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SCHEDULE PROPOSAL

DATE: April 28, 1976

THROUGH: Jim Cannon

FROM: Judith Richards Hope

VIA: Bill Nicholson

MEETING: Signing Ceremony for Federal-Aid Highway Act of 1976.

DATE: Week of May 3 - to be determined.  
(Guidance: Presidential schedule indicates Tuesday, Wednesday or Thursday.

Secretary Coleman and Federal Highway Administrator Tiemann, who could do a full briefing following the ceremony, are available only Wednesday or Thursday.)

PURPOSE: This Act is a significant Presidential accomplishment. It provides another example of the President working with the Congress to produce important domestic legislation.

FORMAT: Location: Option 1: Rose Garden, if no reception and weather permits.

Option 2: East Room (if followed by Reception in State Dining Room), (hosted by DOT).

Participants: See Tab A.

	Option 1 _____	Option 2 _____
CABINET PARTICIPATION:	Secretary William Coleman, Transportation	
SPEECH MATERIAL:	To be supplied by Bob Orben.	
PRESS COVERAGE:	Full press coverage, including TV. Secretary Coleman and Governor Tiemann will brief the press following the ceremony.	
STAFF:	Judith Richards Hope	
RECOMMEND:	Cannon, Friedersdorf, Cavanaugh and Marrs.	
PREVIOUS PARTICIPATION:	None.	



## BACKGROUND:

The Federal-Aid Highway Act of 1976 is a 27-month program which permits the highway program to continue and sets the stage for the next Congress to again confront critical issues facing the Nation's highway program. The Act authorizes \$17.6 billion for continuation and extension of the interstate and non-interstate highway system and for highway safety programs. It will result in 55,000 on-site and off-site jobs, as well as a larger number of induced jobs.

Although the Act is an interim measure, and does not contain the major restructuring of highway programs proposed by the Administration, it does contain some program consolidations and some additional delegations of authority to the States.

For more than 25 years, the President has been a firm supporter of the highway program. A signing ceremony of the type proposed would spotlight his long commitment to the highway program and his determination to continue this program while seeking solutions to the transportation problems of the Nation.

Last day for action is May 8, 1976.



Highways

THE WHITE HOUSE  
WASHINGTON

1/3/76

Sam

We'll see  
that Wirwahn  
is invited.

Jim



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

## SCHEDULE PROPOSAL FOR THE PRESIDENT

### SCHEDULE PROPOSAL

DATE: April 14, 1976

FROM: Ed DeBolt *ed*

MEETING: Witness signing of Federal Highway Aid Act - SB 2711/  
HB 8235 - just sent to President for approval.

DATE: Open -- date of signing unknown.

PURPOSE: To have one of the leadership of the American Motorcycle Association witness the signing of the bill which they think is of tremendous benefit to their members. They would then put a picture with very favorable story in their monthly magazine which has a circulation of well over 100,000 per month.

PARTICI-  
PATION: I would suggest Gene Wirwahn, Legislative Director for the A.M.A. be the person involved.

BACK-  
GROUND: This group worked for and was most effective for the CRP Special Groups effort in 1972.

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400


April 26

April 14, 1976

MEMORANDUM TO:

Jerry Jones

FROM:

 Ed DeBolt

This may not be the right way to go about this, but it is important that we look into it as it may happen any day.

Please advise.

Enclosures 3

*check again after  
4/26  
per K. Findley*



Highways

THE WHITE HOUSE

WASHINGTON

May 4, 1976

SIGNING CEREMONY FOR FEDERAL-AID HIGHWAY ACT OF 1976

Wednesday, May 5, 1976

3:00 p.m.

The Rose Garden

From: Jim Cannon



I. PURPOSE

The purpose of this meeting is to sign the Federal-Aid Highway Act of 1976 which is a significant Presidential accomplishment and provides another example of your work with the Congress to produce important domestic legislation.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

The Federal-Aid Highway Act of 1976 is a 27-month program which permits the highway program to continue and sets the stage for the next Congress to again confront critical issues facing the Nation's highway program. The Act authorizes \$17.6 billion for continuation and extension of the interstate and non-interstate highway system and for highway safety programs. It will result in the continuation and generation of a large number of jobs and have a strong impact on the economy.

The Act assigns priority to completion of the critical links in the Interstate system, and gives the States more authority and control over highway funds. It will consolidate a number of existing

categorical grant programs and increase States' flexibility in the use of highway funds.

B. Participants

Secretary Coleman  
Others at Tab A

C. Press Plan

Full press coverage.

III. TALKING POINTS

Remarks to be supplied by Bob Orben.



## PARTICIPANTS

### A. Congressional

A list of invitees is attached. Acceptances will be submitted to you in early morning by Max Friedersdorf.

### B. Other Attendees

A list of invitees is attached from the Department of Transportation, as well as many transportation groups interested in the signing of this bill. A confirmed list of acceptances will be submitted to you in early morning.



The following is a list of suggested invitees to the signing ceremony for H.R. 8235, "Federal-Aid Highway Act of 1976":

Congressional Guests:

Senate:

Senate Public Works Committee, Subcommittee on Transportation:

Jennings Randolph, Committee Chairman  
Howard Baker, Ranking Minority Member  
Lloyd M. Bentsen, Jr., Subcommittee Chairman  
Robert T. Stafford, Subcommittee Ranking Minority Member  
Joseph Montoya  
Mike Gravel  
Edmund Muskie  
Quentin Burdick  
John Culver  
James Buckley  
Pete Domenici  
James McClure

Staff:

M. Barry Meyer, Chief Counsel  
Ron Katz, Professional Staff Member  
Richard Harris, Minority Counsel  
George Fenton, Staff Member  
Bailey Guard, Staff Member  
Kathy Cudlipp, Professional Staff Member  
Rodger Schlickeisen, Budget



Senate Finance Committee:

Russell B. Long, Chairman  
Carl Curtis, Ranking Minority Member

House:

House Committee on Public Works and Transportation, Subcommittee on Surface Transportation:

Robert Jones, Committee Chairman  
William Harsha, Committee Ranking Minority Member  
James J. Howard, Subcommittee Chairman  
Bud Shuster, Subcommittee Ranking Minority Member  
James Wright  
Harold Johnson  
Glenn Anderson  
Robert Roe  
Mike McCormack  
James V. Stanton  
Bella Abzug  
John Breaux  
Bo Ginn  
Norman Mineta  
Elliott Levitas  
Jerome Ambro  
Henry Nowak  
Robert Edgar  
James Cleveland  
Don Clausen  
William Walsh  
Thad Cochran  
Tom Hagedorn  
Gary Myers



Staff:

Richard Sullivan, Chief Counsel  
Lloyd Rivard, Chief Engineer  
Clyde Woodle, Transportation Engineer  
Salvatore D'Amico, Surface Transportation Subcommittee Counsel  
Robert Mowson, Legislative Counsel  
Dorothy Beam, Executive Staff Assistant  
Erla Youmans, Minority Executive Staff Assistant  
Lester Edelman, Counsel  
Robert Dawson, Administrator  
Clifton Enfield, Minority Counsel  
Larry Reida, Associate Minority Counsel  
Sheldon Gilbert, Assistant Minority Counsel  
Ron Ence, Minority Professional Staff Member  
Mort Downey (Budget Committee)

House Ways and Means Committee:

Al Ullman, Chairman

Herman T. Schneebeli, Ranking Minority Member



Department Representatives:

Office of the Secretary:

William T. Coleman, Jr., Secretary

John W. Barnum, Deputy Secretary

Theodore C. Lutz, Deputy Under Secretary for Budget and Program Review

Roger W. Hooker, Jr., Assistant Secretary for Congressional and Intergovernmental Affairs

Ray Warner, Director of Congressional Relations

Michael Finkelstein, Program Analyst, Office of Planning and Program Review

Joan Bauerlein, Program Analyst, Office of Planning and Program Review

Barclay W. Webber, Assistant General Counsel for Legislation

Billy K. Higgins, Liaison Officer for Federal Highway Administration

Jim Cromwell, Liaison Officer for National Highway Traffic Safety Administration

John Ely, General Counsel

Federal Highway Administration:

Norbert T. Tiemann, Administrator

J.R. Coupal, Jr., Deputy Administrator

Lester Lamm, Executive Director



National Highway Traffic Safety Administration:

Dr. James B. Gregory, Administrator

Stephen Wood, Counsel

Interested Outside Groups:

American Road Builders

J.C. Landen, President  
Dan Hansen, Executive Vice President  
Francis Dooley  
Eugene M. Johnson

American Association of State Highway & Transportation Officials

C. Langehorne Bond, President  
Henrik Stafseth, Executive Director  
Joe Rhoades

Associated General Contractors

Ben M. Hogan, President  
James M. Sprouse, Executive Director  
Marvin F. Bogelt, Chairman, Highway Division  
James D. Pitcock, Jr., Under Chairman, Highway Division  
John Ellis, Assistant Executive Director  
Roger D. Allan, Director, Highway Division  
Fred Armstrong, Assistant Director, Highway Division  
Warren S. Richardson, Director, Legislative Division

Highway Users Federation

Peter Koltnow, President  
Carlton Robinson, Executive Vice President  
James Martin, Public Affairs  
Steve O'Toole, Public Affairs

National Association of Motor Bus Owners

Charles Webb, President  
James Cochran, Special Assistant



Prominent Highway-Interest Officials

Bennett C. Whitlock, President-elect, American Trucking Associations, Inc.  
William D. Eberle, President, Motor Vehicle Manufacturing Association  
John J. Pohanka, President, National Automobile Dealers Association  
John C. White, Executive Vice-President, Private Truck Council of America, Inc.  
Malcolm R. Lovell, Jr., President, Rubber Manufacturers Association  
Frank N. Ikard, President, American Petroleum Institute  
L.E. Birdsong, Acting Executive Director, American Association of Motor  
Vehicle Administrators  
J.B. Creal, Executive Vice President, American Automobile Association  
William N. Carey, Jr., Executive Director, Transportation Research Board  
William E. Dickinson, President, Salt Institute  
Charles W. Reese, Executive Director, Portland Cement Association  
William L. Carter, President, National Crushed Stone Association  
John R. Gray, Executive Director, National Asphalt Pavement Association  
Paul J. Tierney, President, Transportation Association of America  
Robert M. Koch, President, National Limestone Institute  
Jefferson D. Keith, Executive Vice President, National Tire Dealers and  
Retreaders Association  
Vincent L. O'Donnell, Managing Director, Private Carrier Conference, Inc.  
W. Gerald Wilson, President, International Road Federation  
Gene Wirwhan, Legislative Officer, American Motorcycle Association

National Governors' Conference:

Governor George Busbee (Georgia), Chairman, NGC Transportation Committee  
Governor William Milliken (Michigan), Vice Chairman, NGC Transportation  
Committee  
Stephen Farber, Executive Director, National Governors' Conference  
Bud Thar, Transportation Specialist for National Governors' Conference



National Conference of State Legislatures:

Delegate Robert E. Washington, Chairman, NCSL Transportation Committee  
Gerry Sohns, Director, NCSL Federal-State Office  
Joseph Mullins, NCSL Transportation Specialist

National Association of Counties:

Daniel Mikesell, Supervisor, San Bernadino County, California; Chairman,  
NACo Transportation Steering Committee  
Johnny Voudouris, Commissioner, Travis County, Texas; Chairman, NACo  
Highways Subcommittee  
Bernard Hillenbrand, Executive Director, National Association of Counties  
Sandra Spence, NACo Transportation Specialist  
Ralph Tabor, Director, NACo Federal Affairs Office  
Dr. Marianne Hankard, NACo Transportation Specialist

U.S. Conference of Mayors:

Mayor Neil Goldschmidt (Portland, Oregon), Chairman, USCM Transportation  
Committee  
John Gunther, Executive Director, USCM  
Carl Riedy, USCM Transportation Specialist



National League of Cities:

Councilman Aubrey Davis, Chairman, NLC Transportation Committee  
Alan Beals, Executive Director, NLC  
Kathy Massey, NLC Transportation Specialist

Other:

Richard Peet, President, Citizens for Highway Safety  
Michael Dye, Florida Department of Transportation  
Douglas N. Schneider, Director, D.C. Department of Transportation

Ann Hale (Secretary to Theodore Lutz, DOT)  
Margaret Carr (Secretary to Barclay Webber, DOT)  
Barbara Wood (Secretary to Michael Finkelstein, DOT)  
Gladys Heim (Secretary to Governor Tiemann, DOT)



THE WHITE HOUSE

WASHINGTON


May 4, 1976

SIGNING CEREMONY FOR FEDERAL-AID HIGHWAY ACT OF 1976

Wednesday, May 5, 1976

3:00 p.m.

The Rose Garden

From: Jim Cannon 

I. PURPOSE

The purpose of this meeting is to sign the Federal-Aid Highway Act of 1976 which is a significant Presidential accomplishment and provides another example of your work with the Congress to produce important domestic legislation.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

The Federal-Aid Highway Act of 1976 is a 27-month program which permits the highway program to continue and sets the stage for the next Congress to again confront critical issues facing the Nation's highway program. The Act authorizes \$17.6 billion for continuation and extension of the interstate and non-interstate highway system and for highway safety programs. It will result in the continuation and generation of a large number of jobs and have a strong impact on the economy.

The Act assigns priority to completion of the critical links in the Interstate system, and gives the States more authority and control over highway funds. It will consolidate a number of existing



categorical grant programs and increase States' flexibility in the use of highway funds.

B. Participants

Secretary Coleman  
Others at Tab A

C. Press Plan

Full press coverage.

III. TALKING POINTS

Remarks to be supplied by Bob Orben.

## PARTICIPANTS

### A. Congressional

A list of invitees is attached. Acceptances will be submitted to you in early morning by Max Friedersdorf.

### B. Other Attendees

A list of invitees is attached from the Department of Transportation, as well as many transportation groups interested in the signing of this bill. A confirmed list of acceptances will be submitted to you in early morning.



The following is a list of suggested invitees to the signing ceremony for H.R. 8235, "Federal-Aid Highway Act of 1976":

Congressional Guests:

Senate:

Senate Public Works Committee, Subcommittee on Transportation:

Jennings Randolph, Committee Chairman  
Howard Baker, Ranking Minority Member  
Lloyd M. Bentsen, Jr., Subcommittee Chairman  
Robert T. Stafford, Subcommittee Ranking Minority Member  
Joseph Montoya  
Mike Gravel  
Edmund Muskie  
Quentin Burdick  
John Culver  
James Buckley  
Pete Domenici  
James McClure

Staff:

M. Barry Meyer, Chief Counsel  
Ron Katz, Professional Staff Member  
Richard Harris, Minority Counsel  
George Fenton, Staff Member  
Bailey Guard, Staff Member  
Kathy Cudlipp, Professional Staff Member  
Rodger Schlickeisen, Budget

Senate Finance Committee:

Russell B. Long, Chairman  
Carl Curtis, Ranking Minority Member



House:

House Committee on Public Works and Transportation, Subcommittee on Surface Transportation:

Robert Jones, Committee Chairman  
William Harsha, Committee Ranking Minority Member  
James J. Howard, Subcommittee Chairman  
Bud Shuster, Subcommittee Ranking Minority Member  
James Wright  
Harold Johnson  
Glenn Anderson  
Robert Roe  
Mike McCormack  
James V. Stanton  
Bella Abzug  
John Breaux  
Bo Ginn  
Norman Mineta  
Elliott Levitas  
Jerome Ambro  
Henry Nowak  
Robert Edgar  
James Cleveland  
Don Clausen  
William Walsh  
Thad Cochran  
Tom Hagedorn  
Gary Myers

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Lloyd Rivard, Chief Engineer  
Clyde Woodle, Transportation Engineer  
Salvatore D'Amico, Surface Transportation Subcommittee Counsel  
Robert Mowson, Legislative Counsel  
Dorothy Beam, Executive Staff Assistant  
Erla Youmans, Minority Executive Staff Assistant  
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Billy K. Higgins, Liaison Officer for Federal Highway Administration

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Henrik Stafseth, Executive Director  
Joe Rhoades

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James M. Sprouse, Executive Director  
Marvin F. Bogelt, Chairman, Highway Division  
James D. Pitcock, Jr., Under Chairman, Highway Division  
John Ellis, Assistant Executive Director  
Roger D. Allan, Director, Highway Division  
Fred Armstrong, Assistant Director, Highway Division  
Warren S. Richardson, Director, Legislative Division

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James Cochran, Special Assistant



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John C. White, Executive Vice-President, Private Truck Council of America, Inc.  
Malcolm R. Lovell, Jr., President, Rubber Manufacturers Association  
Frank N. Ikard, President, American Petroleum Institute  
L.E. Birdsong, Acting Executive Director, American Association of Motor  
Vehicle Administrators  
J.B. Creal, Executive Vice President, American Automobile Association  
William N. Carey, Jr., Executive Director, Transportation Research Board  
William E. Dickinson, President, Salt Institute  
Charles W. Reese, Executive Director, Portland Cement Association  
William L. Carter, President, National Crushed Stone Association  
John R. Gray, Executive Director, National Asphalt Pavement Association  
Paul J. Tierney, President, Transportation Association of America  
Robert M. Koch, President, National Limestone Institute  
Jefferson D. Keith, Executive Vice President, National Tire Dealers and  
Retreaders Association  
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W. Gerald Wilson, President, International Road Federation  
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Bud Thar, Transportation Specialist for National Governors' Conference

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Johnny Voudouris, Commissioner, Travis County, Texas; Chairman, NACo  
Highways Subcommittee  
Bernard Hillenbrand, Executive Director, National Association of Counties  
Sandra Spence, NACo Transportation Specialist  
Ralph Tabor, Director, NACo Federal Affairs Office  
Dr. Marianne Hankard, NACo Transportation Specialist

U.S. Conference of Mayors:

Mayor Neil Goldschmidt (Portland, Oregon), Chairman, USCM Transportation  
Committee  
John Gunther, Executive Director, USCM  
Carl Riedy, USCM Transportation Specialist

-7-  
National League of Cities:

Councilman Aubrey Davis, Chairman, NLC Transportation Committee  
Alan Beals, Executive Director, NLC  
Kathy Massey, NLC Transportation Specialist

Other:

Richard Peet, President, Citizens for Highway Safety  
Michael Dye, Florida Department of Transportation  
Douglas N. Schneider, Director, D.C. Department of Transportation

Ann Hale (Secretary to Theodore Lutz, DOT)  
Margaret Carr (Secretary to Barclay Webber, DOT)  
Barbara Wood (Secretary to Michael Finkelstein, DOT)  
Gladys Heim (Secretary to Governor Tiemann, DOT)



FOR IMMEDIATE RELEASE

MAY 5, 1976

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

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THE WHITE HOUSE

REMARKS OF THE PRESIDENT  
UPON SIGNING THE  
FEDERAL HIGHWAY ACT OF 1976

THE ROSE GARDEN

3:03 P.M. EDT

Secretary Coleman, distinguished Members of the Congress, distinguished guests:

I am signing today a bill, H.R. 8235, which authorizes more than \$17.5 billion dollars for the extension of the Federal Aid to Highways program. Many, many thousands of jobs will be directly, as well as indirectly, supported by the legislation which will provide for key links in the interstate highway system, upgrade existing highways and develop public transit facilities.

Primary responsibility for selecting projects and administering this grant program will continue to rest with the State and local authorities. While this Act does not include everything that this Administration proposed to the Congress, it is an important step toward meeting America's transportation needs.

For that reason, Mr. Secretary and members of the Congress, I am very pleased to sign this legislation which is a very significant piece of legislation and a very important one as far as our economy and our transportation facilities is concerned.

END

(AT 3:04 P.M. EDT)



MAY 5, 1976

Office of the White House Press Secretary

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THE WHITE HOUSE

STATEMENT BY THE PRESIDENT

Today I have signed into law the Federal-Aid Highway Act of 1976. This legislation is the product of almost a year-long debate. On July 7, 1975, I submitted a proposed long-range bill recommending some fundamental changes in this program. The Act I am signing today is a two-year interim measure which permits the program to continue while setting the stage for the next Congress again to confront the critical issues facing the program.

The proposal that I forwarded to Congress last July had four principal objectives.

- First, it recommended the restructuring of the present system of financing highways. The Trust Fund would have been reserved exclusively for the completion of the Interstate System, all other Federal highway assistance would have come from the general fund, and one cent of the gas tax would have been returned to the States.
- Second, more than thirty categorical grant programs would have been consolidated into three block grant programs.
- Third, the Federal interest in the Interstate System would have been more precisely defined, by placing primary emphasis upon completion of critical intercity routes on the System.
- Fourth, the Federal resources authorized for the highway program would have been held to responsible levels, consistent with the overriding need to control Federal spending while still sufficient to achieve the objectives of the program.

The Congress addressed each of these issues in its deliberations on this bill and made progress in the direction I had recommended. The bill I am signing today consolidates a number of existing categorical grant programs into a broader, more flexible program, a step which should help State and local officials solve their transportation problems more effectively. This legislation also assigns priority to the completion of intercity routes, closing critical gaps in the Interstate System. Although this Congress did not address all of the fundamental issues of the highway program, the next Congress will need to deal comprehensively with them.

more



I am pleased to note that the Congress has taken some action to bring the operation of the highway program under better fiscal control. However, because the bill would still result in substantial outstanding authorizations being available during fiscal year 1977, I believe it is important for Congress to take separate action to place an obligation ceiling on the Federal-Aid Highway Program at least through fiscal year 1977. Further, new activities authorized in this legislation will be carefully scrutinized before any requests for additions to the budget are sent to Congress.

For more than 25 years in national government, in both the Legislative and Executive branches, I have been a firm supporter of the highway program. As a member of Congress in 1956, I voted for the landmark legislation which established the Highway Trust Fund. I have been deeply involved in the legislative process over the past two decades as the highway program has been expanded and made more responsive to local transportation needs. It is a privilege to be serving as President today and to sign legislation extending and improving this important program. A spirit of cooperation between this Administration and the Congress enabled all parties to arrive at an acceptable bill which permits a vital program to continue. We will continue to work with the Congress to seek better, long-term solutions to our national transportation problems as the nation enters its third century.

# # #



MAY 5, 1976

Office of the White House Press Secretary

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THE WHITE HOUSE

FACT SHEET

FEDERAL-AID HIGHWAY ACT OF 1976

The President is signing into law today the Federal-Aid Highway Act of 1976 (H.R. 8235) which provides more than \$17.5 billion for the continuation of Federal highway construction rehabilitation and safety programs and extends the Highway Trust Fund as a method of financing them for two years.

BACKGROUND

Last July, the President sent to the Congress a comprehensive, long-term highway bill, proposing:

- A restructuring of the present trust funding system with \$1 billion of gas tax assistance available directly to the States.
- Consolidation of the many categorical grants in the Non-Interstate program into three broad block grants of Rural, Urban, and Safety Assistance.
- Focusing prime Federal attention on completion of critical intercity routes on the Interstate System, and
- Providing long-term, responsible funding levels for highway programs consistent with new Congressional budget procedures.

H.R. 8235 is a compromise bill that extends the important highway programs until the next Congress can fully deal with these proposals.

HIGHLIGHTS OF H.R. 8235

A. Interstate Highway Program.

- Provides funds for the first time expressly for rehabilitation and restoration projects on the Interstate system.
- Liberalizes the Interstate transfer provisions to allow construction of other highways and/or mass transportation facilities or equipment when nonessential Interstate segments are deleted.
- Assigns priority to the completion of the intercity routes closing critical gaps in the Interstate System. Thirty percent of a State's Interstate funds must be used on the portions of the System in a State which contribute to the continuity of the national system.

more

B. Non-Interstate Highway Program.

- Consolidates a number of existing categorical grant programs into a broader, more flexible program. The bill also allows for the transfer of funds between system categories to allow States increased flexibility in the use of highway funds where they are needed.
- Simplifies the delivery of Federal highway funds by allowing the States themselves to certify compliance with a number of Federal project approval requirements.

C. Highway Safety Programs.

- Provides increased authority to waive uniform highway safety program standards in that the Secretary of Transportation need not require every State to implement every requirement of every standard.
- Provides more flexibility in applying the highway safety fund penalty against noncomplying States by permitting the withholding of 50-100 percent of such funds rather than the 100 percent previously required.
- Requires the Secretary of Transportation to evaluate the effectiveness of the highway safety program standards and the need for changes in the standards and report to the Congress by July 1, 1977, and suspends the highway safety fund penalty until that report is submitted.
- Creates a new incentive program for the reduction in the absolute number of fatalities. This program will complement the existing incentive program for fatality rate reduction.
- Continues the Safer Roads Program as a permanent program and consolidates it with Off-System roads to improve safety and capacity of existing roads.

D. Other Important Provisions.

- Meshes more effectively the operation of the highway program with the Congressional budget control process by revising the dates on which highway funds are made available to conform with the start of the new fiscal year.
- Continues and modifies the current highway beautification program which is directed towards eliminating unsightly roadside billboards, controlling roadside junkyards, and improving the landscape along the Nation's highways.
- Continues the current program which permits the expenditure of up to \$10 million a year of highway funds for equal opportunity training programs.

more

Funding Provisions of the Act.

The attached Table reflects the funding authorizations for FY 1977-78, the two years for which this Act contains authorizations for all of these programs. In addition, the Federal-Aid Highway Act of 1976 includes transition quarter authorizations of approximately \$1.9 billion, the bulk of which reflects the movement to a revised date of apportionment for non-Interstate highway funds. The bill also contains annual authorizations for the Interstate highway program through 1990.

1976 FEDERAL-AID HIGHWAY ACTFY 1977-1978 Authorizations  
(in millions)

<u>Basic Federal-Aid Highway</u> <u>Construction Programs</u>	<u>1977</u>	<u>1978</u>
Interstate <u>1/</u>	3,250 <u>2/</u>	3,516
Consolidated Primary	1,350	1,350
Secondary	400	400
Urban System	800	800
Safety Construction/Off-System	<u>755</u>	<u>755</u>
Subtotal	6,555	6,821
<u>Other DOT Construction Programs</u>	486	482
<u>Safety Assistance</u>	212	237
<u>Non-DOT Highway Programs</u>	<u>308</u>	<u>308</u>
Total	7,562	7,848

1/ Funds authorized for Interstate become available one year in advance of the fiscal year for which authorized.

2/ Authorized in 1973 Federal-Aid Highway Act and was not changed in 1976 Highway Act.

# # # #

THE WHITE HOUSE

WASHINGTON

May 20, 1976

MEMORANDUM FOR: JIM CANNON

FROM: JUDITH RICHARDS HOPE

SUBJECT: Highway Funds for California, Oregon, Nevada

The 1976 Highway Bill which the President signed May 5, 1976, will provide the following total amounts to the named states through Fy 78:

California \$746,740,492.00

Oregon \$199,440,514.00

Nevada \$ 78,346,730.00

THE WHITE HOUSE

WASHINGTON

May 20, 1976

MEMORANDUM FOR:

ART FLETCHER

FROM:

JIM CANNON

SUBJECT:

New Brunswick, New Jersey

I ran into Mr. Sellars of Johnson & Johnson the other day, and he said that no one had gotten back to him on the Route 18 matter.

According to Judy Hope, the status is as follows:

The State of New Jersey made a presentation to the Coast Guard in full color and stereophonic sound yesterday. New Jersey believes they will have met all environmental impact statement requirements and will expect the Department of Transportation to keep its promise to make a decision within 2 weeks of the presentation. DOT, of course, will do so if New Jersey has actually met the requirements.

Would you please give Sellars a call?



THE WHITE HOUSE  
WASHINGTON

~~AT~~

When Gas  
New Brunswick  
effort stand?  
Jm



THE WHITE HOUSE  
WASHINGTON

Mr. Cannon:

Do you wish to get back  
to Mr. Sellars of Johnson  
and Johnson?

Judy says she has not  
been in touch with him  
per your instruction.

j



THE WHITE HOUSE  
WASHINGTON

201

524-6006  
-6007

Letters 1-1-6007

Shuman & Johnson

At 18 Thurgood  
New Brunswick, N.J.

W. J. M.  
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getting approved

John Mullen -  
vinted up we  
see T. proline

THE WHITE HOUSE  
WASHINGTON

May 3, 1976

MEMORANDUM FOR:

JIM CANNON  
ART QUERN

FROM:

STEVE McCONAHEY *SGM*

SUBJECT:

Route 18, New Brunswick,  
New Jersey

Attached is a response from Judy indicating DOT's position vis-a-vis New Brunswick. As you know, the Bridge figures into the plans of Johnson & Johnson to stay in New Brunswick.

Attachment



THE WHITE HOUSE

WASHINGTON

April 26, 1976

Copy  
to a

MEMORANDUM FOR: STEVE MCCONAHEY  
FROM: JUDITH RICHARDS HOPE  
SUBJECT: Route 18, New Brunswick, New Jersey

You have forwarded to me for handling, two letters concerning the bridge across the Raritan River in New Brunswick, New Jersey. You should know that Judith Connor has been deeply involved in this question and that ~~contrary to the misinforma-~~tion contained in both Governor Byrne's and James Grogan's letters, (New Jersey State Building and Construction Trade's President) she has not denied the permit, but only rejected the inadequate environmental impact statement which has been filed. Moreover, about a week ago, there was a meeting at DOT, where all interested persons were represented. Bill Coleman chaired the meeting and all agreed that if an adequate environmental impact statement was returned within four weeks, Coleman would make his final decision in two additional weeks, for a total of six weeks, which is pretty good. Moreover, reading between the sentences, seems to me that the permit will probably be granted. Judith Connor has rightly refused to grant a permit, however, without an adequate environmental impact statement because there are many people who totally oppose this bridge and totally oppose the additional traffic which would be brought in. ~~and~~ She does not want Bill Coleman or the DOT to be sued for granting the permit without following all of the requirements of the law.



6/5/76

Steve -

Can today

talk to

FHW A ?

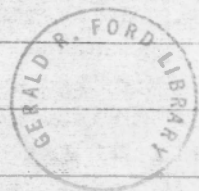
Jim

6/7/76

GMC

Yes - I talk with  
her about it!

Steve.



10:

LOS ANGELES AREA

14. Federal Highway Assistance

Councilman Robert Wilkinson (City of Los Angeles) has written to the White House expressing frustration with the Federal Aid Urban Systems Program as established under the past Federal-Aid Highways Act. This program was intended to allow the use of highway trust funds for a variety of the transportation related projects. An interim response has been sent to Councilman Wilkinson indicating that his problem is being reviewed by DOT. The President could indicate that he is sensitive to these kinds of delays and that he has launched several efforts to eliminate unnecessary Federal procedures and delays.

15. HR 10210 (Unemployment Compensation)

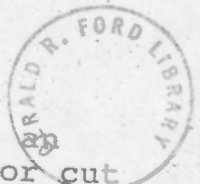
Congress is currently considering this piece of legislation to include State and local officials in the unemployment compensation provisions. Los Angeles County has been one of several local jurisdictions opposing this action and indicating that it would be a major financial burden on localities. Most of the large public interest groups representing State and local officials have taken positions in opposition to this legislation.

16. LEAA

Los Angeles County has experienced administrative difficulties in the LEAA program. Specific administrative procedures have, in the minds of some, incumbered more than was intended in the legislation.

17. City Financial Condition

Los Angeles Mayor Tom Bradley recently submitted an "unbalanced budget" with recommendations for major cut backs in personnel and city services. Similar to other cities in California, Los Angeles has experienced skyrocketing municipal service costs largely due to rising employee wages. A State law passed in 1972 (SB-90) placed a property tax limit on cities and counties. As a result, many cities are now reaching the legal limitation on property tax revenue. The fact that the State government has been enjoying a "surplus situation" has caused many local governments to demand greater state participation in local services costs.



*Handwritten notes and signatures:*  
- Top right: "Have you seen this?"  
- Middle: "Bureau of County Administration" (written diagonally)  
- Bottom: "State has been their financial support" (written diagonally)  
- Bottom right: "Steve 6/2/76"

Johnson & Johnson

Highways

RICHARD B. SELLARS  
CHAIRMAN OF THE BOARD

NEW BRUNSWICK, NEW JERSEY 08903  
June 16, 1976

Mr. James M. Cannon  
Executive Director  
Domestic Council  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D. C. 20500

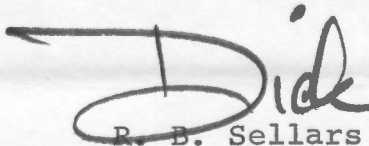
Dear Jim:

We are enormously pleased with the positive public reaction to the revitalization plan proposed for downtown New Brunswick by I. M. Pei, the architect and urban planner.

Attached for your information is a sampling of press coverage of the community renewal plans of New Brunswick Tomorrow and the New Brunswick Development Corporation, which commissioned the Pei study.

As these stories indicate, the success of the plan depends upon extension of Route 18 and we are banking on D.O.T. approval of this modest but important highway.

Sincerely,

  
R. B. Sellars

RBS/s

Enclosure

P.S. The revitalization of New Brunswick is an excellent example of the private system--operating at its best. To date, the process has not sought financial assistance from state nor federal agencies.

R.B.S.



# Downtown plan's fate tied to Rt. 18 extension

...ILL  
...writer  
...K — Only  
...the imple-  
...\$150-million  
...development  
...by architect  
...Brunswick To-  
...the citywide  
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...eivable fail-  
...plans to ex-  
...the Raritan  
...the river to an  
...Piscataway,  
...als of NBT.  
...is optimistic,  
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...board Chair-  
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...te 18, I would  
...ily pessimistic  
...of New Bruns-  
...dixes County  
...director Peter  
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...et resolved ques-  
...ect of the state  
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...officials promise  
...inquiries.  
...resently working

on any other alignment that might be more satisfactory to all parties, according to president, Abraham Wallach. Nor, in his opinion, is there any other alignment possible in New Brunswick that would not hurt the population more than the advantages accrued from the downtown redevelopment plan.

He and other officials emphasized the highway extension is vitally important because many of the development projects and traffic and parking changes in the Pei plan are keyed to the Route 18 extension, together with the existing terminus of Route 18 (Memorial Parkway) serving as a major crosstown route.

Former mayoral candidate Bruce Newling said: "If the Pei plan is dependent on Route 18, it doesn't show much ingenuity. They could still succeed with a good transportation system."

One of the fresh disclosures made by Pei yesterday is the widening of Albany Street to 130 feet from near the Albany Street Bridge to the Penn Central Railroad Station.

This would require razing all the buildings fronting on the north side of Albany up to the station, said Pei, except the Public Service Electric & Gas power station at the foot of Albany.

Johnson & Johnson already

owns many of those buildings. They are among more than \$2 million in properties acquired over the past 1½ years in an eight-block area bounded by Albany, George, Somerset and Water streets.

Beyond Somerset, on the other side of the Penn Central Railroad elevation, is the J&J worldwide administrative complex, extending from George Street to the river.

Wallach expressed optimism that if the state agrees to widen Albany — should that become a formal NBT proposal — J&J will donate its frontage properties and any others it may acquire along Albany.

J&J hopes to develop the section in which it has been buying property for part of its worldwide headquarters, said Heldrich, who is vice president for administration for J&J. B these plans are conditional the success of the revitalization effort embodied in the Pei plan.

Pei proposes a landscaped median down the center bany to separate the lanes.

"The opening up of Albany is a great idea," said S. Landis of Landis Ford, director. "That would be a new sight of the city, with all the potential."

Johnson & Johnson already



The News Tribune, Woodbridge, N.J.—Friday, May 28, 1976

## New Brunswick revitalization plan unveiled

By CHARLES OLIVER  
News Tribune staff writer

NEW BRUNSWICK — A proposed \$150 million revitalization plan for the city's business district — a model project because it is a joint effort of both the private and public sector here — was introduced yesterday.

The ultimate plan, which is years away from the necessary financing and city approvals, could create through proposed additional office and retail space as many as 5,000 new jobs and as much as \$25 million annually in additional retail sales in the city, its backers said.

International architect and urban planner I.M. Pei of New York presented his step in an overall community renewal here at a press conference at the Holiday Inn, Route 1, North Brunswick.

Pei described the plan as a "rebirth" of the city, one that would be a "renewal" of the city's central business district.

By narrowing George Street, the additional footage on each side could be used for planting trees, adding benches and fountains, Pei said.

Transforming Albany Street into an intimate pedestrian environment by maintaining the existence of low scale buildings rather than a large office complex and transforming it into a tree-lined boulevard.

Constructing new housing in the 10-acre Hiram Market area of the downtown business district bounded by Neilson, Church and Richmond Streets, by either adding 375 units in clusters of townhouses or row houses of five stories, or if required by economic factors, adding a maximum of 650 units by combining townhouses with "other unique concepts." Two parking levels would exist below.

Pei told reporters yesterday that he was confident the plan would be implemented and could be implemented immediately if funding were available.

David Nesbitt, president of the New Brunswick Development Corp., said the key to the concept was "simultaneous development (of all city needs) at a scale that makes sense for New Brunswick."

Although it could take longer, Nesbitt said he was optimistic that the improvements could begin in five years.

He said a significant feature of the concept was that it is "beginning to create a new country."

Abraham Wallach, the full-time president of New Brunswick Tomorrow, reported the strategy will be to draw upon community resources in financing the plan, including innovative financing techniques, the private sector, public bond issues, state and federal funding in preservation, in addition to economic development in the city, has been working agencies to develop action

## 150M New Brunswick Facelift

DAILY NEWS, FRIDAY, MAY 28, 1976

By FRANK MCKEOWN

A \$150 million revitalization plan that would create 5,000 new jobs and bring in as much as \$25 million in retail sales to New Brunswick was unveiled yesterday by an architectural firm.

I. M. Pei, the internationally known architect, formulated the plan for New Brunswick Tomorrow, a nonprofit organization that is leading in the city's revitalization, and the New Brunswick Development Corp.

It calls initially for construction of a five-story office building on an 8.5-acre George Street tract that was cleared in the 1960s under urban renewal. It would contain 100,000 sq. ft.

from Route 18 by a heavily landscaped green area. To link the downtown area over the busily traveled major roadway, a pedestrian walkway is to be built to a proposed waterfront park containing a marina and amphitheater.

Hiram St. would be banned to traffic and would contain shops, cafes, kiosks and trees.

The Pei plan also calls for redistribution of traffic with a system of loops, but he admitted it was dependent on the proposed extension of Route 18 — a proposal that has been stalled for years.

To further ease traffic, the plan calls for the widening of Albany St. (Route 27) from the bridge over the Raritan to the railroad station and a landscaped

# Facelift: \$150-million plan



THE NEW YORK TIMES, FRIDAY, MAY 28, 1976

## Proposes a Rebirth for New Brunswick

...York Times  
...K, May 27 — If  
...downtown New  
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...ss area into an

corporate vice president of Johnson & Johnson. A full-time staff has been hired.

However, the key to completion of construction will rest on attracting financing in today's private market. Toward that end, a separate Development Corporation has been established under Richard B. Sellars, chairman of Johnson & Johnson. It will depend almost entirely on private

## Exciting proposal

It's exciting.  
It's attractive.  
It's a forward-looking proposal for a complete facelift of downtown New Brunswick.

If it can be accomplished, the development plan unveiled this week by the prestigious architectural and urban planning firm of I. M. Pei will indeed result in the new New Brunswick that the private New Brunswick Tomorrow agency has been seeking.

The heart of Pei's revitalization proposal is a plan for \$150 million worth of commercial and housing construction which could generate as many as 5,000 new jobs and increase retail sales by as much as \$25 million.

The plan also envisions a transformation of Albany Street into a wider, tree-lined boulevard, the creation of an attractive pedestrian "environment" on George Street between Albany and New, and the development of Elmer B. Boyd Memorial Park to include a public boat marina and an amphitheater.

Two of the most impressive aspects of the Pei proposal are the transformation and highlighting of some of the city's existing buildings into the new

## Route 18 still key

In unveiling his firm's proposal for the redevelopment of New Brunswick, I.M. Pei emphasized the importance of completing the long-stalled Route 18 extension and bridge over the Raritan. Without that vital link, he noted, it would be impossible to transform a section of George Street into the mall-like shopping thoroughfare he envisions.

Had the six-week deadline for state and federal action on the Route 18 bridge permit request been met, approval for construction might have been granted this week. It would have been a favorable omen.

Nonetheless, the Route 18 project is, state and federal officials assure us, wending its way toward approval, only a couple of weeks behind the schedule established in April.

And with the completion of the revitalization plan, the Route 18 approval can't come quickly enough.

## New Brunswick details \$150 million facelift plan

THE STAR-LEDGER

NEW BRUNSWICK — The \$150-million downtown redevelopment plan proposed by architect I.M. Pei and his staff has excited city officials.

Almost to a man, city officials and directors and sponsors of New Brunswick Tomorrow (NBT) express enthusiasm that this time, unlike past plans that are gathering dust, it can work.

"It is realistic and feasible," said Mulligan, who serves on the board of the New Brunswick Development Corp.

## Reaction to Pei proposal Plan excites officials

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ment the Pei central business district program. The final model has not been completed, but some results made public within two weeks.

One NBT director, Sid Sokol, said the plan is a "rebirth" of the city, one that would be a "renewal" of the city's central business district.

The News Tribune, Woodbridge, N.J.—Friday, May 28, 1976

# on plan

A ground-breaking already has been set this summer for a 125,000-square-foot building adjacent to the six-year-old existing building at 203 George St.

## New Brunswick details \$150 million facelift plan

---

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A facelift of downtown New Brunswick.

By TED SERRILL  
Home News staff writer

**NEW BRUNSWICK** — A \$150-million initial development plan that could create as many as 5,000 jobs in downtown New Brunswick was made public this morning by I. M. Pei, New York architect and urban planner.

As much as \$25-million in additional retail sales could be expected in the central business district, Pei said at a news conference today in North Brunswick.

As part of the first stage, Pei envisions four new office buildings, comprising 525,

Other views of plan page 29

000 square feet, on the upper part of the downtown commercial plaza.

A ground-breaking already has been set for a 125,000-square-foot building to house the city's economic development and federal funding in preservation.

In addition to economic development, the city has been working with the federal agencies to develop action plans for the city's historic buildings.

Two of the most impressive aspects of the Pei plan are the preservation and highlighting of some of the city's historic buildings into the modern city.

### Reaction to Pei

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THE STAR-LEDGER

# New Brunswick details

...\$150 million ... lift plan

## Plan excites officials

NEW BRUNSWICK — The \$150-million downtown redevelopment plan proposed by architect I.M. Pei and his staff has excited city officials.

Almost to a man, city officials and sponsors of New Brunswick enthusiastically support the plan.

...the First Ward to complete a plan in  
...plaza in the city Planning Director  
...to be more realistic than anything else  
...forward."

Without Route 18, I would be extraordinarily pessimistic about the future of New Brunswick," added Middlesex County Freeholder Director Peter Daly Campbell, an NBT director.

The Route 18 extension has encountered a long series of delays on the federal level. The state has not yet resolved questions raised about the potential adverse effect of the state alignment on the environment, although state officials promise to satisfy all inquiries.

NBT is not presently working

These plans are conditional the success of the revitalization effort embodied in the Pei plan.

Pei proposes a landscaped median down the center of Albany to separate the lanes.

"The opening up of Albany is a great idea," said S. Landis of Landis Ford, director. "That would be a new sight of the city, with all the potential."

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# Face-lift: \$150-million plan



THE NEW YORK TIMES, FRIDAY, MAY 28, 1976

## I. M. Pei Proposes a Rebirth for New Brunswick

Special to The New York Times  
NEW BRUNSWICK, May 27 — If I. M. Pei has his say, downtown New Brunswick will be transformed from a decaying business area into an urban showplace.

The architect, who came to the United States from China in 1935 and is known for such designs as the Kennedy Library, the East Building of the National Gallery of Art in Washington and Philadelphia's Society Hall, unveiled today a \$150-million plan to rebuild New Brunswick's center city into a model commercial and residential community.

"New Brunswick's business district is kind of sick," Mr. Pei said, "but compared with other center cities, its neighborhoods are stable and the city is manageable."

Mr. Pei would restore the city to health by adding four office buildings, a hotel, town houses and shopping malls. He would also have trees planted along Albany Street and Railroad Plaza.

He said he would not have undertaken the project if he did not think it would be financed and carried out.

**Leadership Cited**

"We believe that New Brunswick has the civic and political leadership to take action on this plan," Mr. Pei said. "We have no time to draw up plans that will sit on the shelf."

Particularly powerful forces in the community, he said, are Rutgers, the state university, and Johnson & Johnson, the pharmaceutical company that has its corporate headquarters here. J & J has already purchased land adjacent to the proposed revitalization area.

The downtown reconstruction is being led by a private group of business and civic interests known as the New Brunswick Tomorrow, under the chairmanship of John J. Heldrich,



I. M. Pei

corporate vice president of Johnson & Johnson. A full-time staff has been hired.

However, the key to completion of construction will rest on attracting financing in today's private market. Toward that end, a separate Development Corporation has been established under Richard B. Sellars, chairman of Johnson & Johnson. It will depend almost entirely on private financing rather than on government subsidies, according to David Nesbitt, president of the corporation.

"We intend to create a synergistic process much as they did in Atlanta," Mr. Nesbitt said. "New Brunswick must be competitive to create a climate for investors."

A major stumbling block to completion of the downtown reconstruction would be the failure to build

Route 18 along its proposed alignment, including a new bridge across the Raritan River. Approval has been delayed by the Federal Department of Transportation pending studies of alternate routes.

"If the bridge permit is denied, we would have to have a serious reappraisal of this entire plan," Mr. Heldrich said.

Mr. Pei agreed that traffic flow was essential to relieving the congestion in George Street, the main artery of New Brunswick, and that traffic circulation depended on completion of Route 18 along the Raritan River.

**Four Phases Planned**

The reconstruction plan would be undertaken in four phases:

First, revitalization of George Street into an area of retail specialty shops, and possibly a 1,500-foot pedestrian mall when Route 18 is completed. A \$5 million office building is scheduled for groundbreaking later this summer.

Second, construction of a "first class" hotel on Albany Street to provide meeting space for area groups. Also, construction of townhouses and row houses to accommodate between 400 and 700 families in a section town near the river.

Third, transformation of Albany Street, which Mr. Pei said was not "a liability," into a tree-lined boulevard, and refurbishment of Railroad Plaza.

And fourth, construction of additional office buildings totaling 525,000 square feet.

Mr. Pei emphasized that the proposed plan was only step one in the move to make New Brunswick a model city.

"First, the city needs to develop some self-confidence," he said. "It's too early to talk about works of art, because it's not believable now. That will come later."

**By LAWRENCE NAGY**

Plans for a \$150 million downtown redevelopment program in New Brunswick were unveiled yesterday by officials of the city's private "revitalization" agencies.

Officials of New Brunswick Tomorrow, the New Brunswick Development Corp. and I. M. Pei, the New York architect and urban planner commissioned by the agencies to redesign the central business district, stressed that the program hinges on completion of the Route 18 spur across the Raritan River.

Pei's plans call for more than 500,000 feet of new office space, specialty shops, a tree-lined main boulevard, downtown traffic loops, a pedestrian shopping mall and new housing units.

Implementation of the plans will be handled by the development corporation, relying almost entirely on private sources of funding, according

**THE NEW NEW BRUNSWICK**

The prestigious architectural and urban planning firm of I. M. Pei has been hired to give New Brunswick a face-lifting that wows the imagination.

It will include \$150 million worth of commercial and housing construction, plus tree-lined boulevards and pedestrian shopping malls, parks, marinas and an amphitheater.

It's an ambitious and exciting project. The new New Brunswick may point the way for New Jersey, and we're going to watch with interest.

### THE STAR-LEDGER

## New Brunswick details \$150 million facelift plan

**By TED SERRILL**  
Home News staff writer

NEW BRUNSWICK — A \$150-million initial development plan that could create as many as 5,000 jobs in downtown New Brunswick was made public this morning by I. M. Pei, New York architect and urban planner.

As much as \$25-million in additional retail sales could be expected in the central business district, Pei said at a news conference in the Holiday Inn, North Brunswick.

His firm was retained by New Brunswick Tomorrow, the private revitalization agency, to plan the renewal of the business district.

As part of the first stage, Pei envisions four new office buildings, comprising 525,000 square feet, on the upper part of the downtown commercial plaza.

A ground-breaking already has been set this summer for a 125,000-square-foot building adjacent to the six-year-old existing building at 203 George St.

**DAILY NEWS, THURSDAY, JUNE 3, 1976**

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The plan also envisions a transformation of Albany Street into a wider, tree-lined boulevard, the creation of an attractive pedestrian "environment" on George Street between Albany and New, and the development of Elmer B. Boyd Memorial Park to include a public boat marina and an amphitheater.

Two of the most impressive aspects of the Pei proposal are the creation and highlighting of some of the city's landmarks.

## Reaction to Pei proposal Plan excites officials

NEW BRUNSWICK — The \$150-million downtown redevelopment plan proposed by architect I. M. Pei and his staff has excited city officials.

Almost to a man, city officials and directors and sponsors of New Brunswick Tomorrow (NBT) express enthusiasm that this time, unlike past plans that are gathering dust, it can work.

"It is realistic and feasible," said Mayor Richard M. Mulligan, who serves on the NBT board and on the board of the New Brunswick Development Corp. (DevCo), which would raise funds for most of the office, housing and retail construction.

Pei himself emphasized yesterday that it is not a "blue sky" plan.

"This is going to be executed," Pei said. "Compared with many other cities, this can be accomplished within a short period of time."

"I'm excited and impressed," city Council President George F. Hendricks Jr. said. "Any council action needed at this posture certainly would have my total support."

"No doubt it will take time, but we are finally at the point where we can realize something is happening," said Business Administrator Paul J. Abdalla.

Amendments to the plan probably will be needed eventually, Abdalla said. The city will need to build many new water and sewer hookups, plant shade trees and make some street improvements, he said.

"This represents a vital first step toward redevelopment of New Brunswick," said John J. Heldrich, board chairman of NBT, which hired Pei for \$75,000.

According to Richard B. Sellars, board chairman of both Johnson & Johnson and DevCo, "We have come a long way in a relatively short time; and it will now be our task to maintain this momentum."

"Timing is critical," said C. Roy Epps, executive director of the Urban League of New Brunswick, who serves on both the NBT and DevCo boards. "What remains is for the city and the elements within the city to react and act upon this proposal."

Epps said the Urban League has retained a Rutgers University graduate architectural class to develop a plan in the Second Ward and parts of the First Ward to comple-

ment the Pei central business district plan. The model has not been completed, but some made public within two weeks, Epps said.

One NBT director who was "absolutely" enthusiastic here, and can make New Brunswick place to live and work," he said.

Wally Steinberg, an NBT contributor, taken aback to learn that his building, Stein Shop at 133 Albany St., would be taken by the widening of the street. He quickly decided he plan:

"You have to look at the overall situation. has been going nowhere. This has to be up, and can contribute to it, it has to be. If any of us bucks this na... not to be idiots."

**New New Brunswick**

NEW BRUNSWICK (UPI) — Architect I. M. Pei Thursday unveiled a \$150 million program designed to revitalize the deteriorating downtown section of this city of 42,000.

The plan was commissioned by New Brunswick Tomorrow, a private citizens group working to rebuild parts of downtown New Brunswick and attract new business and jobs.

Pei, an internationally known architect with the New York firm of I. M. Pei & Partners, said the plan would include a two-block shopping plaza in the

Work on the Pei said could include the main business district, a 10-acre development and two traffic loops along George Street.

Pei said the plan would include a two-block shopping plaza in the

city Planning Director Vincent I. Cassese said the plan would include a two-block shopping plaza in the

more to scale than anything else forward."

## Route 18 still key

In unveiling his firm's proposal for revitalization of the City Corporation outlined a plan for the city of the renewal of the city of the concept of the present course

ment alone can provide needed for a comprehensive program... the community works best with the willing partnership

development of New Brunswick, I. M. Pei noted, the importance of completing the long extension and bridge over the Raritan vital link, he noted, it would be important to form a section of George Street into a shopping thoroughfare he envisions.

Had the six-week deadline for submission on the Route 18 bridge permit met, approval for construction might have been granted this week. It would have been a boon.

Nonetheless, the Route 18 project federal officials assure us, wending its way through approval, only a couple of weeks behind established in April.

And with the completion of the revitalization plan, the Route 18 approval can't come soon enough.

# Downtown plan's fate tied to Rt. 18 extension

By TED SERRILL  
Home News staff writer  
NEW BRUNSWICK — Only one thing might stop the implementation of the \$150-million initial downtown development program presented by architect I.M. Pei to New Brunswick Tomorrow (NBT), the citywide private revitalization agency.

That is the conceivable failure of the state's plans to extend Route 18 up the Raritan River and across the river to an interchange in Piscataway, according to officials of NBT. "You have to be optimistic, but if a permit is denied, it would cause a very in-depth serious reappraisal of our plans and dreams as portrayed today," said NBT board Chairman John J. Heldrich at a news conference yesterday.

"Without Route 18, I would be extraordinarily pessimistic about the future of New Brunswick," added Middlesex County Freeholder Director Peter Daly Campbell, an NBT director.

The Route 18 extension has encountered a long series of delays on the federal level. The state has not yet resolved questions raised about the potential adverse effect of the state alignment on the environment, although state officials promise to satisfy all inquiries.

NBT is not presently working

on any other alignment that might be more satisfactory to all parties, according to president, Abraham Wallach. Nor, in his opinion, is there any other alignment possible in New Brunswick that would not hurt the population more than the advantages accrued from the downtown redevelopment plan. He and other officials emphasized the highway extension is vitally important because many of the development projects and traffic and parking changes in the Pei plan are keyed to the Route 18 extension, together with the existing terminus of Route 18 (Memorial Parkway) serving as a major crosstown route.

Former mayoral candidate Bruce Newling said: "If the Pei plan is dependent on Route 18, it doesn't show much ingenuity. They could still succeed with a good transportation system."

One of the fresh disclosures made by Pei yesterday is the widening of Albany Street to 130 feet from near the Albany Street Bridge to the Penn Central Railroad Station.

This would require razing all the buildings fronting on the north side of Albany up to the station, said Pei, except the Public Service Electric & Gas power station at the foot of Albany.

Johnson & Johnson already

owns many of those buildings. They are among more than \$2 million in properties acquired over the past 1½ years in an eight-block area bounded by Albany, George, Somerset and Water streets.

Beyond Somerset, on the other side of the Penn Central Railroad elevation, is the J&J worldwide administrative complex, extending from George Street to the river.

Wallach expressed optimism that if the state agrees to widen Albany — should that become a formal NBT proposal — J&J will donate its frontage properties and any others it may acquire along Albany.

J&J hopes to develop the section in which it has been buying property for part of its worldwide headquarters, said Heldrich, who is vice president to administration for J&J. B these plans are conditional on the success of the revitalization effort embodied in the Pei plan.

Pei proposes a landscaped median down the center of Albany to separate the lanes.

"The opening up of Albany is a great idea," said S. Landis of Landis Ford, director. "That would be a new sight of the river, with all the potential beauty."

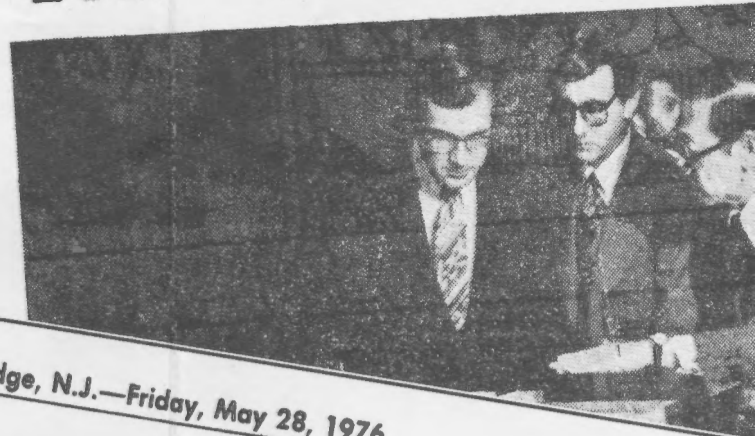
come the focal point for that part of the city."

The station should remain — although with building and site improvements, said Pei.

Potentially, the most controversial of Pei's recommendations is the widening of Joyce

estimate, said Wallach.

The estimated breakdown of costs includes: \$24 million for about 600 housing units in the Hiram Street area; \$25 million for 500,000 square feet of new offices on the upper part of the downtown commercial plaza; and \$1 million for physical improvements along George



## New Brunswick revitalization plan

By CHARLES OLIVER  
News Tribune staff writer

NEW BRUNSWICK — A proposed \$150 million revitalization plan for the city's business district — a model project between the private and public sectors here — was introduced yesterday.

The ultimate plan, which is years away from the necessary financing and city approvals, could create through proposed additional office and retail space as many as 5,000 new jobs and as much as \$25 million annually in additional retail sales in the city, its backers said.

International architect and urban planner I.M. Pei of New York presented his outline for the revitalization as the first step in an overall community renewal here at a press conference at the Holiday Inn, Route 1, North Brunswick.

Pei was accompanied by David Nesbitt, president of the New Brunswick Development Corp., and John J. Heldrich, vice president of corporate administration for Johnson and Johnson, one of the initial business backers of revitalization plans for the city.

extension plans for Route 18 and the proposed Raritan River Bridge crossing could jeopardize the existence of both organizations and the revitalization plans. Heldrich said that if permission is not granted for the spur, "it's going to cause a serious in-depth appraisal of our plans and our dreams as we have them today."

Last month the Department of Transportation in Washington called for further study on the 15-year-old plans, further delaying the proposal. Pei described the future of the city as "a tree-lined boulevard."

By narrowing George Street, the additional footage on each side could be used for planting trees, adding benches and fountains, Pei said.

Transforming Albany Street into an "intimate pedestrian environment" by maintaining the existence of low scale buildings rather than a large office complex and transforming it into a tree-lined boulevard.

Constructing new housing in the 10-acre Hiram Market area of the downtown business district bounded by Neilson, Church and Richmond Streets, by either row houses of five stories, or if required by economic factors, adding a maximum of 650 units by combining townhouses with "other unique concepts." Two parking levels would exist below.

Pei told reporters yesterday that he was confident the plan would be implemented and could be implemented immediately if funding were available.

David Nesbitt, president of the New Brunswick Development Corp., said the key to the concept was "simultaneous development (of all city needs) at a scale that makes sense for New Brunswick."

Although it could take longer, Nesbitt said he was optimistic that the improvements could begin in five years. He said a significant feature of the concept was that it is "beginning to create a process that can be duplicated elsewhere in the country."

Abraham Wallach, the full-time president of New Brunswick Tomorrow, reported that the strategy will be to draw upon community resources in financing the plan, including innovative financing techniques, the private sector, public bond financing, state and federal funding in preservation.

Organization, in addition to economic development in the city, has been working with agencies to develop action

# Face-lift: \$150-million plan



THE NEW YORK TIMES, FRIDAY, MAY 28, 1976

## I. M. Pei Proposes a Rebirth for New Brunswick

Special to The New York Times  
NEW BRUNSWICK, May 27 — If I. M. Pei has his say, downtown New Brunswick will be transformed from a decaying business area into an urban showplace.

The architect, who came to the United States from China in 1935 and is known for such designs as the Kennedy Library, the East Building of the National Gallery of Art in Washington and Philadelphia's Society Hall, unveiled today a \$150-million plan to rebuild New Brunswick's center city into a model commercial and residential community.

"New Brunswick's business district is kind of sick," Mr. Pei said, "but compared with other center cities, its neighborhoods are stable and the city is manageable."

Mr. Pei would restore the city to health by adding four office buildings, a hotel, town houses and shopping malls. He would also have trees planted along Albany Street and Railroad Plaza.

He said he would not have undertaken the project if he did not think it would be financed and carried out.

### Leadership Cited

"We believe that New Brunswick has the civic and political leadership to take action on this plan," Mr. Pei said. "We have no time to draw up plans that will sit on the shelf."

Particularly powerful forces in the community, he said, are Rutgers, the state university, and Johnson & Johnson, the pharmaceutical company that has its corporate headquarters here. J & J has already purchased land adjacent to the proposed revitalization area.

The downtown reconstruction is being led by a private group of business and civic interests known as New Brunswick Tomorrow, under the chairmanship of John J. Heldrich,

corporate vice president of Johnson & Johnson. A full-time staff has been hired.

However, the key to completion of construction will rest on attracting financing in today's private market. Toward that end, a separate Development Corporation has been established under Richard B. Sellers, chairman of Johnson & Johnson. It will depend almost entirely on private



I. M. Pei  
The New York Times

Route 18 along its proposed alignment, including a new bridge across the Raritan River. Approval has been delayed by the Federal Department of Transportation pending studies of alternate routes.

"If the bridge permit is denied, we would have to have a serious reappraisal of this entire plan," Mr. Heldrich said.

Mr. Pei agreed that traffic flow was essential to relieving the congestion in George Street, the main artery of New Brunswick, and that traffic circulation depended on completion of Route 18 along the Raritan River.

### Four Phases Planned

The reconstruction plan would be undertaken in four phases:

First, revitalization of George Street into an area of retail specialty shops, and possibly a 1,500-foot pedestrian mall when Route 18 is completed. A \$5 million office building is scheduled for groundbreaking later this summer.

Second, construction of a "first class" hotel on Albany Street to provide meeting space for area groups. Also, construction of townhouses and row houses to accommodate between 400 and 700 families in a section town near the river.

Third, transformation of Albany Street, which Mr. Pei said was now "a liability," into a tree-lined boulevard, and refurbishment of Railroad Plaza.

And fourth, construction of additional office buildings totaling 525,000 square feet.

Mr. Pei emphasized that the proposed plan was only step one in the move to make New Brunswick a model city.

"First, the city needs to develop some self-confidence," he said. "It's too early to talk about works of art, because it's not believable now. That will come later."

private financing rather than on government subsidies, according to David Nesbitt, president of the corporation. "We intend to create a synergistic process much as they did in Atlanta," Mr. Nesbitt said. "New Brunswick must be competitive to create a climate for investors."

A major stumbling block to completion of the downtown reconstruction would be the failure to build

By LAWRENCE NAGY

Plans for a \$150 million downtown redevelopment program in New Brunswick were unveiled yesterday by officials of the city's private "revitalization" agencies.

Officials of New Brunswick Tomorrow, the New Brunswick Development Corp. and I.M. Pei, the New York architect and urban planner commissioned by the agencies to redesign the central business district, stressed that the program hinges on completion of the Route 18 spur across the Raritan River.

Pei's plans call for more than 500,000 feet of new office space, specialty shops, a tree-lined main boulevard, downtown traffic loops, a pedestrian shopping mall and new housing units.

Implementation of the plans will be handled by the development corporation, relying almost entirely on private sources of funding, according to David Nesbitt, corporation president.

The proposed office space and shops would create about 5,000 jobs and generate \$25 million in retail sales in the city, according to agency officials. New housing in the Hiram Market area would help account for a projected rise in the city's population from 43,000 to nearly 60,000.

John J. Heldrich, vice president of corporate administration, said the plan would be implemented immediately if funding were available.

(Please turn to Page 20)

THE STAR-LEDGER

## New Brunswick details \$150 million facelift plan

000 square feet, on the upper part of the downtown commercial plaza.

A ground-breaking already has been set this summer for a 125,000-square-foot building adjacent to the six-year-old existing building at 203 George St.

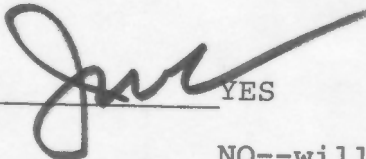
### DAILY NEWS, THURSDAY, JUNE 3, 1976

**THE NEW NEW BRUNSWICK**  
The prestigious architectural and urban planning firm of I. M. Pei has been hired to give New Brunswick a face-lifting that wows the imagination. It will include \$150 million worth of commercial and housing construction, plus tree-lined boulevards and pedestrian shopping malls, parks, marinas and an amphitheater. It's an ambitious and exciting project. The new New Brunswick may point the way for New Jersey, and we're going to watch with interest.

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THE WHITE HOUSE  
WASHINGTON

Shall we schedule an  
appointment for you  
to see Art Fletcher  
regarding Johnson & Johnson.

  
\_\_\_\_\_ YES

\_\_\_\_\_ NO--will call  
on phone.

\_\_\_\_\_ OTHER

  
*Will  
get back to me.*

①

*Transportation*

THE WHITE HOUSE

WASHINGTON

June 23, 1976

MEMORANDUM TO: JIM CANNON

FROM: ARTHUR A. FLETCHER *AF*

SUBJECT: Johnson and Johnson, New  
Brunswick, Economic Development  
Project.

The attached letter from John Mullen, Vice President for Corporate Relations at Johnson and Johnson is self-explanatory.

It seems as though they are running into another significant roadblock in their attempt to make this project "happen".

I would like to discuss, at your earliest convenience, any further actions we might take at the White House level to keep this project moving.



# Johnson & Johnson

JOHN R. MULLEN  
VICE PRESIDENT  
CORPORATE RELATIONS  
CORPORATE STAFF

NEW BRUNSWICK, N.J.  
June 21, 1976

Hon. Arthur Fletcher  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D. C. 20500

Dear Art:

I appreciated being able to talk to you this morning about the continuing problems on Route 18. Honestly it sometimes appears that the Federal government doesn't want to give encouragement to the revitalization of our cities. We continue to confront stumbling blocks in the Federal approval process. While it seemed like we were terribly close to a favorable decision from the Department of Transportation, this morning, as I indicated, Mrs. Judith Connor seems to be raising a new and troublesome issue. As you know, no Federal funding has been requested for this Route 18 extension project. In fact the only way the Federal authorities got involved at all was because the Raritan River is allegedly a navigable stream and therefore the Coast Guard has jurisdiction over any bridge structure which might cross the waterway. The project as you recall goes from Albany Street, New Brunswick, down the bed of the Delaware and Raritan Canal behind Johnson & Johnson and Rutgers, the State University and then crosses the Raritan River and terminates at River Road in Piscataway Township. Eventually it is hoped that Route 18 will be continued from that point to Route 287, a Federal interstate highway some two or three miles away. No alignment for that part of the project has been agreed upon. In fact for very real political reasons the governing officials of Piscataway Township have not been anxious to publicly commit themselves to any particular alignment. Mrs. Connor is apparently now suggesting that since ultimately this highway may go to Route 287 and since it is conceivable that Federal funds might be required for this final extension from River Road to Route 287 that the project is really one and must be considered in its entirety. Therefore other considerations would prevail and other studies must be made before a Federal decision is made.

The facts of the matter are really quite to the contrary. The municipalities, the County of Middlesex and the State of New Jersey have always considered these to be separate projects and



Hon. Arthur Fletcher

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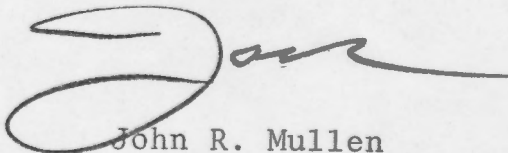
June 18, 1976

each has a very separate and distinct transportation purpose. Ultimately when the final hookup is made to Route 287 you have an integrated system. Until that time you have very valid transportation objectives met by the various pieces of the project. Additionally, and repeating myself, no Federal funds are or will be requested for the Route 18 extension from the Albany Street Bridge to River Road in Piscataway Township. In fact as Alan Sagner, Commissioner of Transportation for the State of New Jersey, advised me this morning, there is no way in which the State of New Jersey could conceivably be in a position to provide matching funds for any Federal participation at this time. Whether that picture will change in the future and put the State of New Jersey into a different posture with respect to the River Road to Route 287 situation is an unknown and a decision which is impossible to make at this time. I would therefore suggest that Mrs. Connor's alleged conjecture is not a real or valid one and should not act to deter in any way Secretary Coleman's positive support of the Route 18 application now pending before him.

We are grateful for the continuing interest which you and other members of the Domestic Council of the White House have shown in this Route 18 project. As the Newark Star Ledger in their Monday's editorial indicated, this is truly a model project for urban revitalization and rehabilitation. On modest and achievable scale, the New Brunswick revitalization could serve as a very effective and meaningful example of what can be accomplished in our troubled cities. I thought you would be interested in the Star Ledger editorial and have enclosed a copy of it.

We shall be forever grateful for any further efforts which you make in our behalf and if I can provide any further information or background, please call me.

Sincerely,



John R. Mullen

mjb  
Enclosure

