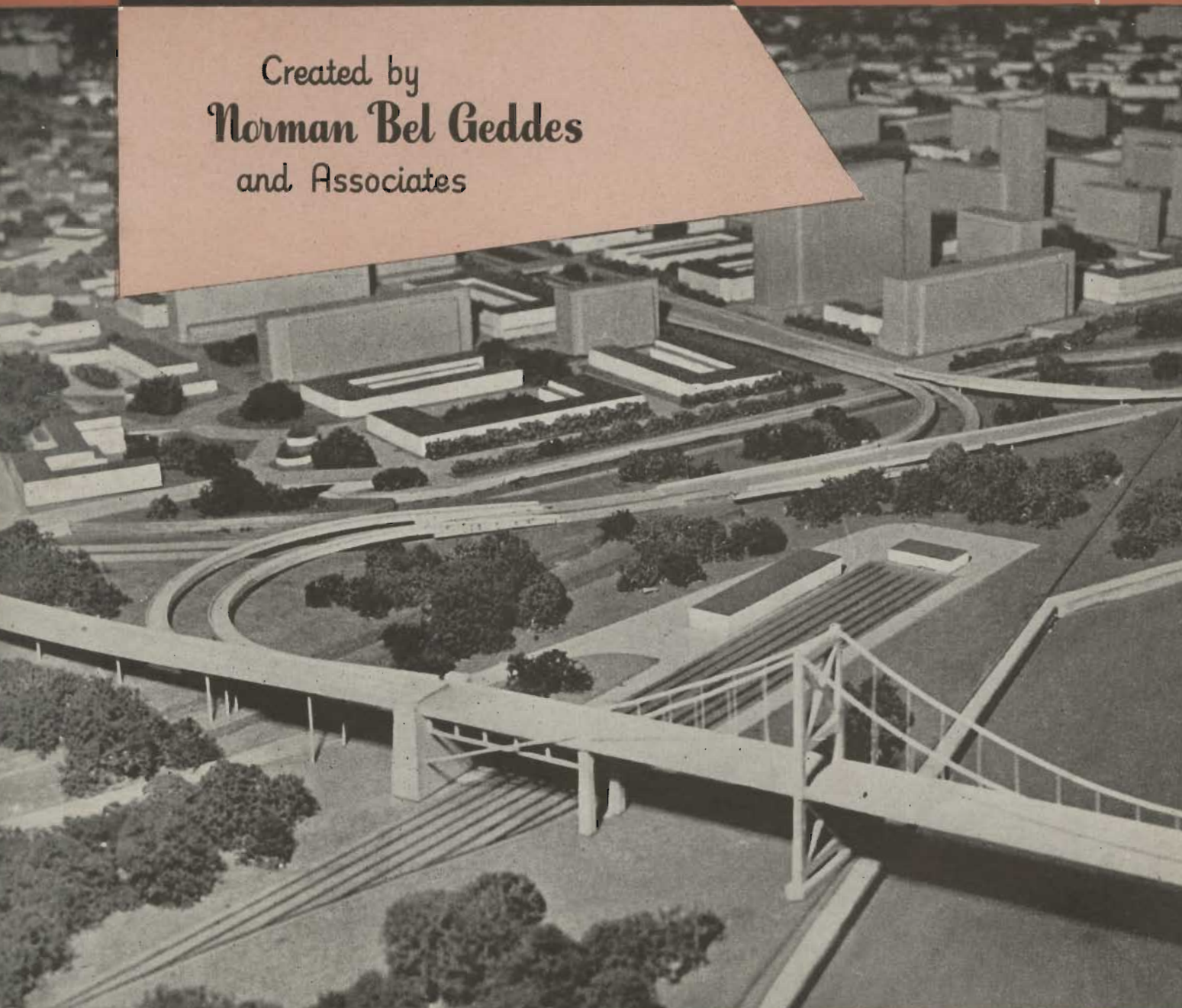


Toledo Tomorrow...

Created by
Norman Bel Geddes
and Associates



July 1945

The TOLEDO BLADE

Presents

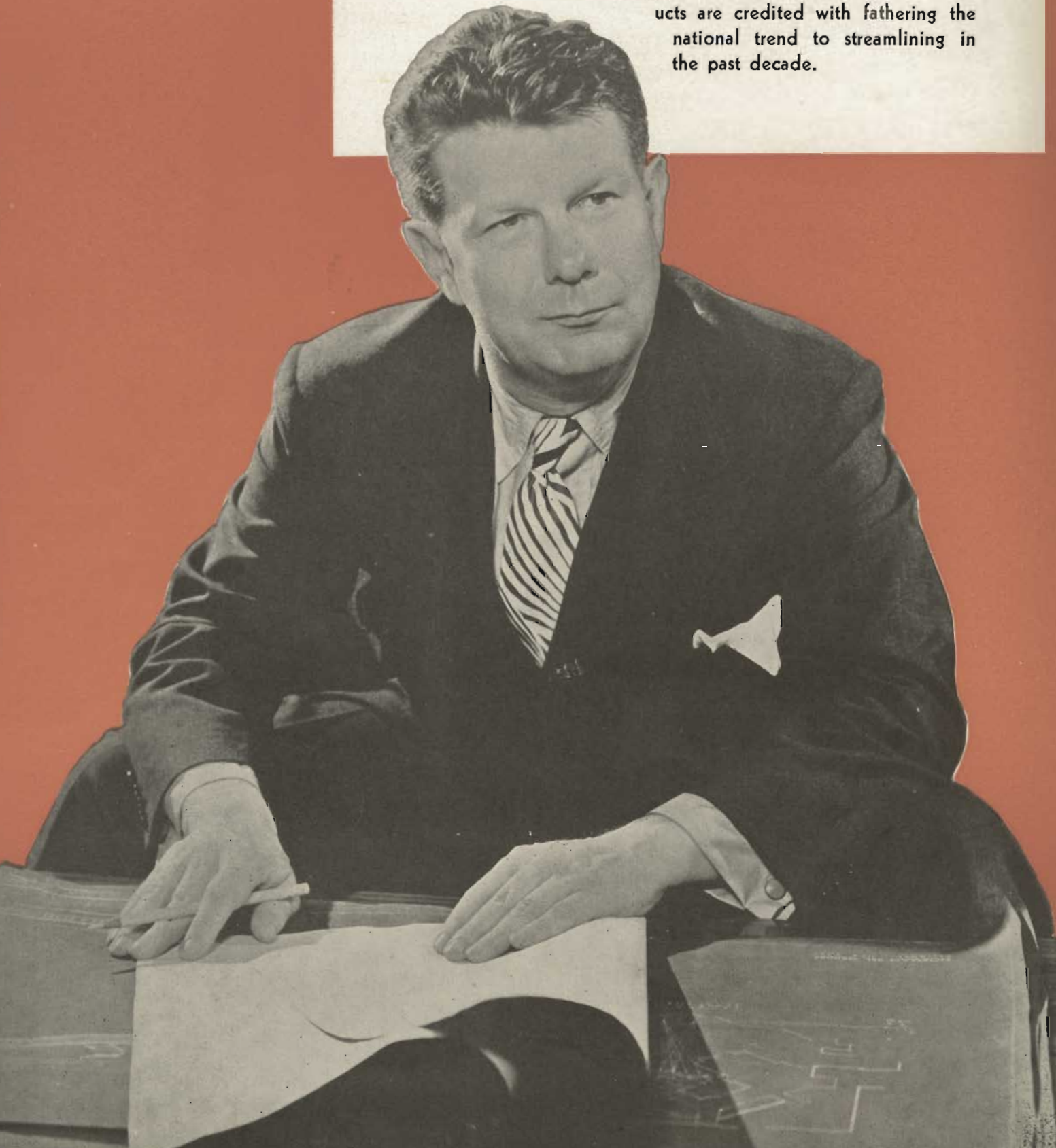
**TOLEDO TOMORROW . . . not as a
blueprint for the city's planners and build-
ers, but as an inspiration for future living**

. . . and Dedicates

**TOLEDO TOMORROW to the memory
of those men of Toledo who have died in
this war, and to the future happiness of
those men and women who will return.**

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NORMAN BEL GEDDES, designer of TOLEDO TOMORROW. Born in Adrian, Michigan, he was once a resident of Toledo. He attained fame as a designer in the theatrical world and in 1927 turned his talents to industrial designing. One of his most spectacular creations was the Futurama at the New York World's Fair. The Geddes conceptions of modern functional design for buildings and industrial products are credited with fathering the national trend to streamlining in the past decade.



Toledo Tomorrow . . .

Toledo Tomorrow is the model of a city transformed. Its mission is to go beyond the present into the tomorrow of 10, 20 or even 50 years from now to offer a view of Toledo as it could be.

Toledo Tomorrow is the creation of Norman Bel Geddes, a boyhood resident of Toledo and nearby Adrian, Michigan, who grew up to become one of the nation's foremost industrial designers. Aiding him was a staff of expert consultants including Major Alexander de Seversky, world authority on aviation; W. Earle Andrews, noted highway engineer and designer; the late Col. Henry M. Waite, and J. B. Sullivan, authorities on rail transportation, Geoffry N. Lawford, and O. Kline Fulmer, prominent architects and designers specializing in housing projects.

Mr. Geddes and his associates spent 18 months in research and in study of Toledo and its special problems. Their recommendations for rebuilding the city are shown graphically and dramatically in the huge scale model of Toledo Tomorrow.

The principal features of Toledo Tomorrow, explained in detail in the following pages, are:

1. The nation's first union terminal for

the three major types of public transportation—air, rail and highway.

2. A network of airfields, including a downtown passenger airport which would bring the largest of tomorrow's air liners into the heart of the city.

3. Consolidation of railroad lines, yards and terminals within the metropolitan area.

4. A system of congestion-proof express highways—fed by a network of inter-connecting roads.

5. Beautification of the riverfront and development of the lower river and Maumee Bay areas for commerce and industry.

6. Patterns for "communities" within the city for easier and more efficient daily life.

Toledo Tomorrow represents the considered judgment of outstanding planners and designers. The changes which it envisages are feasible by engineering standards and it would be possible to carry them out exactly as depicted on the model.

It is equally true, however, that the general solutions offered in this study could be carried out in some other manner or in some other location to meet the local situations which will confront Toledo's planners and builders.

The Modern City . . .

Most cities grew without rhyme and sometimes without much reason. They sprang up by rivers and lakes, later beside highways, then along railroads. They were built as the needs of growing population or expanding industries seemed to dictate.

First there was a small business center, with churches, schools and a courthouse, surrounded by homes. As the community

an all too familiar pattern

grew, the close-in houses were replaced by business buildings, and their owners built anew, further out. Often this migration left slums behind it.

City dwellers escaped from crowded quarters by moving into the country-side. Suburbs appeared around most cities of consequence.

Before cities began to take careful stock





This is a striking aerial view of the central airport and union passenger terminal of Toledo Tomorrow. To the right of the airport stretches Anthony Wayne Trail as converted into an express highway. The foreground is Anthony Wayne Bridge and the union railroad freight terminal.

of their growth, they found themselves criss-crossed with railroad tracks... with stations and ever-growing yards, with sidings wherever any factory owner or shipper could induce a railroad to build one, with grade-crossing after grade-crossing.

City streets followed a traditional grid-iron scheme or else took the course of least resistance. Workers found themselves living a great distance from their jobs, with no direct highways to speed them to their places of business. The automobile brought heavy traffic into streets built for horse and wagon.

Parks and playgrounds all too often were merely the spaces accidentally left mused in a city's growth.

Bridges were located for reasons long outworn or forgotten and left to create bottlenecks, particularly where streams car-

ried boats which required constant opening and shutting of spans.

The arrival of the airplane often found the only remaining space open for airports at great distance from the heart of the city, so that it often took as long to get from home to airport as to fly to a destination many miles away.

Cities—most of them, at least—attacked these problems piecemeal. But when one problem was answered without considering others, the "solution" merely added to the growing pains.

Cities spent great sums of money for plans for beautification, for more efficient, more satisfying living, only to find that the plans were short-ranged, soon to be frustrated by new and greater problems.

Toledo is such a city.

The Solution . . .

At long last, city planners moved into a cycle of thinking. Let us, they said, draw up a MASTER PLAN... one which will look ahead 10, 20 or 50 years. Let us consider not only highways and other transportation, but the best use of the land... which areas are best for industry, which for homes, which for parks and playgrounds. Then we really can make plans for better living, these planners said.

Such a MASTER PLAN would draw the broad strokes of the picture. The details could be left for development of specific projects within the general framework. Such a plan would permit a city to make its plans elastic... it would say, for example, there should be a highway con-

necting the north and south parts of the city; but whether it should follow Street A or Street B would be determined by detailed engineering studies.

Part of the plan could be combed out at once, part later, part deferred longer, until financing could be arranged... or until present buildings outlived their usefulness.

But always the broad aims would be kept in mind, so that every piece of work done would fit into the whole picture of a pleasant, efficient, useful city.

Toledo Tomorrow is such a master plan. Toledo Tomorrow is adapted to the geography, the life and work of Toledo as it now exists. It offers the citizens of Toledo a unique opportunity to see what experts

the master plan





ALEXANDER P. De SEVERSKY, aviation and airport consultant for TOLEDO TOMORROW . . . one of the great names of world aviation . . . aeronautical engineer, designer, manufacturer and author . . . pilot in Imperial Russian Navy in first World War . . . DeSeversky designed planes, set world speed records for two decades . . . author of the controversial "Victory Through Air Power" . . . now acting as aviation consultant to Secretary of War Henry L. Stimson.

believe can be done with the city to improve it. There is no thought here, however, of ripping up the Toledo of today just for the sake of change.

Remember, Toledo Tomorrow does not lay down any hard and fast rules that this bridge or that building or those streets must be changed. It draws the broad out-

lines of the solutions to problems which trouble the city. It can be realized if Toledo so chooses. It can be put into effect, section by section, as future needs change.

It is far-seeing but practical, too, for it pictures what modern city planners declare the Toledo of Tomorrow can become.

The Union Terminal . . .

Toledo Tomorrow strikes directly to the core of the transportation problems of a modern city.

The result is a plan for the first union terminal in the world to bring together the principal forms of public transportation into a single terminal; railroads, airplanes, busses.

Moreover, the plan proposes to set this terminal, which includes the city's principal airport, virtually in the heart of the city—a few minutes from the main business district.

Choice of a location for the combined rail, bus, air terminal was dictated by the needs of all the transportation services.

The choice: The present New York Central (Union) Station site. The airport would adjoin it, to the south, at the bend of the Maumee River, occupying in part an

area which the planners feel will become less and less desirable as a residential section in another 10 or 20 years, the remainder being on marginal and swamp land along the river.

One of the unique features of the union terminal is the provision for direct underground access to the airport aprons, protecting passengers from arriving and departing planes. From the waiting room, escalators would carry passengers and baggage directly to the waiting plane. Arriving planes would be unloaded in similar fashion.

To gain added distance for the air strips, railroad tracks emerging from the station to the west would be covered. Tracks of the New York Central in this stretch are now depressed below the surface level, thus simplifying the solution.

Air Transportation . . .

The future will see a tremendous increase in airplane traffic, both for passengers and for freight. With Toledo marked as a stopping point on many of the nation's principal airways, Toledo Tomorrow provides facilities for the largest planes.

Increase in private airplane ownership, and the growth of air freight—as planes become larger and can lift and carry greater loads—mean that separate airports will be required for the various kinds of flying.

Toledo Tomorrow contains five airports.





In this view can be seen three existing Maumee River bridges as adapted to the plan of Toledo Tomorrow. At the left is the New York Central Railroad Bridge as remodeled to carry all passenger train traffic into the union terminal. The Anthony Wayne Bridge, center, and the Cherry Street Bridge have been given new approaches.

The problems of each kind of airport are different. Commercial passenger fields will require quick access to the city, as well as complete interconnection with rail and bus transportation. There must be room for seaplanes.

Private passenger fields will need direct highway connection to various parts of the city.

Air freight will be an entirely different matter. Major de Seversky foresees the use of huge freight aircraft—"fat pigs" he calls them—to carry assemblies and large equipment on rush orders. He sees no need for consolidating the freight airport with a common depot for railroad freight, since trucks and large motor transports of trailer type will haul these airborne cargoes to their destinations just as they do rail freight. Truck-road access then becomes essential. The freight airport should be close to heavy industry.

The central airport, a part of the union terminal, provides direct connection from planes with railroad and bus lines. Arrival and departure of seaplanes will be on the adjoining stretch of the river where anchorage for them is provided.

The landing field is provided with three double 5,700-ft. runways to accommodate the largest planes. "You will never need any more," Major de Seversky says. "The tendency will be toward constant decrease of landing speed, and airplanes will come in steeper and slower; 5,700 feet always will be enough. Jet propulsion will be an important factor."

The central airport location affords important protection for planes, with the river on one side and Swan Creek on another. The restrictions placed on height of buildings within approach zones will permit buildings as high as Toledo should need, in the planners' opinion.

As to the question of fog, Major de

Seversky states: "Electronic devices are developed to such a point that I don't believe we will have to consider fog at all. As a matter of fact, the weather will be of no effect whatsoever. We are developing a system that we will use all the time, whether we can see or not. We will land by instruments even in daylight."

The freight airport of Toledo Tomorrow is located at the mouth of the river, utilizing the Detwiler Marsh site near Bay View Park.

It is located between two areas which the planners expect to be used by industry. It would be served well by major streets and the express highway system. Seaplane anchorage will accommodate transoceanic, amphibious craft. In addition the freight airport would provide a general repair and maintenance depot for regional service.

The three other airfields in Toledo Tomorrow are planned for private flying. They are in three different sections of the Toledo metropolitan area.

In addition to serving private aircraft, the fields are planned with these uses in view:

1. The Glendale Avenue field. This is located east of the Heather Downs Country Club. The planners foresee that this field could serve for commercial flying until the central airport plan can be realized.

2. The Laskey Road field. This site is at Laskey and Jackman Roads. Major de Seversky anticipates that this could house a technical aviation institute to be used by aeronautical students, possibly in a school conducted by the University of Toledo.

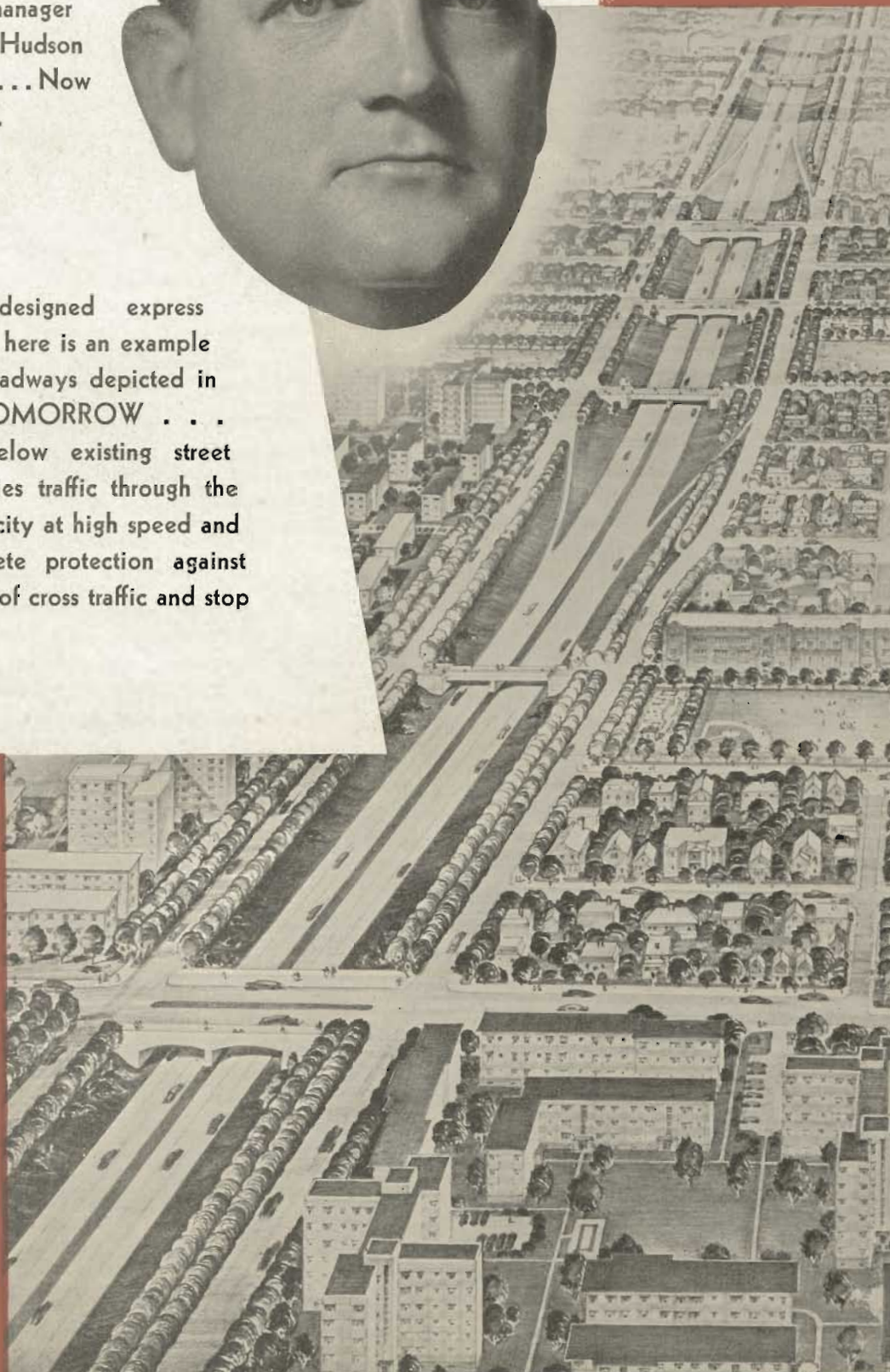
3. The present municipal airport. This could be the site of a trade school, teaching the ground servicing of airplanes.

There are also two anchorages provided on the river for private seaplanes, one near the Ash-Consaul Bridge and the other up the river near the Toledo Country Club.

W. EARLE ANDREWS, consultant on highways for TOLEDO TOMORROW . . . Internationally known as general manager of the New York World's Fair . . . Formerly Superintendent New York City Park Department, chief engineer and general manager Marine and Henry Hudson Parkway Authorities . . . Now a private consultant.



The Andrews-designed express highway shown here is an example of the main roadways depicted in TOLEDO TOMORROW . . . Depressed below existing street levels it carries traffic through the heart of the city at high speed and with complete protection against the hazards of cross traffic and stop lights.





↑ An aerial view of Toledo as it is today shows the pattern of congested city life with homes huddled together shutting off light and air from each other . . . The ugly riverfront is typical of industrial cities.

Air, light and beauty are woven into the fibre of **TOLEDO TOMORROW**. The riverfront has become a park area while still performing its function of carrying rail and motor traffic. Congested living has disappeared.

