



**NEW YORK  
WORLD'S FAIR**

1964-1965

MAN'S ACHIEVEMENTS IN AN EXPANDING UNIVERSE



# THEME

- THE INVENTIONS, DISCOVERIES, ARTS, SKILLS AND ASPIRATIONS OF THE 20th CENTURY .....  
.....
- THE OPENING OF THE LINCOLN CENTER FOR THE PERFORMING ARTS .....  
.....
- THE 300th ANNIVERSARY OF THE FOUNDING OF THE CITY OF NEW YORK .....  
.....
- THE COMPLETION OF THE METROPOLITAN ARTERIAL HIGHWAY SYSTEM .....  
.....
- ENTERTAINMENT FOR THOSE WHO SEEK FUN AS WELL AS CULTURE .....  
.....
- A LEGACY OF PERMANENT FACILITIES BOTH AT FLUSHING MEADOW AND AT THE PERFORMING ARTS CENTER AT LINCOLN SQUARE; FOR THE ENJOYMENT OF FUTURE GENERATIONS .....  
.....

AUGUST 15, 1960



The theme and design of the World's Fair 1964-1965 are here described, having been worked on by the Design Committee, reviewed by our consultants and staff, recommended by the Executive Committee and approved by the Directors. It is hardly necessary to add that I believe this program is stimulating, novel, significant and adapted, as it must be, to the framework of Flushing Meadow. It has, we believe, all the elements of success.

As indicated before, we shall issue from time to time lists of domestic and foreign exhibitors and concessions as space is allotted to them. Interested architectural, engineering and other consultants, contractors and business firms are advised to communicate directly with these exhibitors and not through the Fair management which will supervise all exhibits but make no recommendations to exhibitors as to those whom they wish to employ.

Beyond the dramatic presentation of exhibits of beauty and utility and the accomplishment of our main objectives, there will be permanent residuary physical benefits from this Fair to remind our children of a great event celebrating our three centuries of growth. These benefits will appear in the completed and unique Flushing Meadow Park at the very heart of the City, in new arteries and bridges, in transportation, in the Center of Performing Arts at Lincoln Square and in many other improvements.

It may take two Fairs to finish Flushing Meadow Park, but at the end of this one we shall surely have it in the sense that any great city park is ever completed. Unlike most of its predecessors, this Fair will be much more than a memorable insubstantial pageant leaving not a rack behind it.

ROBERT MOSES  
President



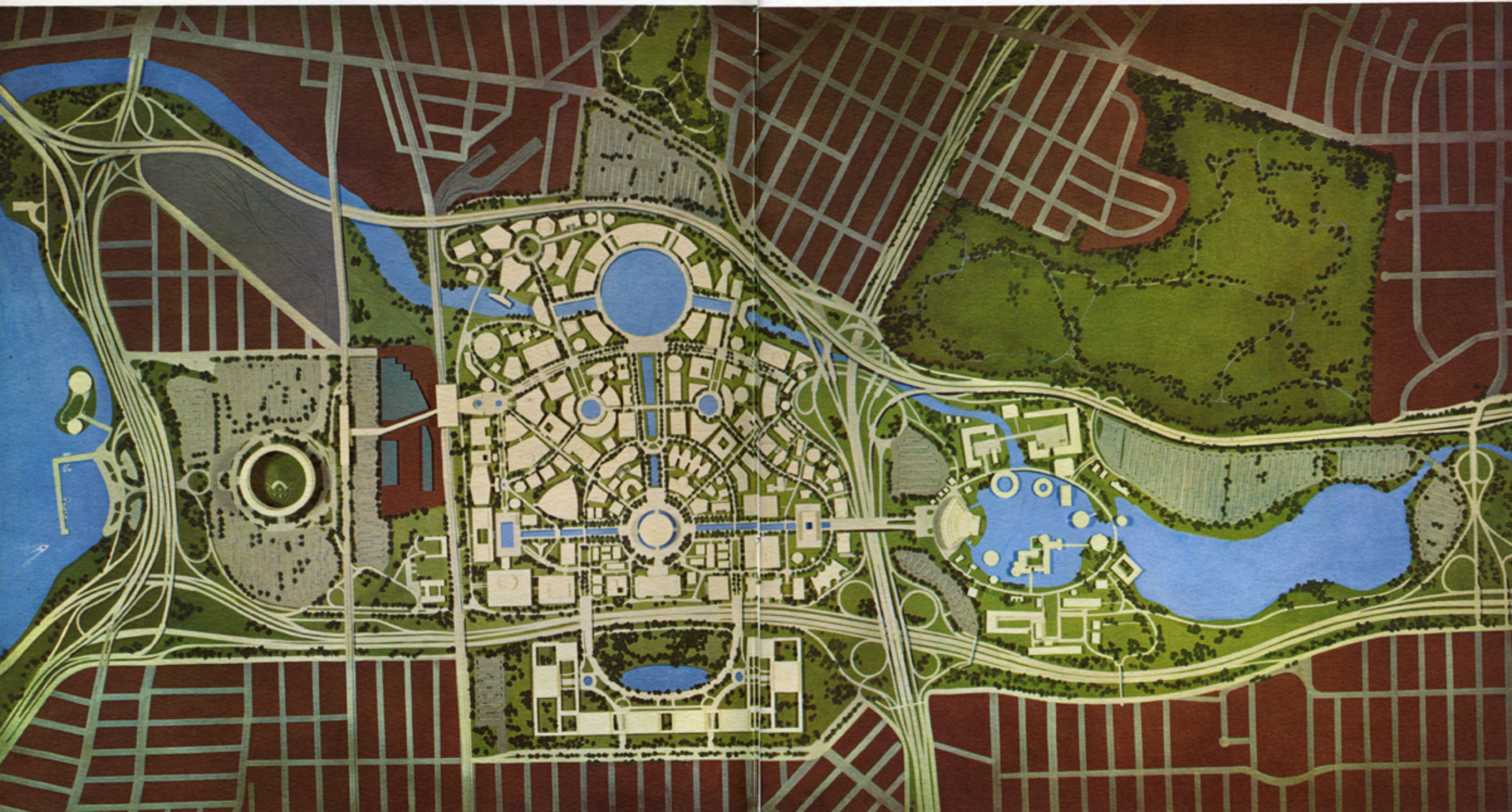




EXHIBIT AREAS







Flushing Meadow Park in almost the geographical center of New York was fixed by the Committee designated by President Eisenhower as the site of the World's Fair of 1964-1965. The design for the Fair is therefore predicated on the framework, inheritances and basic conditions existing at Flushing Meadow including economic factors. Our Committee has therefore agreed to certain compromises regarding the site which are not ideal but which we believe are fully justified under the circumstances. Had we been operating in open, completely undeveloped land, or if we had, to put it another way, an entirely clean slate we should no doubt have produced a more original and novel plan.

The New York 1964-1965 World's Fair will represent as satisfactory a wedding of beauty and utility as can be produced. It will preserve much that is valuable left over from the 1939-1940 Fair and the park which succeeded it. It will represent both conservation and progress.



There is little to be added by way of explanation to the plan reproduced in this brochure. This plan indicates the main subdivisions or centers, the space allocated to each and the fundamental policies of construction.

The new World's Fair design is basically that of the old, taking advantage of existing installations and facilities, but with numerous improvements to meet new challenges.

Industries, foreign nations, our Federal Government and States, amusements and concessions, are demarcated and separated by axes, malls, water courses, fountains, statuary and other features.

The theme as written by President Robert Moses seems to us to cover the main objectives of the Fair admirably and the symbol reflects the ambitious character of the undertaking.

The following elements of the plan are particularly stressed:

1. Easier automotive access to the Fair is provided by the huge \$95,000,000 arterial improvement now being designed by the federal, state and city authorities and soon to be under construction. The cost will be borne 10% by the state and 90% by the federal government, with the City of New York contributing \$700,000 for land acquisition in the few areas where it is needed. The improvement includes widening of Grand Central Parkway, extension of Van Wyck Expressway, the addition of four lanes to the Whitestone Expressway and the complete modernization of Northern Boulevard in the vicinity of the Fair.

2. The transportation area of the Fair is to be administered by the Port of New York Authority acting as the Fair representative. Land will be leased by the Port Authority to exhibitors, but the rules limiting the size in the industrial section will not apply to transportation exhibits where appropriate structures for such exhibits, for example in the field of aviation will require more land than the two acre limit fixed for other industries. The Fair Corporation will retain overall supervision of the transportation section, where exhibits will range through the history of transport, from bicycles to airplanes and include railroad locomotives and cars, maritime movement, automobiles and monorails.

3. Ponds and streams will add natural beauty to the Fair. There will be water panels and fountains where they do not now exist. No stagnant water will develop due to the proposed system of wells, pumps and purification. Colorful foot bridges, waterside, tree shaded areas of repose will be created and retained as permanent features of the park.

4. It is proposed that a self-contained American Amusement area occupy the present Aquacade and the lake frontage on both sides, comparable to Tivoli, the famous amusement and recreation area in the heart of Copenhagen, Denmark. It might prove to be practical to operate this area as a permanent feature of Flushing Meadow Park after the Fair. In any event we believe this is the right location for it. Children's rides, adult diversions, an outdoor circus, ballet performances, puppet shows and other amusement shows would be featured here. Visitors to the Fair and perhaps later to the park would find at Tivoli all sorts of restaurants, including fairly expensive and modest dining facilities, snack bars and picnic facilities.

5. We join the engineering consultants in recommending space for parking 20,000 automobiles at the Fair, and we endorse the proposal, that the Fair Corporation ask the City for the use of swampland, now being filled in by the Department of Sanitation on the north side of the Whitestone Expressway not far from Flushing Meadow Park. The filling operation can be completed in time for the Fair to pave the area before opening day in 1964. This additional parking facility would accommodate 6,000 cars. Patrons parking automobiles at this point would purchase tickets for the Fair and have bus transportation to the Fair entrance gates.

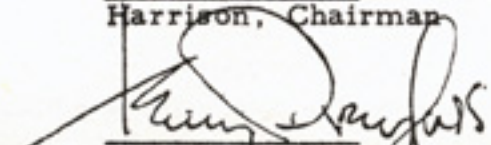
6. The Queens Botanical Garden should be moved from the present site at the northeast corner of the Park to the Kissena Corridor and rebuilt and expanded there as a permanent exhibit to serve thousands of visitors.

7. The size of all buildings at the Fair should be limited to 50% of the lot, the other half to be appropriately landscaped with trees, shrubs and lawns satisfactory to the Fair and the City. The height of structures should not exceed 80 feet.

This in outline is the basic plan we recommend.

  
Harrison, Chairman

  
Schaefer

  
Dreyfuss

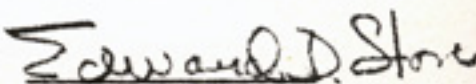
  
Stone



EXHIBIT AREAS

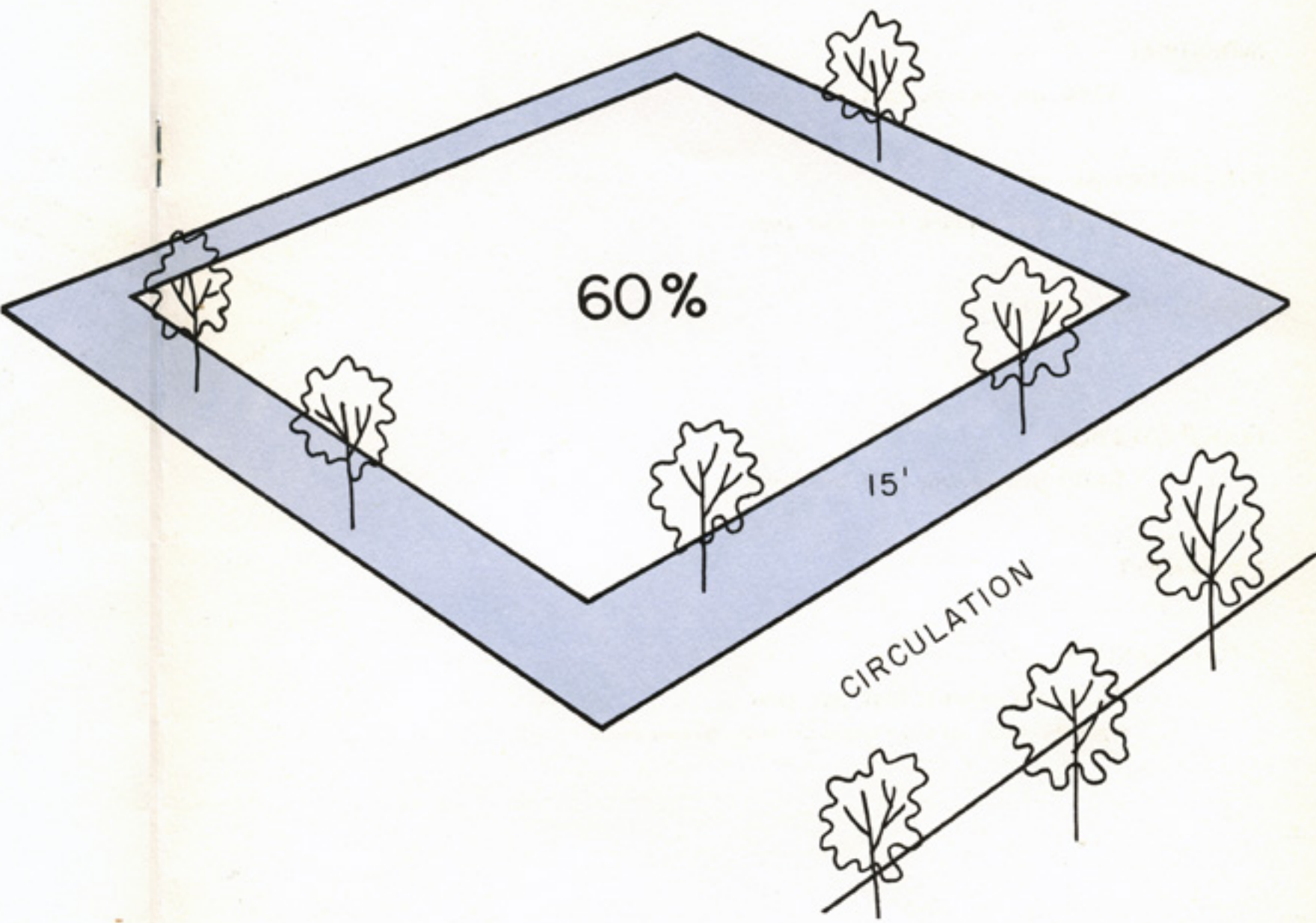
- INDUSTRIAL  
\$4.00 per square foot per year
- INTERNATIONAL  
\$3.00 per square foot per year
- FEDERAL AND STATES
- TRANSPORTATION  
\$4.00 per square foot per year
- AMUSEMENT
- SPECIAL EXHIBITS  
\$4.00 per square foot per year  
(Special exhibits not listed above are under consideration)

IT IS TO BE NOTED THAT THE CHARGES AND THE CONDITIONS RELATING TO THE VARIOUS AREAS LOOK TO PRUDENT, CONSERVATIVE FINANCING OF FACILITIES CHARGEABLE TO THE FAIR SO AS TO ASSURE THE HIGHEST STANDARDS OF EXHIBITION CONSISTENT WITH PAYING ALL FAIR COSTS AND HAVING A BALANCE AT LEAST SUFFICIENT TO RESTORE AND COMPLETE FLUSHING MEADOW PARK.

FROM TIME TO TIME WHEN DEFINITE COMMITMENTS AS TO SPACE HAVE BEEN MADE AND LEASES SIGNED, THE FAIR MANAGEMENT WILL ANNOUNCE THEM. IT SHOULD BE NOTED, HOWEVER, THAT THE MANAGEMENT DOES NOT VOLUNTEER RECOMMENDATIONS AND HAS NO PREFERRED LISTS OF ARCHITECTS, ENGINEERS, BUILDERS OR OTHER FIRMS AVAILABLE AND INTERESTED IN CONSTRUCTION WITHIN THE FAIR GROUNDS. THIS IS A MATTER ENTIRELY FOR THE EXHIBITORS.

DOWN PAYMENT  
50% OF YEAR'S RENT ON SIGNING CONTRACT.  
ADDITIONAL 50% OF YEAR'S RENT BEFORE START OF CONSTRUCTION.

TYPICAL EXHIBIT LOTS



THE AREA OF ANY LOT NOT COVERED BY BUILDING OR BUILDINGS MUST BE APPROPRIATELY LANDSCAPED TO THE SATISFACTION OF THE FAIR CORPORATION.

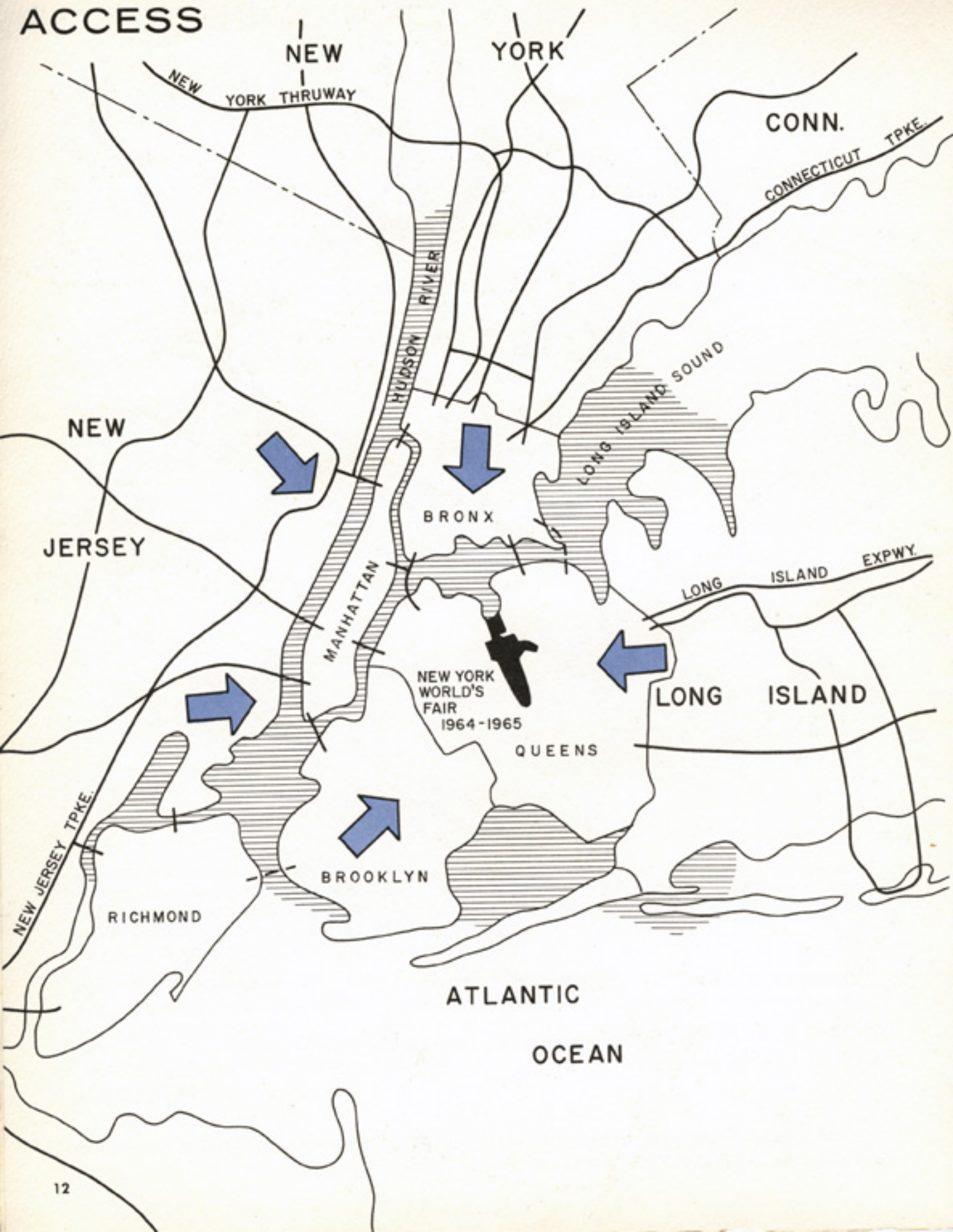
- Maximum area to be leased.....50,000 sq. ft.\*
- Maximum height of any structure.....80 ft.\*
- Maximum building coverage.....60% (subject to limits shown above)

\*Except in Transportation Area

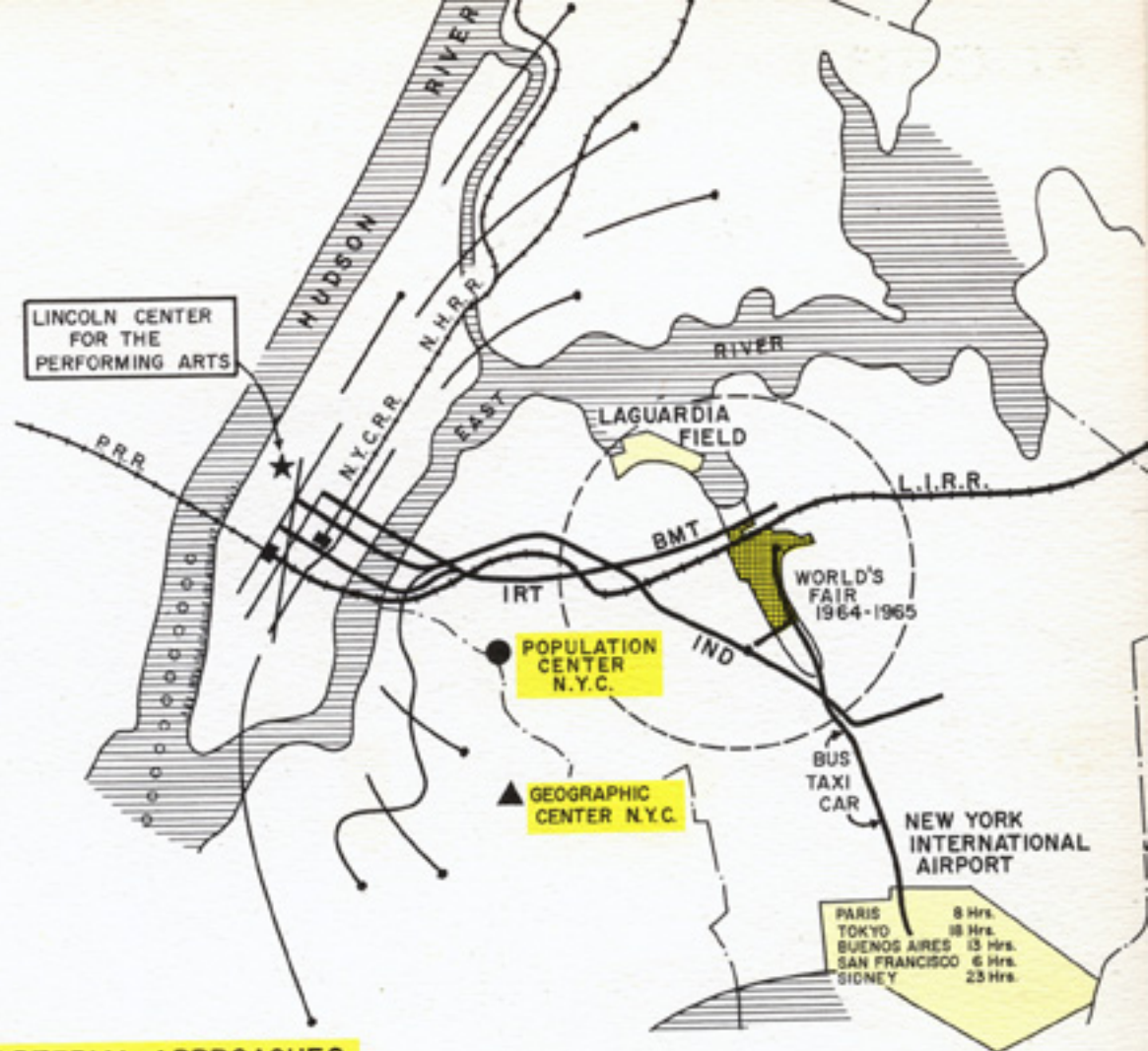
NOTE—In extraordinary cases exceptions to the above will be considered by the World's Fair Corp. on the merits of the individual case.



# ACCESS







### WORLD'S FAIR 1964-1965 ARTERIAL APPROACHES

\$ 95,000,000

90% FEDERAL  
10% STATE

1-2-3 GRAND CENTRAL  
PKWY. WIDENING

4 NORTHERN BLVD.  
WIDENING

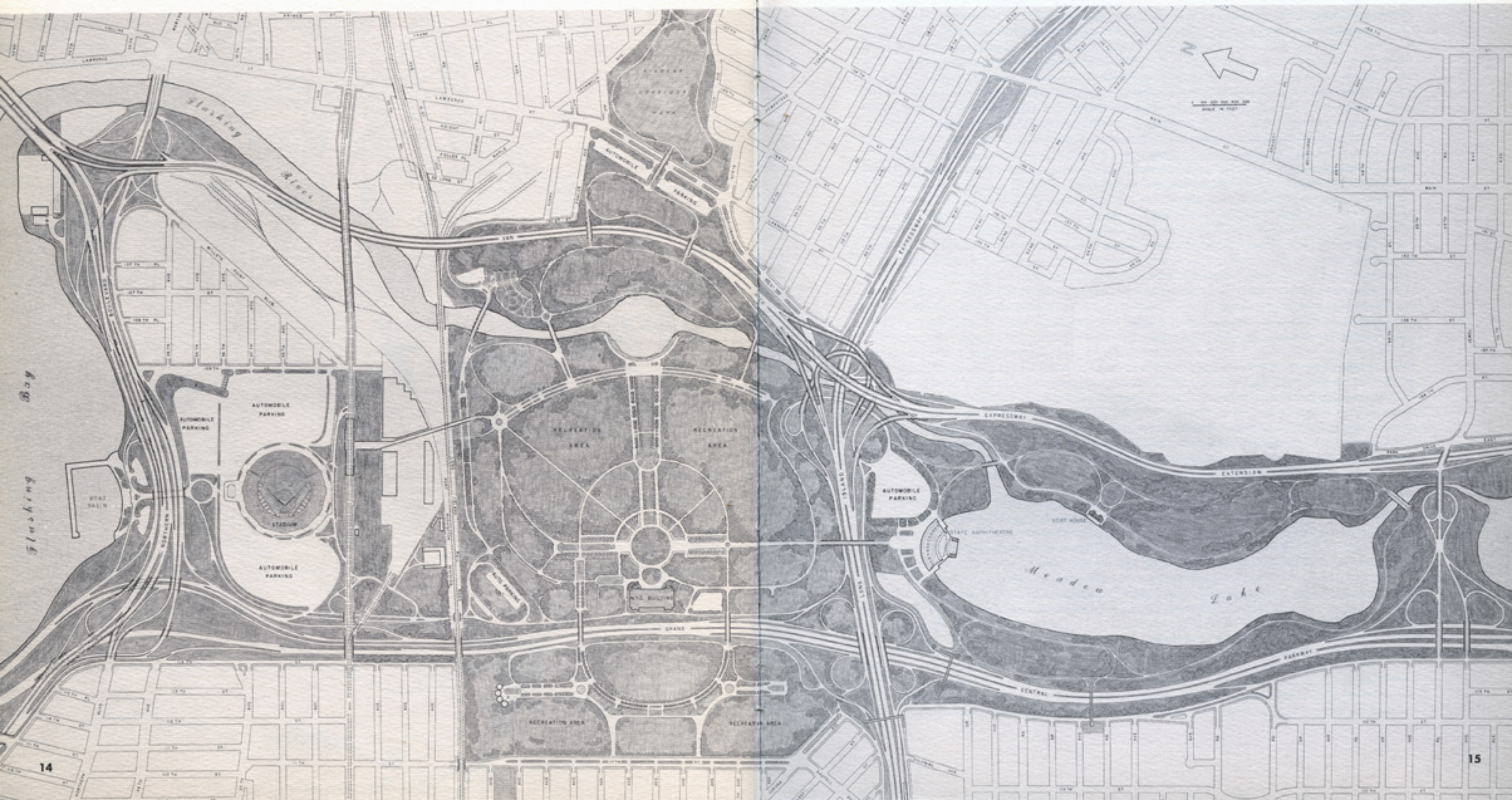
5 WHITESTONE EXPWY. WIDENING

6 VAN WYCK EXPWY. EXT.





FLUSHING MEADOW PARK  
POST FAIR





# NEW YORK WORLD'S FAIR CORPORATION

The New York World's Fair Corporation was organized on August 19, 1959 under the Membership Corporations Law of the State of New York as a non-stock, non-profit corporation. Its certificate of incorporation, as amended to date, empowers the Corporation to organize, construct, hold and operate a World's Fair in the City of New York for the exclusively educational purpose of educating the peoples of the world as to the interdependence of nations and the need for universal peace. In furtherance of its educational purposes, the Corporation is empowered, among other things, to arrange for educational exhibits at the Fair by governments, commercial and industrial organizations and other interested persons and groups; to solicit funds, borrow money, and issue and sell bonds, debentures and other obligations; and to purchase, lease, construct, improve and maintain grounds, buildings and other facilities necessary or incidental to the Fair. The certificate of incorporation expressly provides that no part of the net earnings of the Corporation shall inure to the benefit of any person who has contributed money or property to the Corporation or to any member or other individual, nor shall any director, member, officer or employee receive any pecuniary profit therefrom, except reasonable compensation for services rendered. Under the law, all net revenue derived from any source by the Corporation and remaining to its credit after the close of the Fair and after payment of all indebtedness and liabilities of the Corporation must be paid to the City for use in restoring and improving Flushing Meadow Park and for educational purposes.

The 1960 session of the State Legislature enacted a law (Chapter 428 of the Laws of 1960) empowering the City of New York to lease to the Corporation certain park land owned by the City in the Borough of Queens, comprising the proposed site of the Fair, and authorizing the Corporation to conduct on such land all activities pertaining to the Fair. Pursuant to such law, the City has leased to the Corporation for the Fair site portions of Flushing Meadow Park and Kissena Corridor Park in the Borough of Queens (see map herein) from June 1, 1960 to January 1, 1966, with an option by the Corporation to extend the lease until such further date to which it may be determined by the Corporation the Fair is to be continued. The lease authorizes the Corporation to conduct the World's Fair on the premises; to issue concessions, grants, licenses, permits and sub-leases to exhibitors and concessionaires upon such terms and for such consideration as the Corporation may determine; to alter, remove or demolish existing structures (except for the present City of New York building and the existing State Amphitheatre, both of which are excluded from the lease and will remain under the control of the City Commissioner of Parks); to place fill or excavate the leased premises; and to erect structures and improvements. Plans for permanent improvements must be approved by the City.

## Site

In October, 1959, President Eisenhower appointed a commission to determine the feasibility of holding a World's Fair in the United States and to recommend a site. The Commission recommended the City of New York and the recommendation was approved by the President. The site of the Fair is in Flushing Meadow Park in the Borough of Queens, which was also the site of the 1939-1940 New York World's Fair, and the adjoining Kissena Corridor Park. The Fair grounds will comprise an area of approximately 646 acres (including Meadow Lake) out of the total of 1,351 gross acres in Flushing Meadow and Kissena Corridor Parks. The site will be adjacent to the proposed 55,000-seat City stadium which will occupy an area of 16 acres north of the leased area, and the Corporation plans to negotiate with the City for the use of the stadium for special events requiring a large seating capacity when not otherwise occupied.

## Construction

The Corporation's construction program includes grading, paving, fencing, landscaping and lighting; filling in approximately nine acres of Meadow Lake along its westerly shore and



improvements at the boat basin in Flushing Bay; construction of certain temporary structures, such as an administration building, police, fire, and maintenance facilities, bus terminal and stations, toll entrances, and pedestrian overpasses and bridges; design and erection of a monumental center symbolizing the Fair's theme; construction of parking fields; and construction, improvement and replacement of necessary drainage, water, sewer, gas and electric utilities. The Corporation will also be responsible for the cost of restoring the Fair site as a City park and recreation area upon the termination of the Fair.

The Corporation will make use of certain of the utilities which were installed at Flushing Meadow Park for the 1939-40 World's Fair. The existing facilities include approximately 10 miles of sanitary sewers, 20 miles of storm sewers, 15 miles of water mains, 13 miles of gas mains, electric conduits for light, power and communication and sewage pumping stations. In the opinion of the Construction Engineers, a substantial percentage of the existing underground facilities are in usable condition. The extent of repairs, replacements and addition to subsurface utilities will depend upon the development plan of the Fair and the location of the buildings and, except for temporary work, will be subject to the approval of the City Commissioner of Parks. Under the lease, the City will supply water to the Fair site without charge to the Corporation for this or for sewer rental. The Corporation is required by law to prepare a special code of laws dealing with health, sanitation and building, which may then be enacted by the City Council as and for a special code of laws governing the area leased to the Corporation.

The Corporation will not be responsible for the construction of pavilions and buildings of exhibitors or restaurants and other concessions. The design and construction of these structures will be undertaken by the exhibitors and concessionaires, subject to the approval of the Corporation's Board of Design. Such structures will be temporary and will be demolished by exhibitors and concessionaires when the Fair site reverts to the City as a park and recreation area upon the termination of the Fair.

The City, State and Federal governments are expected to participate actively in the Fair. The present City Building on the Fair grounds is available to the City, and State participation has been authorized by an act of the Legislature. Appropriate enabling legislation authorizing Federal participation is expected to be enacted by the Congress.

Chapter 428 of the Laws of 1960 requires that the Corporation shall provide and pay for police and fire department forces adequate for the protection of the Fair grounds. The Corporation expects to contract for these services, as well as for refuse collection, landscaping and upkeep of the grounds. The Corporation is also required to carry at its own expense fire insurance on all permanent structures and general public liability insurance in limits of \$250,000/\$1,000,000 for personal injury or death and \$50,000 for property damage. Under the lease, the Corporation shall pay all costs for the care, maintenance and protection of the leased property and of all buildings, roads, paths, planting, sanitation, drainage, light, power and other utility systems and other work thereon.

#### **Indemnity**

Under the law, the Corporation is required to indemnify the City against all damage on account of the use of the leased premises for the purposes of the World's Fair.

#### **Restoration**

Under the law and the Corporation's lease with the City, the Corporation has the responsibility, at its own expense but under the direction and supervision of the City Department of Parks, to restore the Fair site to a City park and recreation area upon the termination of the Fair. The demolition of the temporary structures will be carried out in accordance with specifications to be furnished by the Department of Parks.



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