



Seward's Success

THE TWENTY-FIRST CENTURY CITY



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**Tandy Industries, Inc. of Tulsa, Oklahoma
announces a major development for Alaska.**

- **The Challenge**

Alaska's enormous oil and gas reserves challenge all efforts to fix quantitative value. An accurate measurement or forecast is still to be developed, however all experts agree that all of Alaska and certainly the North Slope has the largest potential of modern time. The North Slope activity will bring about rapidly expanding business and commercial development for the state of Alaska and radically affect petroleum and gas economics throughout the world.

- **Growth for Anchorage**

Tandy economists anticipate that the greater Anchorage area will be the financial and headquarter base of most activities related to Alaskan exploration, production, transportation and refining. It follows that all the supporting functions that are present in Houston or Los Angeles will be required in Anchorage and that this requirement will occur overnight. The present population of Anchorage is 115,000 people. This population will grow to 200,000 by 1972, and 500,000 by 1980. This projection is easily accepted when it is recalled that in 1950 there were only 32,060 people in Anchorage.

Relating growth to past oil experience in population statistics, one might consider Midland, Texas, with 9,352 people in 1940. In 1960 Midland, Texas had a population of 62,625 people, a 670% increase. The Pegasus field was discovered near Midland in 1949 and the estimated reserve of this field was only 52,800,000 barrels. It has been found that as the oil and gas reserves grow in a new area so does the population. It is relatively easy to interpolate and make an estimate of population growth for Alaska when the size of the North Slope reserve is estimated in excess of **10 Billion Barrels!**

- **Tandy in the Oil Patch**

It is self-evident that oil company activity in Alaska will continue to grow and center in Anchorage. And, as a matter of fact, it is evident that many of the major companies and some of the independents have already elected Anchorage as their Alaskan headquarters. In keeping with Tandy Industries' fifty year history of supporting the oil industry, it is appropriate that Seward's Success be the undertaking of this "Oil Patch" firm.

- **"P P P P P"—Prior Planning Prevents Poor Performance**

To design and implement this plan Tandy Industries commissioned the architectural and engineering firm of Adrian Wilson Associates of Los Angeles, California. This firm has over 40 years of professional practice and has obtained international status with ten branch offices in countries around the globe. Their experience includes the design, engineering and supervision of complete cities, the Saigon Embassy, the Civic Center for the City of Los Angeles, and many other large projects throughout the world.

- **Overcoming Weather and Distance**

The first thing all knowledgeable oil men know about Alaska is that the challenge is different. The profit potential is substantial, however the operating costs are enormous. First costs are particularly staggering and the oil industry management understands that it must spend its men and money with an efficiency superior to the industries' historical standards. Whenever oil men talk about Alaska the twin challenge of weather and distance are consistently set forth as the principal cost factors that make conventional production and transportation methods inapplicable.

Tandy Industries plans to conquer weather and distance and gain for the industry additional margins through the concentrated employment of all professional and specialized talent within Seward's Success. Seward's Success will house every function, both direct and indirect, for the oil industry. Seward's Success will function 365 days a year, regardless of weather, and there will never be a geologist, an accountant, or a secretary delayed to work by weather or stymied by the lack of materials or supplies. All the people and all the supplies and equipment will be headquartered in one climate controlled complex.

- **Starting from Scratch**

Seward's Seward's is to be a totally planned community located on virgin land across the Knik Arm from Anchorage. The land lies two miles west and north of the downtown section of Anchorage. The land is not in an earthquake danger area and has 330 foot elevations with good organic soil. The land is presently accessible only by aircraft. Seward's Success will open up the entire area to development through the employment of a high speed aerial tramway which will be completely weather proof, allowing operations when boat and aircraft movement is restricted. Accepting a conservative growth projection for Anchorage, it is clear that Seward's Success will be as much a part of Central Anchorage as Oakland is to San Francisco.

- **The Twenty-First Century City**

The illustrated plans for Seward's Success contained in this announcement indicate an advanced concept in planning which will rightly earn the community the title of the First City of the Twenty-First Century. The plague of today's cities with urban sprawl and noxious smog is that they conform to a land plan that accommodat-

ed horses, buggies and sailing ships. Seward's Success is planned to accommodate people and provide clean, humidity controlled, 68 degree weather throughout the year. The first phase of the new community will have 600,000 square feet of office space, 300,000 square feet of commercial area and 5,000 living units. A sports area, and auxiliary structures including hotels, schools, churches and recreation facilities will be integrated into the master plan. All elements of the new community will be inter-connected with controlled temperature malls. Coats and boots will never be required unless one traveled to Anchorage or went outside for recreation.

- **Total Energy—On Site**

A total energy system will be employed with natural gas as the prime energy source. In the movement of residents, escalators, moving sidewalks, trams and monorails will be employed. The natural beauty of the surrounding terrain (some of the most beautiful and interesting in Alaska) will be left unscarred in order to provide the residents of Seward's Success with nature's natural environment for hiking, horseback riding, fishing, winter sports, etc.

The resident's automobiles will be accommodated on the Anchorage side of Knik Arm in a covered and heated garage. Residents and visitors will ride an elevator from this garage to the tower of the high speed aerial tramway where they will enter a warm gondola which will accommodate 100 people. It will be an eight minute ride into the Seward's Success reception lobby in the 20 story Alaskan Petroleum Center, which will be the hub of the Phase One development. Visitors and residents will be deposited to the interior of this lobby where they may move onto the commercial mall, up the elevator to the offices, or down any one of the pedestrian avenues on moving sidewalks.

- **Weather Proof Rapid Transit for Metro Anchorage**

As the community grows, a rapid transit system will be installed across Knik Arm. This system will run under the commercial and business spine of Seward's Success and return to Anchorage. It will circle the International Airport and travel through the downtown district of the present city providing efficient mass transportation for the entire community.

- **The Action Schedule**

The engineering and economic studies are currently in work. Upon the completion of these studies, definitive information will be presented to all interested parties concerning specifications, floor reservations, franchises and lease arrangements. The date for the completion of these studies has been set at 120 days from now. The date for construction to commence is 1 June 1970.

Plate 1. Location map illustrating Seward's Success as related to Greater Anchorage

Plate 2. Site plan, first phase, Seward's Success

Plate 3. Aerial Tramway entering reception lobby of the Alaskan Petroleum Center of Seward's Success

Plate 4. Seward's Success Commercial mall

FACT SHEET—ANCHORAGE, ALASKA

Anchorage is located at the head of Cook Inlet in South-central Alaska at approximately the same latitude and longitude as Oslo, Norway and Honolulu, Hawaii, respectively.

LOCATION

From	Flight Time	Ocean Miles (nautical)	Highway Miles (statute)
Seattle	3 hours	1,352	1,905

CLIMATE

Period	Average Temperature			Precipitation in Inches		
	Min.	Mean	Max.	Total	Snow	
January	1.0	7.1	15.1	1.3	16.7	
April	28.2	35.1	49.9	0.5	4.0	
July	52.2	59.3	66.3	2.5	.0	
October		27.5	35.7	43.8	0.5	4.8
Year	28.6	35.9	43.1	19.2	79.6	

Elevation—114 feet

Prevailing Wind Direction—Southeast

Mean Hourly Speed—6.8 mph

POPULATION

Metropolitan Area	1950	1960	1968
Population	32,060	82,833	113, 522

PROJECTIONS—SEWARD'S SUCCESS

1971—5,000

1975—20,000

CONSTRUCTION PROJECTIONS—SEWARD'S SUCCESS— FIRST PHASE

Commercial Space	300,000 square feet
Office Space	600,000 square feet
Living Space	5,000 units—

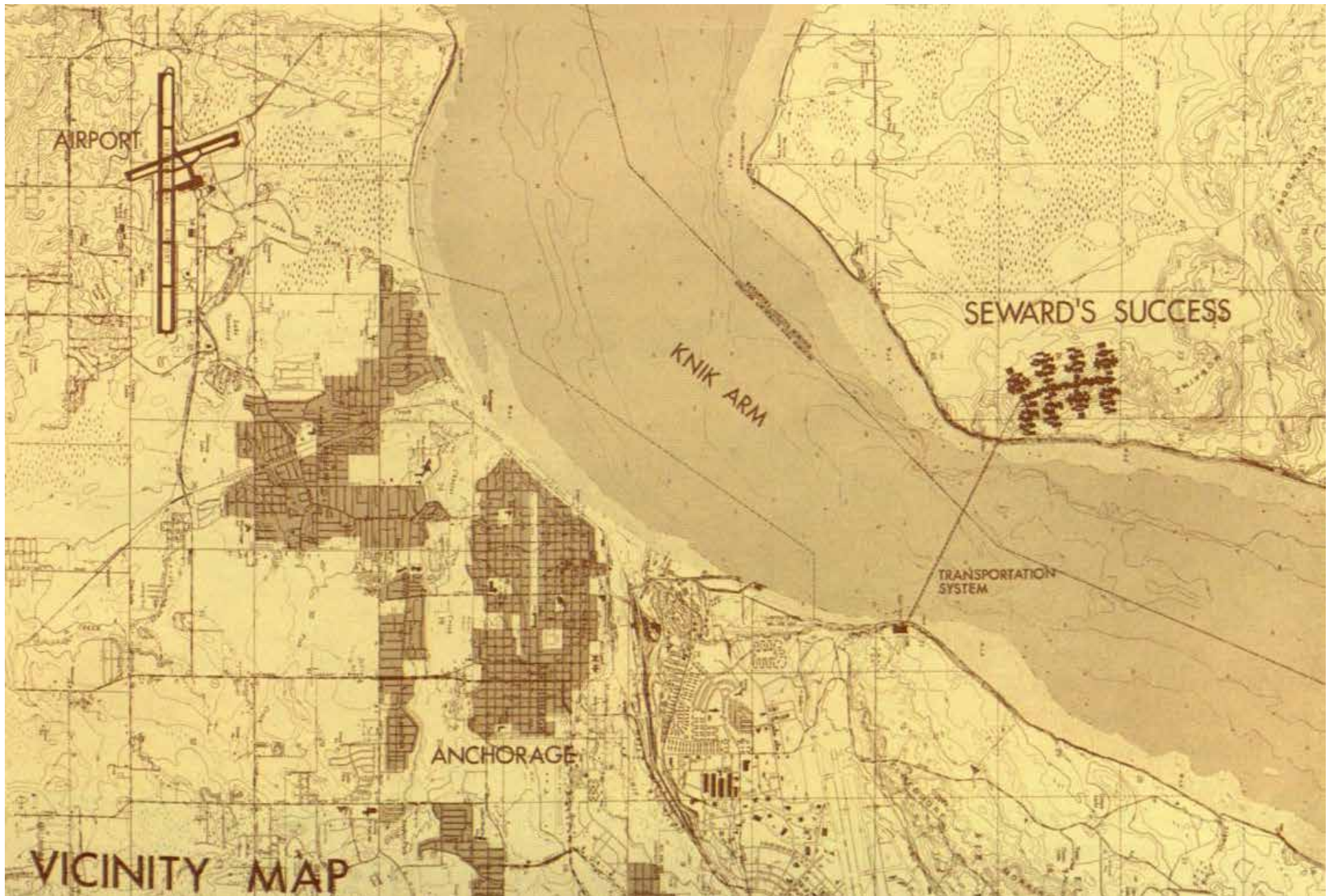


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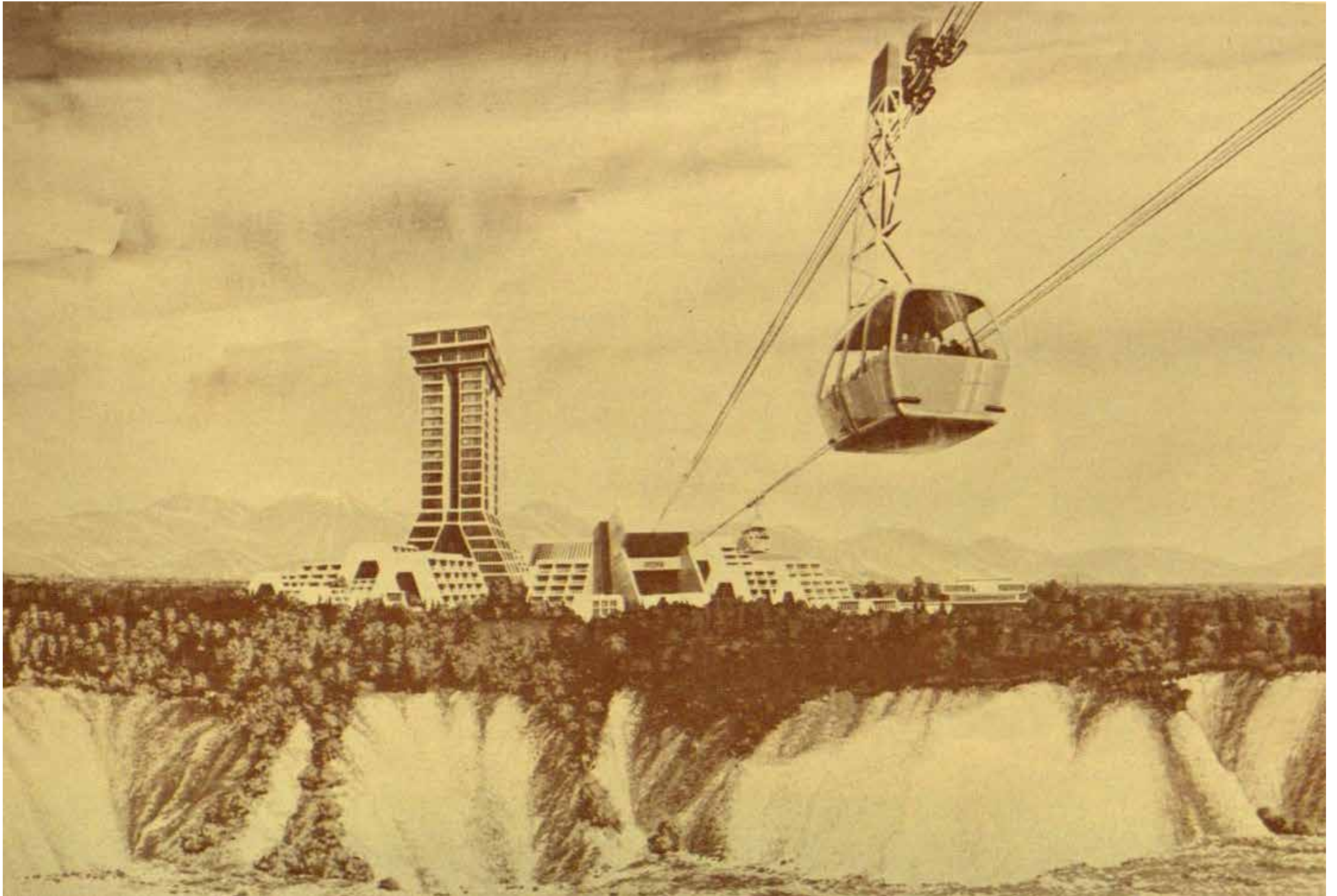


Plate 3. Aerial Tramway entering reception lobby of Alaskan Petroleum Center of Seward's Success

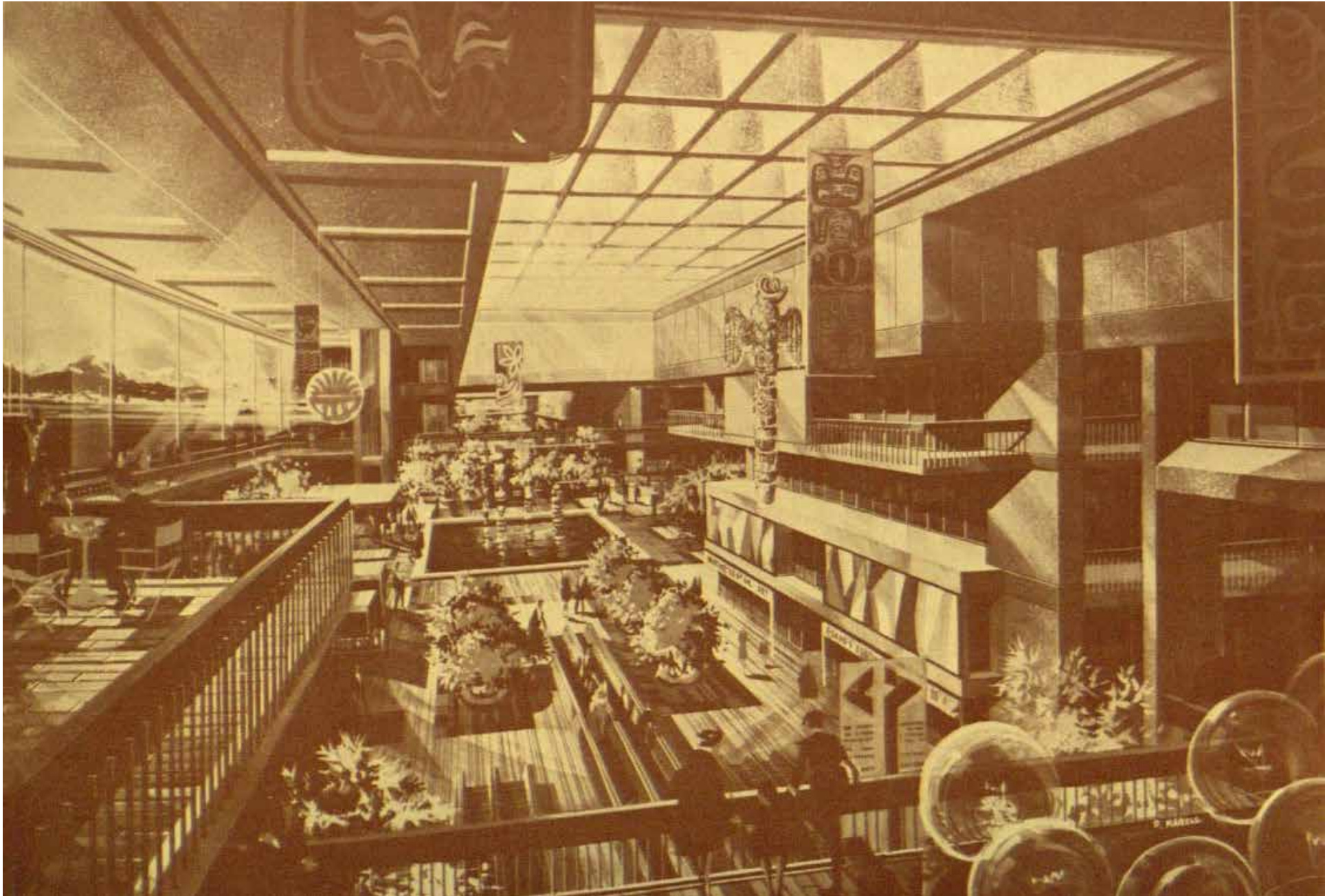


Plate 4. Seward's Success commercial mall



Dirigibles of Denali
Volume Four: Seward's Success