

*(new) File  
New WTIC Building*

February 5, 1959

The Travelers Broadcasting Service Corporation intends to build a broadcasting center to house all of its television, AM and FM radio activities in the new Hartford Front Street-Market Redevelopment, it was announced today by Paul W. Morency, President of the Corporation.

The building will be located on the northwest corner of State and Front Streets and will be designed to maintain the architectural integrity of the other buildings in the area. The building will occupy 25,000 square feet of land area and will contain approximately 50,000 square feet of usable space. The project will entail an investment of over \$2,000,000.

Through intensive efforts it is hoped, and expected, that construction can be started in the Fall of 1959, with occupancy by the Fall of 1960.

Mr. Morency emphasized that the Broadcasting Company's decision to build in this area is subject to adequate assurances by May 15, 1959 that definite progress was being made in the development of the surrounding area.

He stated that, "The Company for some years has planned to locate its broadcasting center toward the western edge of Hartford, and had preliminary architectural plans drawn for that site.

"Now that downtown Hartford is being redeveloped the Company is glad to affirm its faith in the future of the downtown area by this decision to change the location of the new broadcasting center. The decision is a concrete expression of confidence that within a short time the 'front door' of Hartford will have taken on a new and beautiful look."