

Seattle City Clerk's Office

Comptroller File

145503

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FILE NO. 145503

Petition of

George D. Root

For name of "Cosmos Quay"  
for Railroad Avenue.

DEC 7 1934

FILED

BY

ADDRESS

H. W. CARROLL  
CITY COMPTROLLER AND EX-OFFICIO CITY CLERK

BY

ACTION OF THE COUNCIL

TO STREETS & SEWERS

REFERRED  
DEC 10 1934

REFERRED  
JAN 14 1935

TO Committee of the Whole

REPORT ADOPTED

REPORT ADOPTED

REF. FOR ORD.

C. B. ORD.

DISPOSITION

ON FILE

JAN 14 1935

# REPORT OF COMMITTEE

Mr. President:

Your STREETS & SEWERS Committee

to which was referred the within PETITION

would respectfully report that we have considered the same and respectfully recommend that it be referred to the Committee of the Whole to be considered Monday Jan. 14: 1935.

CHAIRMAN

CHAIRMAN

*Scavotto*  
*Carroll*

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Seattle, Washington  
Dec. 6, 1934

To the

Honorable City Council,  
City of Seattle,  
County-City Bldg.,  
Seattle, Washington

Gentlemen:

Relative to the Sea Wall job on Seattle Central Waterfront, we, of course, all know it has been shaping up since the fall of 1931 and has been under construction since January 15, 1934. The work had to commence on the last mentioned date to secure the State grant of \$396,000, which with the other bond money made the character of work now being built possible. It was high time the job got underway.

The undersigned has over two hundred letters, telegrams, clippings, newspapers and magazines, - some National, - bearing on this matter and my twenty six years in Seattle has been mostly spent around Seattle harbor at night, as well as day, besides twenty years back East around railway and marine terminals, and in earlier years some travel and study. It will, therefore, be allowed I know something about the matter and what it leads to. Filings and records are all accessible, and remember the plans came back from Washington, D. C. marked "O.K. U.S. War Dept."

I am right now asking the Seattle City Council to announce through the Press the call of a Citizen's Meeting in the Council Chamber, date around December 15th to 20th for the purpose of a hearing on the Quay (Ke) job being built, and designation of the same. Records will show that the hearing before the Board of Public Works,

August 3, 1932, considered thoroughly the advantages of a Quay construction job, though it required the larger sum of money, later secured, and it was to be a Quay at Seattle for serving world commerce, both passenger and freight overland and oversea,- therefore the correct designation is "COSMOS QUAY" and will prove of world account. By the way, the name has the same number of letters as "Quai D' Orsay" in Paris, and will become as well known. There has been more publicity and favorable reaction from local and distant points than you gentlemen are probably aware of.

The filing with endorsement of the Board of Public Works was referred back to the Seattle City Council, August 3, 1932, for the latter's final attention.

Here let me call your attention to the transcontinental service over the Pacific Highway, the longest paved highway in the world, Vancouver B. C. to Tia Juana, Mexico, 1800 miles. Aurora Avenue is already a link, and "COSMOS QUAY" will become a connecting link north and south, contacting Seattle retail, wholesale, hotel and theatre, shipping, ocean and rail, and Georgetown industrial district. The traffic over the Quay will avoid crossing signals and lessen congestion on the other avenues, affording more speed and less danger along with inspiring view of Puget Sound and the Olympics.

Get into an automobile at No. 72nd and Aurora Ave., read the speedometer and proceed through Woodland Park and on over the Washington Memorial Bridge (second largest cantilever bridge on the continent) then south to Broad street and continue on what will be the Quay to Holgate and E. Marginal Way. Read the speedometer and you will see that you have traveled eight and a half miles over a thoroughfare in Central Seattle costing nine million dollars of which



COSMOS QUAY will be a part, and a good name is in order. Edwin C. Hill, general broadcaster for the Columbia System, (485 Madison Ave. New York City) says so. I have a letter from him to that effect.

And again I say, as I said to Judge Griffith, councilman, at his Smith Tower office COSMOS QUAY will help hurry along the Cascade Tunnel which should start in 1936, and then watch the Quay handle the tonnage coming through the tunnel. By the way, Mr. B. Lyman Smith, owner of the Smith Tower, and his building manager, Mr. Potter, are with us all the way. Oh yes! Seattle will sure stay in the parade!

The Seawall job has one year and two months to go, coming to completion in February 1936, with no alibis allowed. And all concerned, including the Northern Pacific and the Great Northern Railways will have to "step on the gas". There should be still larger crews of workmen in 1935. The dedication has been suggested for Washington's Birthday, February 22, 1936.

Now then the street signs and lighting effect should be considered. Of course this modern harbor front will carry as much traffic or even more than Second Avenue, local and through business, and should be lighted like other modern ports. A neon sign, the largest west of Chicago on the American continent, about 210 feet in length, with letters twenty feet in height (10 in number) to be elevated on fifty feet of steel atop one of the heavy suitable buildings near Seneca and University streets, weight 20 tons or so distributed, can enter into the deliberations. The cost is nominal and such a sign will throw the light 20 miles down the Sound and beyond West Point. Light, Neon Engineers and other capable people have already reviewed these ideas and can appear before the Council,

Board of Public Works and Engineering Department. Such a Neon sign proper will cost \$3200 and the fifty foot elevation of steel has been estimated to cost from \$2800 to \$3200. The concession probably would cost some reasonable sum and the electric current would run from \$600 to \$700 per year. The Neon Sign Company is a large, responsible organization. They lighted the Chicago World's Fair, and have the ability necessary for this work.

Their executive will inform you that the sign complete could be put up, and bought outright by the City of Seattle, with payments quarterly over a year, or other acceptable contract. Another offer they make is to erect such a sign complete and operate it over a five or ten year period on a rental basis, as is done with some other commercial outfits. The Neon Sign Company can proceed with their construction during the season of 1935, co-ordinating their work with the work on the Quay, and in due time test it out. The combined impetus of this movement will be worth a half million advertising for Seattle, and without an extra nickle of expense.

The returns from this Neon sign, and the further fact that the State grant of \$396,000 was aided in September 1933 by some of us citizens by effective expenditures of time and money, - securing business and political cooperation when opportunity was at hand to get the money, and the further fact that much finance costs were saved in parcelling out of contracts in starting the job - - all of which warrants the securing of this Neon sign.

If there is any one thing that Seattle needs it is World Publicity of such character as to bring substantial returns from large responsible interests in the major cities and ports of the world as well as the nation. We are bound to get a few more

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millions of funds and revenue flowing into Seattle to help nourish all our people, and mark my words this QUAY (Ke) and its connections will sure do the trick. Just remember the good impression the six directors of the Chase National Bank of New York, got of the Seawall job when they were in Seattle November 26th. This job stood up like Gibraltar on October 21st, the date of the big storm, wind 72 miles an hour, and a wash of six feet and eight feet coming in off the Sound.

Past controversy on this harbor improvement notwithstanding, - the job being built has been well planned and financed, and is in charge of a good construction engineer, Robert R. Hubbard. Should a moderate appropriation from the General Fund be necessary to complete the job right, why, no worry. The Quay will work for Seattle day and night, year in and year out, and pay ten for one for all that goes into it.

Now it has proved that at times during the past three years there have been those who have presumed to pass on the Central Waterfront improvement and its features, whose ideas of the matter compare favorably with the idea of a Boy Scout as concerns his understanding of the Einstein theory of the fourth dimension. For instance, in August 1932 a critical letter was mailed to the City Council by a party who desired it sent to the papers. The Council did this thing, and the Seattle Times had the presence of mind to refer the same to their Research Department and soon a half column editorial appeared in the Times going to show that the "COSMOS QUAY", character of work and designation was honest-to-goodness stuff. The editorial remarked that it was apparent the party opposing had another name to submit, and of 13 letters, not so applicable (I have this copy of the Times).

COSMOS QUAY is the shortest, most authentic and comprehensive term entered for the name of the harbor improvement. Those favorable for this term advanced logic for the Quay construction job, spent their own time and money effectively, in summoning political and business influence at Seattle, Olympia, Spokane and Washington D. C. to set the stage so "she was going good" in September 1933, the time the Council Committee and the Board of Public Works Committee were invited for several consecutive days to Olympia, and then stayed in Seattle a day or two completing the papers and the following day returned to Olympia, met the Prevailing Powers that be, and returned to Seattle with a state grant of \$396,000 in the sack. The City Council and the Board of Public Works "Hit the Ball" that time. Well, this money, thank God, helped us over the hump, reduced the local improvement assessment 33-1/3 percent to \$400,000 at 6 percent to run 20 years, which with other co-ordinated features in due course got the job under way. These interests who were saved thirty-three and one-third percent are going to be helpful in finishing the Quay (Ke) job, for the mutual good of all.

The Seattle Star, under date of November 29th carried an article stating the plans of the harbor job were to be changed, for instance, width of paving, and it was referred to as a \$1,200,000 job. This is a joke and ancient history. On November 22, 1932, a thorough hearing in the Chamber of Commerce on the Quay plans before U. S. Engineer Sturtevant and his staff was held for two hours. I was there and the 87 of us present signed the dotted line in Uncle Sam's witness book, as said plans were to be forwarded to the War Department, Washington, D. C., and as previously stated, they came back, in late



December of 1934 marked "O.K." from the War Department. The U. S. A. has final say in this construction on National waterways, and any emergency on the Pacific will cause ocean and rail shipping to move so fast over the "QUAY" and Seattle marine properties, as to astound the nation and the world, Uncle Sam knows that.

Now, we do not have to "kid ourselves" or anybody else,- the job well built, with the required and profitable features, will no doubt cost the \$1,396,000 plus a moderate appropriation from the General Fund. But thereafter "COSMOS QUAY" will start working for Seattle, day and night, year after year, bringing in world revenue. Remember the "Kosmos Line" of Hamburg, Am. S. S. Co., (spelled with a K for German). There has been at Seattle for some years the Cosmos Commercial Co., importers and exporters. They were courteously approached and are favorable to "COSMOS QUAY" at Seattle. My promptings for this name and work reaches back to contacts and study forty years ago.

We have a Railroad Avenue, Northeast, five blocks long out Ravenna and Laurelhurst way. Let old Railroad Avenue, Holgate to Bay Street, change to "COSMOS QUAY" and six years hence it will be continued through to Smith Cove, a total of four and a half miles, a major Quay of the Pacific.

And when we dedicate this project on February 22, 1936, it has occurred to me as most appropriate to mark the impressive ceremonies with a five minute silence at the start, in memory of the departed thousands on whose labors we now build.

And as for the name of this magnificent harbor improvement "COSMOS QUAY" is by far the most suitable and expressive. Seattle

papers have used the word Quay fifty times the past six months, and have also referred to the improvement as Cosmos Way, (see Seattle Post-Intelligencer Oct. 16, 1934). COSMOS QUAY will become a household word here as in other big world ports.

Yours very respectfully

*George D. Root*

Phone: Ken: 8307

George D. Root,  
616 E. 75th St. Seattle.

P.S. Immediate attention to this Quay job in its entirety will add impetus and may tend to get a modest appropriation from the 1935 Legislature, as some parties have thought, to help it along.

The economic condition demands that this project be shoved along and publicized even more effectively forthwith.

The matter of the Neon sign and its several features, costing around \$8000 to \$9000 to come out of the construction funds is a mere bagatelle as compared with the whole job and its importance.

On Sept. 14, 1933, Mayor John Dore received a wire from Senator C. C. Dill at Washington, D.C. - I received the mate to this wire and will continue to hold it. The stage had been set. Some days thereafter the Joint Committee from the Board of Public Works and the Seattle City Council returned from Olympia with a State grant of \$396,000. Please recall also that the \$1,626,000 bid of General Construction Company, December 1933, was not accepted, - but parcelling of contracts followed with consequent savings.

Let us have a December hearing, and all parties coming into the oper for a showdown.

*G.D.R.*

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