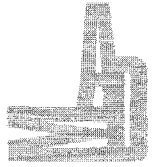


MAD counter-propaganda  
6/23/05 2CC Rally



Museum of Arts & Design

40 West 53<sup>rd</sup> Street, New York, NY 10019

## 2 COLUMBUS CIRCLE TIMELINE

1964

- The building at Two Columbus Circle, designed by Edward Durrell Stone, opens as the Gallery of Modern Art. It displays the collection of Huntington Hartford, heir to the founder of A&P Supermarkets.

1969

- The Gallery of Modern Art closes.
- Fairleigh Dickinson University receives 2CC as a gift from Hartford and operates it as the New York Cultural Center. Art exhibitions are sometimes hosted there.

1975

- Gulf and Western Industries purchases 2CC, and the building sits idle until 1980.

1980

- Gulf and Western presents 2CC to the City of New York as a gift.
- The City of New York accepts 2CC and installs the headquarters for the Department of Cultural Affairs. The New York Convention and Visitors Bureau will also be housed in 2CC.

1996

- Jennifer Raab, Chairman of the Landmarks Preservation Commission, reviews with the Designation Committee of the Commission the possibility of recommending a hearing on 2CC. The Designation Committee votes not to hold a hearing. In 2002, under Chairman Sherida Paulsen, the Designation Committee again reviews the request to hold a hearing and again votes not to.

1998

- The Department of Cultural Affairs and the Convention and Visitors Bureau vacate 2CC.

March 2000

- The New York City Economic Development Corporation, under Mayor Rudolph W. Giuliani, releases a Request for Proposals for Two Columbus Circle.

2002

- Under Landmarks Preservation Commission Chairman Sherida Paulsen, the Designation Committee reviews the request to hold a hearing and again votes not to.

#### December 2004

- Landmark West! files an action against the Manhattan Borough Board, charging that the Board violated the Open Meetings Law by failing to give sufficient notice of its August 24, 2004 hearing and vote on 2CC.

#### February 2005

- Supreme Court of the State of New York grants the Manhattan Borough Board's motion to dismiss the December 1, 2004 action.
- The Appellate Division, First Department of the Supreme Court of the State of New York, upholds the original dismissal of the first Article 78 action filed by Landmark West!

#### March 2005

- Landmark West! files a lawsuit against The City of New York and the NYC Economic Development Corporation, charging the two parties of violating the public trust in their management of the 2CC property.

#### May 2005

- MAD signs the contract of the purchase of 2CC from the City of New York.
- Landmark West! files an Article 78 action against Robert B. Tierney, Laurie Beckelman, Jerome A. Chazen, Holly Hotchner, and MAD.

#### June 2005

- The Appellate Division of the Supreme Court of the State of New York rejects the request by Landmark West! to re-argue the twice previously dismissed Article 78 action.



**Museum of Arts & Design**

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Two Columbus Circle

**Paul Spencer Byard**

**Director, Historic Preservation Program**

**The Graduate School of Architecture Planning and Preservation, Columbia University**

August 18, 2004

“Historic preservation, that is, is not about sacred shrines and temples. It’s about the art of architecture, growing and changing as it always does over time to bring its lessons home to us. Let’s give 2 Columbus Circle another chance, this time to be both what it was and what it could be.”

**Monica Blum**

**President, Lincoln Square Business Improvement District**

August 24, 2004

“The existing building just didn’t work and has been vacant for the past 8 years; it no longer serves the needs of the city or this community. Even while it was occupied and functioning—it housed a visitor center and city offices—it was not successful. The windowless design did not encourage visitor traffic and once inside the building circulation was difficult.”

**Michael Bloomberg**

**Mayor, City of New York**

April 2, 2003

“The Museum of Arts & Design will be a rich and dynamic addition to the cultural community and to the rebirth of Columbus Circle. Architect Brad Cloepfil has come up with a brilliant design that will integrate this building back into the urban fabric of the neighborhood while preserving its unique personality. I am delighted that Two Columbus Circle will once again thrive as a museum and as a distinguished work of architecture that will exemplify the pivotal role that the arts play in the economic, social, and educational life of our City.”

**Ada Louise Huxtable**

**Architecture Critic**

1964

“Die cut lollipop.”

**Robert Campbell FAIA**

**Architecture Critic, *The Boston Globe***

**Columnist, *Architectural Record***

August 16, 2004

“A public use such as this is, surely, exactly what’s needed here as part of the ongoing regeneration of Columbus Circle. Indeed, it would be hard to imagine how any tenant other than

(over)

## **FACT SHEET: MUSEUM OF ARTS & DESIGN AT TWO COLUMBUS CIRCLE**

**BACKGROUND:** As with every other 30-year old building in New York City, Two Columbus Circle became eligible for consideration for landmark preservation in 1994. There are approximately 900,000 buildings in New York City, the majority of which were built before 1975 and therefore eligible for consideration for landmark designation.

Two Columbus Circle has sat vacant and derelict since 1998. In fact, the building has proven to be extremely problematic for every tenant that has tried to occupy it due to poor internal design and lack of windows and natural light. Even though it faces directly onto Central Park, it is basically a windowless building.

In 1996, under the leadership of Jennifer Raab (serving under Mayor Guiliani), the Landmarks Preservation Commission (LPC) considered the merits of holding a hearing on the designation of Two Columbus Circle as a landmark. The LPC's Commissioners and professional staff of architectural historians found that it did not meet the criteria needed to schedule a public hearing. The two subsequent Chairs of the LPC (Sherida Paulsen, who served under Mayor Guiliani and Mayor Bloomberg, and Robert Tierney, currently serving under Mayor Bloomberg) have agreed with the previous Commission's decision and also felt that 2 Columbus Circle did not meet the criteria.

The New York City Economic Development Corporation, on behalf of the City of New York, issued a Request For Proposals (RFP) for the sale and development of Two Columbus Circle. In June 2002, the Museum of Arts & Design was selected from the more than thirty proposals submitted to develop the site. Landmarks West, a preservation group that has sought to have the building preserved in its current form, chose not to participate in the EDC's RFP process and subsequently has not submitted any formal plans for a viable use for the building or for raising the funds needed to preserve the building.

The Museum of Arts & Design was selected by the City in order to provide the neighborhood with a vibrant cultural and educational resource that will complete the redevelopment of Columbus Circle. The Museum is purchasing the site from the City for \$17 million and is investing another \$30 million in its redevelopment, which does not require any demolition of the building.

**PUBLIC PROCESS:** In the spring of 2003, the Museum of Arts & Design began a cycle of meetings and public hearings, seeking feedback for its plans from neighbors and community organizations. The following city agencies and community boards **all voted in favor** of the Museum of Arts & Design's plans for Two Columbus Circle:

- New York City Council
- Manhattan Borough Board
- New York City Planning Commission
- Manhattan Community Board 5

**THE OPPOSITION:** The preservation group, Landmark West, has had its day(s) in court. On February 24, 2005, a five-judge panel of the Appellate Division of State Supreme Court unanimously upheld an earlier dismissal by Justice Walter B. Tolub and stated that it found no merit to the contention that the environmental review process required for the sale of the property was invalid. Yet, despite already costing the people of New York millions of dollars, Landmark West continues to use the courts to obstruct the City and the Museum from creating a valuable community resource out of a building that has remained largely unused and virtually unusable for several decades.

For Further Information:  
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