

September 15, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 8, LPC-26-12782

**123 West 44th Street – Hotel Gerard – Individual Landmark
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 165 187 7336

Passcode: 066380

By Phone: 646-828-7666 US (New York)

833 435 1820 US Toll-free

833 568 8864 US Toll-free

Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

AKA TIMES SQUARE LOBBY EXPANSION ALTERATIONS

123 WEST 44TH STREET, NEW YORK, NY 10036 | BOROUGH OF MANHATTAN | CITY OF NEW YORK

BLOCK: 997 | LOT: 19 | DOB: BIN 1022629 | LPC: LP-1242 HOTEL GERARD (BUILT 1893-94)

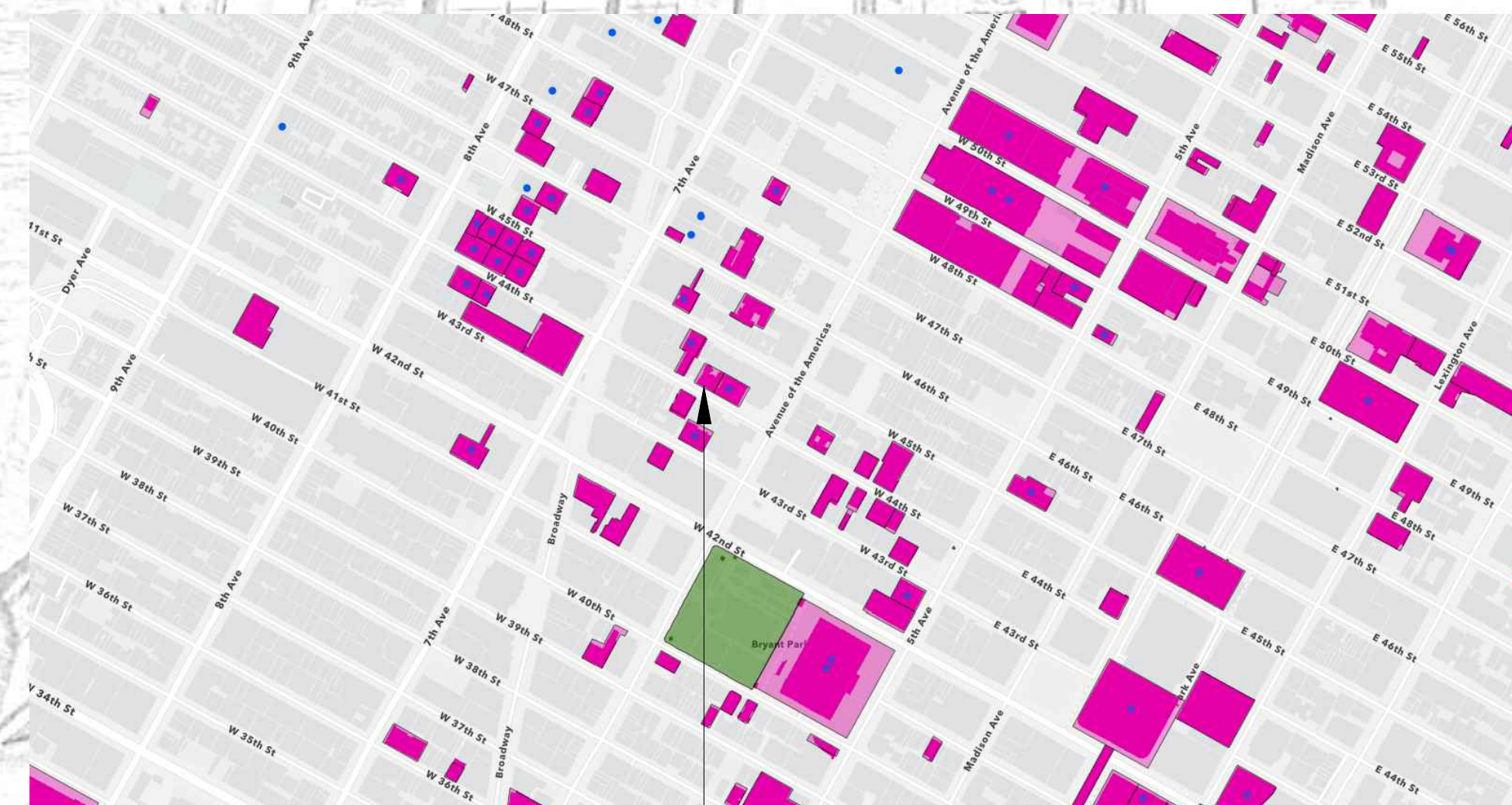
OCCUPANCY GROUP RESIDENTIAL R-1 | ZONING USE GROUP V | TRANSIENT HOTEL W/ 112 GUESTROOM CLASS B DWELLING UNITS

LOCATION MAP



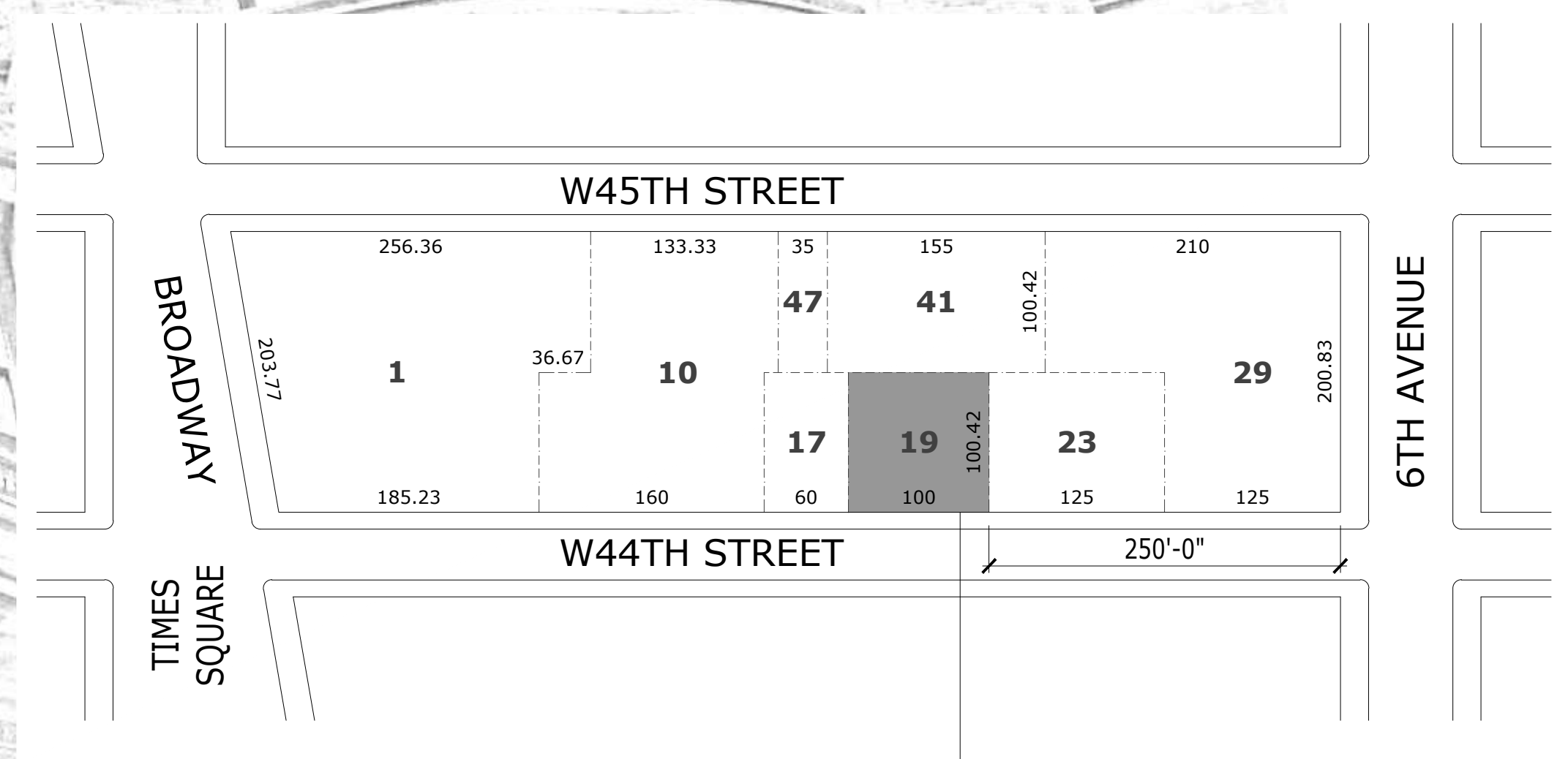
PROJECT SITE

LANDMARKS MAP



PROJECT SITE

PLOT PLAN



PROJECT SITE

aka.TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

PR-001

09.11.2026

COVER SHEET

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1 SOUTH BUILDING ELEVATION - HISTORIC PHOTO
CREDIT: URBAN ARCHIVE | NEW-YORK HISTORICAL SOCIETY
LOOKING NORTH



2 SOUTH BUILDING ELEVATION - HISTORIC PHOTO
CREDIT: URBAN ARCHIVE | MUSEUM OF THE CITY OF NEW YORK
LOOKING NORTHEAST



3 SOUTH BUILDING ELEVATION - HISTORIC PHOTO
CREDIT: URBAN ARCHIVE | MUSEUM OF THE CITY OF NEW YORK
LOOKING NORTHWEST



4 STREETSCAPE PHOTO
2010
LOOKING WEST

"The thirteen-story Gerard has a two-story limestone base that supports eleven stories faced with tawny brown Roman brick. The rusticated base once featured a one-story columned portico that ran across most of the front facade. This was removed in 1917 at which time the stores were probably added."

~ Landmarks Preservation Commission July 27, 1982, Designation List 157 - LP1242

aka. TIMES SQUARE

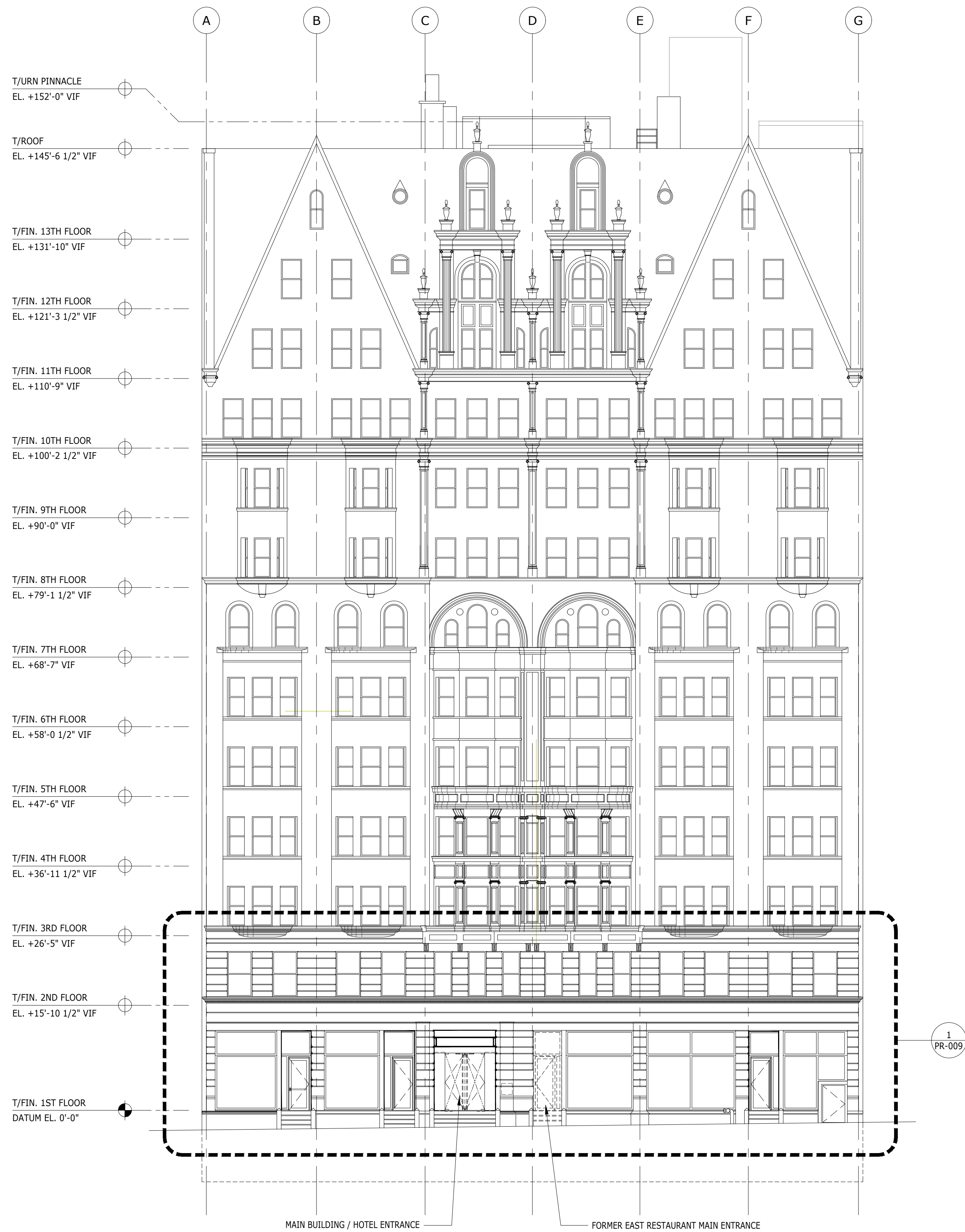
123 WEST 44TH STREET - MANHATTAN

PR-002 09.11.2026

HISTORIC PHOTOS

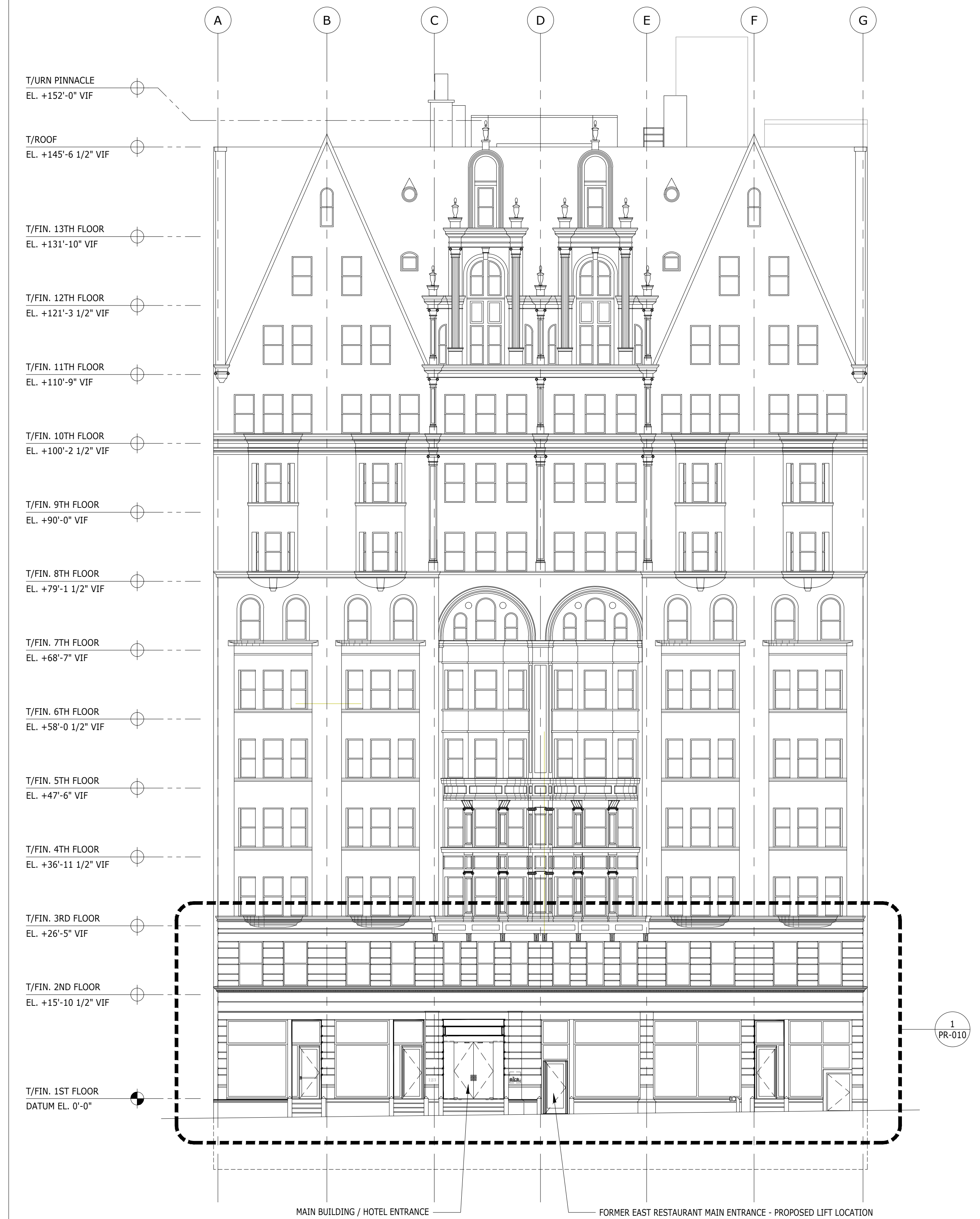
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1
SOUTH BUILDING ELEVATION FACING WEST 44TH STREET - PROPOSED DEMOLITION

3/32" = 1'-0"
0' 2' 4'



2
SOUTH BUILDING ELEVATION FACING WEST 44TH STREET - PROPOSED CONSTRUCTION

3/32" = 1'-0"
0' 2' 4'

aka. TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

PR-003

09.11.2026

SOUTH BUILDING ELEVATION

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1
STREETSCAPE PHOTO
2026
LOOKING NORTHWEST



2
EXISTING MAIN ENTRANCE PHOTO
2026
LOOKING NORTH

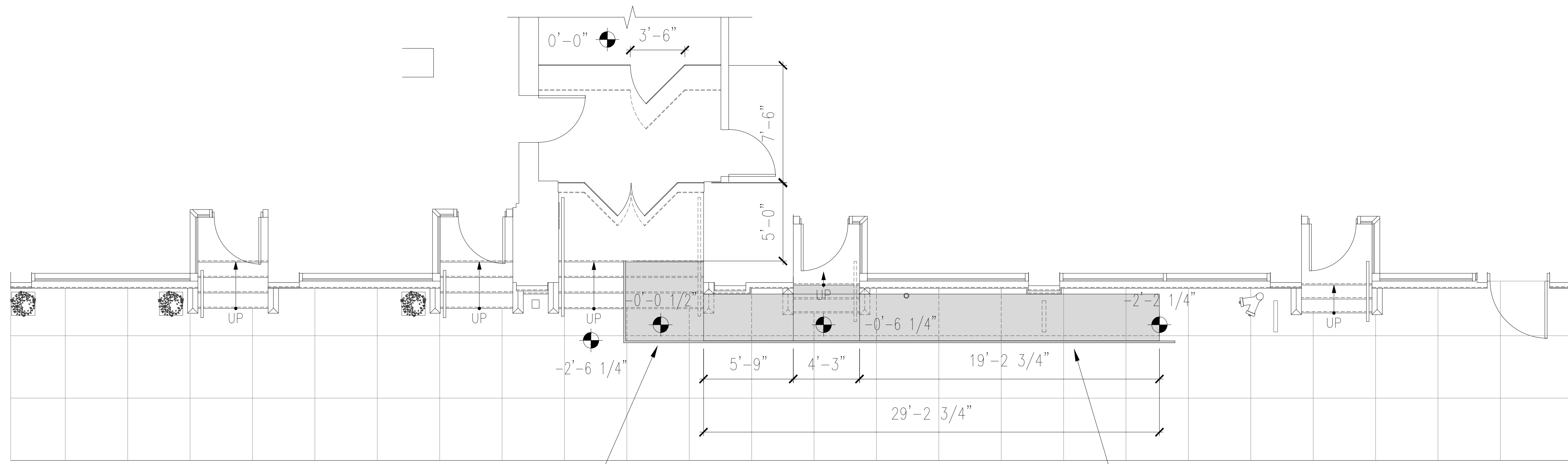
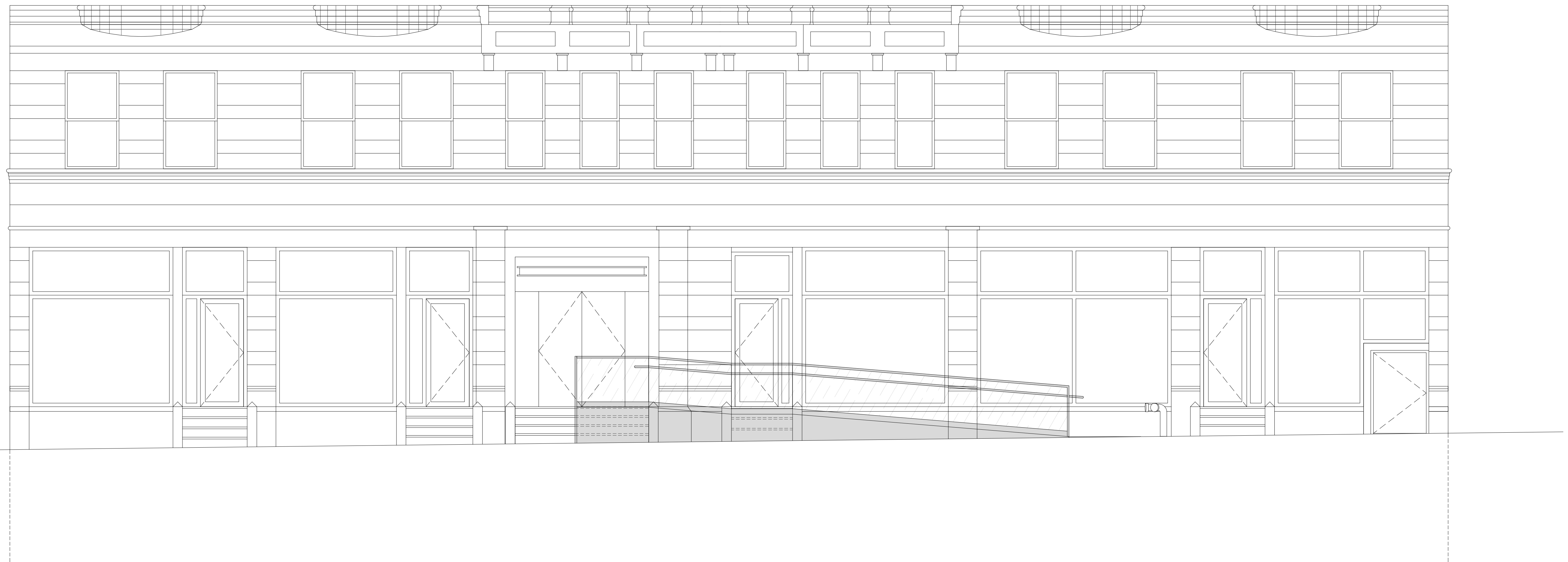


3
EXISTING EAST RESTAURANT ENTRANCE
2026
LOOKING NORTH

T/FIN. 3RD FLOOR
EL. +26'-5" VIF

T/FIN. 2ND FLOOR
EL. +15'-10 1/2" VIF

T/FIN. 1ST FLOOR
DATUM EL. 0'-0"



RAMP LANDING CLUTTERS MAIN HOTEL ENTRANCE LOSING ANY SENSE OF GRANDEUR UPON ARRIVAL

PERMANENT ARCHITECTURAL ELEMENT THAT OBSTRUCTS A BUSY SIDEWALK

aka. TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

PR-005

09.11.2026

EARLY SCHEME 1 RAMP

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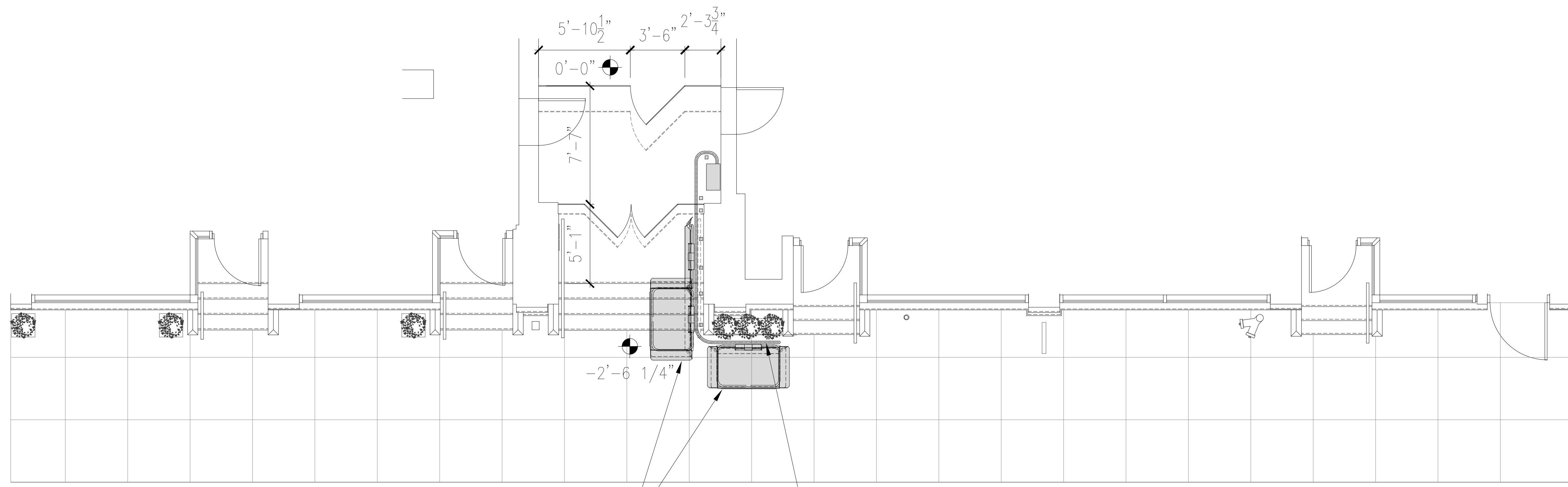
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T/FIN. 3RD FLOOR
EL. +26'-5" VIF

T/FIN. 2ND FLOOR
EL. +15'-10 1/2" VIF

T/FIN. 1ST FLOOR
DATUM EL. 0'-0"



TEMPORARY OBSTRUCTION OF MAIN ENTRANCE STAIR & SIDEWALK WHILE INCLINED STAIR LIFT IS IN OPERATION. LIFT FOLDS UPWARD AT TOP OF STAIR WHEN NOT IN USE.

PERMANENT INCLINED STAIR LIFT GUIDE RAILS & POSTS RUN FROM TOP OF MAIN STAIR DOWN TO SIDEWALK W/ MINOR OBSTRUCTION TO SIDEWALK

aka. TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

PR-006

09.11.2026

EARLY SCHEME 2 INCLINED STAIR LIFT

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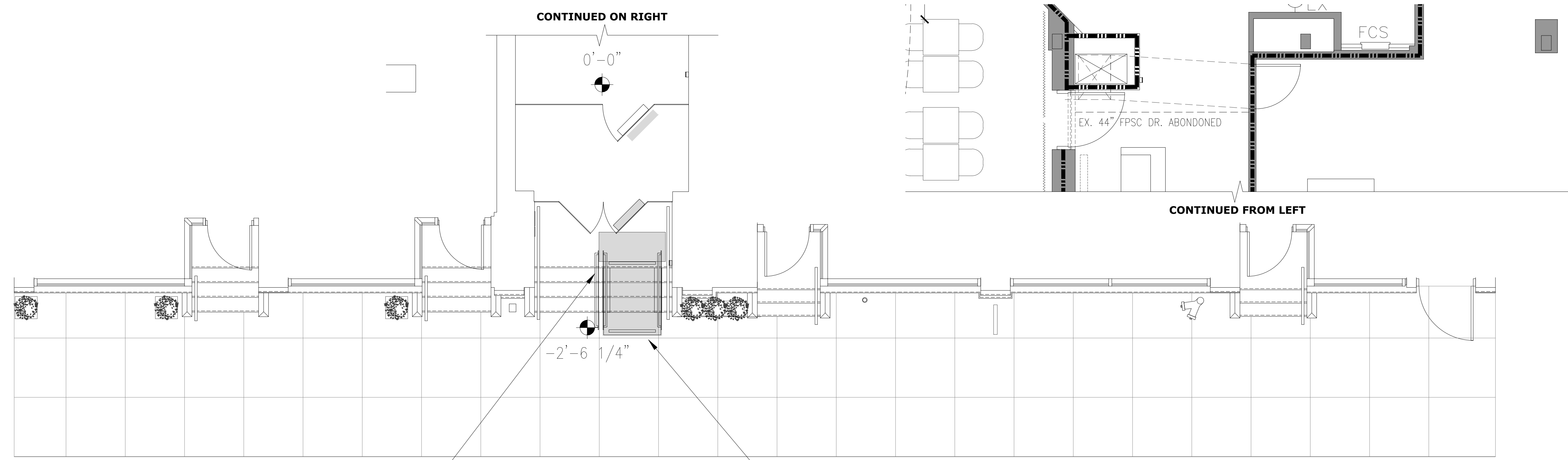
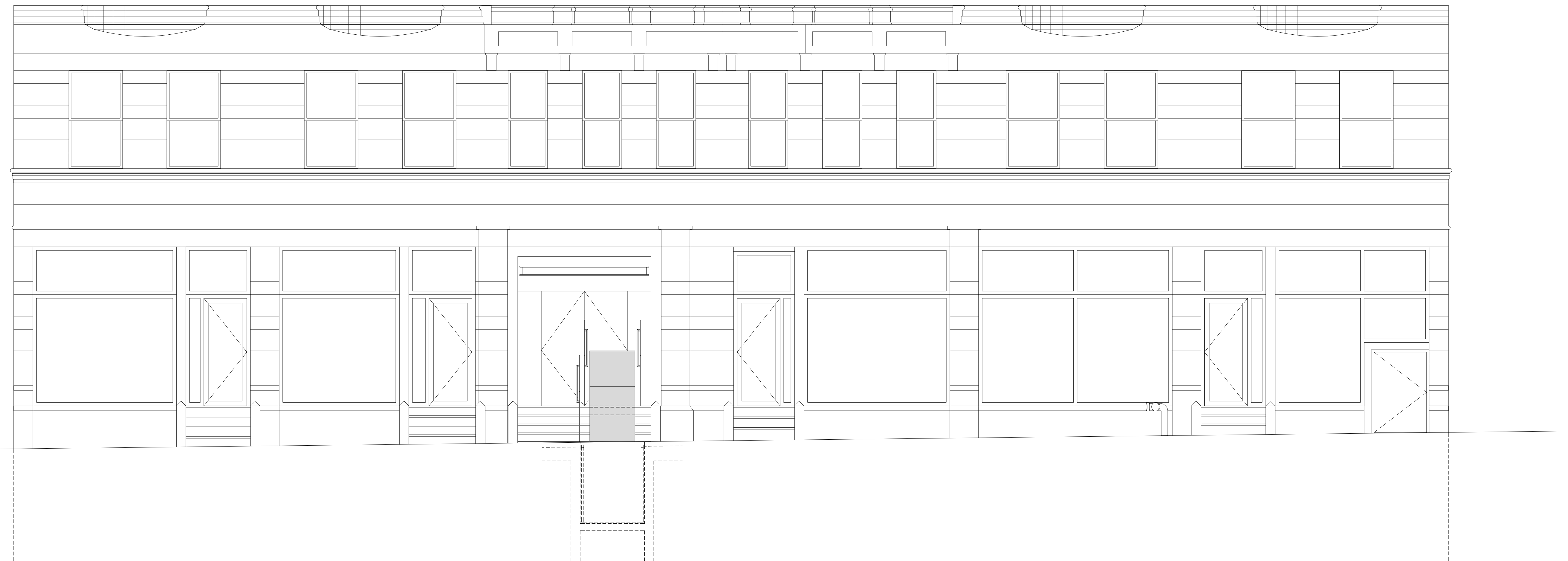
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T/FIN. 3RD FLOOR
EL. +26'-5" VIF

T/FIN. 2ND FLOOR
EL. +15'-10 1/2" VIF

T/FIN. 1ST FLOOR
DATUM EL. 0'-0"



PERMANENT GUARDRAILS WITH HANDRAILS NEEDED FOR FALL PROTECTION
AND STAIR TREADS WOULD HAVE VISIBLE GAPS AT LIFT AREAWAY

TEMPORARY OBSTRUCTION OF MAIN ENTRANCE STAIR WHILE
INVISIBLE VERTICAL PLATFORM LIFT IS IN OPERATION.

aka. TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

PR-007

09.11.2026

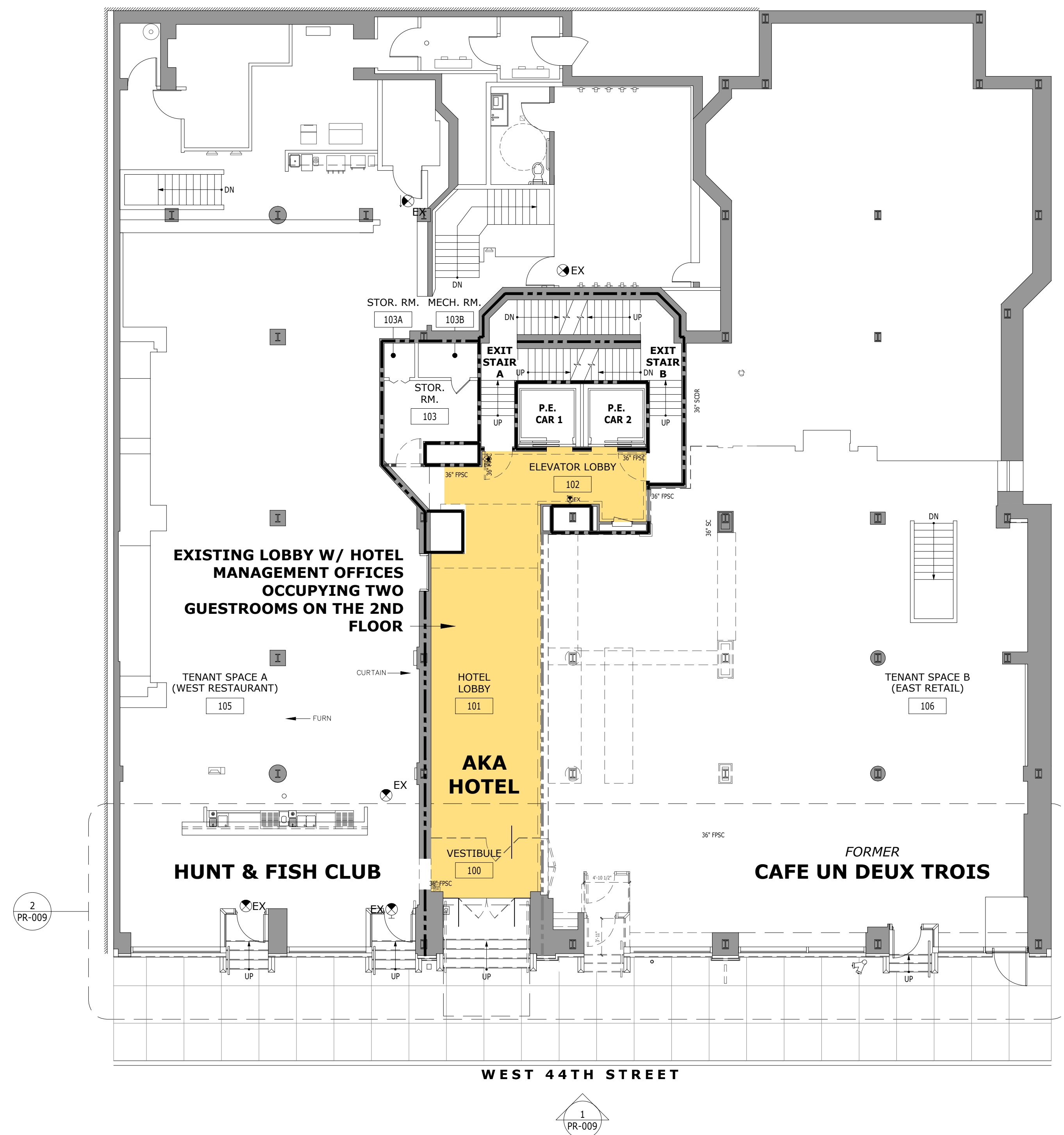
EARLY SCHEME 3 INVISIBLE PLATFORM LIFT

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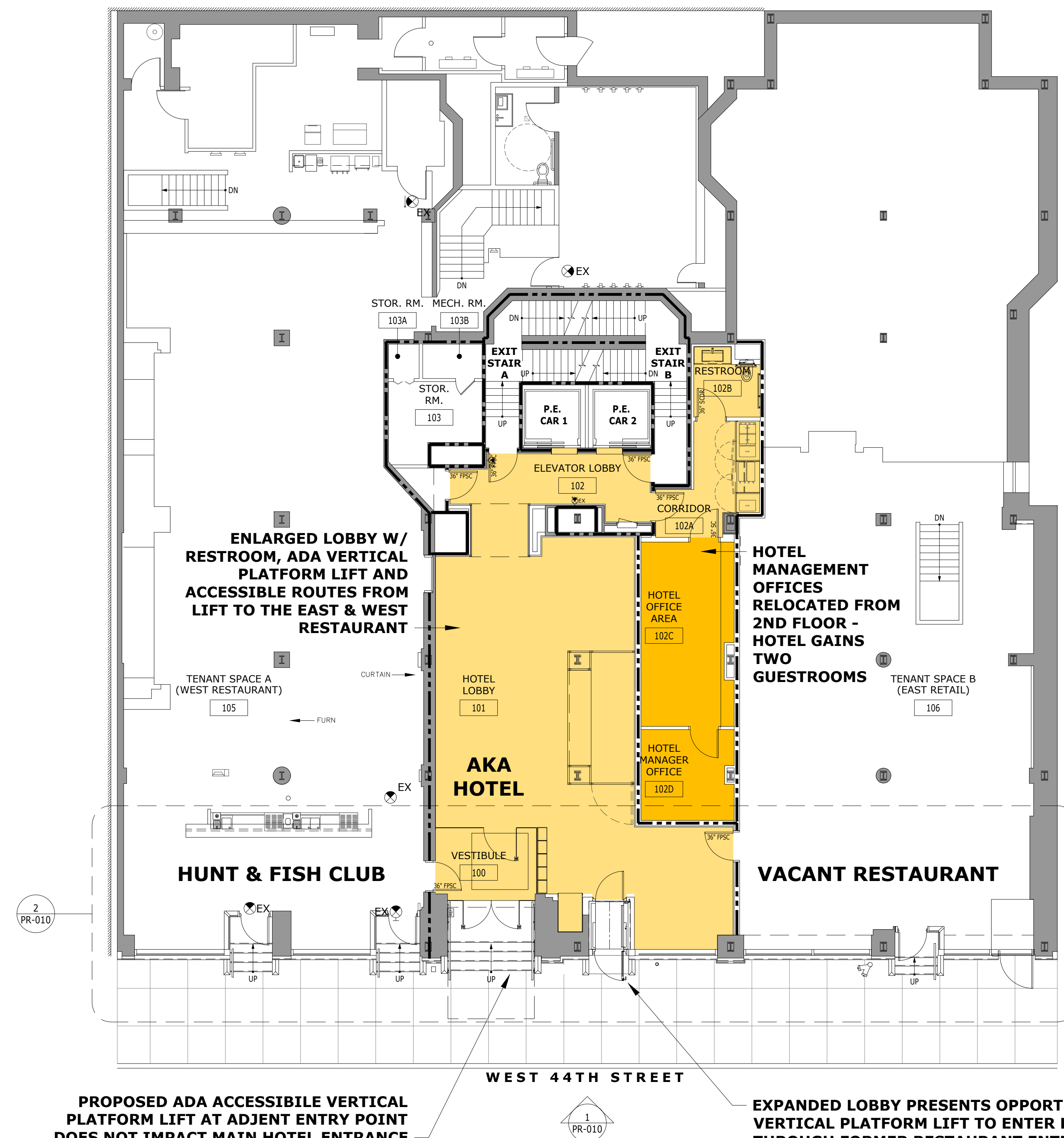
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NORTH PLAN NORTH
1
1ST FLOOR DEMOLITION PLAN

1/8"=1'-0"
0' 2' 4' 6'



PROPOSED ADA ACCESSIBLE VERTICAL PLATFORM LIFT AT ADJENT ENTRY POINT DOES NOT IMPACT MAIN HOTEL ENTRANCE

EXPANDED LOBBY PRESENTS OPPORTUNITY FOR VERTICAL PLATFORM LIFT TO ENTER LOBBY THROUGH FORMER RESTAURANT ENTRANCE W/ NO ADDED SIDEWALK OBSTRUCTIONS

NORTH PLAN NORTH
2
1ST FLOOR PARTITION PLAN

1/8"=1'-0"
0' 2' 4' 6'

aka. TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

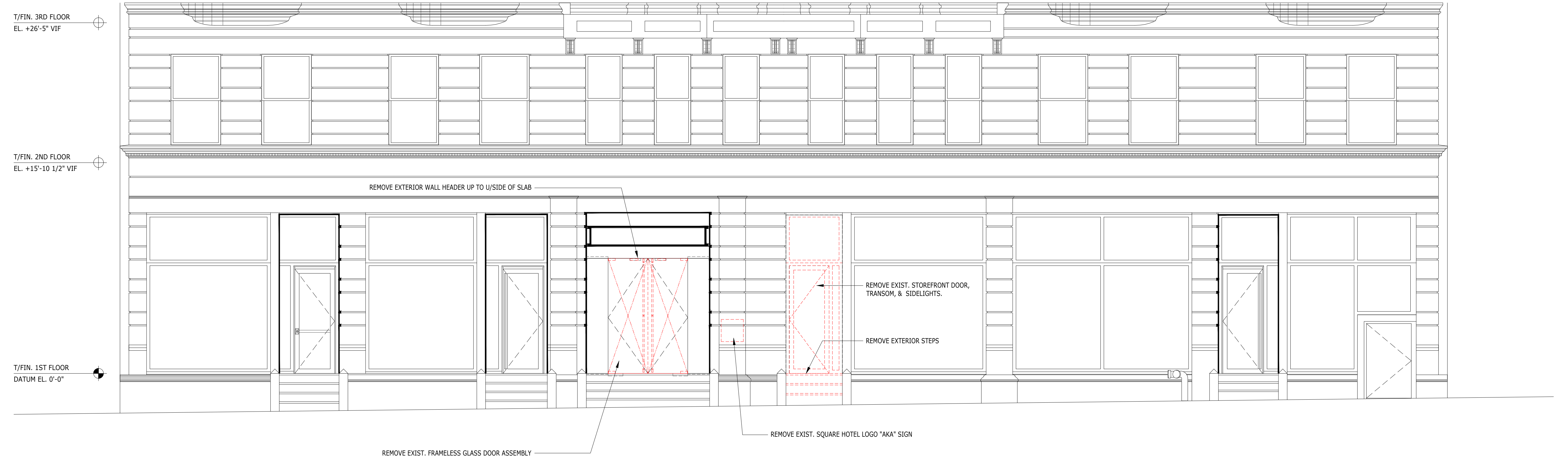
PR - 008

09.11.2026

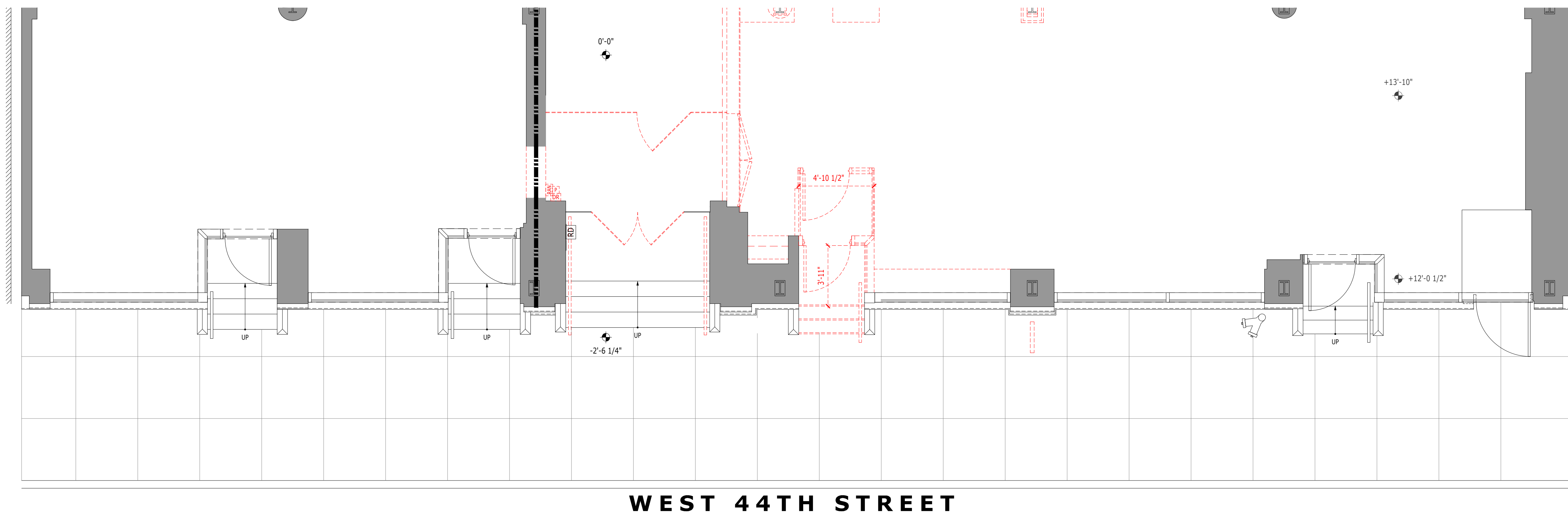
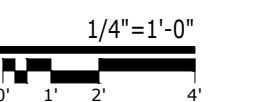
1ST FLOOR BUILDING PLAN DEMOLITION & PROPOSED LOBBY EXPANSION

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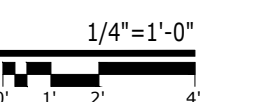
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1
PARTIAL STREET LEVEL ELEVATION



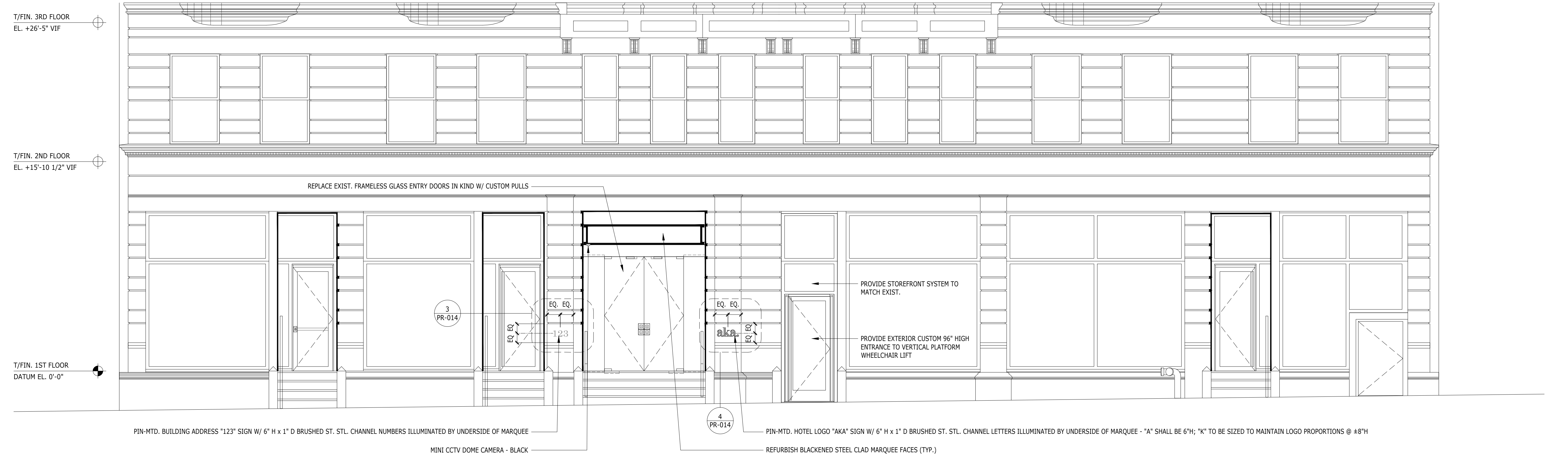
PLAN NORTH
NORTH
2
PARTIAL 1ST FLOOR SIDEWALK / STREET PLAN



aka. TIMES SQUARE
123 WEST 44TH STREET - MANHATTAN
PR-009 09.11.2026

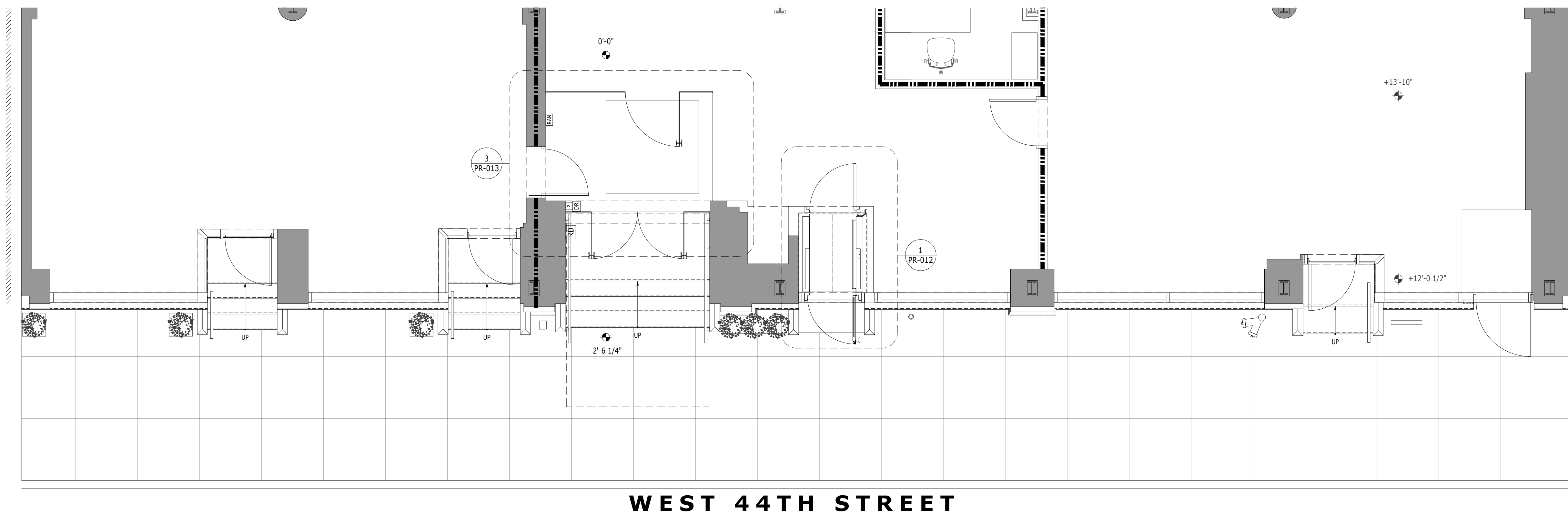
PARTIAL STREET STOREFRONT ELEVATION PROPOSED DEMOLITION

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1
PARTIAL STREET LEVEL ELEVATION

1/4"=1'-0"
0 1 2 4'



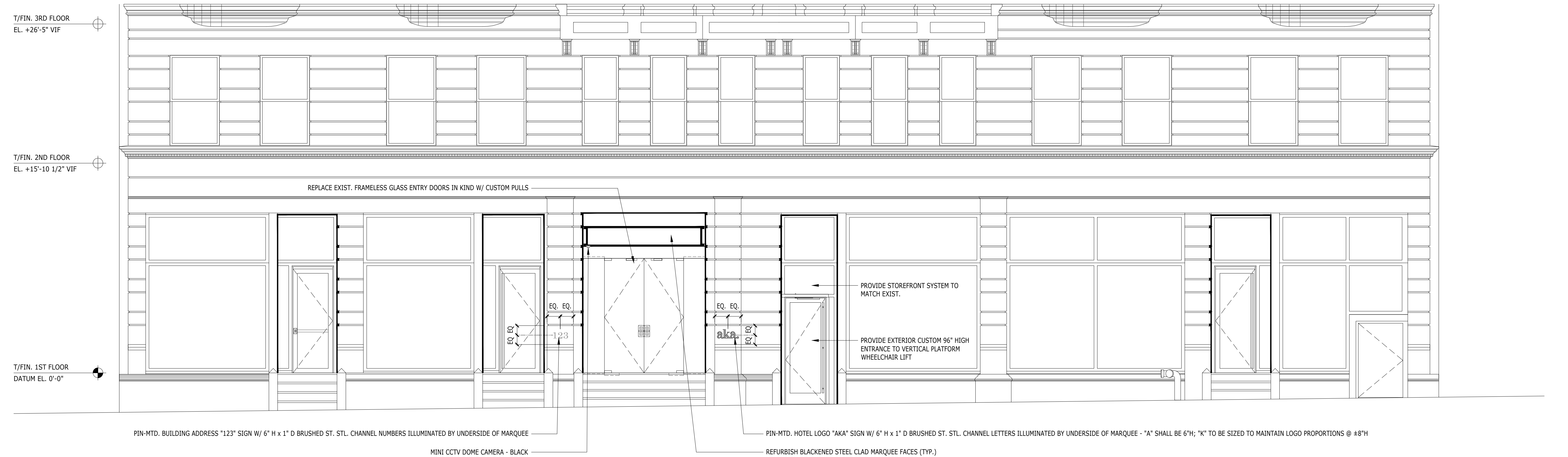
PLAN NORTH
NORTH
2
PARTIAL 1ST FLOOR SIDEWALK / STREET PLAN

1/4"=1'-0"
0 1 2 4'

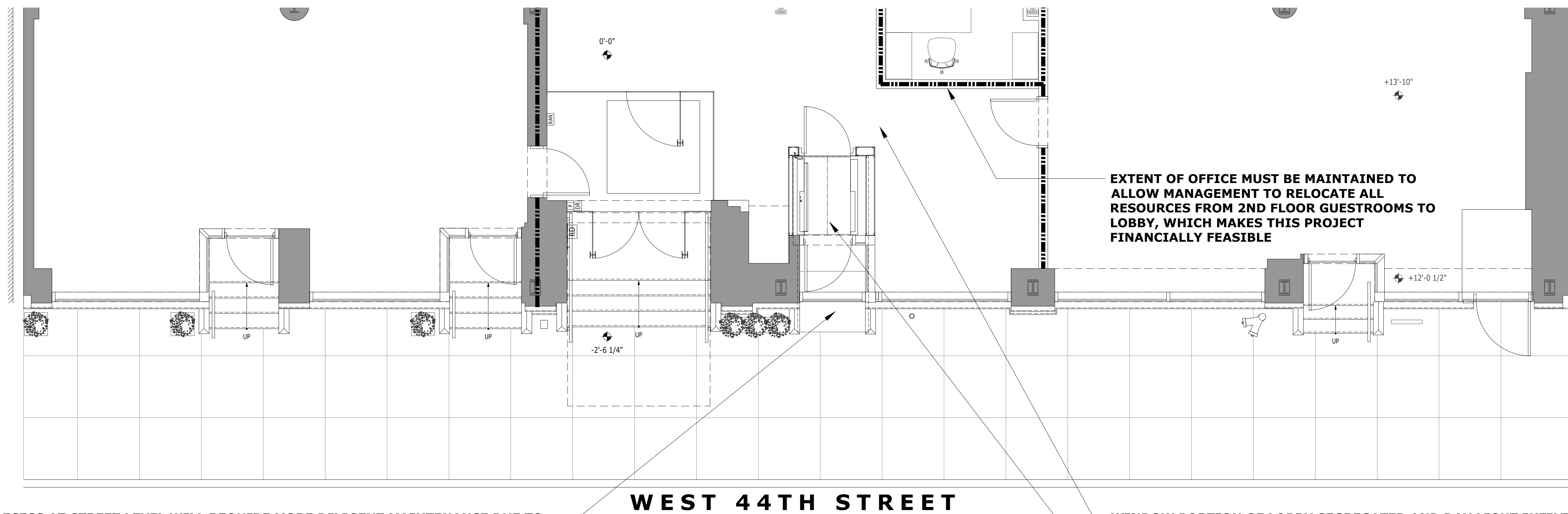
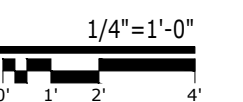
aka. TIMES SQUARE
123 WEST 44TH STREET - MANHATTAN
PR - 010 09.11.2026

PARTIAL STREET STOREFRONT ELEVATION PROPOSED CONSTRUCTION

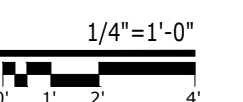
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1
PARTIAL STREET LEVEL ELEVATION



2
PARTIAL 1ST FLOOR SIDEWALK / STREET PLAN

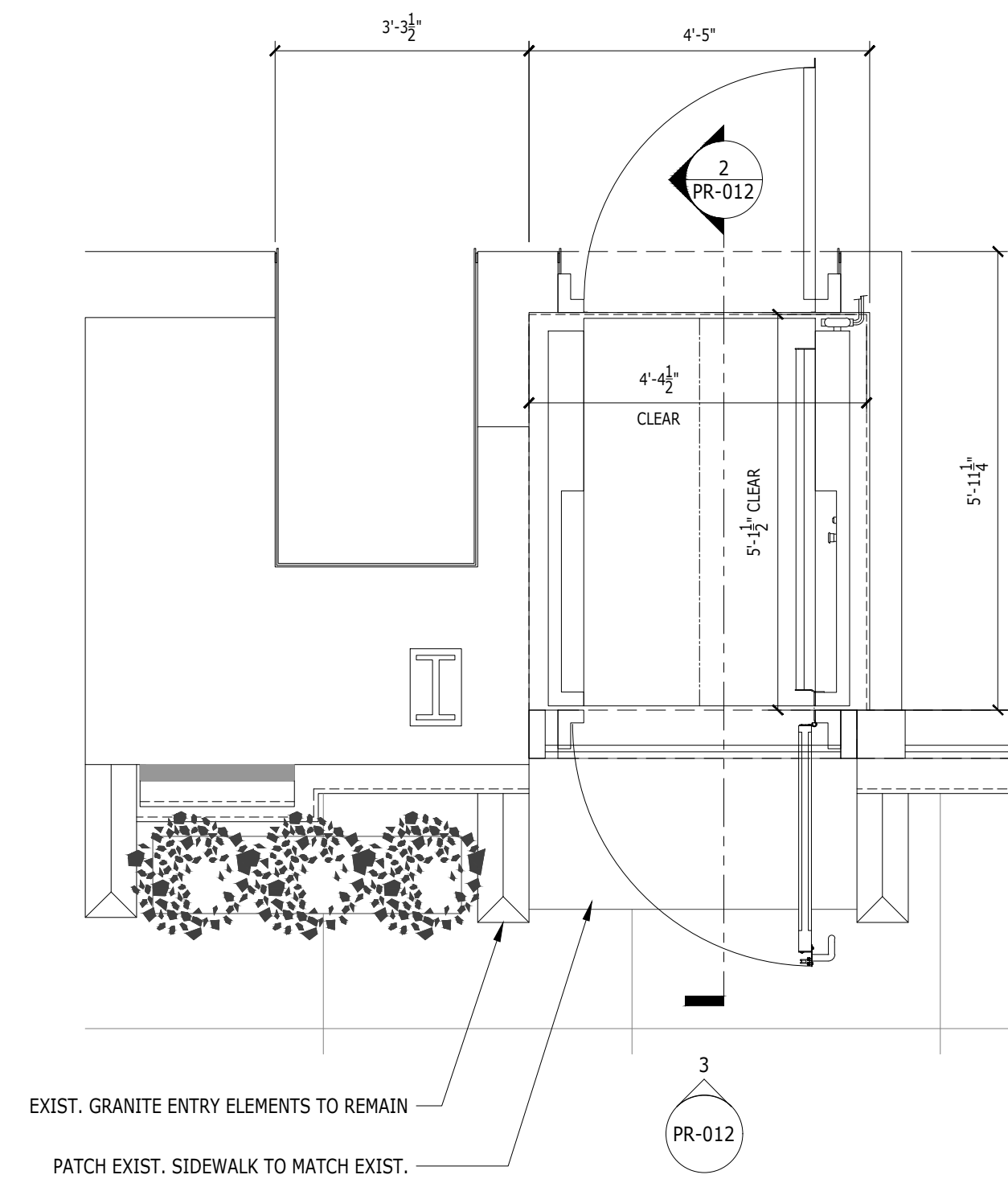




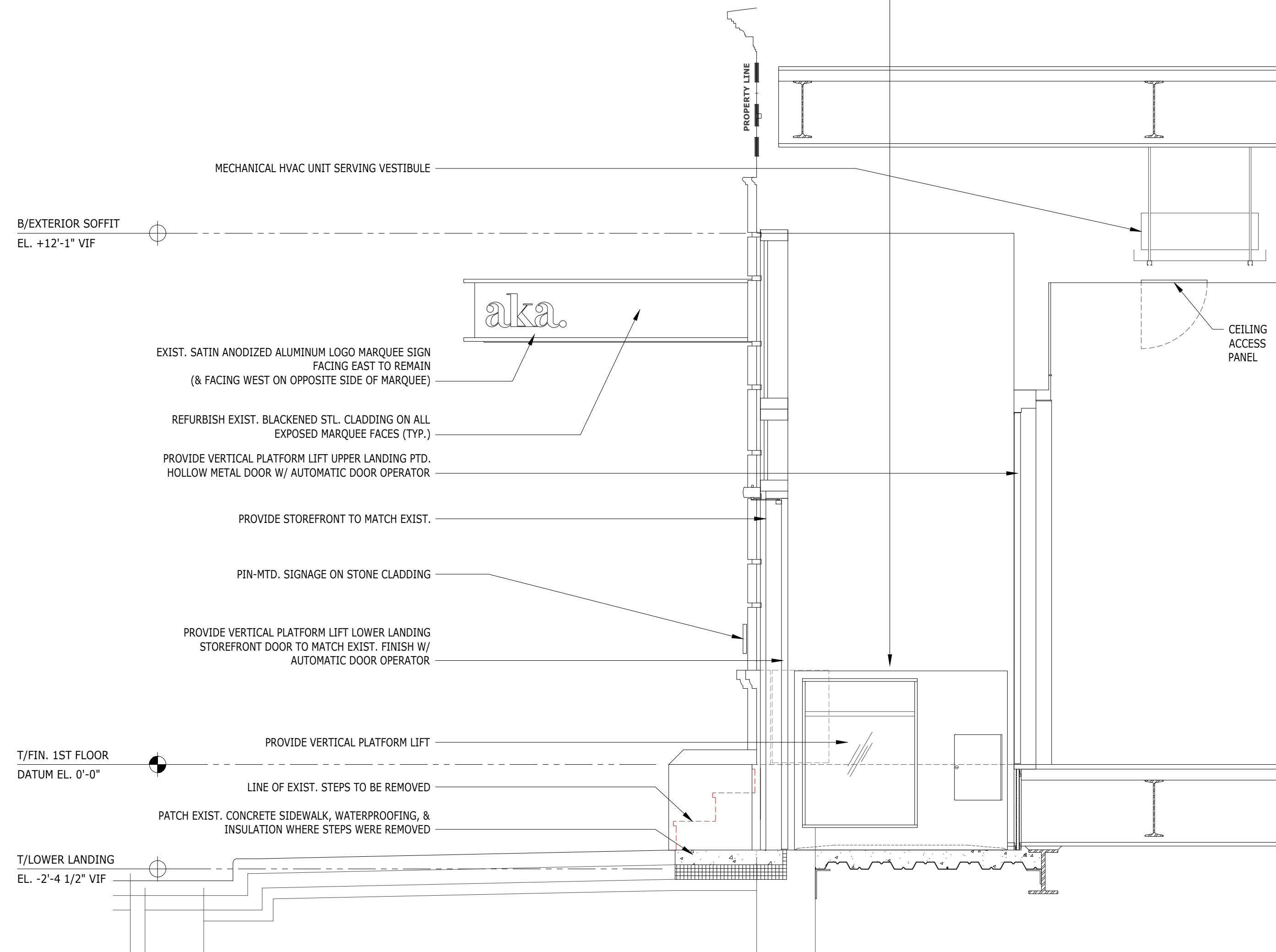
VERTICAL PLATFORM LIFT INTERIOR SAMPLE



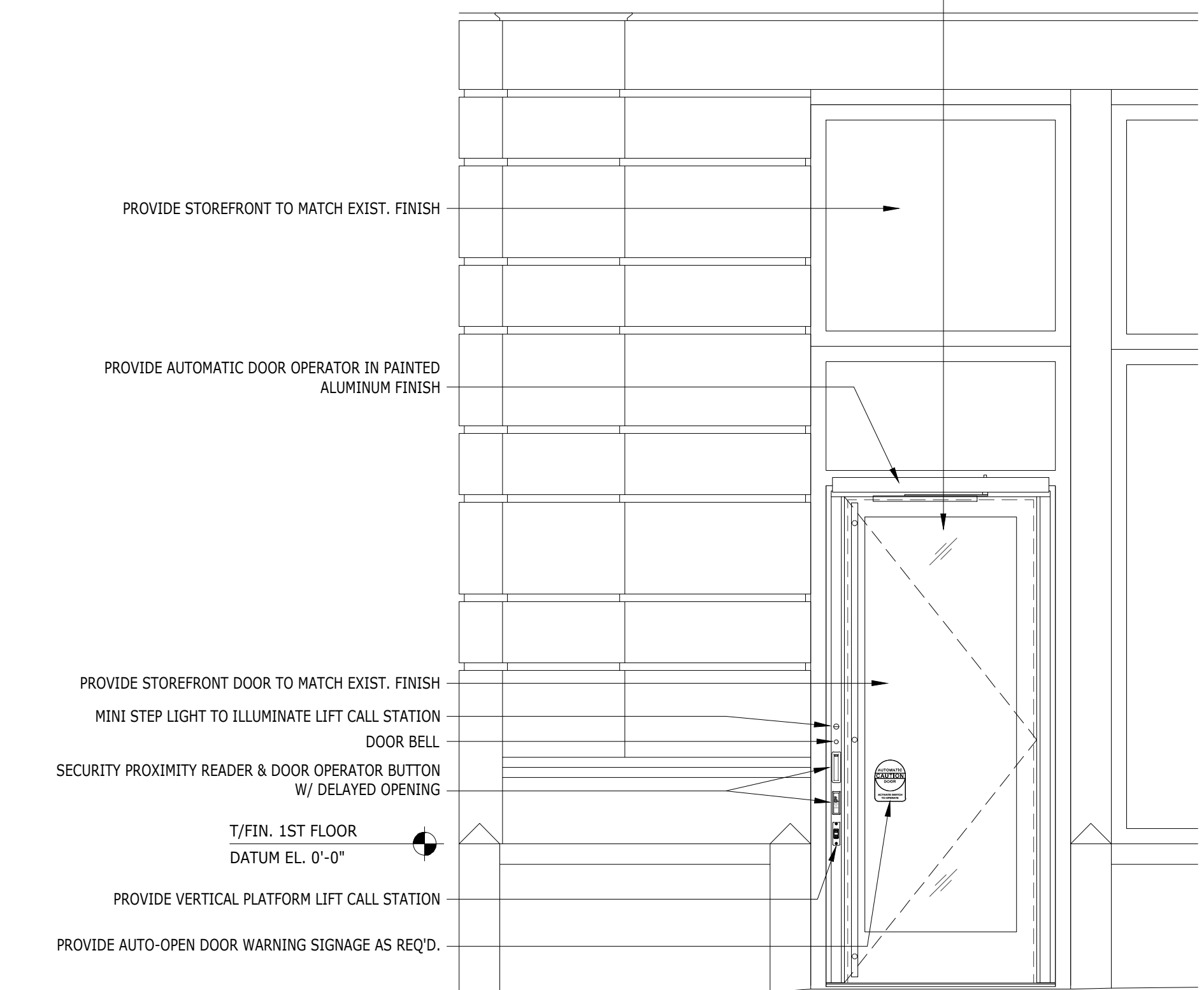
VERTICAL PLATFORM LIFT STOREFRONT DOOR SAMPLE



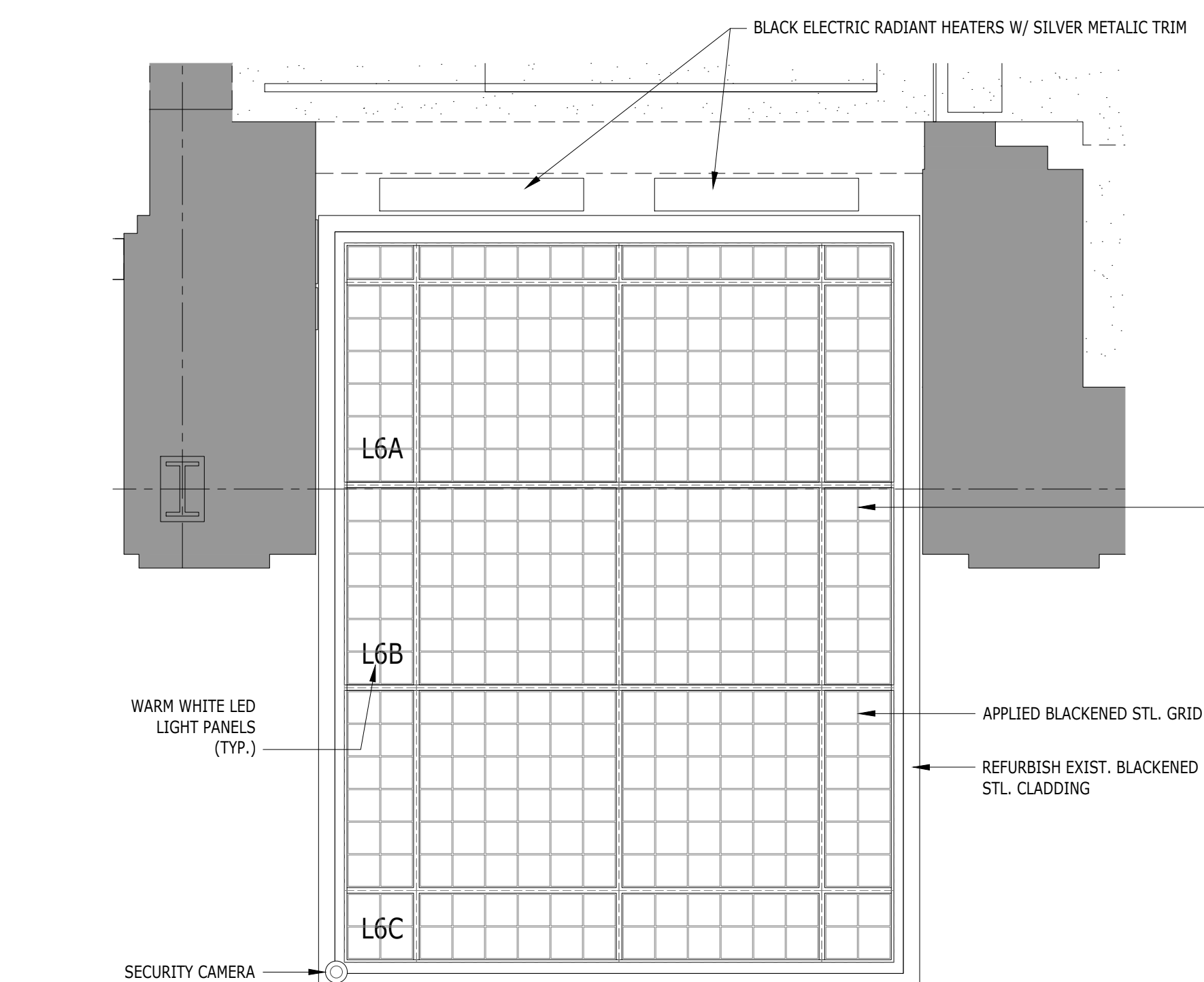
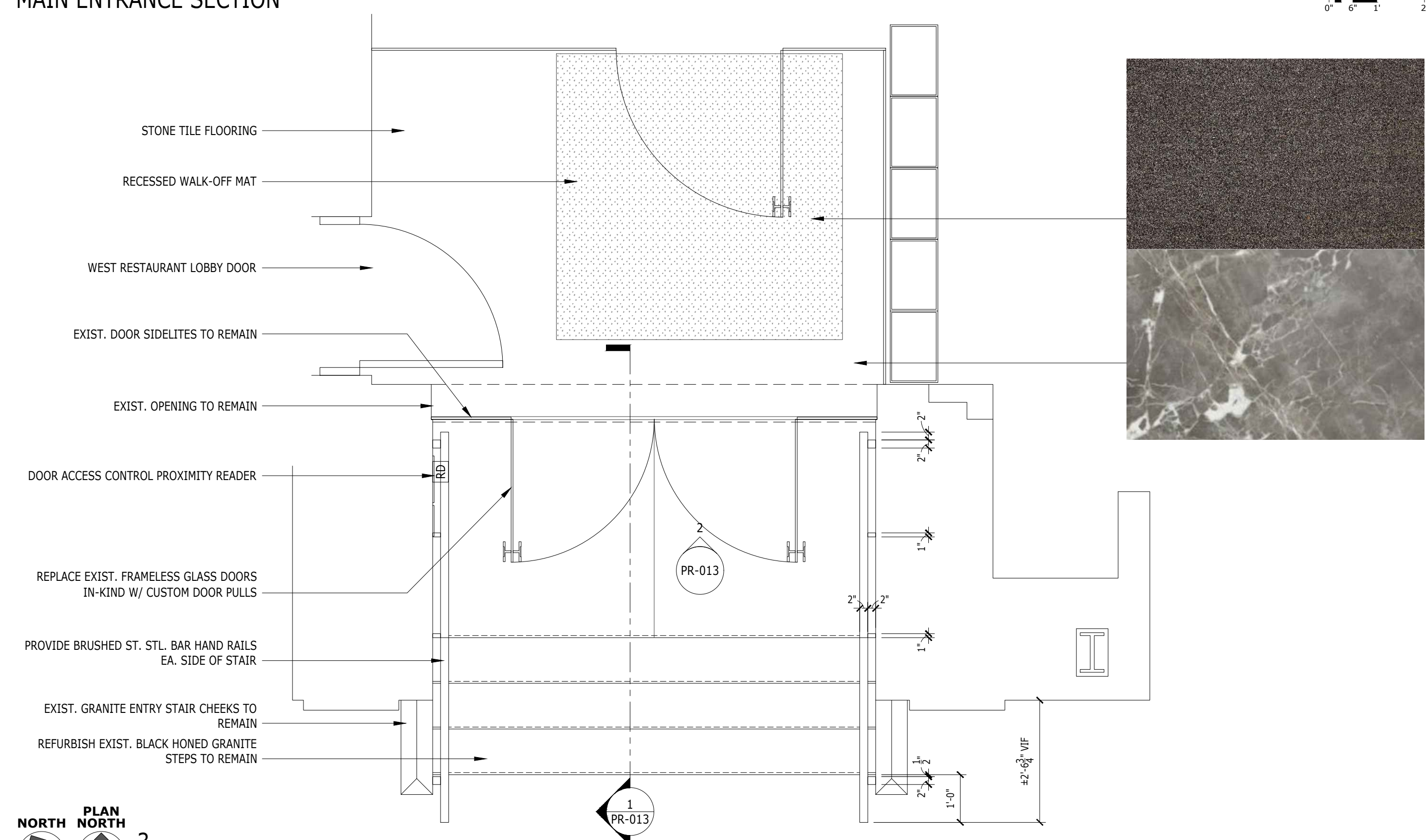
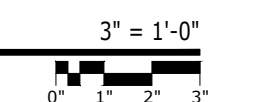
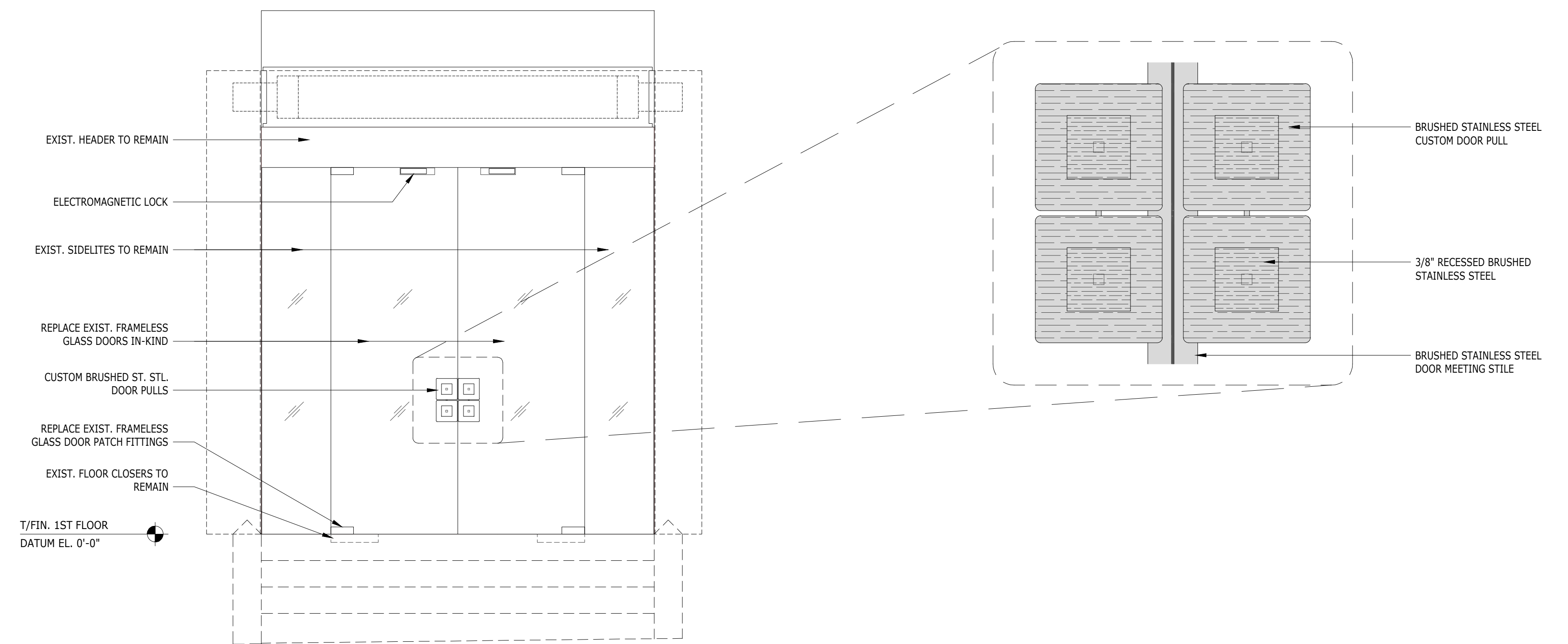
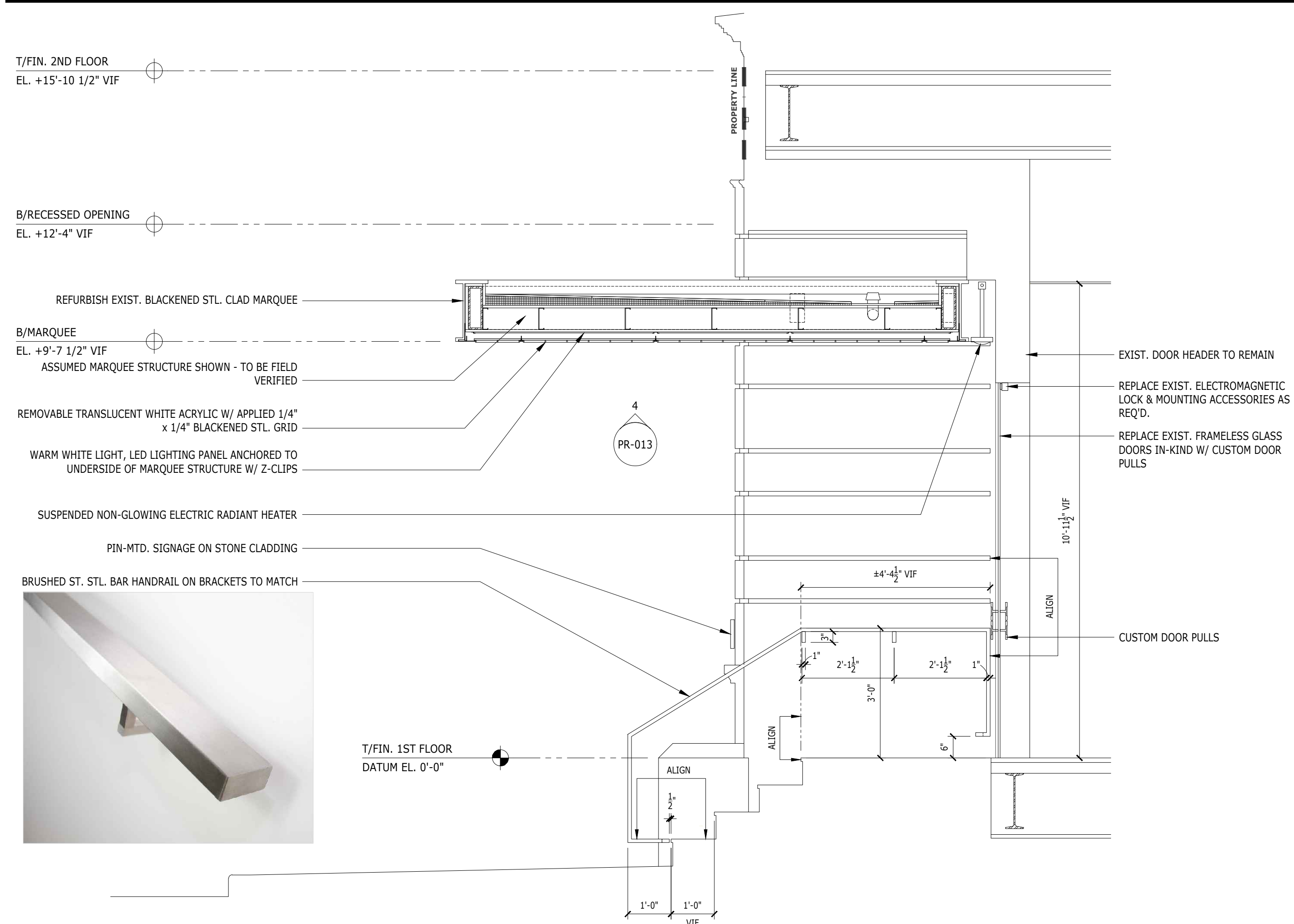
1
VERTICAL LIFT ENLARGED PLAN

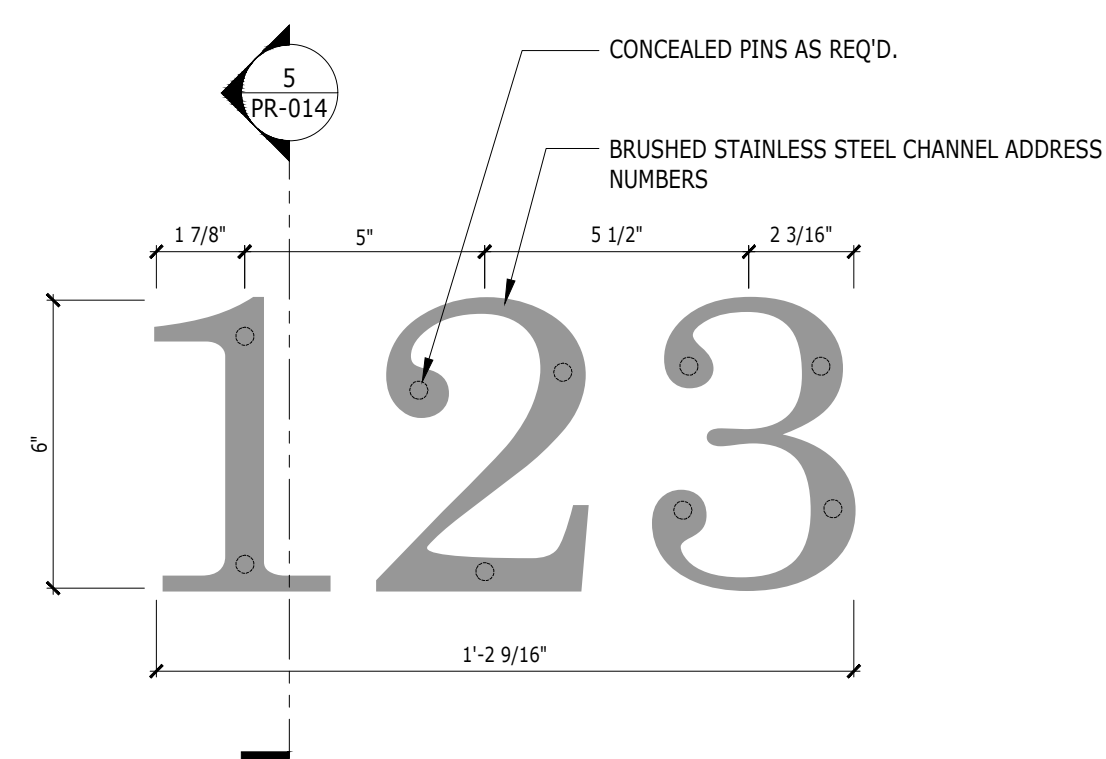


2
VERTICAL LIFT SECTION

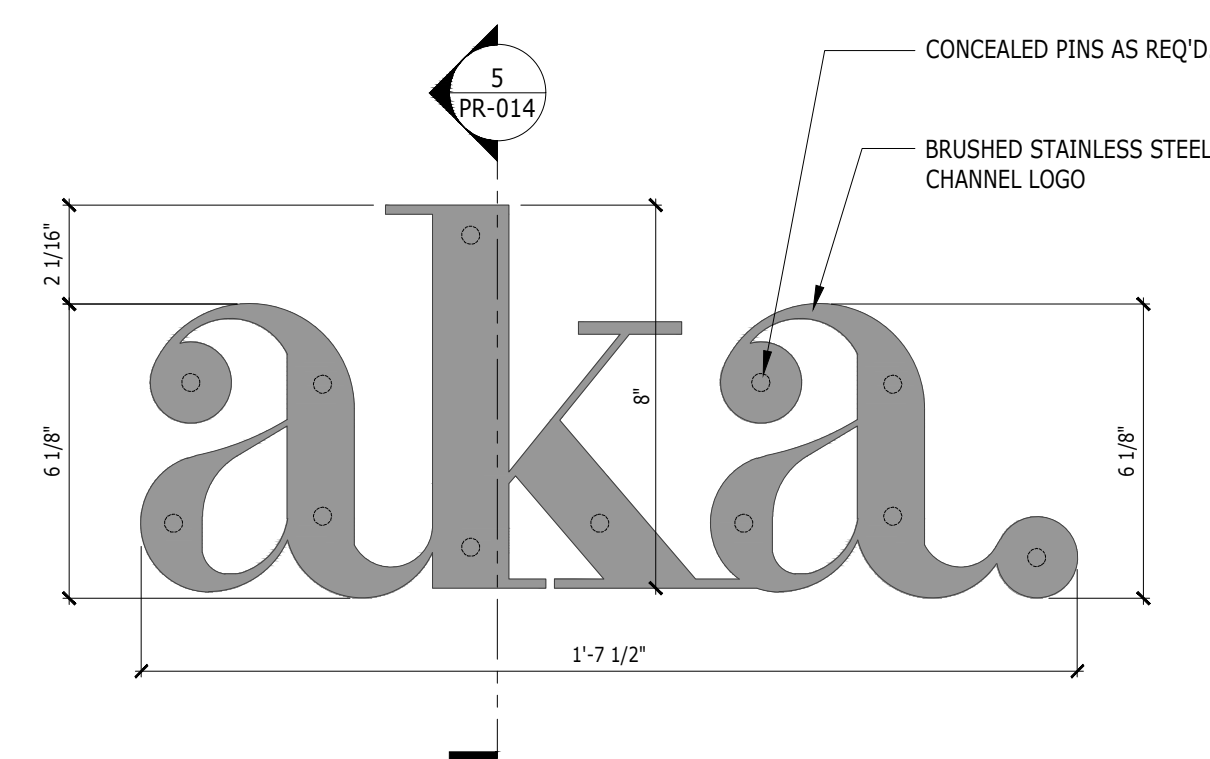


3
EXTERIOR VERTICAL LIFT DOOR ELEVATION

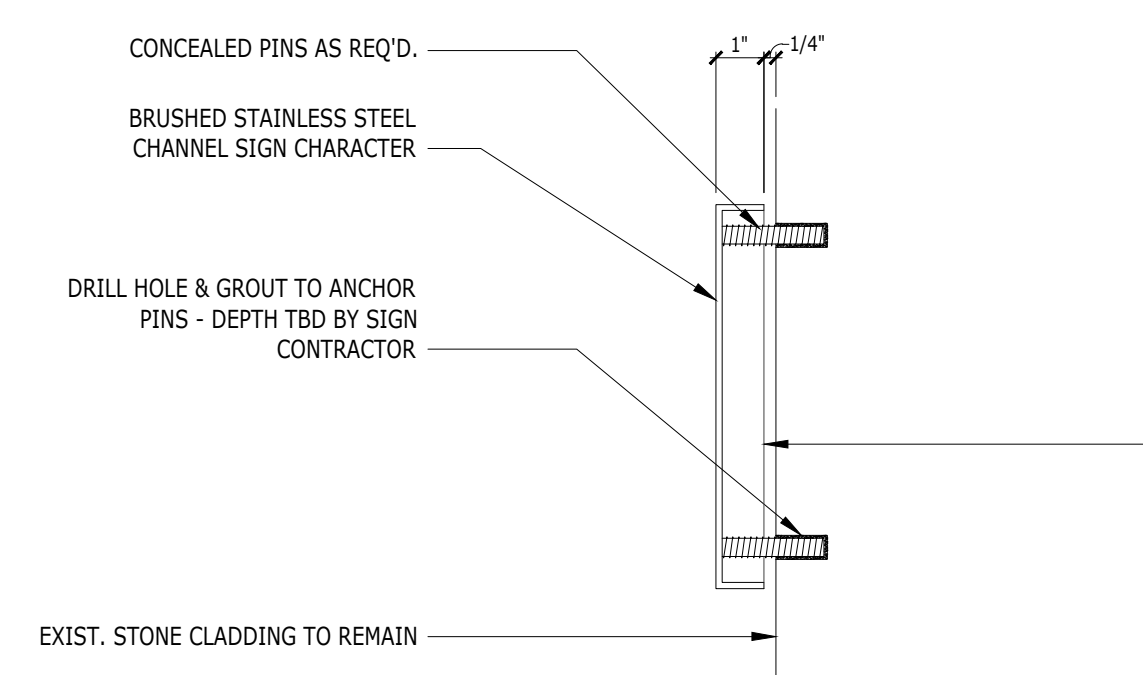




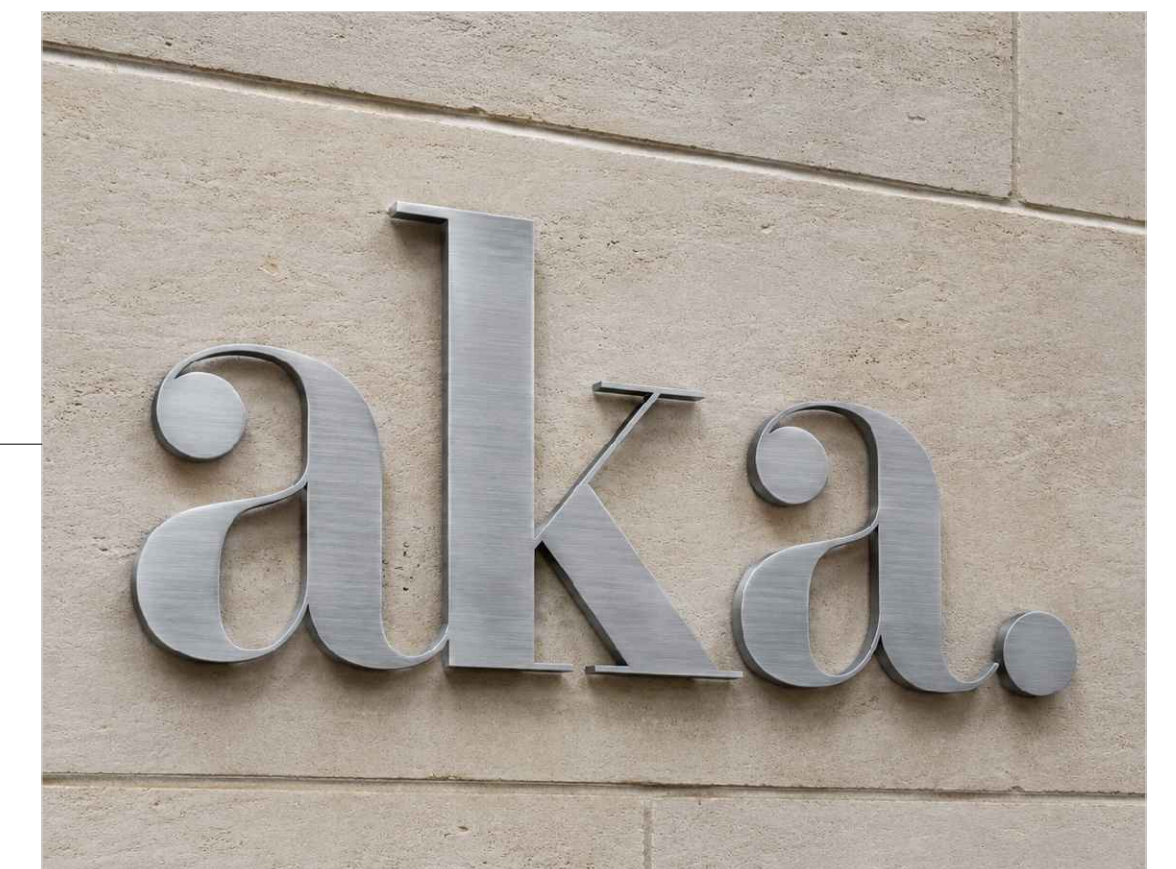
3 ADDRESS / PREMISES IDENTIFICATION SIGN DETAIL



4 LOGO SIGN DETAIL



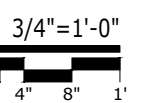
5 SIGN SECTION DETAIL



CHANNEL LETTER WALL SIGN INSPIRATION IMAGE



1
PARTIAL STREET LEVEL RENDERED ELEVATION



aka. TIMES SQUARE
123 WEST 44TH STREET - MANHATTAN
PR - 015 09.11.2026

PARTIAL STREET STOREFRONT ELEVATION PROPOSED CONSTRUCTION

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aka. TIMES SQUARE

123 WEST 44TH STREET - MANHATTAN

PR-016 09.11.2026

PRESENTATION CONCLUDED

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