (PL 96-428). In keeping with Congress's intent, the general management plan addresses the needs to preserve the park's cultural resources; to interpret the significance of Dr. King, the Sweet Auburn neighborhood where he grew up, and the civil rights movement; and to provide for visitor use in the national historic site and preservation district. The plan is intended to guide management of the park for approximately the next 10 years.

The National Park Service has no land acquisition authority within the preservation district and may only cooperate with other landowners to promote historic preservation and public use in that area. The development program prepared by the park's advisory commission identifies appropriate roles and responsibilities for various agencies and organizations, including the National Park Service, in the preservation and revitalization of the district. The National Park Service has coordinated the actions in this general management plan with the other public and private proposals that have emerged from the advisory commission's program. It is expected that a combined approach will enable preservation of the park's significant cultural resources through private sector investment, enhancing both the environment and the economy of the Auburn Avenue community.

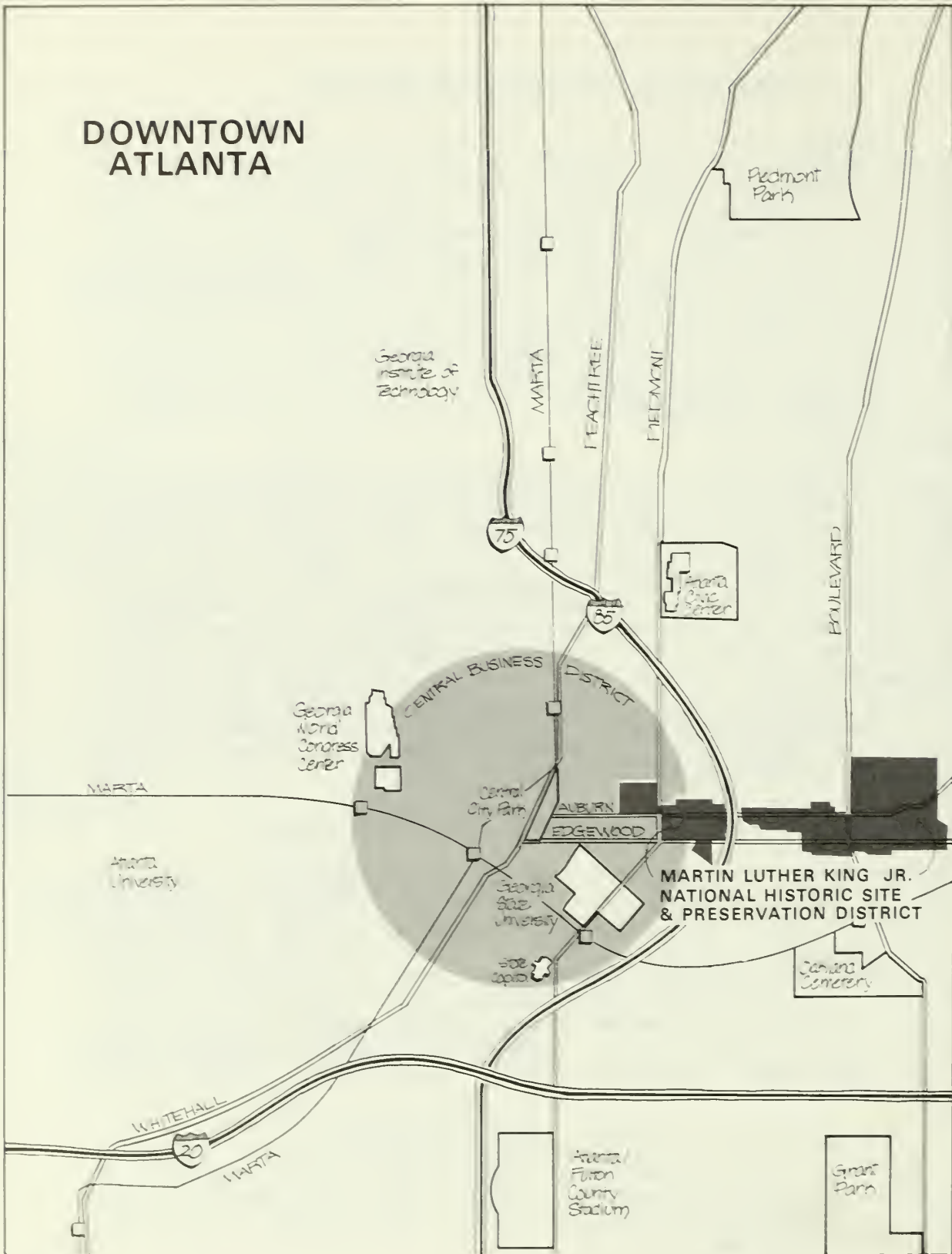
The major issues addressed by this plan are summarized below:

Preservation. The appearance of some of the streets and buildings in the national historic site has changed dramatically since Dr. King's childhood there. Many structures are in poor condition and will deteriorate rapidly if action is not taken to stabilize and preserve them. However, many area residents and property owners do not have the means to rehabilitate their structures. Another factor is the lack of historic zoning protection for the portion of the park west of Jackson Street. None of the historic structures in this area has legal protection against demolition or inappropriate alteration.

The National Park Service is responsible for interpretation of historic structures in the preservation district but has no authority to acquire them for preservation. Means other than NPS acquisition must therefore be found to ensure the preservation of these important resources.

Community. A major factor in the development of the plan has been consideration of the needs of the surrounding community, as well as

DOWNTOWN ATLANTA



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VICINITY

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the needs related more directly to the park. Most of the more than 300 structures included within the historic site and preservation district boundaries are used for residential, commercial, and institutional purposes. Although the area has declined economically in recent years, it is still a living, active community that will continue to be used for many purposes unrelated to the park.

The low incomes of most residents make them extremely vulnerable to displacement caused by rising property values and rents. While the National Park Service will not force anyone out of the residences it acquires, it can do nothing to prevent displacement of residents from privately owned homes or apartments. If the area does revive economically, people could be involuntarily displaced from their homes and places of business. (The advisory commission study also addresses this problem.) Also, there is a potential for conflict between visitor use and community use of the Auburn area.

Visitor Use. Visitors come to the park from all over the world to pay homage to Dr. King, an internationally respected leader. Most of these visitors currently arrive on scheduled bus tours of the city, charter trips, and school tours. Atlanta's position as a major regional service and transportation center for the southeastern United States, its attractiveness as the nation's third largest convention city, and periodic events held at the King Center have a great potential for increasing visitor use of the area.

Visitors currently are limited in what they can see and learn about Dr. King and the Sweet Auburn community. Visitor services and facilities are lacking. In addition, current visitor use places a severe strain on the limited resources of the King Center. The plan addresses visitor access; park information; interpretation of the life and legacy of Dr. King, the civil rights movement, and the Sweet Auburn community; and other visitor services.



ATLANTA LIFE INSURANCE BUILDING



RUCKER BUILDING



ALEXANDER BUILDING



ROYAL PEACOCK CLUB



BUTLER STREET YMCA



ALEXANDER HAMILTON HOME



PRINCE HALL MASONS BUILDING



BIG BETHEL AME CHURCH



HERNDON BUILDING



ODD FELLOWS BUILDING



RESIDENCE



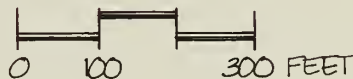
WHEAT STREET BAPTIST CHURCH

POINTS OF INTEREST

- | | |
|-------------------------------|----------------------------------|
| 1 Birth Home | 16 Atlanta Life |
| 2 Freedom Hall Complex | (Old Home Office) |
| 3 Ebenezer Baptist Church | 17 Rucker Building |
| 4 Birth Home Block | 18 Our Lady of Lourdes School |
| 5 Big Bethel AME Church | 19 Municipal Market |
| 6 Wheat Street Baptist Church | 20 Royal Peacock Club (Top Hat) |
| 7 Butler Street YMCA | 21 Henry's Grill |
| 8 Odd Fellows Building | 22 Silver Moon Barber Shop |
| & Auditorium | 23 Poro Beauty Shop |
| 9 Prince Hall Masons Building | 24 Walden Building |
| 10 Herndon Building | 25 Mutual Federal Savings & Loan |
| 11 Alexander Building | 26 Haugabrooks Funeral Home |
| 12 Fire Station #6 | 27 Wigwam Apartments |
| 13 Charles Harper Home | 28 Alexander Hamilton Home |
| 14 Antoine Graves Home | 29 Hanley's Funeral Home |
| 15 "Shotgun" Row Houses | 30 Community Center Plaza |

 NATIONAL HISTORIC SITE
 PRESERVATION DISTRICT

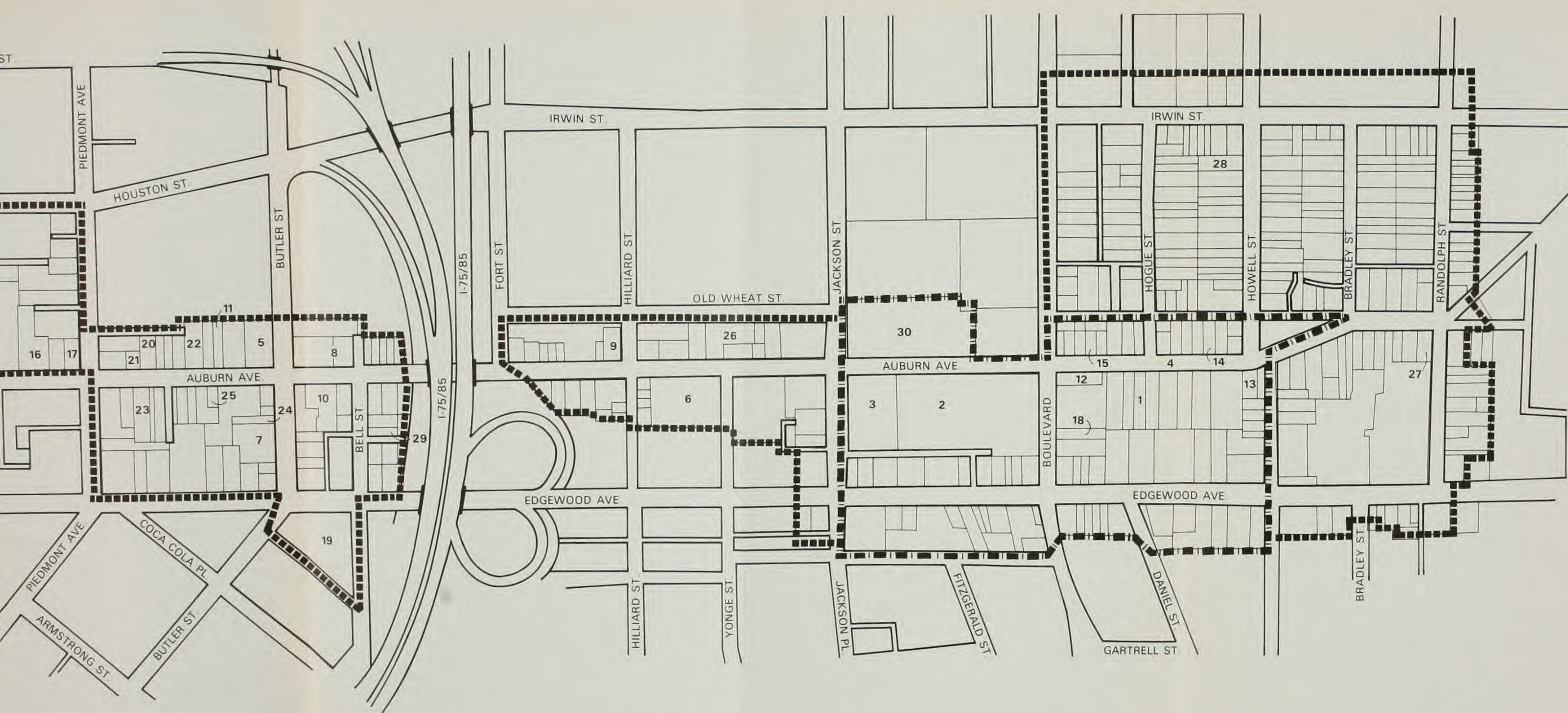




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MAJOR FEATURES

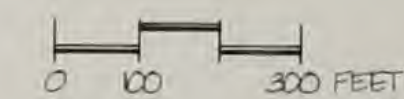
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POINTS OF INTEREST

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NATIONAL HISTORIC SITE
 PRESERVATION DISTRICT



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MAJOR FEATURES

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**PART ONE
DESCRIPTION OF THE ENVIRONMENT**



INTRODUCTION

In this section, the park's significance and cultural resources are briefly described, followed by an overview of the environment. A complete description of all aspects of the park environment has been compiled in other documents that are available at the park (refer to the "Selected References" list). Additional information can be found in the Impact Area Study that was prepared by the city of Atlanta in 1983.



BIRTH HOME



EBENEZER BAPTIST CHURCH

SIGNIFICANCE OF THE NATIONAL HISTORIC SITE
AND PRESERVATION DISTRICT

Dr. Martin Luther King, Jr., the leader of the civil rights movement, is known and honored throughout the world for his leadership in the black struggle for equality and for his philosophy of nonviolent social change. Two structures directly associated with Dr. King constitute the primary historic resources of the national historic site: the home where he was born, at 501 Auburn Avenue, and Ebenezer Baptist Church, where he served as co-pastor, on the southeast corner of Auburn and Jackson. The property next to the church was chosen for the Freedom Hall complex, which is the site of Dr. King's memorial gravesite and the permanent home of the King Center. Also included in the historic site are portions of the residential area, on Auburn Avenue, and a portion of the commercial area, on Edgewood Avenue. In all, there are 67 historic structures in the national historic site, most of which were built between 1890 and 1910.

The National Park Service can acquire property in the national historic site, and this part of the park will be the focal point of NPS interpretive activities and visitor services. The protection and interpretation of this historic neighborhood will allow present and future generations to see the area as Dr. King knew it when he was a child. By experiencing the places where he was born, worked, worshipped, and is buried, visitors will be helped to understand Dr. King, his leadership of the civil rights movement, and the effects of his teachings on this important 20th century social movement.

Dr. King's broader childhood environment is included in the preservation district, which encompasses approximately 230 historic structures in both commercial and residential portions of the Sweet Auburn community. Called "sweet" because of the great economic, political, and social success blacks achieved there, Auburn was one of the most prosperous black communities in the United States in the early 20th century. Black religious leaders, bankers, educators, doctors, politicians, and men and women of all occupations worked together to form a foundation for a self-sufficient society and the civil rights movement. Growing up in Sweet Auburn, young Martin Luther King, Jr., saw black men and women achieving, thriving, and building a life for themselves. But he also saw that unfair restrictions and borders prevented the full realization of their potential. By learning about these men and women and seeing the environment they created, visitors will understand the history and effects of segregation and the conditions that inspired Dr. King to lead the fight for freedom of all Americans.

CULTURAL RESOURCES

HISTORICAL VALUES

The park has been divided into three historic zones to help focus preservation work and interpretation on the most significant years for the various parts of the community. For the block where Dr. King was born, the most significant historic period extended from 1929 (the year Dr. King was born) to 1941 (the year the King family moved to a home on Boulevard). For the larger residential area and Edgewood Avenue, the most significant years were 1890 to 1948 (the year Dr. King moved away from the neighborhood). For the commercial area, the period of significance extended from 1890 until 1968 (the year Dr. King was killed).

Birth Home Block. The block on Auburn Avenue between Boulevard and Howell constitutes the primary cultural resource of the national historic site. This was the childhood environment of Dr. King. The home where he was born (501 Auburn), a two-story Queen Anne style wood-frame house, was built in 1895. Dr. King's grandfather purchased the 14-room home in 1909. The homes of several other prominent black Atlantans are also in this block, including the home of Rev. Peter James Bryant, editor and early antisegregationist (522 Auburn), and Charles L. Harper, a prominent educator (535 Auburn). Directly across from Dr. King's birthplace are several Victorian "shotgun" duplex houses that were built by a textile company in 1905 as worker housing. At the southeast corner of Auburn and Boulevard is Fire Station No. 6, built in 1894, the oldest operating fire station in Atlanta. Our Lady of Lourdes, one of the earliest black Catholic schools in Georgia, is next to the fire station on Boulevard.

Ebenezer Baptist Church. A member of Dr. King's family has preached at this church since 1894. The present Gothic Revival style church building was completed in 1922, and a school building was added in 1956. Dr. King's father became the pastor in 1931, and Dr. King served with him as co-pastor from 1960 to 1968.

Commercial Area. Most commercial structures are centered around Auburn Avenue in the western portion of the preservation district. Several significant commercial structures still stand in the area, including the Atlanta Life Building, Rucker Building, Odd Fellows Building and Auditorium, Royal Peacock Nightclub, Prince Hall Masonic Building, and Municipal Market. Important institutions in this area include Wheat Street Baptist Church, Big Bethel AME Church, and the Butler Street YMCA, which has been the training ground for many black political, religious, and business leaders.

Residential Area. The eastern portion of the preservation district is residential in character. In the early 20th century, when black and white Atlantans were legally segregated, this area became the home of many of Atlanta's black affluent, middle class, and working class men and women. The people who lived here were part of an active community that



1929-1941



1890-1948



1890-1968



NATIONAL HISTORIC SITE



PRESERVATION DISTRICT

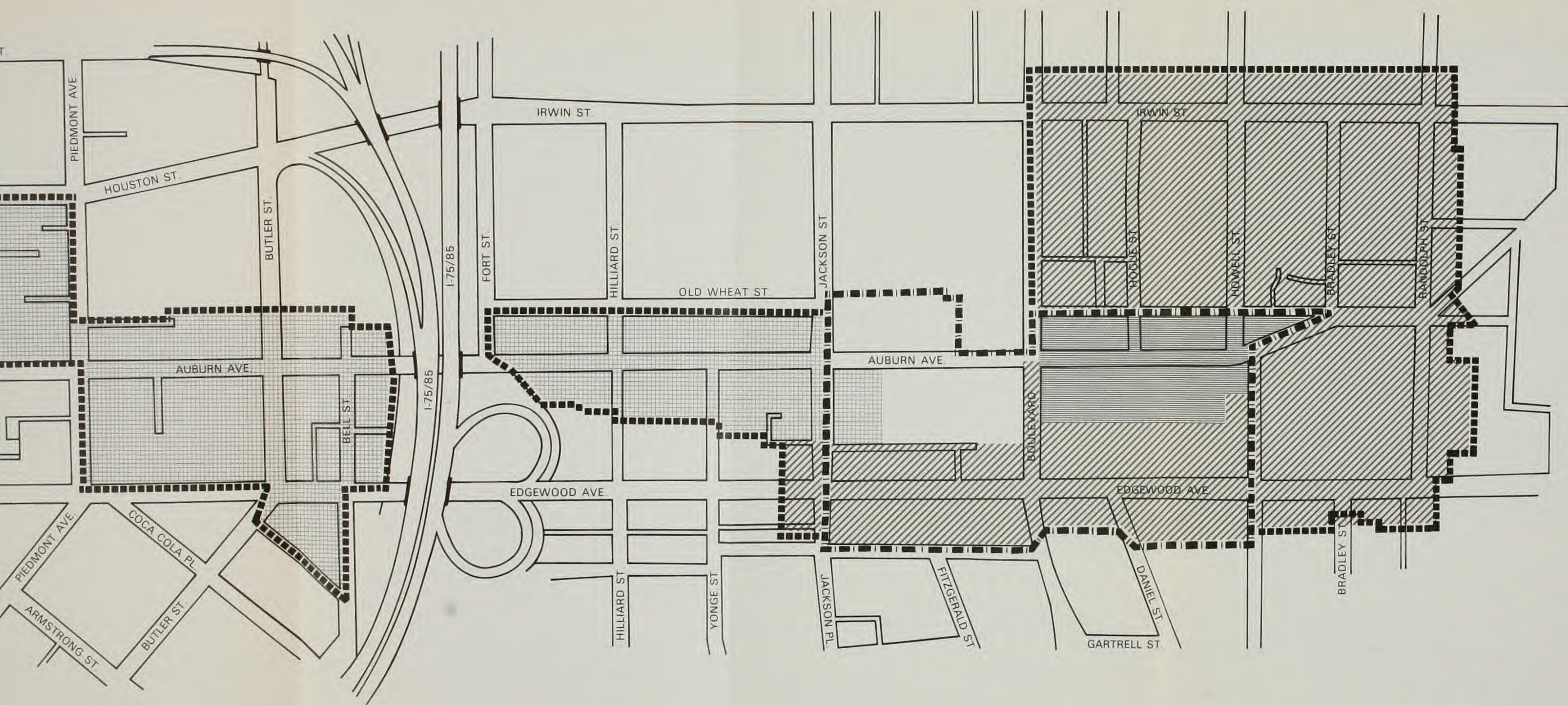


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HISTORIC PERIODS

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

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- 1929-1941
- 1890-1948
- 1890-1968

— NATIONAL HISTORIC SITE
- - - PRESERVATION DISTRICT



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HISTORIC PERIODS

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
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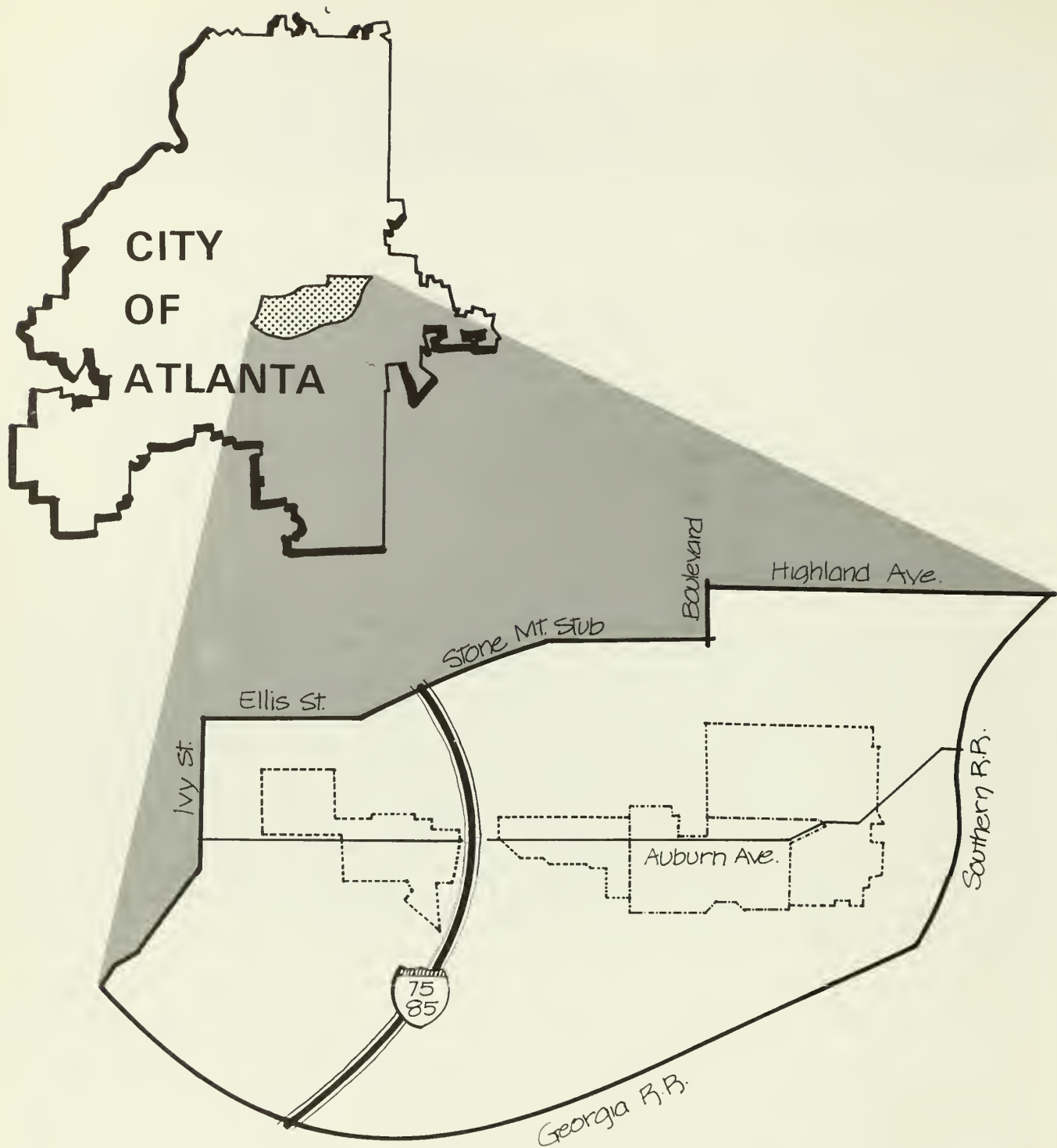
supported a rich social and cultural life involving literary societies, self-help groups, and political activity. Significant structures in this area include the homes of Thomas and George Goosby and Alexander Hamilton, rival building contractors, and the Wigwam Apartment Building, constructed in 1940 by successful real estate developer Cornelius King.

ARCHITECTURAL VALUES

The architectural styles within the park reflect a regional response to popular trends in American architecture. The area's built environment was shaped primarily by the diverse social, economic, and political conditions which existed in Atlanta throughout the late 19th and 20th centuries; however, the community is continuously evolving and contains buildings ranging in date of construction from the 1890s to the present. Most of the structures in the historic site were built between 1890 and 1910, and they include several examples of Victorian commercial and residential architectural styles.

ARCHEOLOGICAL VALUES

An archeological study of the Auburn commercial area conducted in 1979 by the Interagency Archeological Services in Atlanta as part of the Historic American Buildings Survey concluded that the "potential for early historic resources within the historic district is quite strong." In early 1982 an analysis of aerial imagery of the open ground in the park (back yards, vacant lots) was conducted by the Southeast Archeological Center of the National Park Service. This study concluded that subsurface testing could be undertaken in a limited number of areas proposed for ownership by the National Park Service, but that testing would likely reveal data about prehistoric occupation rather than more recent periods. The analysis noted that considerable surface modification has occurred, and no archeological features were apparent that would provide additional primary data directly related to park themes and purposes.



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IMPACT STUDY AREA

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

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HUMAN ENVIRONMENT

POPULATION

The Auburn community lies just east of the Atlanta central business district. In 1980 the city had approximately 415,000 inhabitants, while the 15-county Atlanta standard metropolitan statistical area had a population of 2.3 million.

In 1980 there were approximately 1,470 people residing within the boundaries of the national historic site and preservation district. (The exact population is difficult to determine because the census block boundaries do not coincide exactly with the park boundaries.) In the larger area including the park and several blocks surrounding it, which has been designated the "impact area" for the purposes of the advisory commission study, the 1980 population was 6,566. The 1980 population was smaller than the 1970 population by 20 percent in the park and 31 percent in the impact area.

In 1980, 92.7 percent of the park population was black, 13.8 percent was under 18, and 29 percent was 65 or older. There were a large proportion of one-person households (62 percent in the park compared with 33 percent in the city as a whole). Most of the residents had low incomes. In 1979 the household median income in the park was \$4,385, compared to a citywide household median income of \$11,297.

HOUSING

In 1980 there were 996 housing units in the park and 862 (86.5 percent) were occupied. Homeownership in this area was relatively low. The citywide average for homeownership was 41.3 percent, but in the park only 6.6 percent of all housing units were owner-occupied. A high proportion of apartment buildings accounted for much of this difference. When apartments were excluded from the survey, 35.9 percent of the remaining units were found to be owner-occupied (NPS 1983b).

The values of housing were also considerably lower in the park than in the rest of the city. The median value of owner-occupied housing in the park was \$14,000, compared with a median value of \$54,500 for housing in the greater Atlanta metropolitan area. Similarly, average rental payments in the park were \$117, compared with average payments of \$201 in the city as a whole. In the impact area, which takes in two large public housing projects, one in the north-central and one in the south-central portion, the average rental payment was \$80.

Housing conditions vary widely from block to block, and sometimes from structure to structure. However, because of the high level of absentee ownership and low rents, many housing units are in a deteriorated and dilapidated condition.

ECONOMY

Economic activities in the impact area are grouped in a large institutional complex south of Edgewood Avenue and west of the expressway (the site of Grady Hospital and Georgia State University), in small commercial establishments along Auburn Avenue, and in light industries and repair services catering to a more regional clientele along Edgewood Avenue and Decatur Street. Most businesses on Auburn are small and oriented to personal services: beauty shops, barber shops, shoe repair shops, dry cleaners, laundries, real estate agencies, insurance agencies, restaurants and lounges, and funeral homes. Many of these businesses have operated on the avenue for decades.

The major employers in the park are Atlanta Life Insurance Company (one of the largest black insurance firms in the nation), the city's MLK Community Center, the King Center, Atlanta Belting Company, and Dynamic Metals. Another key business, the Atlanta Municipal Market on Edgewood Avenue, offers a variety of fresh produce and meat to customers from throughout metropolitan Atlanta. The unemployment rate for persons living in the area is high. According to the 1980 census, 29.8 percent of those in the work force received unemployment compensation at some time during 1979.

CRIME

A major deterrent to the revitalization of this area is crime, or the perception of crime. While the total impact area experienced a 7.8 percent increase in reported crimes from 1981 to 1982, crime in the park boundaries decreased 16 percent. Still, the portion of Auburn between Piedmont and I-75/85 had the second highest rate of muggings in the city.

COMMUNITY ATTITUDES AND CONCERNS

The attitudes and feelings that seem to be most prevalent among community residents include disappointment about the changes in the neighborhood in recent years. As buildings, and especially residences, have deteriorated and crime has increased, safety has become a primary concern. Another problem for many elderly residents is a lack of mobility, which hinders their everyday lifestyles.

Some residents have expressed dissatisfaction with the influx of outsiders to the area. Large numbers of visitors on Auburn sometimes interfere with residents' use of the sidewalks and the street, including the on-street parking space, and they may disrupt the use of porches for meetings and socializing.

Although some renters feel that lodging in the area is only temporary, many strongly believe that it would be wrong to displace older people, especially those who have lived in the neighborhood most of their lives.



RESIDENTIAL



COMMERCIAL



INDUSTRIAL



INSTITUTIONAL



VACANT BUILDING



VACANT LAND



NATIONAL HISTORIC SITE



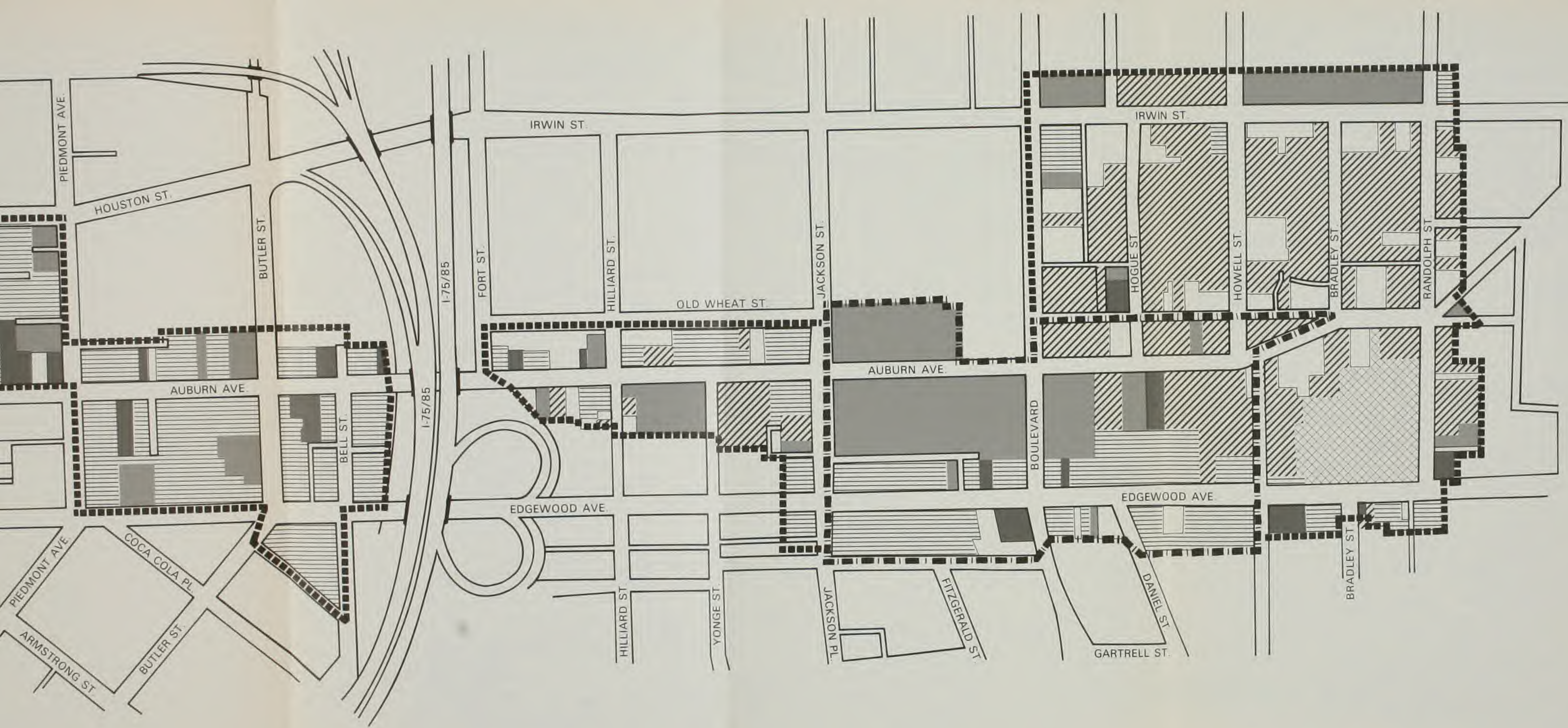
PRESERVATION DISTRICT



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CURRENT LAND USE

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE



- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- INSTITUTIONAL
- VACANT BUILDING
- VACANT LAND

- NATIONAL HISTORIC SITE
- PRESERVATION DISTRICT



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CURRENT LAND USE

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There is a genuine fear of displacement. Although many residents seem to be proud that visitors come from all over the world to see their neighborhood, they emphasize that it is not worthwhile if their neighborhood is destroyed through the displacement of people from their homes. Confusion exists about the role of the National Park Service and its association with the King Center, private landlords, and city housing programs.

Some property owners are interested in selling their properties, and many residents are worried about outside investors and are seeking ways for the community to control the property. A common bond among most groups and individuals seems to be a desire to change the existing situation into something they can be proud of. Organizations such as the Auburn Area Revitalization Committee (AARC) and the People's Neighborhood Community Economic Development Corporation are seeking to improve existing businesses and the built environment of the community.

PARK USE AND DEVELOPMENT

EXISTING FACILITIES AND OPERATIONS

The federal government owns several parcels of property in the boundaries of the national historic site, including 522 Auburn Avenue, which houses a portion of the park's administrative staff; the Community Center Plaza, 1.8 acres of open space at 450 Auburn Avenue, and four tracts on Edgewood Avenue that will be developed for visitor parking. (One of the Edgewood tracts includes two commercial buildings, one of which houses the park's interpretive division.) In addition, the government owns several tenant-occupied houses on the birth home block and a preservation easement on the parcel that includes the houses at 546 and 550 Auburn Avenue.

Park operations include visitor services, planning, history research, and technical assistance to private individuals on rehabilitation of historic property. The birth home is open for tours for approximately 60 hours per week in June, July, and August and for about 30 hours per week during the remainder of the year. The park has also started rehabilitation of the Community Center Plaza. An information kiosk has been installed in the plaza to orient visitors to the site.

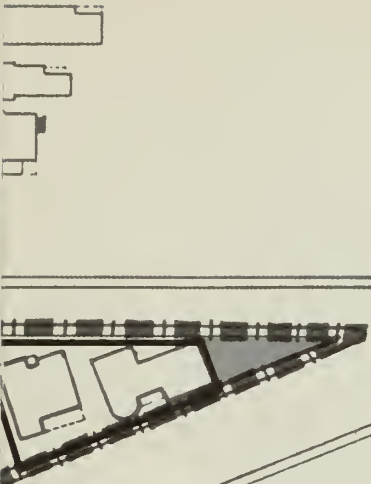
ACCESS


Three major arterials pass through the national historic site and preservation district. The "downtown connector" (I-75/85) is the most notable, but the park is also traversed by Edgewood Avenue, which connects the central business district with the eastern part of Atlanta, and by Boulevard, which runs north-south through the middle of the national historic site (see the Existing Access map).

Park visitors traveling by car have access to the park from I-20 (Boulevard exit) and from I-75/85 (Auburn/Edgewood and Butler exits). Several bus tours visit the King Center and gravesite. Beyond this, however, there are no developed transportation linkages between the park and the downtown hotels, convention facilities, and cultural and entertainment centers.

The park is served by three Metropolitan Atlanta Rapid Transit Authority (MARTA) bus lines. The closest rapid rail station, the King Memorial Station, is about three blocks south of the national historic site boundary.

Public parking is inadequate. About 50 spaces behind the King Center are used by the center's visitors and employees and by Ebenezer Baptist Church members. Other visitors currently park along Auburn Avenue between Jackson and Howell streets, contributing to general congestion and sometimes causing parking problems for residents. There are metered parking spaces along the commercial portion of Auburn and



 NPS OWNERSHIP

 NPS LEASE

R REHABILITATED STRUCTURE

 NPS VISITOR CONTACT

 WALKING TOUR

 EXISTING OFF-STREET PARKING

1 EBENEZER BAPTIST CHURCH

2 GRAVESITE

3 COMMUNITY CENTER PLAZA

4 BIRTH HOME

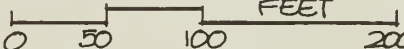
5 NPS ADMINISTRATIVE OFFICE

6 TOUR BUS STOP

 NATIONAL HISTORIC SITE

 PRESERVATION DISTRICT



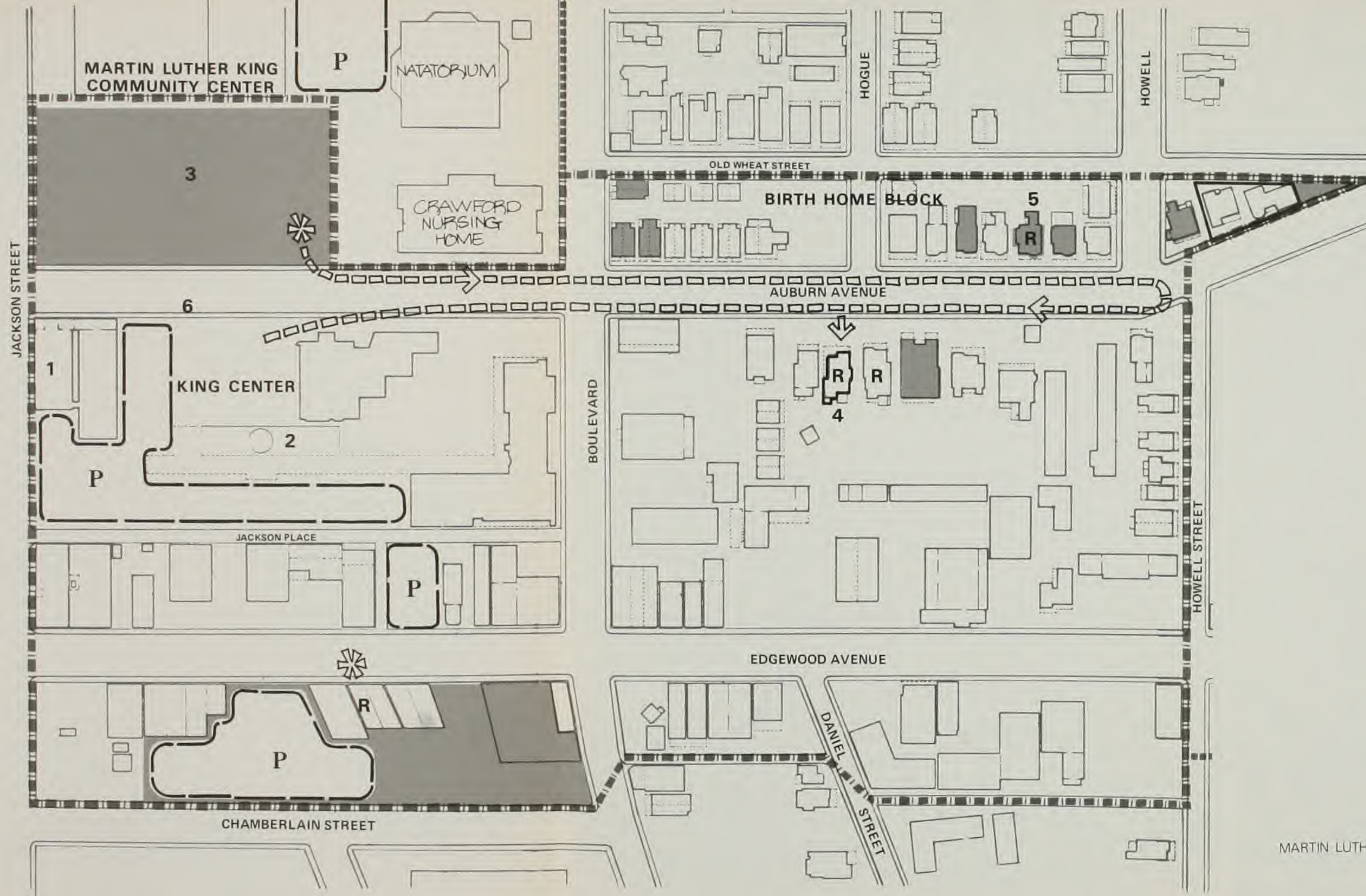
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EXISTING CONDITIONS

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE



- NPS OWNERSHIP
- NPS LEASE
- R** REHABILITATED STRUCTURE
- NPS VISITOR CONTACT
- ➔ WALKING TOUR
- P EXISTING OFF-STREET PARKING
- 1** EBENEZER BAPTIST CHURCH
- 2** GRAVESITE
- 3** COMMUNITY CENTER PLAZA
- 4** BIRTH HOME
- 5** NPS ADMINISTRATIVE OFFICE
- 6** TOUR BUS STOP

NATIONAL HISTORIC SITE

PRESERVATION DISTRICT



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EXISTING CONDITIONS

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE



- HIGHWAY ACCESS
- SCHEDULED BUS ROUTE
- RAPID RAIL LINE
- RAPID RAIL STATION
- ■ ■ ■ NATIONAL HISTORIC SITE
- ■ ■ ■ PRESERVATION DISTRICT

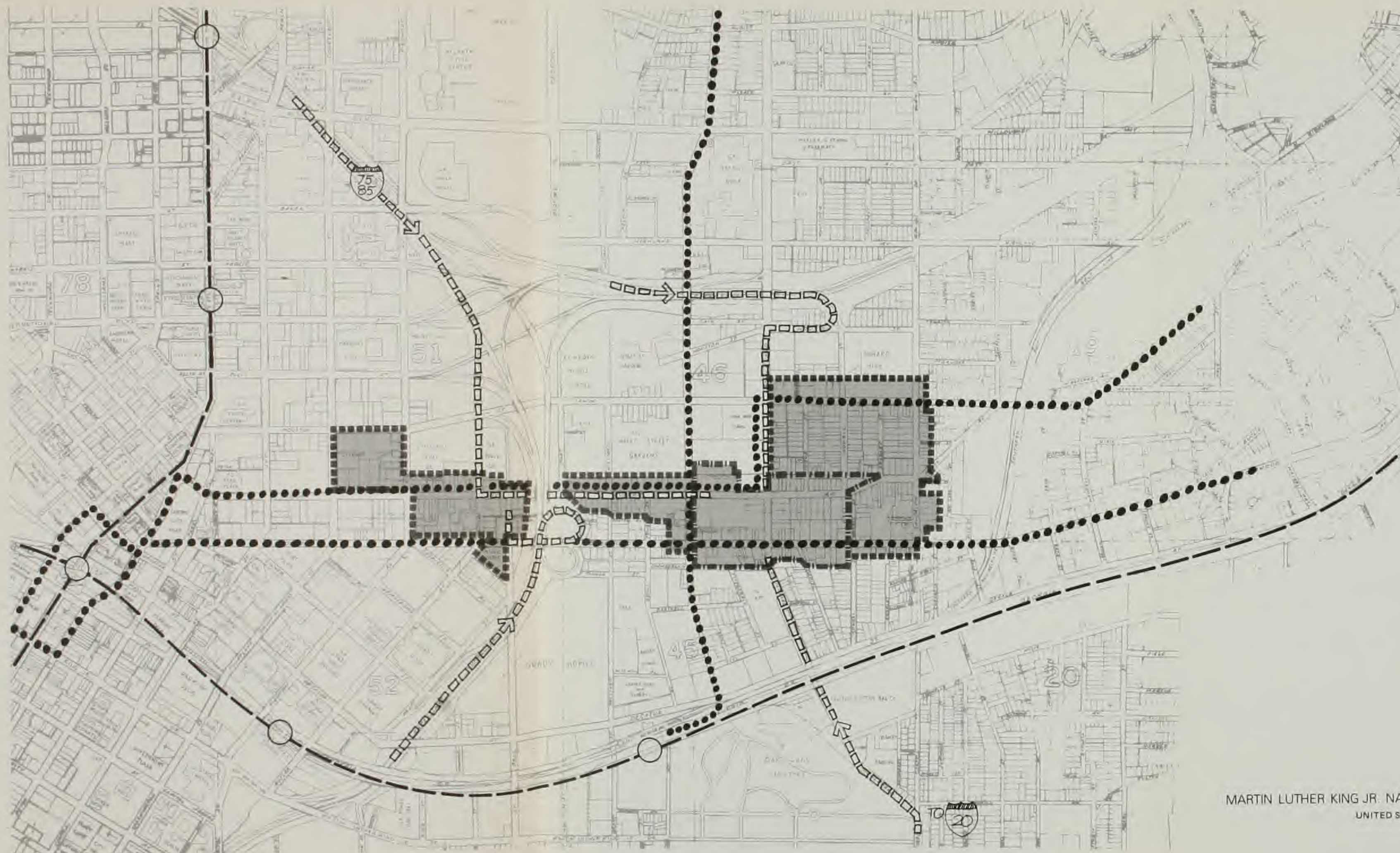



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EXISTING ACCESS

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE



- HIGHWAY ACCESS
 - SCHEDULED BUS ROUTE
 - RAPID RAIL LINE
 - RAPID RAIL STATION
 - NATIONAL HISTORIC SITE
 - PRESERVATION DISTRICT
- 

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MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE

limited parking connected with the Municipal Market, but area merchants feel that the lack of parking is one cause of depressed economic conditions in the area. Additional parking is needed for park visitors and, if the commercial area is to be revitalized, for area business patrons as well.

VISITOR USE

Counts of park visitors show that approximately 350,000 people visited the national historic site in 1983. This is based on counts taken for six months (July-December) at the King Center, gravesite, Ebenezer Baptist Church, and Community Center Plaza. Of the 350,000 total, 190,000 people were counted crossing the Community Center Plaza and the remaining 160,000 were counted in the vicinity of the gravesite, Ebenezer, and the King Center. Because there are several possible entrances to the plaza, some visitors were probably not counted. Visitor counts at the birth home were not included in the annual estimate because it was assumed that all but a very tiny percentage of visitors to the home also visited the King Center, gravesite, or Ebenezer and were counted there.

Auburn Avenue between Jackson and Boulevard is extremely congested during the day, with cars parked on both sides of the street and buses stopping at various times. The King Center is a planned stop for most bus tours of the city, and interpreters estimate that five tour buses stop there every day. Usually the buses stop for 15 minutes or less, and the visitors have time only for brief visits at Dr. King's grave and the King Center gift shop.

The King Center estimates that 20,000 visitors tour the birth home every year. The National Park Service interprets the birth home through a cooperative agreement with the King Center. NPS interpreters are available to guide visitors through the home on a regular basis.

The park has conducted the first phase of a visitor use survey, which provides a demographic profile of visitors and information about their trips to Atlanta and their park expectations and experiences. The survey focused on the backgrounds of the respondents, their perceptions about the park, their suggested changes, and their spending patterns during their visits. A detailed explanation of the survey data is available at the park. Briefly, the first set of data revealed that approximately 60 percent of respondents were nonresidents of Atlanta, and a majority of these were not southerners. Pleasure or vacation constituted the largest single reason for their visits to Atlanta, followed closely by a desire to visit friends. More than half were accompanied on their visits by two or three other persons.

Most visitors (82 percent) were staying in Atlanta for six or fewer days. Approximately 49 percent were staying at hotels. The largest daily mean expenditure was \$60.60 for lodging. More than 45 percent of the respondents had visited the site at least once previously.

Seventy-seven percent of respondents were younger than 45. Forty-five percent were college graduates, and 95 percent were at least high school graduates. Forty-six percent had household incomes of \$20,000 or more. Approximately 58 percent of respondents were male; 74 percent were black, and 24 percent were white.

When asked what they most wished to see in the park, 56.8 percent of the respondents chose the gravesite and 16.3 percent chose the King Center. Seventy-three percent of the respondents felt information was adequate for adults, while about half felt it was adequate for young visitors. In spite of the apparently high satisfaction with information services, however, most respondents (71.5 percent) did not know that the site was a unit of the national park system. Also, approximately 70 percent of the visitors did not know about the availability of a tour. Almost 93 percent said they would like to take a tour, and 87 percent wanted to know more about the neighborhood where Dr. King grew up. About 17.4 percent of the respondents felt eating and drinking facilities were missing from the area, while 36.4 percent felt nothing was missing.

Visitor use is expected to increase, both as a result of expanding NPS operations and as a result of increases in regional tourism (see "Visitation Projections" in the plan section of this document). The proximity of the park to downtown Atlanta, a city experiencing and fostering growth as a convention center, will have a major effect on visitor use. Atlanta's role as the Southeast's business and transportation center will also bring visitors to Atlanta, and therefore to the park.

NATURAL ENVIRONMENT

The park is located in a densely developed urban area. Most vegetation is found in the fairly small residential front and back yards, which cover about 10 percent of the total surface area. The remainder is covered with paving or structures. There are no endangered species in the park or the impact area. The vegetation consists of many native species and nonnative species introduced by man. Animals are those typically found in urban places, such as squirrels and pigeons.

Air pollution is caused primarily by automobile emissions. According to the Georgia Environmental Protection Division, air quality in Atlanta is below the U.S. Environmental Protection Agency standards for carbon monoxide and ozone. The Atlanta area is within EPA standards for all other air pollutants. According to the Georgia Department of Transportation, widening of I-75/85 and construction of the Presidential Parkway will tend to improve traffic flows and thus reduce air pollution in the area.





**PART TWO
DRAFT GENERAL MANAGEMENT PLAN**

INTRODUCTION

This plan focuses on the development of the national historic site as a place where visitors can learn about Dr. King, the civil rights movement, and Sweet Auburn. The National Park Service will attempt to preserve all the residential structures on the birth home block and conduct tours of the birth home, Ebenezer Baptist Church, and neighborhood streets.

If the city of Atlanta chooses to encourage other visitor attractions and services in the revitalization of the Auburn Avenue area, visitation to the national historic site will likely increase dramatically. One possible effect of this action will be to stimulate economic development in the Sweet Auburn community. This might result in the creation of many jobs for area residents, but rising property values might also create pressure for displacement of low-income residents and businesses.

NPS actions in the preservation district will depend upon the city's development program and subsequent public and private actions. If the city commits to preservation and revitalization of the area through regulation and funding, NPS actions in the preservation district will include markings for historic structures, walking tours, limited facade rehabilitation, and establishment of a visitor facility near the western edge of the preservation district.

CULTURAL RESOURCE MANAGEMENT

The primary cultural resource of the national historic site is the historic environment of Dr. King's birth home block along Auburn between Boulevard and Howell. The National Park Service will focus its historic preservation work on this environment, with the goal of restoring the exteriors of the structures and the grounds to appear as they did when Dr. King lived there as a boy. Community values will be maintained through continued private use of residential structures along the birth home block.

The historic setting in other portions of the national historic site and in the preservation district will be preserved through the efforts of private property owners, assisted by the city of Atlanta and the National Park Service. Economic activity related to visitor use of the park may stimulate the rehabilitation and adaptive use of historic structures, while the city's protective zoning as a historic and cultural conservation district will ensure that any proposals for rehabilitation, restoration, demolition, new construction, and similar activities are compatible with the purposes of the park.

The National Park Service will follow the secretary of the interior's standards for the rehabilitation of cultural resources owned by the government (36 CFR 67), and it will encourage private property owners to follow the same standards. A number of research projects, including a detailed cultural resource management plan, will be needed to fully develop the strategies proposed in this section of the general management plan.

NATIONAL HISTORIC SITE

Three preservation categories have been established for structures in the national historic site. The birth home and Ebenezer Baptist Church--both of which will remain in private ownership--will be placed in the most restrictive category. The objective for these structures will be to fully preserve or restore their appearance to the period of historical importance associated with Dr. King. The National Park Service will assist the King Center and Ebenezer Baptist Church in accomplishing this work, which will involve both interior and exterior details, finishes, and materials. All existing historic fabric will be preserved in place, and any repairs will be accomplished by replacing the deteriorated fabric in kind. Modifications to provide barrier-free access for handicapped persons and other improvements such as efficient mechanical and security systems may be made.

The remaining historic structures on the birth home block will be placed in the next most restrictive preservation category. Their exterior appearance is of great importance to the visitor experience at the birth home and Ebenezer Baptist Church, and the exteriors will be restored to

reflect the same period as the birth home. More flexibility can be permitted when considering interior modifications, and the interiors will be rehabilitated to meet present-day residential standards, the needs of current residents, the housing code requirements of the city of Atlanta, and other criteria pertaining to the continued use and long-term preservation of these structures. All significant interior architectural features and historic fabric will be preserved. This rehabilitation and restoration work will be done by the Park Service on tenant-occupied structures that are proposed for acquisition. Assistance to owner-occupants by the Park Service, the city of Atlanta, and others will help provide for work on other residential buildings along the block.

The majority of structures in the national historic site will be placed in the third, least restrictive preservation category. This category includes historic structures and sites owned and managed by others than the Park Service. In these cases, preservation must rely on indirect means of control, such as zoning, preservation easements, and the provision of technical and perhaps financial assistance. These methods are described under "Preservation District," below. The National Park Service will seek to acquire exterior preservation easements on historic structures and on nonhistoric structures visible from the birth home block. Modifications to the interiors of these buildings may be extensive and may involve major structural change. Minor exterior modifications will also be allowed if necessary to accomplish the interior development needed to accommodate economically feasible uses. New construction that is compatible with the historic setting will also be allowed.

The proposed uses and treatment of all NPS owned or managed structures and sites will be in accordance with park management objectives for protection of cultural resources and interpretation (see appendix B). The National Park Service will comply with the requirements of section 106 of the National Historic Preservation Act of 1966, the Advisory Council on Historic Preservation's "Regulations for the Protection of Historic and Cultural Properties" (36 CFR 800), Executive Order 11593 ("Protection and Enhancement of the Cultural Environment"), and NPS preservation guidelines and management policies. More specific proposals for individual structures are described below.

Birth Home

The birth home will remain under the ownership of the King Center, which acquired the residence in 1974 and has undertaken extensive work to restore it to its appearance at the time of Dr. King's birth. Under the terms of a cooperative agreement, the National Park Service leases the home to compensate the King Center for income it previously derived from donations made for tours of the structure. The Park Service proposes to continue to conduct visitor tours and to assist the King Center in making further improvements and maintaining the property.

The home will be restored and maintained to preserve its appearance during the 1929-41 period. A historic structure report, now in

preparation, will recommend what changes are needed to provide for accurate interpretation and restoration. The significant material and structural factors affecting preservation will be analyzed, and methods will be devised for dealing with them. The original building fabric will be investigated so that it will not be damaged or altered by any future work.

An evaluation of the building's structural stability and electrical and mechanical systems was conducted during the summer of 1983. The study concluded that the birth home is in sound condition and will require only minor repairs and upgrading of existing systems. Traffic on the stairs and second floor will be limited to prevent structural weakening. These areas will be monitored by the park staff to determine if further reinforcement is needed. Adequate security and fire suppression/detection systems will be maintained.

The principal rooms of the birth home will be presented as an exhibit museum, with some rooms refurnished as period rooms. An interpretive design plan and a furnishing and exhibit plan will inventory the furnishings in the home and make detailed proposals for each room. A historic structure preservation guide will outline necessary maintenance procedures for the structure and its furnishings.

Additional research is also needed to determine the historic appearance of the grounds of the birth home. Oral histories, historic photographs, and archeological findings will be used to re-create the front and back yards as they were when Dr. King played there as a boy.

Recommendations from the historic structure report in combination with proposals for development and use in this plan will provide adequate data to secure the approval of the Advisory Council on Historic Preservation.

Ebenezer Baptist Church

Ebenezer Baptist Church has expressed strong interest in constructing a new, larger church building near the intersection of Jackson and Edgewood. This would protect the historic church building from alteration.

The National Park Service will seek a cooperative agreement with the church allowing it to conduct some preservation and interpretive activities in the building. Under the agreement, the National Park Service will document the appearance of the church during Dr. King's tenure and identify any modifications required to restore the exterior and the sanctuary. Preliminary indications are that only a few minor changes have been made to the building. A furnishings study and interpretive design plan will also be prepared. The National Park Service will provide a photo exhibit and an audio interpretive program. The church will continue to schedule and lead tours of the sanctuary until the agreement is approved. The Park Service will then conduct the tours.

Tenant-Occupied and Vacant Buildings on the Birth Home Block

The National Park Service will seek to acquire and rehabilitate the tenant-occupied and vacant residential buildings that form the immediate surroundings of the birth home. The current tenants will have the opportunity to continue renting their apartments at about the same price they are paying when the Park Service purchases the structures. Some rehabilitated units will serve as temporary housing for tenants awaiting rehabilitation of their own housing. Structures no longer occupied by current tenants will be rented at fair market value or sold for private residential use, with the Park Service retaining a preservation easement or deed restriction over the use and appearance of the building exterior and the grounds.

The building exteriors and the surrounding grounds will be restored as closely as possible to their appearance during the 1929-41 period, when Dr. King lived on the block. Restoration of historic interiors is not an objective, but any original intact detailing or finishes will be retained. If the original building fabric has become so damaged that it is not economical to repair, it will be replaced using modern construction methods and materials, such as gypsum board in place of plaster walls. Other modifications may include changes in interior walls to accommodate a different density of occupancy. In buildings now used as boarding houses, the number of units will eventually be reduced to lessen the wear on the buildings, increase their life expectancy, and minimize the maintenance costs. Buildings will be brought into compliance with all applicable life-safety and occupancy codes.

Data on the historic structures will be compiled through the park's historic resource study. Separate historic structure reports will not be prepared for each building, but historic structure preservation guides will outline the procedures for maintenance.

The structure at 522 Auburn Avenue, which has been rehabilitated for temporary use as park administrative offices, will be rented or sold for private residential use once office space is relocated.

PRESERVATION DISTRICT

Preservation of the historic scene will rely a great deal on protective city zoning. City zoning as a historic and cultural conservation district currently protects the area east of Jackson Street, which includes all of the national historic site and the residential portion of the preservation district. To be effective, this zoning will have to be extended to the commercial portion of the preservation district west of Jackson Street. The National Park Service will continue to work with the community and the city of Atlanta to ensure that zoning protection is extended throughout the preservation district.

The Atlanta Urban Design Commission (AUDC) must review and issue a certificate of appropriateness for any construction, demolition, or change

in land use in a city historic and cultural conservation district. Guidelines for determining appropriateness are adopted by the Atlanta City Council. The park's enabling legislation specifies that NPS proposals for the preservation district must be submitted, like any other proposal, to the design commission for review and comment. A cooperative agreement between the Atlanta Urban Design Commission and the National Park Service formally establishes procedures for AUDC review of NPS proposals for both the national historic site and the preservation district.

Facade rehabilitation and restoration of historic buildings will be encouraged by the National Park Service and the city of Atlanta. The National Park Service will provide technical architectural assistance to property owners. In addition, if feasible, the city's Bureau of Housing and Physical Development would administer a cooperative program that would combine NPS funds for work on facades with city and other funds for the rehabilitation of building interiors. Owner-occupants would receive first priority for this funding assistance, in exchange for which they would donate an easement or sign an agreement with the city and the National Park Service providing for a covenant on the facade for a specified number of years. The city would monitor the program and the Park Service would provide technical assistance and approve plans for exterior work on buildings. All such rehabilitation and restoration work would meet AUDC requirements and the secretary of the interior's standards for historic preservation projects.

LAND PROTECTION

AUTHORITIES

The act that established the park (PL 96-428) authorized the secretary of the interior to purchase land within the boundaries of the Martin Luther King, Jr., National Historic Site with two restrictions on this authority:

Land owned by the state of Georgia or any of its political subdivisions may be acquired only by donation.

Land owned by Mrs. Coretta Scott King or the Martin Luther King, Jr., Center for Non-Violent Social Change, Inc., may be acquired only with the consent of the owner, unless the property is about to undergo a change in use that would be inconsistent with the purpose of the park.

The authority to acquire property in the national historic site includes the authority to acquire less-than-fee-simple interests, such as preservation easements. The secretary has the authority to sell or lease property the government owns. In the case of a sale, the secretary must offer the last owner of record a reasonable opportunity to purchase the property. In the case of a lease, the last tenant of record must be given the opportunity to rent at a rate not substantially higher than the last rent paid for that property, and future increases may not exceed the general escalation of rental rates in the surrounding area.

The secretary may not acquire property in the preservation district; however, the secretary may lease properties for park purposes and expend funds for their improvement, restoration, and maintenance, and the secretary may accept donations of preservation easements on properties. Also, in the preservation district as well as in the national historic site, the secretary may enter into cooperative agreements with property owners to allow the National Park Service to mark, interpret, improve, restore, and provide technical assistance for the preservation and interpretation of historic properties.

LAND PROTECTION PLAN

A land protection plan for the park was approved in December 1983 and updated in February 1986. The plan defines different methods of land protection, lists the properties in the national historic site that need to be protected, and identifies the most appropriate land protection methods to be applied to each parcel of property. Of 76 properties in the national historic site, 13 have been identified for fee-simple acquisition. For a parcel-by-parcel discussion, the reader may refer to the park's "Land Protection Plan," which is on file at the park and regional headquarters. The plan is summarized below:

National Historic Site

Birth home: cooperative agreement/lease

Tenant-occupied and vacant residential structures on the birth home block: fee-simple acquisition and leaseback or sellback with restrictive covenants

Ebenezer Baptist Church: cooperative agreement/zoning

Vacant parcel on the south side of Edgewood at Jackson Street: fee-simple purchase for visitor parking

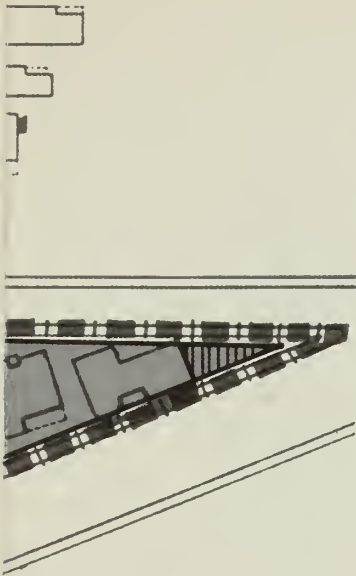
Owner-occupied residential structures, nonhistoric buildings with visual impact on the birth home block, and historic structures on Howell: acquisition of preservation easements through purchase or donation

Historic and nonhistoric structures on Edgewood: local zoning

Preservation District

All properties: local zoning

Structures that are leased will be leased to tenants of record at the rates they were paying before government ownership; when those tenants no longer wish to live in the structures, they will be leased at fair market value. Structures that are sold will be sold according to the procedures outlined in 36 CFR 17. No structure will be purchased without the consent of the owner unless the property is threatened with changes that would seriously affect the historic character of the birth home block.



EXISTING NPS OWNERSHIP



PROPOSED NPS OWNERSHIP



COOPERATIVE AGREEMENT / LEASE



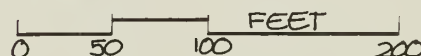
PROPOSED EASEMENT ACQUISITION



NATIONAL HISTORIC SITE



PRESERVATION DISTRICT

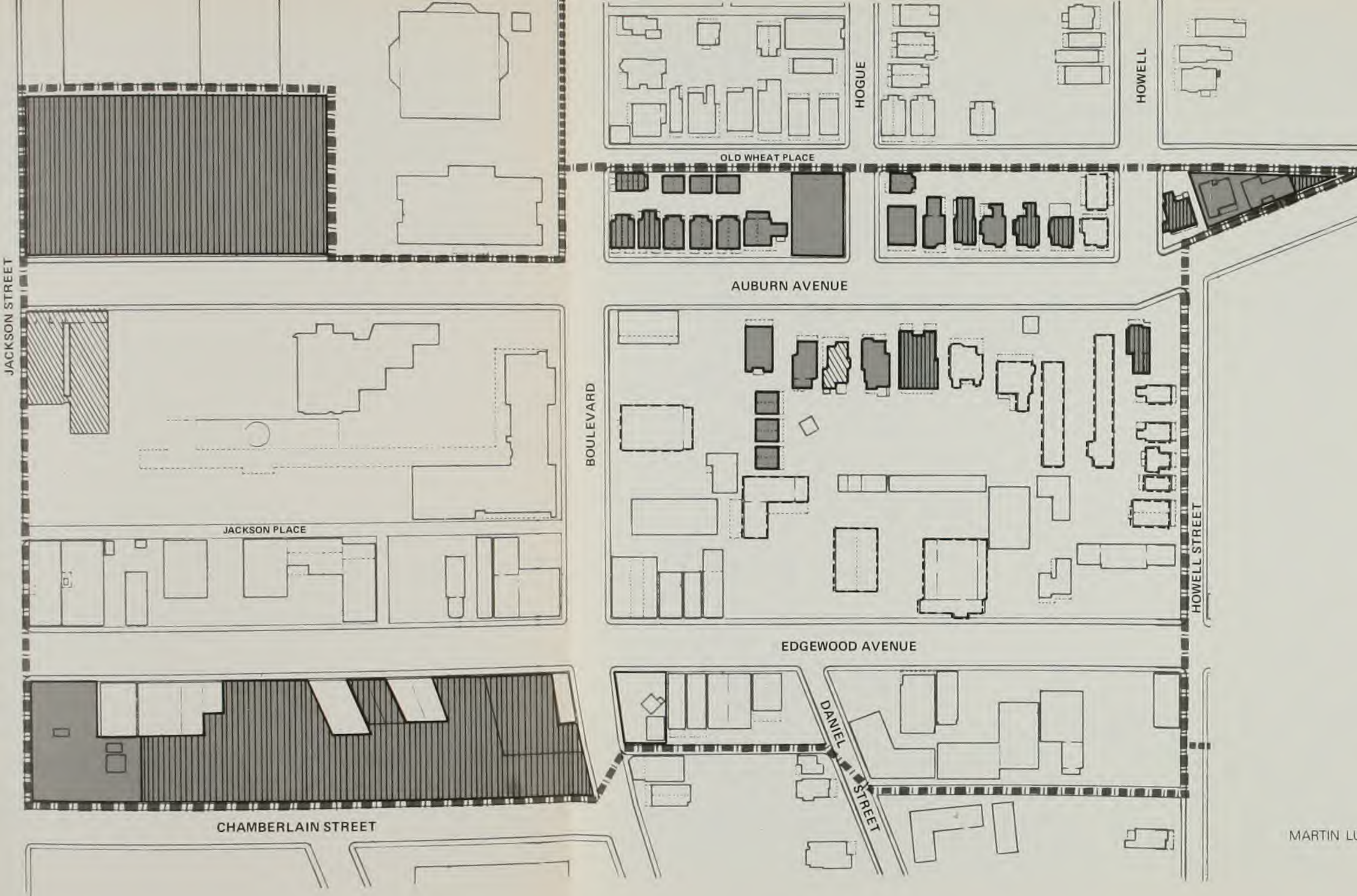


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LAND PROTECTION

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE



- EXISTING NPS OWNERSHIP
- PROPOSED NPS OWNERSHIP
- COOPERATIVE AGREEMENT / LEASE
- PROPOSED EASEMENT ACQUISITION

NATIONAL HISTORIC SITE
PRESERVATION DISTRICT



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LAND PROTECTION
MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE

MANAGEMENT ZONING

A management zoning system has been formulated for the national historic site to serve as a guide for how lands should be managed to achieve park purposes and management objectives. The entire site has been broadly categorized as a historic zone, where management emphasis is on the preservation, protection, and interpretation of cultural resources and their settings. Within this zone various subzones have been identified to define the different management actions appropriate to specific portions of the park. The subzones are based on the integrity of the historic resources, the legislative intent, management objectives for the park, and preservation laws and regulations. Existing and proposed uses and activities have also been considered, including those related to both the visitor and the community. The Management Zoning map shows the locations of the subzones. The management emphasis in each subzone is listed below:

Preservation/Restoration Subzone

Emphasis on preservation and restoration, including furnishings of the birth home, to reflect the period 1929-41 for interpretation and visitor enjoyment

Preservation/Rehabilitation Subzone

Emphasis on rehabilitation of structures to perpetuate existing uses while protecting and enhancing the historic scene

Preservation/Special Use Subzone

Emphasis on preservation of the historic scene through rehabilitation of historic building facades and control of changes to nonhistoric and historic commercial, institutional, and residential properties that will continue to be owned by private and other nonfederal interests

(This subzone includes areas which may be used for compatible new construction and other activities, including future park development, in compliance with the city of Atlanta's historic and cultural conservation district zoning.)

Commemoration/Visitor Services Subzone

Emphasis on preservation and provision of visitor facilities and information in areas that commemorate the life of Dr. King and the Auburn Avenue community

Park Development/Transportation Subzone

Emphasis on providing facilities for vehicular access and pedestrian movement through continued use of public rights-of-way and development of visitor parking



HISTORIC ZONE



PRESERVATION/
RESTORATION SUBZONE



PRESERVATION /
REHABILITATION SUBZONE



PRESERVATION/
SPECIAL USE SUBZONE



COMMEMORATION/
VISITOR SERVICES SUBZONE



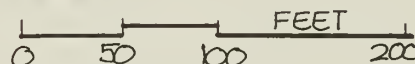
PARK DEVELOPMENT/
TRANSPORTATION SUBZONE



NATIONAL HISTORIC SITE



PRESERVATION DISTRICT

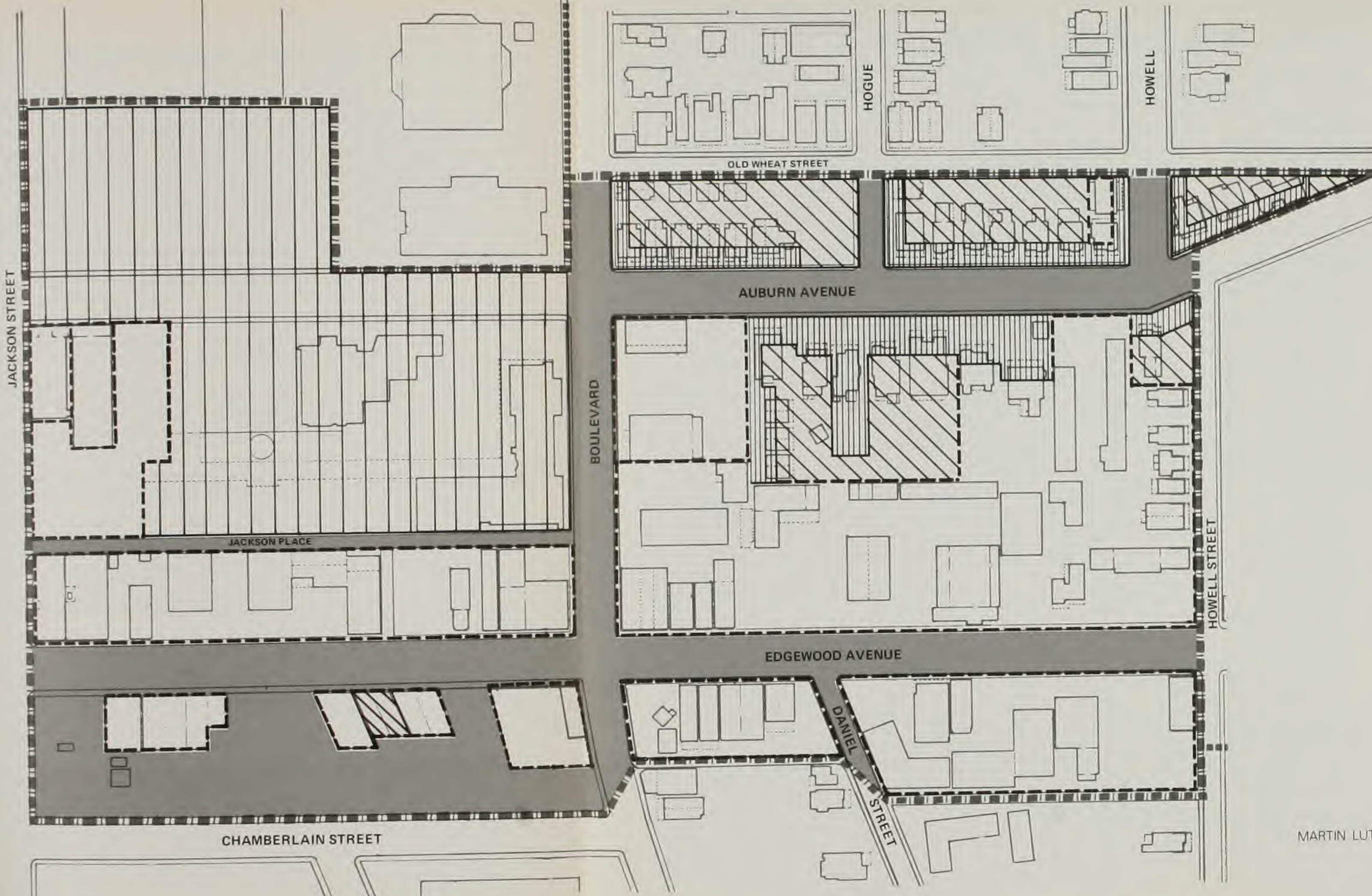


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



MANAGEMENT ZONING


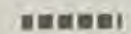
MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

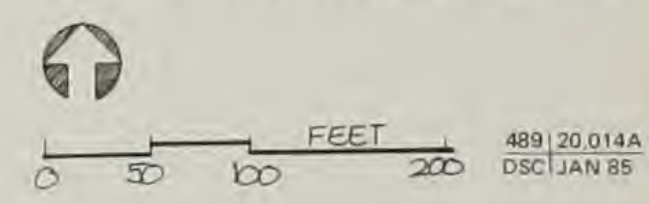
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HISTORIC ZONE

-  PRESERVATION/RESTORATION SUBZONE
-  PRESERVATION / REHABILITATION SUBZONE
-  PRESERVATION/SPECIAL USE SUBZONE
-  COMMEMORATION/VISITOR SERVICES SUBZONE
-  PARK DEVELOPMENT/TRANSPORTATION SUBZONE

 NATIONAL HISTORIC SITE
 PRESERVATION DISTRICT



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MANAGEMENT ZONING

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT
UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE

INTERPRETATION AND VISITOR USE

INTERPRETIVE THEMES AND PROGRAMS

Martin Luther King, Jr., National Historic Site and Preservation District commemorates the life of Dr. King, the civil rights movement, which he led, and the Sweet Auburn community, where he was born, lived until age 12, and later returned as pastor and head of the Southern Christian Leadership Conference. A strong relationship exists between Dr. King's personal convictions, his experiences in the Sweet Auburn community, and the philosophy of the civil rights movement. Although most of the major events of the movement occurred elsewhere, it was in Sweet Auburn that many of the ideas and forces of the movement developed.

The national historic site represents several subthemes identified in the 1972 National Park System Plan:

America at Work

Commerce and Industry, Commerce, Distribution
Architecture, Classical and Eclectic Revival, Domestic and
Commercial-Industrial

Society and Social Conscience

American Ways of Life, Ethnic and Religious Minorities and
Occupational Groups and Economic Classes
Social and Humanitarian Movements, Civil Rights Movement and
Humanitarian Movements

The various aspects of this extremely rich set of cultural resources will be communicated to visitors through the following interpretive themes:

The life and legacy of Dr. King:

early years
educational experiences
as co-pastor of Ebenezer Baptist Church
as civil rights leader
impacts of Dr. King's life and work
philosophy of nonviolent social change

Dr. King in the context of a prosperous black neighborhood:

role of the church
role of social organizations
role of businesses
role of cultural activities
role of social interaction
role of the physical community
community leaders as models of success for Dr. King

Evolution of the civil rights movement:

Dr. King's participation in the civil rights movement
evolution of the civil rights movement through 1968, focusing on
Sweet Auburn
national struggle for equality: evolution and aftermath of the
civil rights movement



COMMUNITY CENTER PLAZA



FREEDOM PLAZA



GRAVESITE



KING CENTER ADMINISTRATION BUILDING

These themes will be developed through different types of media and on several levels so that interpretation can be understood and enjoyed by people of varying ages and backgrounds, including school groups and foreign visitors. An interpretive prospectus will provide a more detailed outline of programs and activities.

Detailed interpretation of each of these themes will be provided through guided tours of the birth home, Ebenezer Baptist Church, and the Freedom Hall plaza, and through guided and self-guiding walking tours of other community landmarks. The Freedom Hall complex, which contains Dr. King's memorial gravesite and the institution that carries on his ideas and philosophies, will remain the primary location for paying homage to Dr. King's memory.

Visitors will need approximately one to two hours to tour the birth home and Ebenezer Baptist Church and visit the gravesite and other attractions at the King Center. Those desiring to experience more of the history of the area will need to plan for a longer visit or return visits. Additional activities will include guided or self-guiding walking tours of the national historic site and the commercial portion of the preservation district, with stops at churches and other important community institutions. Specific programs and facilities are described below.

National Historic Site

Community Center Plaza. Visitors will receive information about the attractions of the national historic site and preservation district and an overall sense of the interpretive themes at the information kiosk. Free park literature will be available. The kiosk will display a map locating the park's important features, a schedule of activities, and other pertinent information for visitors. This plaza will also be used as a staging area for scheduled walking tours of the park. Visitors will gather at a new seating area, where the gravesite and Ebenezer Baptist Church will be visible in the background. NPS interpreters will begin their tours by providing visitors with a feeling for the location and the significance of the park's features in relation to Auburn Avenue and downtown Atlanta.

Freedom Hall Plaza and APA Building. The King Center will continue to interpret the legacy of Dr. King's philosophies and the civil rights movement through exhibits and programs in the APA (administration, programs, and archives) Building. Researchers may use the King Center's archives, which house a wealth of information about Dr. King and the civil rights movement. The center also sells a number of publications that provide information about the civil rights movement and the broader struggle for equality.

NPS interpreters, working under the terms of a cooperative agreement with the King Center, will guide visitors through the outdoor areas of the



BIRTH HOME INTERIOR



SHOTGUN ROW HOUSES



VICTORIAN RESIDENCE

Freedom Hall complex. Tours will probably end at the gravesite, providing visitors an opportunity to spend additional time in contemplation, exploring the Freedom Walkway, or viewing the exhibits in the APA Building. With the help of the King Center, the Park Service has designed and constructed a permanent exhibit for the APA Building that includes photographs, quotes, artifacts, and a time-line indicating the important events of the civil rights movement. During periods of heavy visitor use, the Park Service might station an interpreter in the area of the gravesite to answer questions and to provide some orientation and interpretation for visitors who are not part of a tour.

Ebenezer Baptist Church. At Ebenezer Baptist Church, Dr. King's spiritual home, visitors will see where Dr. King preached in the 1960s and learn about his and his family's association with the church. In addition to tours, interpretation will be accomplished through an exhibit about the church's pastors, photos of Dr. King at the church, and an audio program incorporating excerpts from Dr. King's sermons and speeches. The exhibit plan will be prepared by the National Park Service with the help of church representatives and will be subject to their approval.

A visit to the church building will last approximately 15 minutes. About 300 visitors can take the tour at one time. Therefore, approximately 6,000 visitors can tour the church in a five-hour day. Visitors with impaired mobility can enter the church sanctuary by means of a mechanical lift.

Birth Home. At the birth home visitors will learn about Dr. King's boyhood, his family life, and the ways his family influenced his thought. Tours of the birth home will be offered at no charge by the National Park Service through a cooperative agreement with the King Center. The home will be open on a regular basis for approximately 30 hours per week during the winter and 60 hours during the summer and other isolated high use periods, such as King Week in January. Access to the first floor of the birth home for visitors in wheelchairs will be provided by means of a mechanical lift on the eastern side of the front porch along the driveway.

Approximately 240 visitors per hour can tour the birth home (only one-fifth the number that can tour Ebenezer Baptist Church). An NPS interpreter will give a brief orientation on the front porch or in the foyer just inside the front door, and NPS personnel will be stationed on each floor to answer questions and provide security.

A wayside exhibit will be developed to provide alternative interpretation of the birth home for visitors unable to go inside. This exhibit will be placed across the street from the birth home on a vacant lot to avoid an intrusion on the historic scene.

The King Center will provide the National Park Service with information concerning the home, its furnishings, and Dr. King's life there, and the

Park Service will use this information as the basis for interpretive programs. Plans for furnishings and exhibits will be developed in consultation with the King Center. The King Center will be able to use the birth home for special activities so long as they do not conflict with public use or previous commitments for use of the home and if they are consistent with NPS management policies regarding the use of historic structures.

Birth Home Block. Preservation of the immediate residential surroundings of the birth home will allow visitors to accurately perceive the neighborhood where Dr. King lived as a boy. Interpretation will focus on the architecture of the historic homes and on the prominent people who lived there and in the other historic residences along Howell, Hogue, and Old Wheat streets that are visible from the birth home block. Park interpreters will remind visitors that almost all the homes in the area are private residences and ask visitors to respect the privacy of residents.

Preservation District

The scale and extent of interpretive developments in the preservation district will depend on the direction for the future management and use of the area decided upon by the city and the private sector. The following activities assume that the city will make a commitment to preserve the commercial portion of Sweet Auburn by zoning it as a historic and cultural conservation district. If this occurs, the National Park Service will use the historic setting to help explain the numerous influences of the community in shaping Dr. King as a person and a leader. Possible NPS activities include wayside exhibits, walking tours, assistance to private organizations in developing exhibits, and development of a Sweet Auburn history center near the intersection of Auburn and Butler, in the western portion of the preservation district. The history center would provide information and orientation to the park as well as exhibits on the Sweet Auburn community and its role in Dr. King's life and the civil rights movement.

Other Programs

Special cultural, educational, and interpretive programs sponsored by the King Center, community groups, the city of Atlanta, the area public schools and universities, the National Park Service, and other organizations will supplement the park's ongoing interpretive activities. The National Park Service will assist the King Center in managing special events that attract large numbers of visitors.

VISITATION PROJECTIONS

Visitation is expected to increase significantly over the next five years. In the first two to three years of operation, the visitation increases common to new units of the national park system will be expected. In 1986 and after, visitation is likely to increase even further due to the opening of other nearby tourist attractions, particularly Underground Atlanta. (Following a similar development by the same company--Harbor Place in Baltimore--visitation at nearby Fort McHenry National Monument and Historic Shrine, which is a well-established park system unit, has jumped 33 percent in five years.)

Visitors to the national historic site can be divided into two groups: visitors to the King Center and other attractions and visitors to the community center plaza. The latter group (190,000 in 1983) is comprised mostly of community residents visiting the community center and is not expected to increase significantly. However, the group of visitors to the King Center (160,000 in 1983) will grow dramatically as NPS visitor services are established. Based on the experience of other newly established national historical parks in urban areas and at Fort McHenry in Baltimore, a conservative projection of growth for Martin Luther King visitation is 20 percent per year for the first five years of the park's operation (1984-88). At this rate of growth there will be about 400,000 visitors to the King Center, Ebenezer Baptist Church, the birth home, and the NPS interpretive facilities in 1988. Including the visitors to the community center plaza, the total park visitation projected for 1988 is approximately 600,000 visitors.



FIRE STATION NO. 6



RESIDENCE



C. L. HARPER HOME



EDGEWOOD AVENUE

KING CENTER

- 1 Gravesite
- 2 Freedom Plaza
- 3 Admin. Building
Exhibits
- 4 Freedom Hall
Conference Facilities
Souvenirs
Future Food Service
Film
- 5 Staff Parking

EBENEZER BAPTIST CHURCH

- Visitor Tours
- 6 Audio Programs-Sanctuary
Exhibits

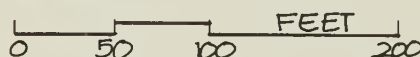
BIRTH HOME BLOCK

- 7 Birth Home-Visitor Tour
- 8 "Shotgun" Row Houses
- 9 Two-story Victorian Houses
- 10 Harper Home
- 11 Bryant-Graves Home
- 12 Alley Dwellings
- 13 Fire Station #6
- 14 Our Lady of Lourdes School
- 15 Birth Home Exhibits

NPS FACILITIES

- 16 Visitor Parking
- 17 Walking Tour Staging Area
Information-Orientation
Special Events

- MAJOR VEHICULAR ACCESS
□□□□ WALKING TOUR ROUTE
■■■■■ NATIONAL HISTORIC SITE
■■■■■ PRESERVATION DISTRICT

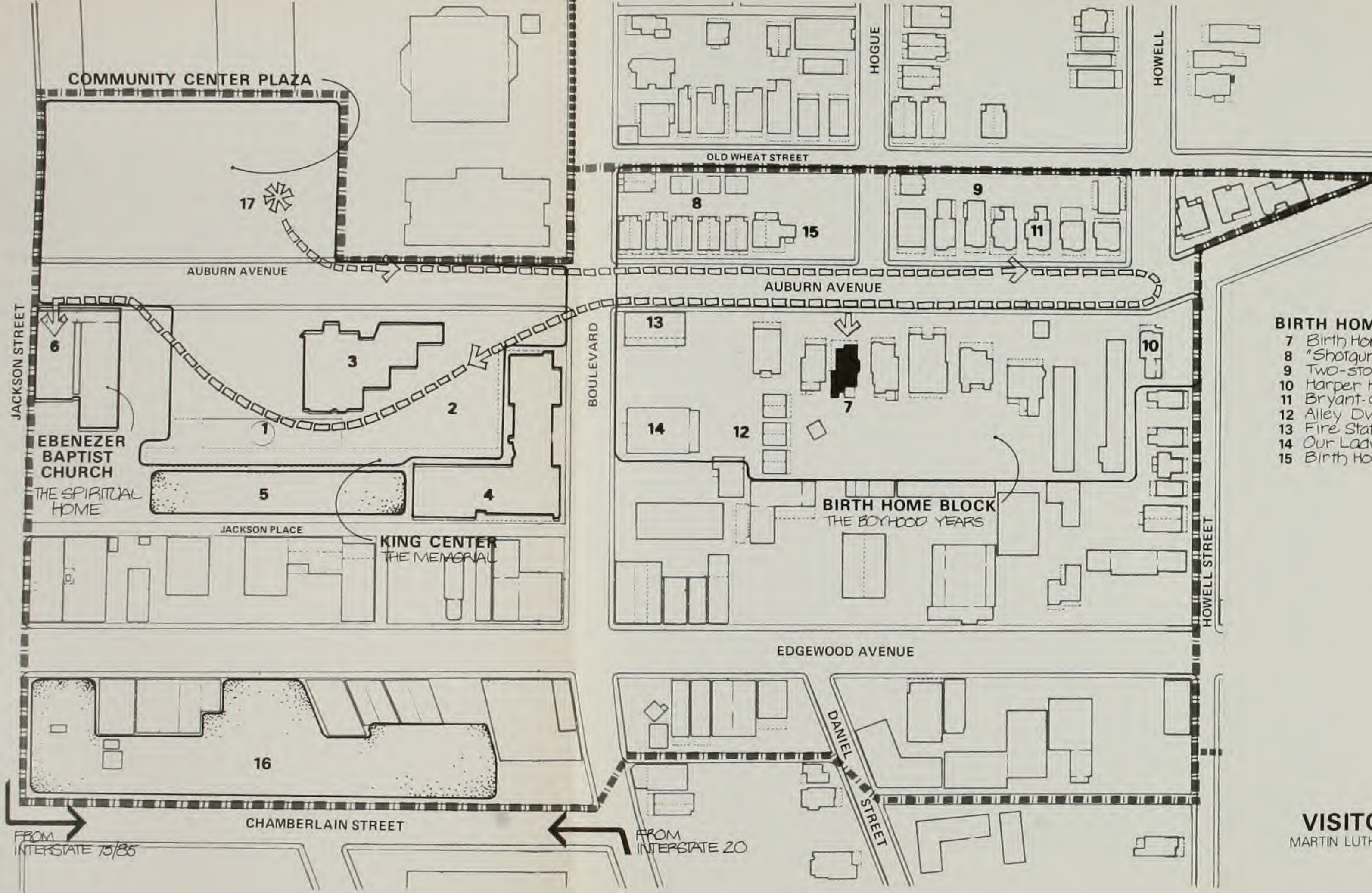


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VISITOR USE / DEVELOPMENT CONCEPT

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE



KING CENTER

- 1 Gravesite
- 2 Freedom Plaza
- 3 Admin. Building Exhibits
- 4 Freedom Hall
Conference Facilities
Souvenirs
Future Food Service
Film
- 5 Staff Parking

EBENEZER BAPTIST CHURCH

- Visitor Tours
- 6 Audio Programs-Sanctuary Exhibits

BIRTH HOME BLOCK

- 7 Birth Home-Visitor Tour
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NPS FACILITIES

- 16 Visitor Parking
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Information-Orientation
Special Events

- MAJOR VEHICULAR ACCESS
- WALKING TOUR ROUTE
- ||||| NATIONAL HISTORIC SITE
- PRESERVATION DISTRICT



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VISITOR USE / DEVELOPMENT CONCEPT

MARTIN LUTHER KING JR. NATIONAL HISTORIC SITE & PRESERVATION DISTRICT

UNITED STATES DEPARTMENT OF THE INTERIOR / NATIONAL PARK SERVICE

STAFFING

On-site management of the park will be accomplished by a superintendent and staff for three divisions of park operations: administration, maintenance, and interpretation and visitor use. Members of the administrative staff will coordinate special events, be responsible for leasing of historic properties and community relations, coordinate the development of NPS visitor facilities, and work closely with the local government and the private sector on development and preservation projects. The interpretation and visitor use division will perform all research activities in addition to providing for all visitor services. The maintenance division will be responsible for preservation maintenance work. The park staff will perform certain types of restoration and rehabilitation work on structures.

While the National Park Service will not discriminate in hiring and contracting, the park will make every effort to actively recruit minority citizens and local residents to fill available positions and to perform contracted services. In addition, the assistance of local citizens familiar with the community and Dr. King will be sought as part of a volunteer program in which they will conduct tours and share their knowledge with visitors.

The park will contract with the city and the private sector for certain services. The management of rental property in NPS structures, janitorial services, and ground-maintenance work are particular areas where a cost savings might be realized through the use of contracts. The Park Service will enter into a cooperative agreement with the city for law enforcement in the park. Local government services will be used for trash disposal, water, sewer, fire protection, and other park needs.

GENERAL DEVELOPMENT

ACCESS AND CIRCULATION

Access to the park for private vehicles will be primarily via the downtown connector (I-75/85) and I-20. The National Park Service will work with the Georgia Department of Transportation in upgrading signs along these routes to identify the national historic site's location. Signs to direct visitors on local streets in and around the site will be developed in cooperation with the city of Atlanta. Visitors will be directed to use Boulevard, Auburn, and Edgewood avenues as access routes to the national historic site.

A visitor parking lot will be developed on Edgewood Avenue. The National Park Service has already acquired several parcels of land that will accommodate approximately 60 to 70 cars. Acquisition of additional property at the intersection of Jackson Street and Edgewood will increase the capacity to nearly 100 vehicles. This amount of parking should be sufficient to accommodate visitors for the next three to five years and possibly beyond. The future need for additional parking is addressed in the advisory commission's development program. Visitors will be urged to respect the rights of the community's residents by not occupying their on-street parking spaces.

As park programs become fully operational, charter buses and city tour buses will stop at the park in greater numbers. Many of the tours are likely to allow passengers sufficient time to visit some of the park's significant sites. The National Park Service will work with the city of Atlanta to identify appropriate locations for short-term and long-term bus parking.

Visitors will be encouraged to walk from site to site within the park to minimize traffic and parking congestion. It is expected that most visitors will easily travel the short distances between the park's principal attractions. The National Park Service will cooperate with the city to install curb cuts at all corners so that wheelchairs may easily be used during tours. As visitation increases, more and more pedestrians will use the plazas at the community center and King Center, and the need to cross a busy street to go from one plaza to the other will create a potentially hazardous situation for visitors. Limiting vehicular traffic in some way on Auburn Avenue between Jackson and Boulevard will be considered at the appropriate time in the future as a means of minimizing this hazard.

If a transportation system is developed by the city or others to move Atlanta visitors through Underground Atlanta, the World Congress Center, and the hotel district, the park and King Center could be included on the route. Such a system would significantly reduce the demand for visitor parking. The route along Auburn could be staffed by NPS interpreters who would give talks about the history and significance of Sweet Auburn.

COMMUNITY CENTER PLAZA

Rehabilitation of the community center plaza will include new plantings to provide year-round color, interest, and shade; installation of seating areas; and construction of an information kiosk.

OFFICES

The administrative offices of the park will be divided between 522 Auburn Avenue and 443 Edgewood Avenue for the next two or three years. In the meantime the park will work with the King Center, the city, and local citizens and property owners to identify an appropriate location for permanent offices on or near Auburn Avenue in the national historic site. When the park staff moves into permanent headquarters, the temporary offices will be sold or leased for their historic uses (522 Auburn, residential; 443 Edgewood, commercial). The park's maintenance facility will be located on Edgewood Avenue.

ENERGY CONSERVATION

Plans for the preservation of park-owned structures will incorporate energy-efficient systems compatible with the historic fabric. All actions will comply with NPS guidelines for energy conservation in historic buildings. To help with preservation as well as energy conservation, climate control systems will be balanced to maintain year-round even temperatures throughout the structures.

DEVELOPMENT SCHEDULE

Development of visitor facilities will be accomplished in three phases:

Phase 1 (first 2 years):

- visitor parking: 70 cars
- birth home: minor repairs and exhibits
- Ebenezer Baptist Church: audio message for use in sanctuary
- King Center: APA building exhibits
- historic building markers/wayside exhibits for national historic site
- community center plaza: information kiosk, initial landscaping, basic layout of walkways
- Sweet Auburn visitor facility: preliminary setup for information/orientation

Phase 2 (years 3-5):

- birth home: completion of furnishings
- Ebenezer Baptist Church: exhibits in lobby
- initial historic building markers/wayside exhibits for preservation district

self-guiding tour pamphlet
community center plaza: walkways, new lighting, benches,
plant material

Phase 3 (years 6-10):

visitor parking expansion (if needed)
birth home: restoration work
Sweet Auburn visitor facility: exhibits, audiovisual
presentation
completion of historic building markers for preservation district
community center plaza: installation of new fountain, additional
plant materials, program area

Rehabilitation/restoration work on residential structures will occur during all three phases. The rate of progress will depend upon congressional appropriations for this purpose.

COST ESTIMATES

NPS CONSTRUCTION COSTS

Projected NPS construction costs are listed below.

Building rehabilitation/restoration:	
birth home, exterior and interior restoration (historic structure report not yet complete)	not estimated
27 residential structures on the birth home block, exterior restoration and interior rehabilitation	\$2,000,000
3 large commercial structures in the preservation district, exterior restoration	300,000
Interpretive exhibits and other media*	558,650
General development:	
visitor parking**	171,300
community center plaza	700,000
Gross construction cost	\$4,340,900

LAND PROTECTION

A total of \$500,000 in 1986 dollars will be needed for fee-simple and easement acquisition. This estimate is not based on appraisals.

* Cost of furnishings for birth home not estimated at this time.

** Includes parking for staff and other park vehicles as well as landscaping.

PUBLIC LAW 96-428—OCT. 10, 1980

94 STAT. 1839

Public Law 96-428
96th Congress

An Act

To establish the Martin Luther King, Junior, National Historic Site in the State of Georgia, and for other purposes.

Oct. 10, 1980
[H.R. 7218]

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That (a) in order to protect and interpret for the benefit, inspiration, and education of present and future generations the places where Martin Luther King, Junior, was born, where he lived, worked, and worshipped, and where he is buried, there is hereby established the Martin Luther King, Junior, National Historic Site in the State of Georgia. The national historic site shall consist of that real property in the city of Atlanta, Georgia, within the boundary generally depicted on the map entitled "Martin Luther King, Junior, National Historic Site Boundary Map", numbered NASM/SERO/20, 109-C, and dated May 1980, together with the property known as 234 Sunset Avenue, Northwest. The map referred to in this subsection shall be on file and available for public inspection in the local and Washington, District of Columbia offices of the National Park Service, Department of the Interior.

Martin Luther
King, Junior,
National
Historic Site.Establishment.
16 USC 461 note.

(b) In furtherance of the purposes of this Act, there is hereby established the Martin Luther King, Junior, Preservation District, which shall consist of the area identified as "Preservation District" in the map referred to in subsection (a) of this section.

Preservation
District.

SEC. 2. (a) The Secretary of the Interior (hereinafter referred to as "the Secretary") shall administer the Martin Luther King, Junior, National Historic Site and Preservation District in accordance with the provisions of this Act, and the provisions of law generally applicable to national historic sites, including the Act of August 25, 1916 (39 Stat. 535; 16 U.S.C. 1, 2-4) and the Act of August 21, 1935 (49 Stat. 666; 16 U.S.C. 461-7).

Administration.

(b)(1) Within the national historic site the Secretary is authorized to acquire by donation, purchase with donated or appropriated funds, transfer, or exchange, lands and interests therein, except that property owned by the State of Georgia or any political subdivision thereof may be acquired only by donation.

16 USC 461-467.

Lands and
interests,
acquisition.

(2) Notwithstanding the acquisition authority contained in paragraph (1), any lands or interests therein which are owned wholly or in part, by the widow of Martin Luther King, Junior, or by the Martin Luther King, Junior, Center for Social Change, shall be acquired only with the consent of the owner thereof, except that—

Other lands and
interests,
acquisition.

(A) the Secretary may acquire such property in accordance with the provisions of this section if he determines that the property is undergoing or is about to undergo a change in use which is inconsistent with the purposes of this Act, and

Exceptions.

(B) with respect to properties owned by the Center for Social Change, the Secretary shall have the first right of refusal to purchase such property for a purchase price not exceeding the fair market value of such property on the date it is offered for sale.

(3) Property may be acquired pursuant to this section subject to such conditions and reservations as in the judgment of the Secretary are not inconsistent with the purposes of this Act and the administration of the national historic site, including, in the event that the burial site of Martin Luther King, Junior, is acquired, the condition that his widow may be interred therein.

Parcel A
property.
conveyance to
Interior Dept.

(4) Any and all legal or equitable title, interests, or encumbrances, if any, held by the Department of Housing and Urban Development in the property designated "Parcel A" on the map referenced in section one are hereby conveyed to the Secretary to be administered in accordance with the purposes of this Act.

(5) Structural space requirements of the National Park Service to meet its administrative, operational, and interpretive functions for the national historic site and preservation district shall, to the maximum extent feasible without displacing residents, be met within the district through the adaptive use of existing structures.

Freehold or
leasehold
property
interest,
conveyance.

SEC. 3. (a) Within the national historic site, the Secretary may convey a freehold or leasehold interest in any property, for such sums as he deems appropriate, and subject to such terms and conditions and reservations as will assure the use of the property in a manner which is, in the judgment of the Secretary, consistent with the purposes of this Act and the administration of the national historic site. The Secretary shall offer the last owner or tenant of record a reasonable opportunity to purchase or lease, as appropriate, the property proposed to be conveyed prior to any conveyance under this subsection, and in the case of a lease to such tenant of record, the initial rental charge shall not be substantially more than the last rent paid by the tenant for that property, with any future increases not to exceed the general escalation of rental rates in the surrounding area.

Cooperative
agreements with
property owners.

(b) The Secretary may enter into cooperative agreements with the owners of properties of historical or cultural significance as determined by the Secretary, pursuant to which the Secretary may mark, interpret, improve, restore, and provide technical assistance with respect to the preservation and interpretation of such properties. Such agreements shall contain, but need not be limited to, provisions that the Secretary shall have the right of access at reasonable times to public portions of the property for interpretive and other purposes, and that no changes or alterations shall be made in the property except by mutual agreement. The authorities in this subsection shall also be available to the Secretary with respect to properties within the Martin Luther King, Junior, Preservation District.

Property
improvement
and restoration,
funds.

(c) The Secretary may, in carrying out his authorities with respect to the interpretation of properties within the national historic site and the preservation district, accept the services and assistance, with or without reimbursement therefor, of qualified persons and entities to the extent he deems necessary and appropriate. Funds appropriated for the purposes of this Act may be expended for the improvement, restoration, and maintenance of properties in which the Secretary has acquired a leasehold interest.

Appropriate
mementos,
concession
contract.

(d) Notwithstanding any other provision of law, the Secretary shall give first preference to the Martin Luther King, Junior, Center for Social Change with respect to any contract for a concession to sell books, postcards, tapes, or similar types of appropriate mementos related to the purposes of this Act, on facilities operated and maintained by the Secretary within the historic site: *Provided*, That agreement can be reached on terms and conditions acceptable to the Secretary.

(e) The Secretary is authorized to take only such actions within and upon the grounds of the Ebenezer Baptist Church as will directly support appropriate public visitation to and within the church in accordance with the purposes of this Act, or which will assist in the maintenance or preservation of those portions of said church which are directly related to the purposes of this Act.

Ebenezer Baptist Church, maintenance and preservation.

SEC. 4. (a) There is hereby established the Martin Luther King, Junior, National Historic Site Advisory Commission (hereinafter referred to in this section as the "Commission"). The Commission shall consist of thirteen members, eleven of whom shall be appointed by the Secretary as follows:

Martin Luther King, Junior, National Historic Site Advisory Commission. Establishment. Membership. terms.

(1) three members appointed for terms of three years from recommendations submitted by the governing body of the Martin Luther King, Junior, Center for Social Change;

(2) two members appointed for terms of four years from recommendations submitted by the Governor of the State of Georgia, one of whom shall have professional expertise in historic preservation matters;

(3) two members appointed for terms of five years from recommendations submitted by the mayor of the city of Atlanta, Georgia, one of whom shall represent the economic and cultural interests of the Sweet Auburn Historic District;

(4) one member appointed for a term of five years from recommendations submitted by the governing body of the Ebenezer Baptist Church;

(5) the Chairman of the Atlanta Urban Design Commission and one additional member from the Commission to be chosen by the Commission; and

(6) one member, appointed for a term of five years by the Secretary, who shall chair the Commission. In addition to the foregoing members, Mrs. Coretta Scott King, or such other appropriate family member as may be designated by the immediate family of Martin Luther King, Junior, and the Director of the National Park Service shall be ex officio members of the Commission.

(b) Any vacancy in the membership of the Commission shall be filled in the same manner in which the original appointment was made. Members of the Commission shall serve without compensation as such, but the Secretary may pay expenses of Commission members reasonably incurred by them in carrying out their responsibilities under this section upon presentation of vouchers signed by the chair of the Commission. Necessary administrative services and expenses shall be provided to the Commission by the Department of the Interior.

Compensation.

Administrative services and expenses.

Function.

(c) The function of the Commission shall be to:

(1) advise the Secretary with respect to the formulation and execution of plans for and the overall administration of the national historic site and the preservation district, including advice with respect to the consummation of cooperative agreements, and interpretation of properties, and the use and appreciation of the national historic site and the preservation district by the public;

(2) prepare a generalized impact area plan for a one-mile radius outside the District which shall examine overall community development goals, plans, and efforts within that area, including historic preservation, transportation, parking, housing, urban revitalization, and parks and recreation functions, in

Impact area plan outside district.

Detailed development plan outside district.	order to maximize beneficial relationships between these goals, plans, and efforts and the district herein established; and (3) prepare, on the basis of the findings and recommendations of the impact area plan required by the preceding paragraph, a detailed development plan for the neighborhoods and outlying commercial areas immediately outside the district for such development, conservation, preservation, rehabilitation activities and transportation, parking, and land use planning as would complement and enhance the District and the purposes for which the District is established.
Staff and technical assistance, funds.	(d) The Secretary is directed to provide the appropriate planning agency of the city of Atlanta an amount of the local planning funds authorized by section 6 sufficient for that agency to provide such staff and technical assistance to the Advisory Commission as are required for it to develop the plans required by subsection (c) of this section. Such plans, prepared in full coordination with and opportunities for participation by, all relevant public agencies and private groups, shall be delivered to the Secretary in a timely fashion for use in preparing the general management plan for the district.
Termination date.	(e) The Commission shall terminate ten years from the effective date of this Act.
Admission fees.	SEC. 5. Notwithstanding any other provision of law, no fees shall be charged for entrance or admission to the national historic site or the preservation district established by this Act.
Effective date.	SEC. 6. Effective October 1, 1980, there are authorized to be appropriated such sums as may be necessary to carry out the provisions of this Act, but not to exceed \$1,000,000 for development, \$100,000 for local planning, and \$3,500,000 for the acquisition of lands and interests therein. Notwithstanding any other provision of this Act, authority to enter into contracts, to incur obligations, or to make payments under this Act shall be effective only to the extent, and in such amounts, as are provided in advance in appropriation Acts.
Auburn Avenue overpass, major change.	SEC. 7. (a) In order to better integrate the east and west portions of the Martin Luther King, Junior, Preservation District, the Federal Highway Administration, in cooperation with the Georgia Department of Transportation, is hereby directed to insure that any design and reconstruction of the North Interstate 85 and Interstate 75 Expressway over Auburn and Edgewood Avenues in the city of Atlanta, Georgia, and the interchange at Edgewood Avenue, shall minimize the adverse impacts on the preservation district. (b) In carrying out the provisions of this subsection, the Federal Highway Administration shall require that, where feasible, any major change required for the Auburn Avenue overpass results in a design which permits a wider distance between overpass support structures and the disposition of understructure development rights for appropriate business or recreation uses.
Construction or demolition, change in land use, review and comment.	(c) Plans for the construction, exterior renovation, or demolition of any structure or change in land use within the preservation district by the National Park Service or any Federal agency must be submitted to the Atlanta Urban Design Commission in a timely fashion for its review and comment.

SEC. 8. Within three complete fiscal years from the effective date of this Act, the Secretary shall submit to the Committee on Interior and Insular Affairs of the United States House of Representatives and the Committee on Energy and Natural Resources of the United States Senate, a comprehensive general management plan for the historic site and the preservation district consistent with the provisions of this Act and pursuant to the provisions of section 12(b) of the Act of August 18, 1970 (84 Stat. 825), as amended (16 U.S.C. 1a-1 et seq.).

Management
plan,
transmission to
congressional
committees.

Approved October 10, 1980.

LEGISLATIVE HISTORY:

CONGRESSIONAL RECORD, Vol. 126 (1980):

Sept. 9, considered and passed House.

Sept. 26, considered and passed Senate.

WEEKLY COMPILATION OF PRESIDENTIAL DOCUMENTS, Vol. 16, No. 42:

Oct. 11, Presidential statement.

APPENDIX B: MANAGEMENT OBJECTIVES

COOPERATION/COORDINATION

General

Develop appropriate working relationships with those agencies, organizations, and individuals with whom cooperation is essential in order to fulfill the established purposes of the park.

Specific

Work with the city of Atlanta and the park's advisory commission in the preparation and implementation of the final phase of the advisory commission study (development program) for the purpose of integrating the park with the revitalization of the community.

Encourage economic and cultural activities within the area that are compatible with and help further describe park themes.

Provide a program of technical assistance which encourages and promotes revitalization through historic preservation in the National Historic Site and Preservation District.

Provide a variety of technical assistance and information to property owners, the city, and others, including architectural and landscape architectural services.

Work closely with the Atlanta Urban Design Commission in reviewing all proposed development or demolition plans within the National Historic Site and Preservation District.

Recognize the important and continuing role of the Martin Luther King, Jr., Center for Non-Violent Social Change and to work closely with the center on a variety of park-related activities, including special events.

Set up a mechanism to ensure a continuing dialogue on a regular basis with community residents, property owners, key Atlanta area organizations and others with important roles related to realization of park objectives.

Provide means for the effective coordination and stimulation of public and private preservation and economic revitalization activities; to foster a partnership of public and private responsibilities necessary for creating and maintaining the park's fundamental visitor experiences and protecting the needs of the community.

Define and communicate the potential of the park as an important cultural, tourist, and economic resource to downtown Atlanta and the region.

Cooperate with the Atlanta Police Department and others to ensure the safety of visitors and residents and resource protection.

Work closely with local tour companies, the Atlanta Convention and Visitors Bureau and other organizations in the scheduling of tours and the content of information and interpretation about the park.

Work closely with the Georgia Department of Transportation in the design of the I-75/85 expansion through the preservation district.

Work with the city to bring about consistency in the various boundaries affecting the park.

Work with the city to establish zoning regulations that protect park resources while allowing for appropriate new development.

INTERPRETATION AND VISITOR SERVICES

General

Offer a system of interpretive programs and visitor services which fully explains the park's themes.

Interpret the significance of the life and work of Dr. Martin Luther King, Jr., in relation to the fundamental changes made in this nation's political and social structure through the civil rights movement.

Interpret the evolution of the civil rights movement in terms of the broader struggle for equality beginning in the late 19th century.

Enable visitors to experience tangibly the home and immediate neighborhood where Dr. King was born and lived until the age of 12.

Enable present and future generations to view and understand Sweet Auburn as a center of black enterprise and cultural activities which played an important role in shaping the lives of Dr. King and other significant black and civil rights leaders.

Specific

Encourage and assist the Martin Luther King, Jr., Center for Non-Violent Social Change in its interpretation of Dr. King's legacy at the Freedom Hall complex.

Ensure regularly scheduled visitor access to and interpretation of Dr. King's birth home and Ebenezer Baptist Church.

Develop programs that encourage park use by schools and other organized groups within the metropolitan Atlanta area through inclusion of park themes in curriculum materials.

Provide facilities and materials to facilitate visitor use of the park.

Provide for visitor contact facilities in accordance with the park's varied access and use patterns.

Use the Community Center Plaza as a staging area for visitor walking tours and special events.

Provide information in a manner that can be understood by persons of different ages and cultural and educational backgrounds.

Provide visitor information/orientation at key points throughout the city of Atlanta.

ACCESS

General

Facilitate visitor use of the park through provision of facilities for visitors arriving by foot and public and private vehicles.

Minimize interference between visitor activities and those of area residents and businesses.

Specific

Minimize the impact of park-related vehicular traffic on local streets.

Emphasize Edgewood Avenue and Boulevard as the primary routes for through-traffic and vehicular access for visitors.

Develop barrier-free facilities that will permit special populations to experience and enjoy park resources.

Encourage and participate with the city of Atlanta and others in the development of a transportation system that addresses the needs of park visitors, community residents and downtown users and that links existing tourist attractions with the hotel/convention district adjacent to the park.

Ensure, in cooperation with the city of Atlanta and the state of Georgia, that all routes of access are prominently marked.

CULTURAL RESOURCE MANAGEMENT

General

Inventory, document, evaluate, protect, and maintain cultural resources within the national historic site and preservation district to the fullest extent possible in a manner consistent with the park's authorizing legislation, other legislative mandates, and National Park Service policies.

Specific

Monitor and identify maintenance and curatorial needs of cultural resources.

Obtain, catalog, treat, and preserve a park artifact collection.

Contribute to the preservation of historically and architecturally significant structures through appropriate adaptive reuse for park operational purposes, including visitor contact, administration, maintenance, and technical assistance programs.

Focus NPS preservation efforts on the birth home block; provide for restoration of historic building facades (for the period 1929-41) and rehabilitation of interiors for continued private residential use.

Establish and maintain a formal ongoing program for monitoring proposals for change in existing structures or construction of new buildings that may threaten the area's historical and architectural integrity.

Foster public improvements which are compatible with and serve to re-create or retain elements of the historic streetscape for the period 1890-1968.

Explore fully and use all appropriate private public sector techniques of historic preservation and compatible economic revitalization.

Focus preservation efforts on those structures which contribute most directly to park purposes and themes.

Discourage alterations to historic structures that are not in keeping with the character of the building.

Promote maintenance, rehabilitation, and restoration work on historic structures in a manner as consistent as possible with their historic character.

Encourage and support organizations that are involved with activities that complement the park's cultural resources.

Complete ongoing research on cultural resources which will be used to foster appropriate rehabilitation work and full development of interpretive programs.

Address the resource protection needs of significant cultural properties outside of the national historic site and preservation district and encourage the protection of these resources.

MANAGEMENT, ADMINISTRATION, AND SUPPORT

General

Manage cultural and human resources in a manner that will lead to fulfillment of the purposes of the park.

Specific

Use the services of community residents wherever possible for park operation activities.

Provide adequate staffing and space for administrative support, material, and equipment for cultural resource preservation and to meet basic operational needs.

Develop and implement a program for park facilities and equipment that will enhance energy conservation.

Minimize displacement of residential and commercial occupants of property within the national historic site and preservation district.

Prepare a general management plan which integrates the results of the advisory commission study with the recommendations for the future use, management, and development of the park.

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