


WELTON BECKET AND ASSOCIATES · ARCHITECTS · ENGINEERS
18000 SANTA MONICA BOULEVARD · LOS ANGELES 25 · CALIFORNIA · BRADSHAW 2-9811 · CABLE WURDRECK


January 7, 1963

Mr. J. A. MacAlarnay, Director
Plant Engineering Office
Ford Motor Company
P. O. Box 117
Dearborn, Michigan

Attention: D. Carlton Bell, Project Engineer

FORD EXHIBIT-42339
N. Y. World's Fair 1964-65
Landscaping and Sign Work

Gentlemen:

We are enclosing two (2) copies of sketch drawings SK-297, SK-298, SK-299, SK-300, SK-301 and SK-303, showing various solutions to these two problems.

On the landscaping scheme, we recommend the checkerboard design scheme #2 on the basis it will offer the most interesting pattern and color. There is no question in our mind that the relatively small lawn area will be the coolest and most pleasant looking ground cover during the hot summer months. The checkerboard pattern is composed of 20" high compact hedge growth, probably cut of "ycor" material. This is a dark green foliage that is used abundantly at Rockefeller Center. It may be trimmed very neatly for a crisp look that we feel is necessary to compliment the simplicity of the pylons. For contrast, we propose a bed of 12" high white and yellow flowers, possibly set in removable planter boxes because the pattern is so regular around the perimeter of the Pavilion Building. The selected rock pebbles would probably be a warm gray and white color in the 2" to 3" aggregate range.

In view of the fact the exterior structural steel columns extend 6" in front of the stud wall along the entire face of the exterior wall on both sides of the Exhibit Building, it would be economically prohibitive at this late date to furr out the East wall flush as shown on earlier design drawings submitted by your Public Relations Department. Therefore, we have had to work with a lettering design

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that would fit within the panels created by the columns and at the same time incorporate, per your request, the words "MOTOR COMPANY". Of all the schemes we have developed, we recommend that you accept sign design scheme #1. Woody further recommends that we provide individual face lighting for each letter in this scheme in lieu of the back lighting proposed earlier. His reasons are that we have never been entirely successful with back lighting letters. Close in, back lighting letters read fairly well, but are completely lost at any reasonable distance.

The next time you and Jack Mullaly are in Los Angeles, we would like to review this subject with you.

Very truly yours,

WELTON BECKET AND ASSOCIATES

Ralph D. Arnold
Project Architect

RDA:sr
Enclosures
cc: Addressee

HOWE NURSERIES • PENNINGTON, NEW JERSEY

CONFIDENTIAL REPORT TO FORD MOTOR COMPANY

DEARBORN, MICHIGAN

LANDSCAPING NEW YORK WORLD'S FAIR, 1964 - 65

SUBMITTED TO

JOHN G. MULLALLY, MANAGER SPECIAL EVENTS

D. CARLTON BELL, PLANT ENGINEERING OFFICE

PREPARED BY

HERMAN BRULME

HOWE NURSERIES

PENNINGTON, NEW JERSEY

MAY 3RD, 1963

HOWE NURSERIES • PENNINGTON, NEW JERSEY

P R E F A C E

Please note at the start that I am submitting this report in strict confidence, and I am sure you will adhere to my wish.

In dictating this report, I have before me the drawing prepared by Welton Becket and Associates, and can only come to the conclusion that they should apply their talents to architecture, and not landscape architecture.

Let us recognize the fact that the first impression upon entry is pretty much the lasting one, the one that stays with you. You have a tremendous edifice here, yet the approach offers nothing impressive.

On the following pages I will try to convey to you what I think should be done, as I did several years ago.

You seem to be very much interested, and should be, in the cost of execution. For your information, it is pretty much of a standard cost in industrial establishments where the cost runs over ten million dollars, to allow 2 1/2% for such execution, and this is pretty well accepted where there are large areas beyond the building to be graded, treated and planted.

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However in this particular instance, as there is not very much ground beyond your building, I would establish your cost at between $1\frac{1}{2}$ - 2%.

The above established cost does not include "Occupancy."

Next may I state that in selecting a contractor for this job, it is almost physically impossible to give a lump sum bid, and even if it were possible, the bid would be so riddled with qualifications that your head would swim, and you would probably end up with a very unpleasant relationship. Therefore, I would suggest that you award this contract on a cost plus basis or on an estimated cost, plus a fee. Either one, I am sure, would satisfy both you and the contractor.

All, of course, should be authorized by your representative before proceeding.

EXECUTION

As mentioned in the preface, I stated that there was no warmth to attract you. Therefore I would suggest that some large trees be planted at the south end of the building.

I will go along with the "Perimeter Planting" of the building, but would suggest that some of the paving be eliminated and put into grass.

You have very little color around the building. I would suggest more of it.

Under the overhead tract, your architect suggests the planting of annuals. I assure you these plants would never live. Therefore I have eliminated them. I also eliminated the curved benches of laminated oak, replacing these with heavy redwood straight benches.

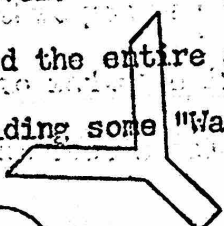
Also I am suggesting a two foot depth of topsoil around the pavilion for planting, using all prepared soil. This also applies to the planters.

Another matter to be considered at this time is the last minute rush in which overtime will be necessary. This should be given great consideration.

It is presumed that your general contractor is taking care of the establishment of all sub-grades as indicated.

Eliminated also are all the plantings around No. 7 as I am sure these plants will not live overnight. This also applies to all the areas in No. 1 which are around "I" beams. These areas can be put into gravel.

We have pretty much changed the entire aspect of your plan and tried to give the building some "Warmth."



COPY

- 1. 211 - [faded text]
- 2. 2,500 - [faded text]
- 3. 2,500 - [faded text]
- 4. 2,500 - [faded text]
- 5. 2,500 - [faded text]
- 6. 2,500 - [faded text]
- 7. 2,500 - [faded text]
- 8. 2,500 - [faded text]
- 9. 2,500 - [faded text]
- 10. 2,500 - [faded text]
- 11. 2,500 - [faded text]
- 12. 2,500 - [faded text]
- 13. 2,500 - [faded text]
- 14. 2,500 - [faded text]
- 15. 2,500 - [faded text]
- 16. 2,500 - [faded text]
- 17. 2,500 - [faded text]
- 18. 2,500 - [faded text]
- 19. 2,500 - [faded text]
- 20. 2,500 - [faded text]

MATERIALS WE SUGGEST

It would be my suggestion that you use materials suggested below, as they would at least give some degree of attractiveness to the tremendous edifice you are building.

It would be my suggestion that you use the following material, which I would be glad to indicate in detail as to cost. I might say, frankly, that cost should be secondary.

1. 11 Large Shade Trees - Plant south side of building.
2. 2,500 Juniper pfitzer - Plant around perimeter of the Pavilion and at north end of building.
3. 2,500 Fernias - Plant in the round beds about the south side of building.
4. 23,000 Pachysandra - Plant in various areas "H", "J" and No. "6".
5. 500 Geranium - Plant in Area No. 1.
6. 31 Benches - Place about the Pavilion or grass areas around the building.
7. 900 Cu. Yds. Topsoil - For use about the building.
8. 34,173 Sq. Ft. of stone paving about the building. This we would reduce by at least one-third and put the remainder into grass.
9. 350 Cu. Yds. Humus - To be mixed with topsoil.

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10. Overtime, if called for.

11. Drainage, if necessary.

12. Contingencies.

COPY

EXECUTION COSTS

In going over the items as listed, in executing, your cost for budgetary purposes would be approximately as follows:

1. \$ 13,500.00
2. \$ 30,000.00
3. \$ 3,600.00
4. \$ 8,500.00
5. \$ 750.00
6. \$ 6,500.00
7. \$ 8,000.00
8. \$ 85,000.00 (This cost could be cut considerably by sodding of some areas as suggested.)
9. \$ 4,000.00
10. ?
11. ?
12. Five per cent of overall cost

SUMMARY

Considerable time has been spent by the writer going over this whole project, and I feel I have come up with quite realistic figures, and that you should listen to someone with past experiences.

For your information the writer was on the Chicago World's Fair and the last New York World's Fair, and knows exactly the kinds of operations that will be required.

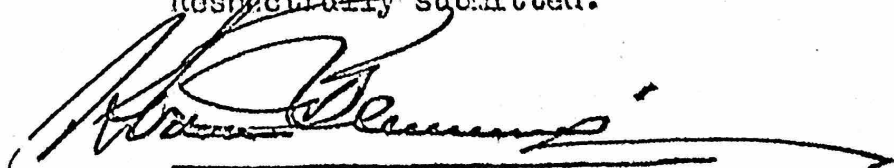
I am afraid that if you do not listen, you will have to come up with apologies for the operation when the thing is over.

May it be understood that the kind of figures which I have given you on the previous pages are only for initial installation and do not include maintenance of any kind.

Summarizing the cost of this project, it amounts to \$159,850.00 to which you will have to add the items in question such as overtime, drainage and contingencies.

The writer is certain that if you will follow this advice, you will be in good hands and beyond criticism.

Respectfully submitted:



(Herman Brummo)