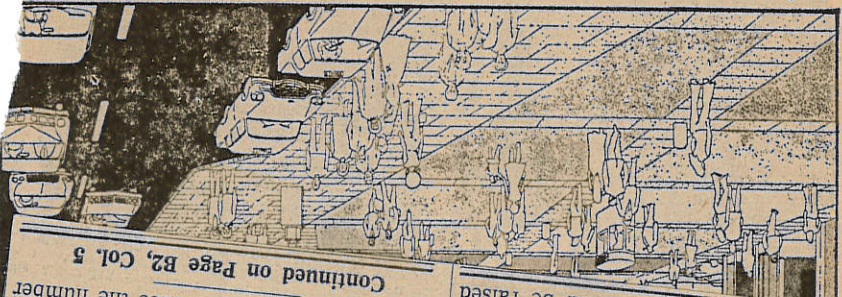


NEW YORK City has won a \$500,000 grant from the Federal Government to create an experimental pedestrian mall in Times Square this summer that would become permanent if it proved successful. The schedule for the project announced yesterday by Mayor Beame would at first affect only private cars, which would be barred during nonrush hours from Broadway between 45th and 48th Streets by next September. The traffic diversion would expand by stages until, by January 1978, all vehicles, including buses and taxis, would be detoured around the clock onto Seventh Avenue.

Crosstown traffic running through the area would not be affected. If the Broadway roadway would be raised, the Broadway roadway would be raised.

Continued on Page B2, Col. 5



Pedestrian Mall on Times Square Will Be Tested With U.S. Funds

Artist's rendering of the proposed pedestrian mall in Times Square. The view is looking north from 45th Street. The Canadian Club sign, at upper right, however, will not grace the experimental mall this summer. Workmen began dismantling it yesterday, ending a run of 24 years on Broadway.

dot the neighborhood.

Alexander J. Mautner, the city's Transportation Administrator, said the initial \$500,000 grant would be enough to pay for planning and for new traffic lights and street signs that would be needed to put the proposed traffic diversion into effect.

Wilbert Tatum, the director of the Mayor's Midtown Action Office, said trees or potted plants would be placed this summer in the Duffy Square area, which would become part of what the Mayor said would be known as Broadway Plaza.

John E. Zuccotti, who is now the first Deputy Mayor, first disclosed plans for a Times Square mall similar to the one made public yesterday in April 1974, when he was chairman of the City Planning Commission. In October 1975, a spokesman for the Mayor said the project was "in limbo" because of the city's fiscal crisis.

It has now been revived because of Mr. Mautner's stated confidence that 80 percent of the cost of the permanent installation could be obtained from the Federal Government. City "in-kind" services would take care of the remaining 20 percent. All construction could be completed by 1979, Beame officials said.

"This is really a very pragmatic approach to building a plaza in the middle of Manhattan," said Mr. Mautner, who added that under the final configuration, all private vehicles traveling downtown would be forced to leave Broadway at 49th Street.

Broadway would be narrowed to one lane between 48th and 49th Streets, and then south on Seventh Avenue. Indentations would be built into the pedestrian mall for bus stops and taxi stands along Seventh Avenue. At 45th Street, all vehicles would be able to turn back on to Broadway.

Traffic officials said that past studies indicated that the plan would cause the diversion of "relatively few" vehicles on to Seventh Avenue.

"This is an attempt to do the best we can with what we've got," said Mr. Tatum, who added that he hoped the new mall would eventually include a number of sidewalk cafes. "We want to make an effort to cosmetize and do a holding operation, while taking the opportunity

change in marketing strategy. and 40 miles of wiring because of a

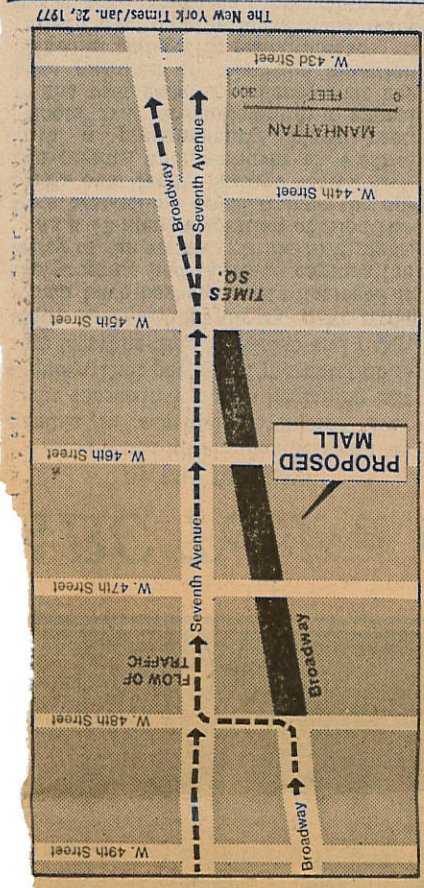
4,000 bulbs, five miles of neon tubing the Canadian Club, was abandoning the Canadian Club, was abandoned the

It was reported that Hiram Walker, of Father Duffy below.

After 24 years, the 50-by-62-foot sign glitter yesterday.

Meanwhile, despite plans for the mall, the Great White Way lost a little of its changes permanent.

Mr. Mautner said that approval from the Board of Estimate would not be necessary to put the "simulated mall" into effect, but that the approval of both bodies would be needed to make the



The New York Times/Jan. 23, 1977

to turn the investment climate around," said, "This two-acre plaza," Mayor Beame and meeting place for theatergoers, tourists and midtown office workers." Mr. Mautner said that approval from the City Planning Commission or the Board of Estimate would not be necessary to put the "simulated mall" into effect, but that the approval of both bodies would be needed to make the changes permanent.

Meanwhile, despite plans for the mall, the Great White Way lost a little of its glitter yesterday.

After 24 years, the 50-by-62-foot sign that flashed "Canadian Club" in a ripple of white and red lights was taken down from atop a building between 47th and 48th Streets, where it faced the statue of Father Duffy below.

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