Kyser Plan

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The

Kyser Plan

A Proposal for the Establishment

of

A Pan-Pacific Foundation

and

Peace Over The Pacific Memorial Association

To Inaugurate

A Pan-Pacific Trade Mart

A Pan-Pacific University

A Peace Over the Pacific Memorial Park

An Inter-National Settlement

An American Riviera

AND

A Peace Over the Pacific World's Exposition

In Commemoration

of

Peace - Inter-National Accord and the Civic Development of

Los Angeles

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Pan - Pacific Foundation

and

Peace Over the Pacific Memorial Association

By E. V. Kyner

The primary objective in these plans is to direct the fullest possible flow of export and import transactions through central facilities to be located and developed, where feasible, within the City of Los Angeles.

The approach to suitable facilities and techniques of carrying on successful foreign trade, should not confine itself to the development of West Coast industry and agriculture alone. We are thinking here in terms of hemispheric participation of all of the Western and Eastern Nations and those of Europe who have colonial possessions in the Pacific area.

If we are to establish a lasting peace and sound international relations, economic, social and political, it becomes immediately clear that the participating nations must be allowed representation on a basis of equality. This is particularly desirable in the cultural, social and educational opportunities which lend themselves to economic and political accord. - Not only should these Nations or their Nationals be encouraged in their financial contribution toward the erection of physical facilities having to do with trade and transportation, but more important, from the necessity of proper recognition of their culture and civilization, their savants in the fields of education and science should be widely but wisely selected for their usefulness in the Pan-Pacific University - Pan-Pacific Museum of Cultural Arts and the Botanical and Zoological Gardens.

The Purpose For Which A Thing Is To Be Used - Should Determine Its Composition -

In evolving these suggestions, aside from the main consideration of trade and the essential ingredients which directly affect trade relations, there are equally important supplements in civic development, tourist appeal and international prestige which must be included as desirable contributions - moreover, in planning a project of this size, the problem of location in relation to transportation, suitability to general city planning and finance become more or less difficult in determination.

It is assumed that adequate transportation can be provided and that the location and development of the project as outlined will contribute most to civic beauty and utility - certainly, the ideas are inclusive, and present the opportunity of developing a large area into a continuous community which not only serves the purpose for which it is intended, but becomes unique in that it surpasses in scope and originality anything yet created or contemplated throughout the world.

The financing of the program is distributed among the Nations, the State, County, City and private sources in proportions which present no great strain or serious difficulty in raising their desired allotments. In fact the most expensive units in the project are self-liquidating and self-supporting.

The Plan

It is suggested that the entire project should be an entity, beginning with the Coast and sweeping backward toward the heart of the City and in juxtaposition with the Air-port and Harbor.

Coastal Area

It is proposed that a sizeable beach area be developed into an American Riviera with zoning restrictions best suited for home, resort and business sectors. Contiguous to the developed beach, provisions should be made for a flower growing area, a flower mart and the inauguration of a perfume materials manufacturing district. An Art Colony might well flank this beach area or be located elsewhere within the proposed community.

Peace Over The Pacific Memorial Park

Superimposed in length and falling back in depth from the beach, a sizeable park area should be created. This park should be commemorated to a lasting peace and serve as a gesture of good will and understanding toward the peoples of the Pan-Pacific area. It should contain the "Peace Over The Pacific Memorial." A great statue symbolizing peace and the progress of civilization, trade and culture, from the East to the West and thence back to the East from whence our civilization came. The base of the structure should provide lounges, rest rooms, restaurant, refreshment, amusement and first-aid facilities.

The park should be zoned into Botanical and Zoological Gardens and suitable play-grounds. It is suggested that the Nations represented in this entire project should provide flora, fauna, flora-culturists and curators for their respective undertakings and contribute financially to the creation and upkeep of their alloted sectors - Federal, State, County and City aid should also be solicited for its development.

Pan-Pacific University

Lying behind the Park, the campus and buildings of the University, should be developed in keeping with the beauty and continuity of the Beach and Park. Into this university community would come the homes for the faculty, consular and trade representatives, scientists and specialists connected with the "Trade-Mart" and intellectuals in world affairs. There would also be a restricted business area to serve the students and residents.

The university should be underwritten and supported primarily by the participants in the Trade-Mart, through a transaction fee. The class of students who would attend this type of school could well afford high tuition fees; many of them will most likely be provided for by their governments. There is also reason to believe that endowments may be obtained from governments and private sources.

The university should be limited to the specific teaching of those subjects pertinent to the training of personnel for foreign trade, the diplomatic services and other pursuits which serve a definite purpose in establishing a sound basis for trade, understanding, good will and peace between the Eastern and Western peoples.

The suggested schools are - (1) Inter-national Trade and Commerce (2) Inter-national and maritime Law (3) Inter-national Relations (4) Languages (5) Public Health. Public Health is included not only because of its intrinsic value and as a fine gesture of good will but because it is also a valuable trade media for demonstration and suggestion of the construction of water systems, drainage, disposal plants, air-conditioning systems and the various appliances, chemicals and medicines to be used in health progress.

The faculty of the university shall be selected from the best available teachers and experts from the various countries who have representation in the "Trade-Mart." Such an arrangement is obvious from the standpoint of the best possible way of procuring authoritative teachers and should lend itself admirably to an atmosphere of understanding and good will among the students, trade representatives and the peoples of the world.

PAN-PACIFIC TRADE-MART

Falling back toward the heart of the city from an intervening campus area of the University, the Pan-Pacific Trade Mart would begin with its Administration Building and Museum of Cultural Arts.

The Administration Building could well house a civic auditorium commensurate with the needs of the city for conventions, pageants, musical festivals and indoor sports. A large auditorium is essential to trade representations, labor and other sizeable world-affairs conventions. It is likewise needed for semi-annual style shows, yearly automobile, farm and construction machinery and other durable goods to be displayed in seasonal programs. Here too, would be located radio and communication facilities; and if desired, the auditorium or other space could be utilized in the showing and booking of motion pictures, radio and television programs.

The Administration Building would also provide quarters for the administrators of the "University" - "Trade-Mart" - and "Park," offices for the use of consular servants, trade representatives, water, air and truck transportation companies, tourist agencies and the clerical and expert personnel required in carrying out the business of the "Trade-Mart." It could conceivably become headquarters for Western divisions of the United States Chamber of Commerce and the Pan-American Congress and the various established organizations which deal with Pan-American, Near-East and Far-East relations.

Pan-Pacific Museum of Cultural Arts

This unit is made a part of the "Trade-Mart" because it will be used as a vehicle for the display and sale of the works of arts and crafts of those peoples who have little to offer in foreign trade except the products of skills. Industrial raw materials and agricultural produce. - The museum shall, of course, house permanent displays representing the cultures and advancements in the civilizations of the various countries. It shall also serve as a medium for yearly world-wide art exhibits and give encouragement and aid of residents of the Art Colony.

Trade-Mart Buildings

Those buildings which are to be retained for a continuing trade program should be constructed in keeping with the general program. The facades and arrangement of fronts of the buildings reserved for reception rooms and offices should be given detailed architectural consideration. The parts of the buildings used for display could be less costly if built along factory type lines and properly landscaped they could be easily adapted to changing needs. The permanentstructures, including trade show buildings, clearance house, international branch bank, administration building and museum can and should be financed primarily from private trade sources in the United States and other countries whose governments would not grant subsidies for the development of undertakings for private gain. However, it might be well to solicit the various governments for funds which could be used, especially in the formation of a contemplated "Peace Over the Pacific World Exposition" which can be built around or in conjunction with the entire program.

The permanent structures which will be used for trade purposes, after the close of the exposition, can be maintained on a rental basis.

The Los Angeles Area has all of the potential industrial, agricultural, cultural and tourist possibilities to make the " Mart"a permanent institution in an expanding economy on the West Coast.

Inter-National Settlement

This Section could be developed into a colorful and useful adjunct to the "Trade Mart" and the "University." It would provide living quarters for the students in favorable surroundings among their Nationals. It would aid students in their language studies and give them orientation for their foreign duties. It could establish diversified cafes and other forms of night life and general entertainment for the community and tourist trade.

In planning the International Settlement, provision should be made for a manufacturing zone for the employment of its residents in the Arts and Crafts and other light manufacturing establishments which are customarily a means of livelyhood in their respective countries. Retail stores as well as the facilities of the "Mart" would serve as outlets for the products of their enterprise.

Conclusions

The units in the general plan are inter-dependent; each contributes to the other in physical surroundings and educational values. The entire project would give Los Angeles a commanding and enviable position in:

1 World Trade -

2 World Transportation Terminals -

3 Educational and Cultural Pre-eminence -

4 Tourist Attraction -

5 Unsurpassed beach and resort facilities -

6 Monetary and foreign exchange -

7 Desirable residential surroundings -

8 Diversity in industry and agriculture -

9 Development of the Arts and Sciences -

10 Creating, on a practical basis, the facilities for understanding and good will among Nations -

11 Preserving the Peace -

12 The exposition and example of a new and better way of life by World Co-operation -