

The current proposal is:

Preservation Department – Item 10, LPC-23-02152

**4140 Broadway – United Palace (formerly Loew's 175th Street  
Theater) – Individual Landmark  
Borough of Manhattan**

**To Testify Please Join Zoom**

**Webinar ID:** 812 0315 3321

**Passcode:** 158512

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# ILLUMINATED

## ATTRACTION BOXES PROPOSAL

4140 Broadway at W 175th Street in Manhattan

**DOCKET#: LPC-23-0215**

**OCTOBER 2022**

Contact:

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Executive Producer

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**UP** United Palace



# Project Background

The United Palace is a 92-year-old former deluxe movie theatre and vaudeville house, which has been owned by the United Palace of Spiritual Arts since 1969. The building is used as a spiritual center; theatre for live events and movies; community space; and filming location.

The United Palace proposes installing illuminated digital and static signage in six (6) attraction boxes on Broadway and 175th Street (the Plaza).

We are requesting project approval from Community Board 12 before requesting a hearing from the Landmarks Preservation Commission.

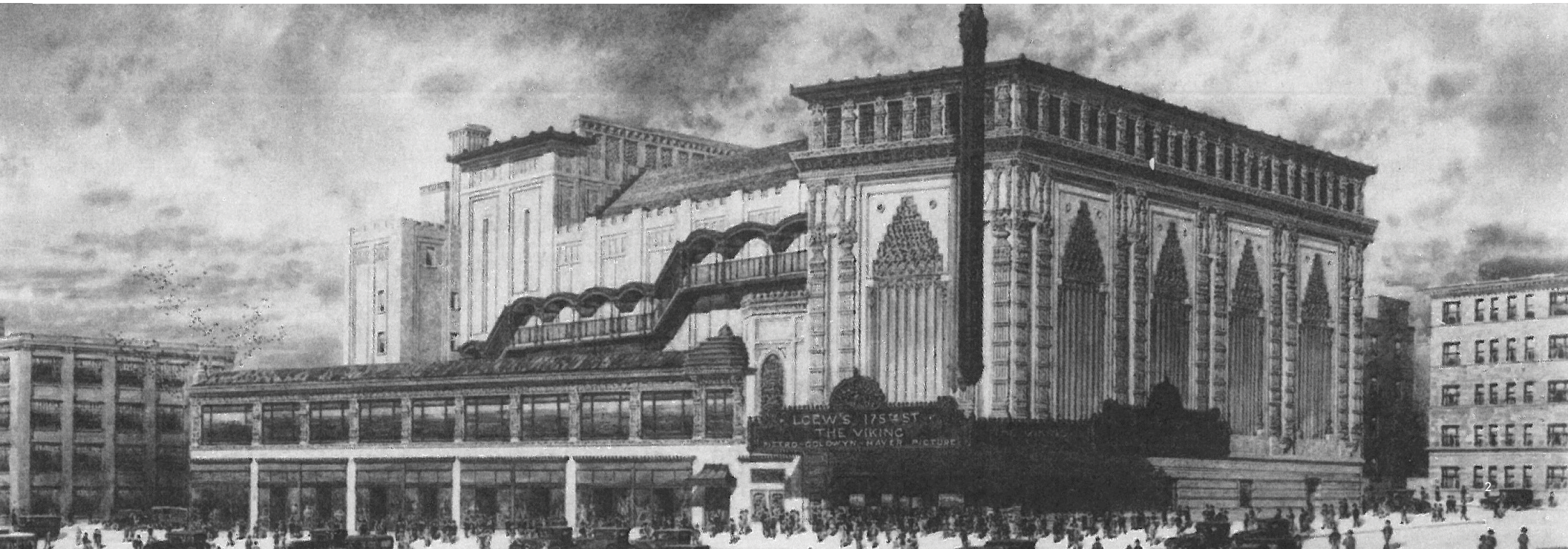
## The new illuminated signage will benefit the United Palace by:

Saving money on printing costs

Providing more flexibility in changing messaging

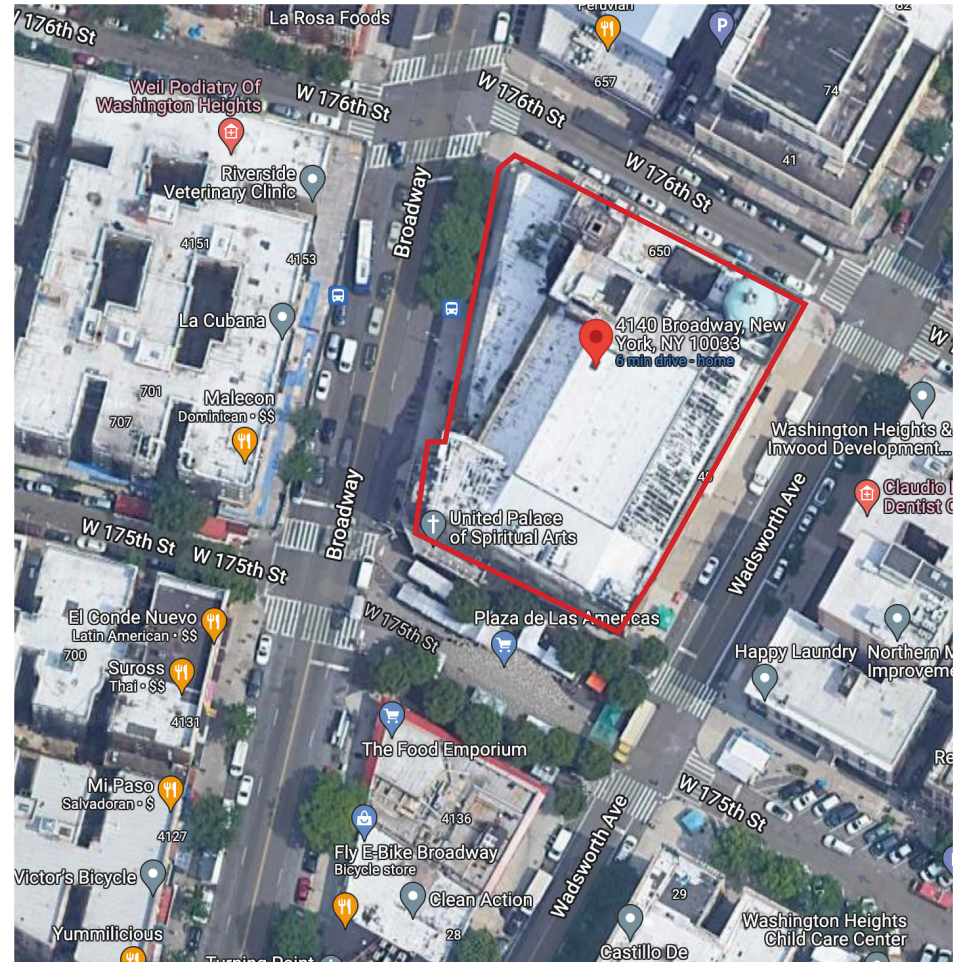
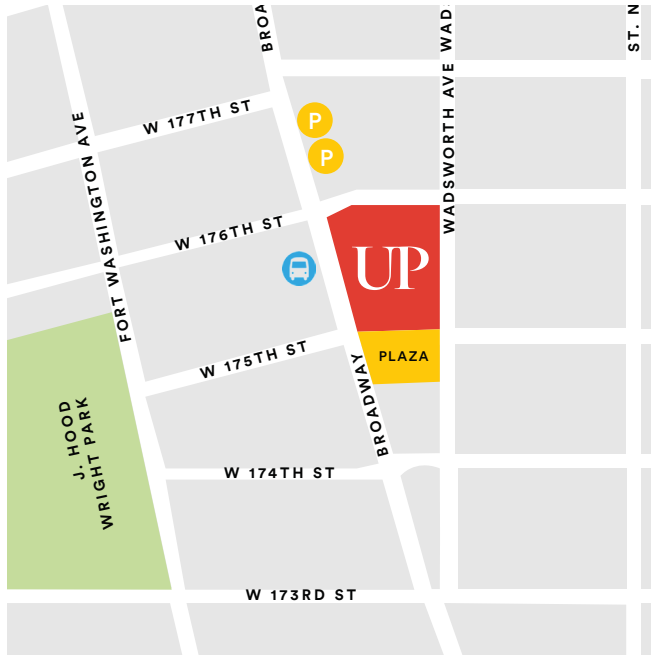
Saving time on creating marketing materials

Creating a more attractive presentation



# Project Location

The United Palace takes up an entire city block in the Washington Heights neighborhood of Manhattan.



# Precedent - Theatres

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This project was inspired by the attraction boxes at Radio City Music Hall, which have been converted to digital displays using monitors. It is one of several landmarked theatres that have been modernized with digital screens.



**RADIO CITY MUSIC HALL**  
1260 6TH AVE, NEW YORK, NY



**APOLLO THEATRE**  
253 W 125TH ST, NEW YORK, NY



**ST. JAMES THEATRE**  
246 W 44TH ST, NEW YORK, NY



**MUSIC BOX THEATRE**  
239 W 45TH ST, NEW YORK, NY

# Precedent - Spiritual Organizations

Since 1969 the United Palace has also served a spiritual purpose. There are numerous examples of landmarked churches and synagogues with digital signage.



**MARBLE COLLEGIATE CHURCH**  
1 W 29TH ST, NEW YORK, NY



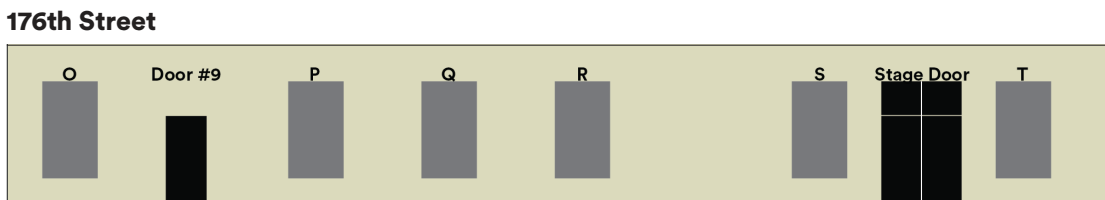
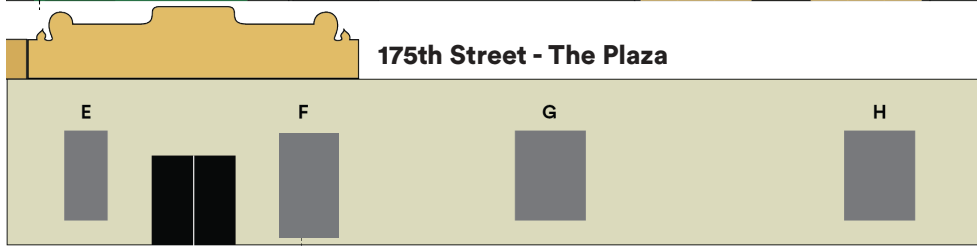
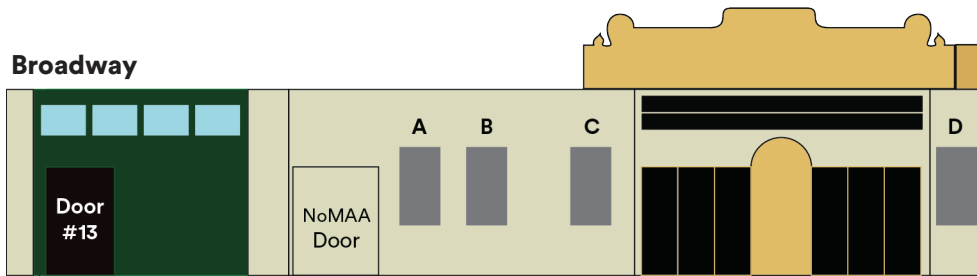
**PARK EAST SYNAGOGUE**  
163 E 67TH ST, NEW YORK, NY



**ST. IGNATIUS LOYOLA CHURCH**  
980 PARK AVE, NEW YORK, NY



**CENTRAL SYNAGOGUE**  
652 LEXINGTON AVE, NEW YORK, NY



## Existing Conditions

In total, the United Palace has 20 attraction box spaces on the building's exterior.



W 175TH ST - THE PLAZA



WADSWORTH AVE

Boxes G - N are open alcoves on the Plaza and Wadsworth Avenue. Since May, these have been used to display the work of local artists, which we continue to do quarterly.



W 176TH ST

Boxes O - T are alcoves on 176th Street, two of which the United Palace covered with plexiglass several years ago.

These are used to display past events at the United Palace.



Our proposal is limited to the

## Six (6) attraction boxes

on Broadway and the Plaza that are closest to the main entrance.

These attraction boxes are covered with Plexi and illuminated on Broadway and 175th Street (the Plaza).

They are used to promote upcoming shows and past events at the United Palace.

The new screens will be installed inside the existing boxes, although we will install new Plexi on them. The outer frames of the boxes will retain their gold design.

**No masonry is expected to be altered.**



These six (6) attraction boxes are in serious need of repair. The project will include reframing the box interiors, painting them black (consistent with our approved black paint for the exterior), and cleaning up the electrical runs.

We currently have power running from inside the building to illuminate these six (6) attraction boxes. We will tap into the existing power for the screens and use the same conduit to run the signal for the digital cable to produce the images on the monitors.



## Project Details

# Digital Attraction Boxes

We propose installing LED monitors in the two largest boxes on Broadway and the two boxes on the Plaza closest to Broadway.

Broadway boxes A&B are both 35"x71.5" and will fit

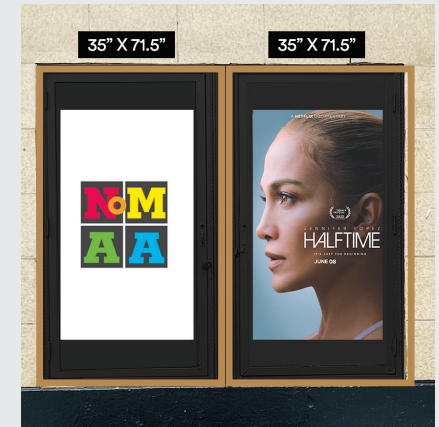
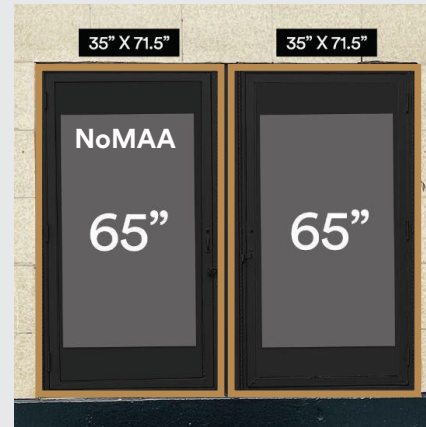
**65" monitors**

Plaza boxes E&F are both 42"x84" and will fit

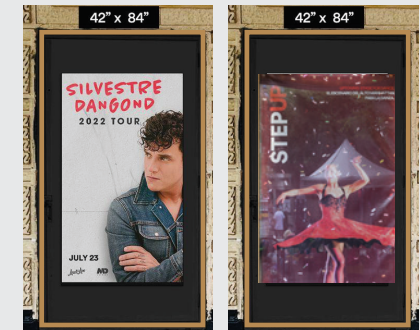
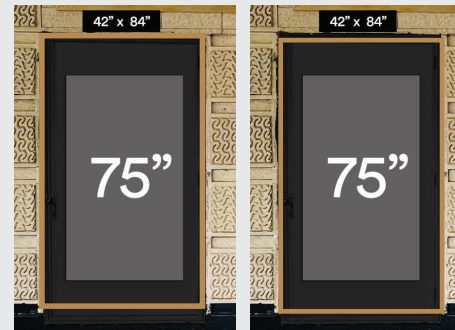
**75" monitors**

The northernmost box on Broadway will be dedicated to information about the nonprofit Northern Manhattan Arts Alliance (NoMAA), which rents the 2nd floor of the United Palace's annex.

The other three boxes will display a rotating selection of upcoming or past events, changing every 20 seconds. They may also be used to highlight a single image of importance, for instance the name of the school during graduation ceremonies.



BROADWAY BOXES A&B



W 175TH ST - THE PLAZA BOXES E&F

## Project Details

# Static Attraction Boxes

Boxes C&D on Broadway flank the theatre's entrance and are both 25"x62", the narrowest ones we have. They won't easily accommodate monitors.

For these spaces, we propose installing custom-built light boxes the full size of the window. These boxes will display static images with information about the United Palace: history, programming, and contact information. One display box will be in English, the other in Spanish. The information is not expected to change very often.



BROADWAY - BOX C



BROADWAY - BOX D

## An example of the content

The United Palace opened in 1930 as the last of the 5 Wonder Theatres in New York City and New Jersey.

It was designed as a deluxe movie theatre and vaudeville house by noted architect Thomas Lamb and boasting interior design by Harold Rambusch described as: "Byzantine-Romanesque-Indo-Hindu-Sino-Moorish-Persian-Eclectic-Rococo-Deco".

When the movie industry, and theatre, were in decline in 1969 the building was purchased – and likely saved – by a church led by the African American televangelist known as Rev. Ike.

Today our mission is to serve the community – and beyond – with artistic and spiritual programming and events in the 3,400-seat theatre and spectacularly decorative Grand Foyer.

To learn more about the United Palace's past, present, and future, to get tickets to a show or one of our regularly scheduled historical tours, or to book an event visit [www.unitedpalace.org](http://www.unitedpalace.org)

(QR Code)

Project Details  
**Technology**

2x65”



2x75”



After much research, we have decided to purchase four ( 4) Samsung QMR-A, 4K UHD commercial LED monitors. They are professional grade and will hold up in all weather conditions. The monitors are dimmable and have an intensity adjustment.

Two monitors are 65” and cost \$1,699 each

Two monitors are 75” and cost \$3,474 each

2x61.5”



We will also purchase two (2) Thin Profile Lightbox Standard that are 24.5”x 61.5”. They are dimmable and made by the company DSA Signage.

Each one is \$996.32

The film that covers the lightbox is called Duratran.

It will cost \$138.33 to print film for each box.



65" DIGITAL  
ATTRACTION BOXES

25X62" STATIC  
ATTRACTION BOXES

25X62" STATIC  
ATTRACTION BOXES

75" DIGITAL  
ATTRACTION BOXES

75" DIGITAL  
ATTRACTION BOXES

## Project Details Estimate

Besides the tech, we will also need to purchase:

- Attraction box window locks
- New Plexi for the windows
- Plywood for the backing board
- Weather proofing strips to seal the windows
- Cable, etc. for running power and video cable to each box.

Most of the labor will be provided by our in-house maintenance and tech staff, including a licensed electrician.

The total cost of the project is estimated at **\$12,000.**

We are seeking funding sources to cover this cost.

**Thank You  
For Your Consideration**

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