

NEW ARTS CENTER: VORTEX OF CHANGE

Commercial and Apartment
Buildings to Surround
\$140,000,000 Project

PRIVATE PLANS PUSHED

Many Companies to Put Up
Structures on West Side
—Modern Gallery Set

By EDMOND J. BARNETT

Construction of the Lincoln Center for the Performing Arts, scheduled to be completed in 1963, is having a profound effect on the area around it.

Commercial and residential developments are rising on all sides of the fourteen-acre arts center, which is bounded by Columbus and Amsterdam Avenues and Sixty-second and Sixty-sixth Streets.

Included in Lincoln Center will be the Metropolitan Opera House, the Theatre for the Dance, Philharmonic Hall, a repertory theatre, the Juilliard School of Music, a library-museum for the arts, and an 800-car underground garage. The project will cost \$140,000,000.

Part of the same urban redevelopment project are: a campus for Fordham University's graduate school and a new law school, headquarters for the American Red Cross, and two middle-income housing developments.

Other Companies Involved

These varied construction projects, which make up the publicly supported Lincoln Square urban renewal effort, have stimulated a number of private building plans.

Other organizations that are putting up or planning major structures include The New York Times and A. B. C.-Paramount Theatres, Inc.

A Gallery of Modern Art is being built by Huntington Hartford on near-by Columbus Circle. The National Educational Television and Radio Center is considering plans to build its permanent headquarters on a site adjacent to Lincoln Square.

A new wing for Roosevelt Hospital is under construction on Ninth Avenue and Fifty-eighth Street. A new Post Office has been completed at Broadway and Sixty-seventh Street. The city plans to build a new High School of Performing Arts at Sixty-fifth Street and Amsterdam.

Lincoln Square Plaza, on Broadway between Sixty-sixth and Sixty-seventh Streets, will be the first commercial office building in the area. It is scheduled for occupancy late in 1962. The twenty-six-story building is designed to blend with its surroundings.

Connected Underground

An underground connection with Lincoln Center will give tenants access to its facilities. A further link between culture and commerce will be the first two floors of the office building, which will be devoted to art and commercial exhibits.

A completion date for The New York Times' new building at 101 West End Avenue has not yet been set, but some of the newspaper's operations have already begun there. Additional construction is still under way for new offices and production facilities.

Plans call for construction to begin in 1965 on the A. B. C.-Paramount Building, which will occupy most of the block between Central Park West and Columbus Avenue from Sixty-sixth to Sixty-seventh Street. The Austin Company, the architect, says tentative plans call for a forty-story building.

A tower will face Columbus Avenue and the entire building will be a complex of radio and television studios and offices. It is not yet known if space will be available for outside tenants.

A nine-story hotel will rise on the north side of Sixty-sixth

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Street, west of Broadway. To be called the Lincoln Center Motor Inn, it will have 210 rooms and as many parking spaces for cars. Leo Stillman is the architect and Geller & Mitchell the builders.

According to Melvin D. Wolf, vice president of Julien J. Studley, Inc., renting agent for the Lincoln Square Plaza office building, the influx of commerce and culture to the upper West Side has just begun.

Because the area was once considered undesirable, it attracted few good restaurants. Mr. Wolf predicts that several will now be provided in the Lincoln Square area.

Lincoln Square Plaza, for example, will have a terrace club restaurant on one of its upper floors to serve both tenants and the public. Other buildings in the neighborhood will include dining space.

As to the area south of Lincoln Center, particularly along Ninth and Tenth Avenues, there have been reports that a number of motor hotels will be built. It is expected also that the proposed new Madison Square Garden will be built not too far from the new center.

Of the two middle-income apartment projects in Lincoln Square, one is nearing completion and the other is beginning to rise.

Princess Gardens, a 440-unit cooperative apartment building sponsored by the Lincoln Guild, will be ready for occupancy next February. It extends from West End Avenue to the Hudson River, between Sixty-sixth and Sixty-seventh Streets.

Just north of Princess Gardens, between Sixty-sixth and Seventieth Street, the first three buildings of a six-building rental housing development are going up. Webb & Knapp, Inc., is the sponsor. Completion of the first 1,400 apartments is planned for 1962. They will rent for about \$55 a room monthly.

The second phase of the project will be completed in 1963, and will be situated between Amsterdam and West End Avenues, from Sixty-sixth to Seventieth Street. There will be 2,800 apartments in this group.

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