

New Sears Building in Chicago Planned as the World's Tallest

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Special to The New York Times

CHICAGO, July 27—Sears, Roebuck and Company, the world's largest retailer, announced today that its new central headquarters in downtown Chicago would be the world's tallest building and the largest private building in the world.

Gordon M. Metcalf, chairman and chief executive officer of the company, said at a news conference that the 110-story Sears Tower would be 1,450 feet tall, surpassing the twin towers of New York's World Trade Center by 100 feet and the Empire State Building by 200 feet.

The gross floor space, he said, will total 4,400,000 square feet, equal to 101 acres, with actual commercial and office space of 3,700,000 square feet. Only the Pentagon, which houses the Defense Department near Washington and has about 6,500,000 square feet, will be larger.

Mr. Metcalf said that the building's cost, not yet determined, would exceed \$100-million. The building is to be financed through Sears' earnings. Excavation at the site has already started. Originally, Sears officials talked of providing 3 million square feet, then, last December, of 4 million square feet. The enlargement of the project became known as details were announced today.

Near Transit Lines

Mr. Metcalf said completion of the building was scheduled for 1974.

Sears initially plans to occupy 2 million square feet of the building, leasing 1.7 million square feet to office and com-

mercial tenants. It will take over more of the building as its requirements increase.

The site of the building, on the west side of the downtown business district near major commuter railroad stations and other transit lines, includes 129,000 square feet, about the equivalent of a normal downtown city block.

This site is bounded by Wacker Drive, Jackson Boulevard and Adams and Franklin Streets. One block of Quincy Street, which bisected the site, was purchased from the city last December for \$2,767,500 and this portion was vacated to permit the construction of a single building instead of two.

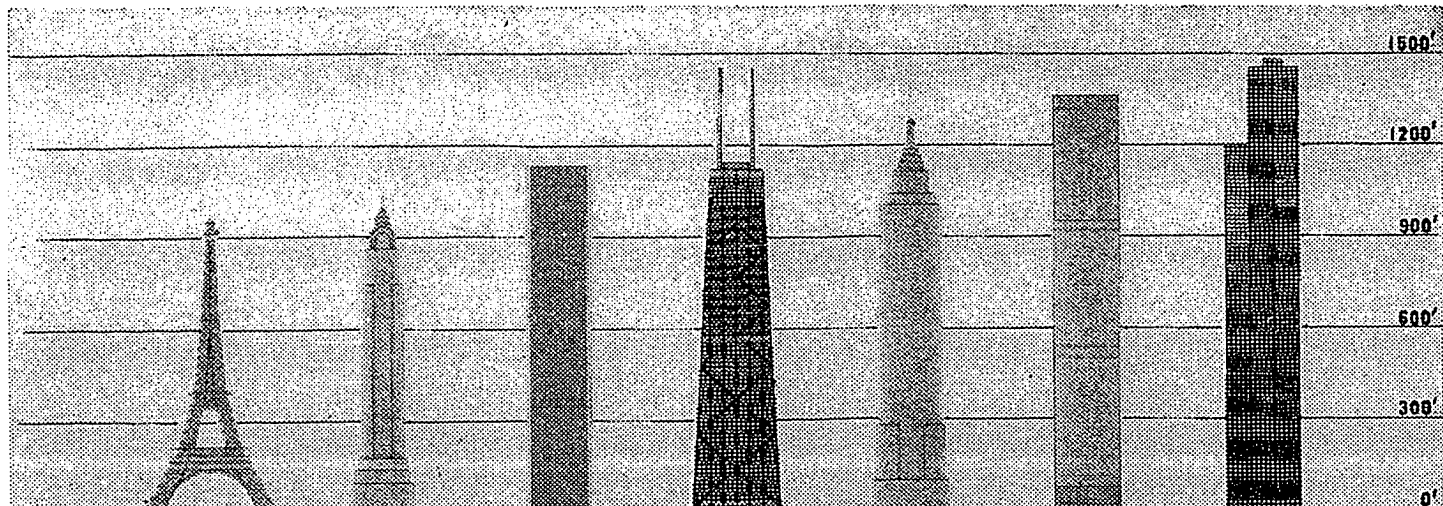
From a base 225 feet square, the building will rise with a series of setbacks and will have a 20-story rectangular top. A curtain wall of black duranodic aluminum will give the building a "black-sheath effect," Mr. Metcalf said. The windows will be bronze tinted.

16,500 in Building

There will be 102 high-speed elevators, including 14 double-deck units, and 16 escalators serving the lower levels and "sky lobbies" at the 33d and 34th floor levels and at the 66th and 67th floor levels.

The building was designed by the Chicago architectural firm of Skidmore, Owings & Merrill. The general contractor will be Diesel Construction; a division of Carl A. Morse, Inc.

Initially, about 16,500 persons, including 7,000 Sears em-



TALLEST BUILDING PLANNED: Comparison chart shows Sears, Roebuck and Company structure at the far right

ployes, are expected to work in the building.

The company's main offices are now in a Sears complex of 17 buildings in a slum area on the city's West Side, with headquarters personnel scattered in several buildings in Chicago and its suburbs.

This complex, which is much less accessible than the downtown site, is to be retained principally for centralizing catalogue order processing and a retail store.

Last year, Sears had net sales of nearly \$8.9-billion and a net income of \$441-million. It has more than 355,000 employees, including 31,200 in the Chicago area, and 826 retail stores, 11 catalogue order plants and more than 2,100 sales offices and independent catalogue merchants. There are subsidiaries and affiliates in 13 foreign countries.