



**SAVANNAH-CHATHAM COUNTY HISTORIC SITE AND MONUMENT
COMMISSION
HISTORICAL MARKER RECOMMENDATION**

PETITIONER: Georgia Historical Society
Elyse Butler, Membership and Outreach Associate
104 West Gaston Street
Savannah, Georgia 31401

FILE No.: 17-002062-HM

LOCATION: 45th Street and Atlantic Avenue

DATE: July 6, 2017

NATURE OF REQUEST:

The applicant is requesting approval for a marker near the intersection of 45th Street and Atlantic Ave in Atlantic Mall. The marker will be freestanding and will commemorate Mayor Malcolm Maclean. The marker was continued at the June meeting to allow the Neighborhood Association to meet with the petitioner regarding the original proposed site, Guckenheimer Park.

FINDINGS:

The following standards from the Historic Site and Monument Commission Guidelines for Markers, Monuments and Public Art apply:

Evaluating Themes for Markers and Monuments. New markers and monuments commemorate and honor people, places, and/or events.

The applicant provided the following information on the marker's themes:

Civic and Institutional: *The Malcolm Maclean historical marker demonstrates the Civic and Institutional theme through the accomplishments of Mayor Maclean. Maclean was a member of the Savannah Citizens Committee, served three years as an assistant city attorney, and in 1957 became an alderman. When Mayor Lee Mingledorff resigned, on July 29, 1960, he selected Maclean to succeed him. Maclean served until the fall of 1966, losing a run for reelection to J. C. Lewis. Maclean supported 'economic development and urban renewal' and spoke of the development of an \$11.1 million plant to combat Savannah's water pollution. Mayor Maclean was also instrumental in the establishment of Memorial Health hospital and bringing Gulfstream Aerospace to Chatham County.*

Social and Humanitarian: *The historical marker illustrates the Social and Humanitarian theme through the discussion of Maclean's largely non-violent desegregation and integration of Savannah during the summer of 1963. Maclean worked with members of the NAACP's Legal Counsel, such as W.W. Law and Eugene Gadson, to implement non-violent*

desegregation strategies. Mayor Maclean's tenure oversaw the desegregation of public libraries, city restrooms, and store lunch counters, as well as the removal of segregation signs.

Industry and Commerce: *Maclean was a proponent of increased tourism, the building of a riverfront auditorium and a convention center complex, the expanding of library facilities, and the remodeling of police headquarters – initiatives that would eventually be implemented in Savannah after Maclean's service as mayor. Maclean is also credited with having a role in bringing Gulfstream to Savannah and helping start Memorial Health.*

Military History: *Maclean served in the US Navy as commanding officer of the USS Edsall in World War II, and, during the later part of the war, as commanding officer of the USS Frankovich. He was awarded a Bronze Star after rescuing the crew of a burning tanker during his time as commanding officer of the USS Edsall. Maclean also served under the rank of Commander during the Korean War for two years, marking the end of his military career.*

Proposed themes should fall into one or more of the following categories.

Arts and Humanities. *Includes art, architecture, music, theater, literature, education, etc.*

Science and Engineering. *Includes technology, inventions, medical, communications, etc.*

Civil and Institutional.

Social and Humanitarian.

Industry and Commerce. *Includes economics, agriculture, transportation, etc.*

Politics and Government.

Military History. *Includes people, places, or events.*

Religious History. *Includes people, places, or events.*

Maritime History.

Colonial History.

Local History. *Includes folklore and/or local heroes.*

Cultural and Ethnic History.

Education.

The standard is met. The marker falls into the Civic and Institutional, Social and Humanitarian, Industry and Commerce, and Military History themes.

The proposed theme should have documented significant, clear and direct local relevance to the history and development of Chatham County. The local focus should be the predominant theme of the monument.

The standard is met.

The level of significance should be high enough to warrant a public presence.

The person, place or event commemorated should not have been sufficiently commemorated elsewhere in the County. The theme should be distinct and original, and not be duplicated in other existing markers or monuments.

The standards are met. Malcom Maclean was a well-known member of the community. He is not commemorated elsewhere and his work, particularly in the local civil rights movement, is significant.

The theme should reflect a larger connection to the community as a whole, and not only to one distinct group.

The standard is met. The marker focuses on Maclean's work as mayor as well as his part in local business and development.

Commemorated persons should have enduring historical significance and have been dead at least twenty-five years. Living persons should not be commemorated.

The intent of the standard is met. While Maclean has only been dead since 2001, his period of significance for the marker is his time as mayor. This took place from 1960-1966, which was more than 50 years ago.

There should be significant documented evidence (written or oral) of the commemorated event, person, or place.

The standard is met.

Evaluating Sites for Markers, Monuments, or Public Art. *Certain factors should be taken into consideration when evaluating whether a site is the appropriate location for a marker, monument or public art [hereto referred to as "object" to indicate the inclusion of all three types]. These factors include:*

The proposed site is in the Atlantic Mall. The site has been approved by Park & Tree and Traffic Engineering.

The installation of an object should not cause overcrowding of the site, if there are existing objects. Objects should be sited far enough away from other objects as to allow the visitor proper appreciation of each individually.

The standard is met.

The proposed object should not damage or disturb existing established vegetation on the site including low tree limbs, or significant tree roots.

The standard is met. Park & Tree is comfortable with the proposed site.

The proposed object should not require the removal or alteration of existing above or below ground utilities.

The proposed site should be large enough to accommodate an object, and should not encroach on other existing object sites, buildings, or designated green space.

The standards are met.

The proposed site should not be utilized for special events (such as sports, festivals, ceremonies, etc) on a regular basis which an object would disrupt.

The standard is met.

The proposed site should not be prone to frequent automobile accidents which could damage the proposed object.

The standard is met.

The proposed site should be easily accessible to pedestrians and the physically challenged (excluding marker sites).

The standard is met. The marker is proposed to be located in an area adjacent to a sidewalk. The site will also be lit by a street light.

The proposed site should be visible and accessible from a public right of way.

The standard is met. The marker will be easily visible from the public right of way.

The proposed site should not have a high probability of significant archaeology unless an archaeological study is part of the proposal.

The proposed site should be easy to maintain.

The installation of the object should enhance the space and character of the surrounding neighborhood.

The standards are met.

The installation of the object should not require the alteration or removal of existing signage (traffic, street, etc).

The installation of the object should not significantly affect automobile traffic sight lines.

The standard is met.

The installation of the object should enhance the design of the overall site.

The standard is met.

The installation of the object should not require the removal or alteration of existing sidewalks, unless it is part of a comprehensive redesign for the entire site (which is generally discouraged).

The standard is met.

Site in Relation to Theme for Markers or Monuments. *The relationship between site and theme for a marker or monument is critical in determining the appropriate site for a particular theme.*

Marker. *A marker should be erected in as close proximity to the site to which it is related as possible and be clearly visible from a public right-of-way.*

Markers commemorating a person should be sited where that person was born, lived, died, or performed some act of enduring significance or adjacent to the nearest public right-of-way.

The standard is met. The marker is located near Mayor Maclean's residence on 45th Street. There is no tree lawn in front of his home, so the applicant felt Atlantic Mall, a public space, was a more appropriate location for the marker.

Design. *The design of a marker, monument, or public work of art should be of the highest quality and caliber, and enhance public space. In order to promote the high standards the City of Savannah has historically enjoyed in its markers, monuments, and public art, the following guidelines should be observed.*

The marker will be freestanding. It will be the standard Georgia Historical Marker style.

Markers. *Markers may be mounted on a freestanding pole, wall-mounted, or embedded in the ground. As the primary purpose is to inform the public about an event, place or person, the aesthetic significance of a marker is generally minimal.*

Markers on a freestanding pole should be the standard Georgia Historical Society (GHS) Marker style: two-sided, cast aluminum with a 30" x 42" plate size. The shape should match the GHS marker shape. The marker should have

a black background with white, silver or gold text. Temporary markers may be other shapes, sizes, and colors.

The standard is met.

Except the marker title, the marker text should be not more than 1" in height, and not less than 1/2".

The standard is met.

Marker text should be created in a manner that, to the extent possible, prevents fading and erosion.

Markers should be made of an enduring, non-corroding material.

The standards are met. The marker will be aluminum.

Markers should be considered permanent and designed accordingly.

The standard is met.

Text. *The text for a marker, monument or work of art is considered part of the overall design concept. Placement of the text, font type and size, etc. should be included with the final design drawings.*

The marker will read as follows:

Malcom R. Maclean (1919-2001)

Malcom R. Maclean served in the U.S. Navy during World War II and the Korean War, rising to the rank of commander. After Harvard Law, Maclean entered Savannah politics. His fellow aldermen selected Maclean as mayor in 1960 to fill an unexpired term. Elected with bi-racial support in 1962, Maclean sought to avoid the violence surrounding the Civil Rights movement that occurred elsewhere and responded with moderation to protests and a boycott of segregated businesses. Maclean negotiated with business and civil rights leaders, including W.W. Law and Eugene Gadsen, to accomplish the largely peaceful desegregation of Savannah before the Civil Rights Act of 1964. Voters rejected Maclean's reelection bid in 1966. Maclean also helped establish Memorial Health hospital and recruit Gulfstream Aerospace. Maclean lived nearby on E. 45th Street and is buried in Bonaventure Cemetery.

Erected by the Georgia Historical Society, Waters Foundation, and Hunter Maclean

Text should be well-researched and based on historically accurate, documented facts.

The text should accurately and effectively convey to the reader the desired message.

The standards are met, though staff suggests the following edit for clarity:

Elected with bi-racial support in 1962, Maclean sought to avoid the violence surrounding the Civil Rights movement that occurred elsewhere. He responded with moderation to protests and a boycott of segregated businesses.

Text should avoid offensive, obscene, or inflammatory language.

Donor names may be included provided the names are in an identical but smaller font than the rest of the text and that no slogans or corporate logos are included.

The standards are met.

Funding.

Budget. *The Mayor and Aldermen do not fund new markers, monuments, or works of art. The applicant is fully responsible for funding the design, construction, installation, and any necessary landscaping, paving, or lighting involved with a new marker, monument, or work of art.*

The standard is met. The applicant is fully funding the new marker.

Escrow Payment. *All markers, monuments and public art erected on public property become the property of the Mayor and Aldermen. The Mayor and Aldermen assume responsibility for the future maintenance and upkeep of the marker, monument or artwork. Therefore, an initial Escrow Payment is required of the applicant subsequent to approval of the application. The Mayor and Aldermen, or their designee, will determine the appropriate Escrow Payment and will notify the applicant. The Escrow Payment must be paid prior to construction/installation of the monument or public art. Any marker, monument or artwork erected on private property is the responsibility of the property owner.*

The intent of the standard is met. The applicant is requesting the escrow payment be waived, because they will be responsible for the upkeep of the marker.

Public Notice: As required in the Master Plan and Guidelines, written notice was sent to all property owners, and the neighborhood association, within 200 feet of the subject property. A sign was posted on the property fifteen days prior to the meeting. No comments were received from the public.

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RECOMMENDATION TO CITY COUNCIL:

Approval with the condition the marker text is revised, because otherwise the marker meets the standards.



7-25-17

Eli P. Karatassos, Chairman
Historic Site and Monument Commission

Date



7/11/17

Melony West, Interim Executive Director
Chatham County-Savannah Metropolitan Planning Commission

Date



7/11/17

Ellen I. Harris, Director of Urban Planning and Historic Preservation
Chatham County-Savannah Metropolitan Planning Commission

Date

EIH: sef



C H A T H A M C O U N T Y - S A V A N N A H

METROPOLITAN PLANNING COMMISSION

"Planning the Future - Respecting the Past"

M E M O R A N D U M

DATE: July 10, 2017

TO: Rob Hernandez, City Manager

FROM: Melony West, Interim Executive Director

SUBJECT: Site and Monument Recommendations to City Council

Attached is a recommendation and relevant information from the Historic Site and Monument Commission to City Council for the approval of the installation of a historic marker in Atlantic Mall for Council's next available agenda.

Please contact me at 651-1446 or Ellen Harris at 651-1482 if you have any questions or need additional information.

MW/sef

CC: Pete Shonka, Assistant City Manager for Utilities and Construction
Gordon Denney, Director Park and Tree
Mike Weiner, Director of Traffic Engineering
Bret Bull, Public Information Officer
Ellen Harris, Director of Historic Preservation and Urban Planning
Sara Farr-Newman, Historic Preservation Planner