

A Roosevelt Campaign for '94; Drive to Raise \$10 Million for FDR Memorial Begins

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ABSTRACT (ABSTRACT)

The memorial to the 32nd president has a long and contentious history. The winning entry of a 1960 competition, consisting of seven high concrete slabs and dubbed "instant Stonehenge" by critics, was dropped by the mid-'60s. So was a similar - and similarly controversial - late-'60s design by noted architect Marcel Breuer. [Lawrence Halprin] has been working on the memorial on and off for 20 years. His design has shrunk since it was first introduced in 1974, but the fundamental concept remains: There will be four neatly staggered "exterior rooms," one for each of Roosevelt's terms in office. Each will have fountains, 12-foot high walls of rough granite, inscriptions of the president's important public statements, and both free-standing and relief sculptures depicting events and issues of Roosevelt's presidency.

FULL TEXT

A campaign for private donations to the long-awaited Franklin Delano Roosevelt Memorial was announced yesterday at West Potomac Park, where the memorial is under construction.

"We're asking Americans to contribute \$1, \$5, \$10, and those who have a lot of money to give a lot more," said Jack Valenti, president of the Motion Picture Association of America and co-chairman of the fund-raising campaign. Congress, in appropriating \$42.5 million for the memorial, required that the remaining \$10 million of the cost be paid by private donations.

Valenti noted that \$2 million already has been raised through "one-on-one" solicitations of wealthy donors. "This is a new phase," he said. "We see it as a celebratory campaign of giving money joyously, as a gesture of affection and gratitude."

The memorial, designed as a sequence of walled, leafy open-air spaces by San Francisco landscape architect Lawrence Halprin, will be located near the southern edge of the Tidal Basin, safely distanced from the cherry trees. National Park Service officials said it will be completed in the fall of 1996, 51 years after the president's death. Much preparatory work already has been done at the 7.5-acre site. Ohio Drive has been rebuilt to accommodate two-way traffic, West Basin Drive (where the memorial will be) has been permanently closed, three parking lots have been constructed near the 14th Street Bridge to make up for the loss due to the road closing, and most of the nine ball fields in the vicinity have been reconfigured and resodded. When construction is done, Park Service officials report, there will be a net loss of 22 parking spaces and one ball field.

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Contributions, Valenti said, can be mailed to the Franklin Delano Roosevelt Memorial Commission, Department 0611, Washington, D.C. 20073-0611.

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