

TO MR W J MITCHELL JR

THE MEETING BETWEEN GM AND THE FAIR WAS HELD AT FAIR

FOR YOUR INFORMATION  
FROM ROBERT MOSES

MEMORANDUM

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

TO: ROBERT MOSES

DATE: FEBRUARY 16, 1965

FROM: STUART CONSTABLE

SUBJECT:

The World's Fair Corporation plans to install 25 signs directing the public to Exhibit Areas and 28 "You Are Here" maps at strategic locations on the site. 12 additional "You Are Here" maps will be installed in the Greyhound Information Booths. All the present information and directional signs will be brought up to date. Nine oval plastic signs will be placed near the various pieces of sculpture to identify them.

Teke Wiley has plans for traffic control outside the Fair grounds. These include about 50 additional "Trailblazer" signs for replacement of missing ones and marking of several new routes to the Fair, new electric directional signs to direct people to Shea Stadium when our lots are full, and a few 3' x 4' signs to get people to West Meadow Lake parking field when the police make them bypass the East Meadow Entrance due to heavy traffic on Van Wyck Expressway.

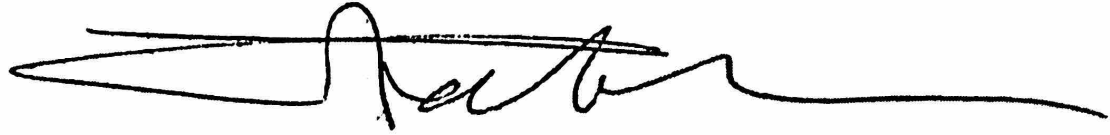
Also, all the gates will be better identified by signs indicating both the gate name and number.

Greyhound is discussing with Transportation Displays, Inc. replacing the existing maps in their bus stations with the new "You Are Here" maps.

The Glide-A-Ride routes will be marked by a colored line painted in the center of the street. Each stop will have a sign the same color as the route.

Queens Transit will install, subject to our approval, a sign at Gate 7 directing patrons to the proper station for buses to Flushing Airport, Long Island, the Bronx and other franchise bus stalls.

Under consideration is the installation at each gate of a poster-type sign advertising the child care centers at the Fair. Four pavilions have this service and are willing to pay for these signs. They are: Chunky, Denmark, Protestant Orthodox Center and Scott Paper.

A handwritten signature in black ink, appearing to be "H. A. ...", written over a horizontal line.

SC:fo

cc: File

