

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

For HCRS use only

received JAN 13 1983

date entered

1. Name

historic Hotel Gerard

and/or common Hotel Langwell/Hotel 1-2-3

2. Location

street & number 123 West 44th Street _____ not for publication

city, town New York City _____ vicinity of congressional district

state New York code 036 county New York (10036) code 061

3. Classification

Category	Ownership	Status	Present Use
____ district	____ public	<input checked="" type="checkbox"/> occupied	____ agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	____ unoccupied	<input checked="" type="checkbox"/> commercial
____ structure	____ both	<input checked="" type="checkbox"/> work in progress	____ educational
____ site	Public Acquisition	Accessible	____ entertainment
____ object	____ in process	<input checked="" type="checkbox"/> yes: restricted	____ government
	____ being considered	____ yes: unrestricted	____ industrial
	<input checked="" type="checkbox"/> not applicable	no	____ military
			____ museum
			____ park
			____ private residence
			____ religious
			____ scientific
			____ transportation
			<input checked="" type="checkbox"/> other: part vacant

4. Owner of Property

name 123 West 44th Street Associates; Harold Thurman, Principal

street & number 2380 Hempstead Turnpike

city, town East Meadow _____ vicinity of state New York (11554)

5. Location of Legal Description

courthouse, registry of deeds, etc. County Clerk, City of New York

street & number 31 Chambers Street

city, town New York City state New York (10007)

6. Representation in Existing Surveys

title none has this property been determined eligible? ____ yes ☒ no

date ____ federal ____ state ____ county ____ local

depository for survey records

city, town state

7. Description

Condition

☐ excellent
☒ good
☐ fair

☐ deteriorated
☐ ruins
☐ unexposed

Check one

☐ unaltered
☒ altered

Check one

☒ original site
☐ moved

date

NA

Describe the present and original (if known) physical appearance

The Hotel Gerard is a U-shaped building constructed of salmon-colored Roman brick and rusticated limestone and decorated with an unusual combination of German Renaissance and Northern Gothic details. The facade consists of a two-story limestone base supporting eleven brick stories which have a strong vertical emphasis culminating in steep gables and tall dormers. The side elevations (east and west) consist of neutral brick punctuated by plain, square-headed windows. The rear elevation (north) is similar but its window bays overlook the small rear courtyard. The Gerard lies close to Times Square and is located on the north side of West 44th Street surrounded by structures vastly different in age, style and scale. The building and courtyard fill their entire tax lot. There is no historic district potential.

The facade's lower floor contains several altered storefronts. At the second floor level there is a small, bracketed balcony-like projection above the two central bays which originally carried the hotel's name. Above these floors, the exterior remains almost entirely intact.

The third to the sixth floors contain bowed pairs of bays, each bay having three windows. The central pair of bays are trapezoidal and those on the third and fourth floor are faced in terra cotta. At the seventh floor, the outer bays have two round-arched windows set above the sixth floor balconies. The two central bays are set in a raised terra-cotta relief panel. The eighth and ninth floors are identical, with oriel windows in the outer bays and three square-headed windows in each of the central two bays. The tenth floor has six bays of three square-headed windows each. Iron railings at the seventh and tenth floors have been removed. (Illus. 1)

The outer bays on the eleventh to thirteenth floors diminish into steeply pointed gables. The ornate central pair of bays have two-story engaged columns beneath heavily modelled entablatures on which rest dormer windows with decorative urns on top. The roof slopes back from the front gables and has been covered with tarpaper. One oculus (out of the original four) remains intact and there is a chimney on each side.

Within the interior, the ground floor has lost its original plan, having been converted from hotel reception rooms to commercial space, but some major architectural elements (fluted columns, tiled floors) still survive in the former cafe (photograph 4), now a restaurant.

A few very minor details (egg-and-dart moulding) exist in the other commercial spaces. The basement has been totally altered in plan and in finish.

On the upper floors, the U-shaped configuration of the hotel consists of a center main stairway and two elevators running perpendicular to smaller side halls. These hallways connect a basic matrix of

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National Park Service**

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Continuation sheet Hotel Gerard
123 W. 44th St., New York City
Item number 7

Page 2

New York Co., New York

suites of four rooms each (generally a bath, two bedrooms and a sitting room), although various interconnecting doors could be opened or closed to expand or contract the suites. Generally the sitting rooms faced the street or rear court to take advantage of the light, and the bedrooms were located in the darker inner sections (photograph 5). In recent years the hotel was in single room occupancy and there were resulting partition and plumbing changes. The rooms are densely packed, the halls narrow and the light and air marginal.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800–1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1893-1894

Builder/Architect George Keister

Statement of Significance (in one paragraph)

The Hotel Gerard is the oldest high-rise structure remaining in the Times Square section of Manhattan as well as one of the earliest examples of a multiple-family dwelling remaining in the city. Designed in 1893-4 by architect George Keister, the hotel is also architecturally significant as an unusual example of German Renaissance and Northern Gothic decorative motifs applied to a high-rise building. Built at a time when the Times Square area consisted mainly of brown-stone rowhouses, the Hotel Gerard is both a reminder of that neighborhood's original residential character and an example of its early commercial development.

The German Renaissance detailing imparts a distinct character to the exterior, which, stylistically, makes the building unusual in New York City. The superscale gables, sloping roof, attenuated quality of the urns, and floral ornament are generally similar to Northern European Renaissance examples, while the heavy rigid control of the facade suggests severe German models, such as the Pellerhaus in Nuremberg (1605). Stylistic influence of this type is atypical in high-rise buildings in New York City, and the closest other examples are the Dakota apartments (1884) and the Plaza Hotel (1907)—both designed by Henry Hardenbergh and listed on the National Register. On the Gerard, the adaptation of this relatively obscure style is representative of the experimentation with Renaissance forms concurrent with the Renaissance Revival of the early 1890's.

George Keister, the architect of the Gerard, was a long-time New York City architect, practicing from 1887 into the 1930's. Most of his earlier work was for speculative tenement house builders, including several projects for the builders of the Gerard. In the twentieth century he designed a number of theaters and theater-related buildings.

As originally built, the Gerard was representative of the gradual adoption of the high-rise, multiple dwelling by the upper classes. At first it served as an apartment hotel with central dining, but as the Times Square area became more commercial, it was converted for transient use. In design and in use, the Gerard is an important midway illustration of the change in residential urban living from the earlier nineteenth-century brownstones to the tall apartment houses of the 1910's found along West End, Park and other avenues.

The Gerard is the oldest high-rise structure remaining in the Times Square area as well as one of the earliest tall multiple dwellings remaining in the city. It is the most visible reminder of the time when that area was in large part residential. At the time of its

9. Major Bibliographical References

Office for Metropolitan History, Research Files, 1981.

"The Gerard," Real Estate Record & Guide, September 15, 1894, page 354.
New York City Department of Buildings, Plans and Applications.

10. Geographical Data

Acreage of nominated property less than 1/4 acre

Quadrangle name Central Park N.Y.-N.J.

Quadrangle scale 1:24,000

UMT References

A 1 8 5 85 0 20 45 12 7 6 0
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification

The nominated property is shown on the enclosed map section (taken from Manhattan Land Book, published by G.W. Bromley & Co., New York, 1975), running 100'5" north, 100' east, 100'5" south and 100' west.

List all states and counties for properties overlapping state or county boundaries NA

state	code	county	code
-------	------	--------	------

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title Anne B. Covell

organization Historic Preservation Field Services Bureau December 1982

street & number Agency Building 1, Empire State Plaza telephone (518) 474-0479

city or town Albany state New York 12238

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national state X local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

Ann Webster Smith

title Deputy Commissioner for Historic Preservation

date 4 January 1983

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the
National Register

date 2/10/83

for Melores Byers
Keeper of the National Register

Attest:

date

Chief of Registration

**United States Department of the Interior
National Park Service**

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date entered

Continuation sheet Hotel Gerard
123 W. 44th St., New York City Item number 8
New York Co., New York

Page 2

construction, the neighborhood consisted mainly of brownstone rowhouses and the Gerard was one of the first structures built in the emerging era of Times Square's commercial development.

The present property owner is preparing plans for the residential use of the Gerard in accordance with the Secretary of the Interior's "Standards for Rehabilitation" as a tax act project.

United States Department of the Interior
Heritage Conservation and Recreation Service

National Register of Historic Places Inventory—Nomination Form

Continuation sheet Hotel Gerard New York City
123 W. 44th St. Item number 10
New York Co., New York

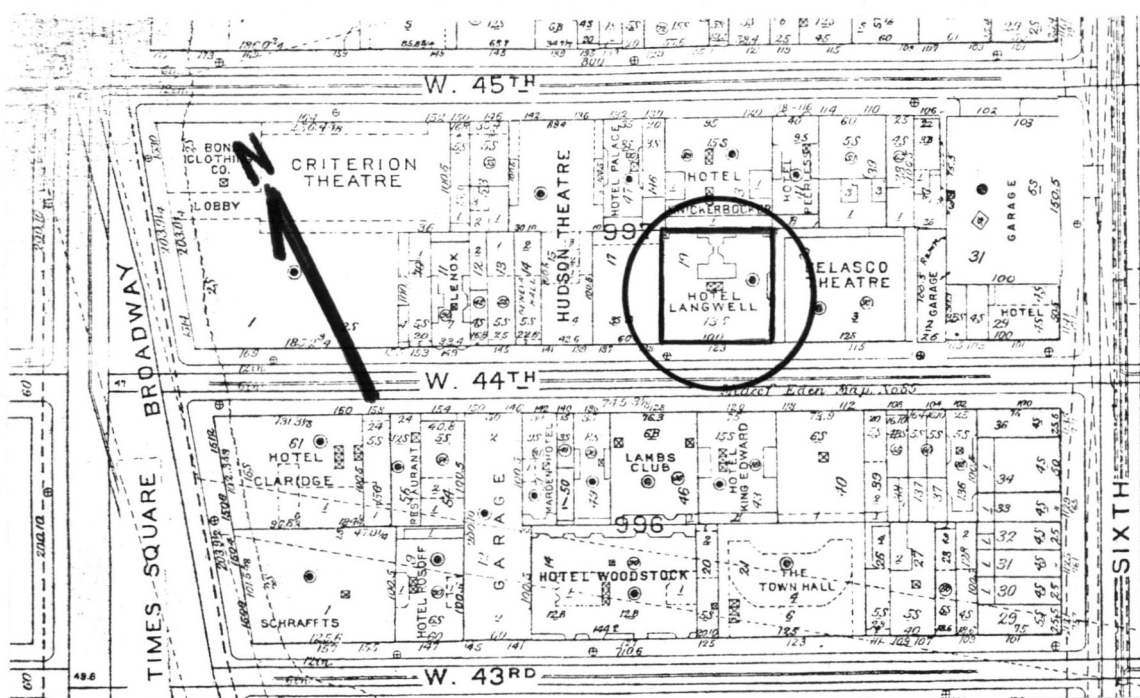
For HCERS use only

received

date entered

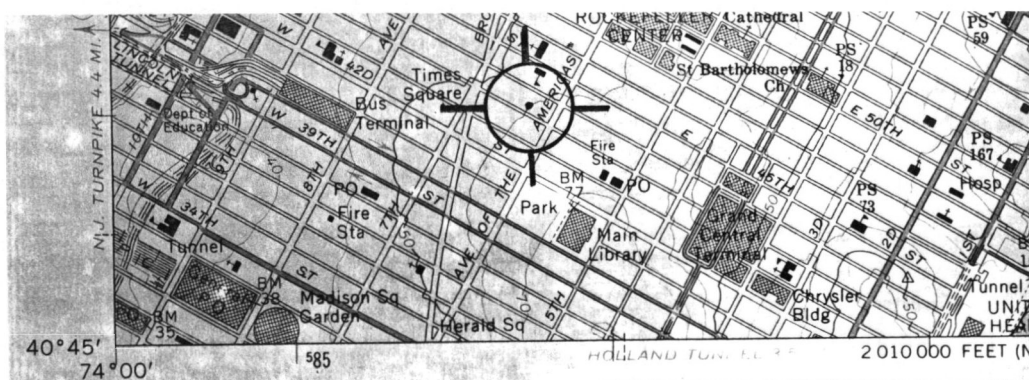
Page 2

This map is a section of a 1975 Manhattan Land Book:



Scale: 1" = 160'

This map is a section of a 1979 USGS map for the Central Park Quadrangle:



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Continuation sheet Hotel Gerard
123 W. 44 St., New York City 11
New York Co., New York item number

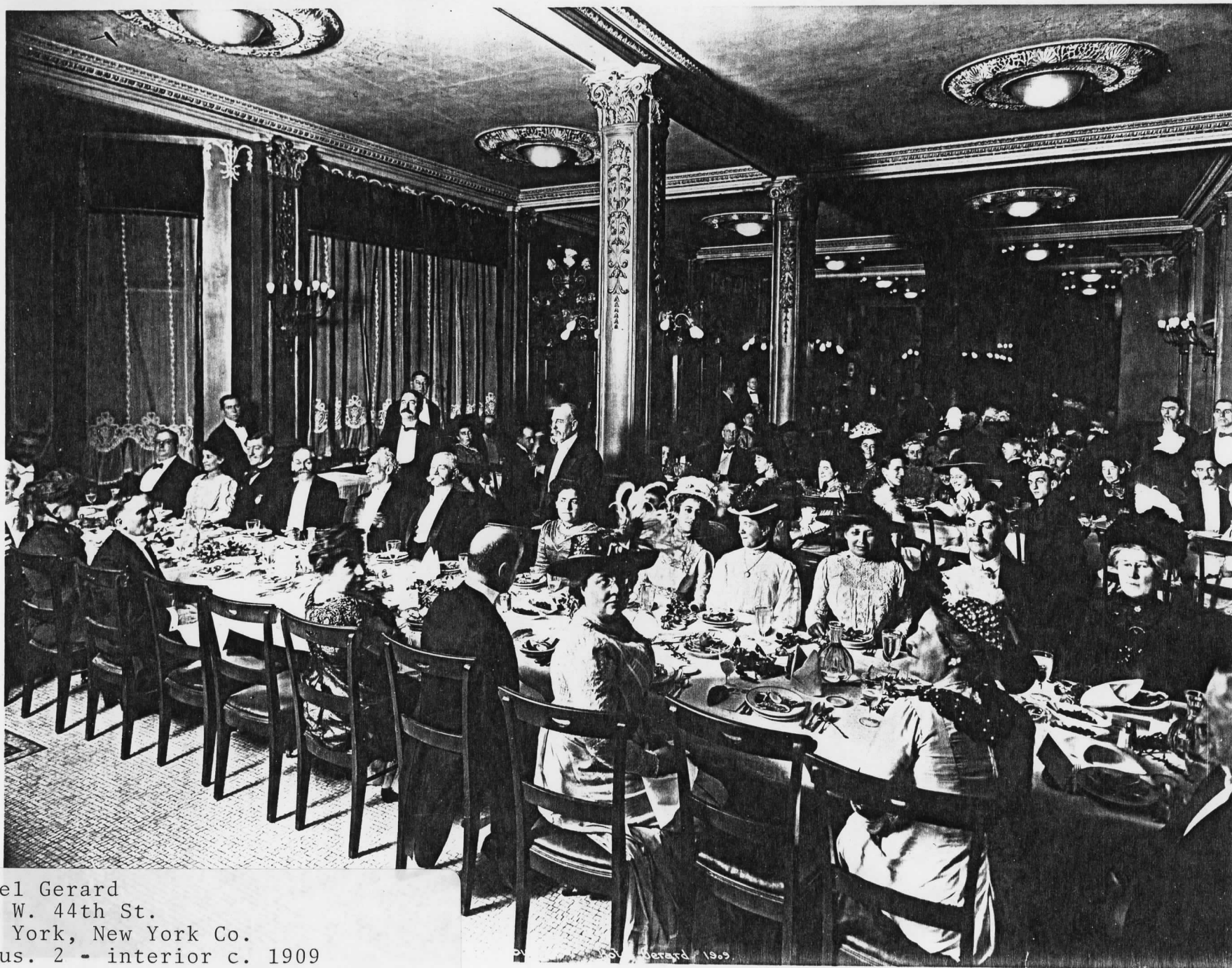
Page 2

Draft Form prepared by: Christopher Gray
Office for Metropolitan History
216 West 89th Street
New York City 10024
212-799-0520



Hotel Gerard
123 W. 44th St.
New York, New York Co.
Illus. 1 - hotel c. 1922
neg. at the New York Historical
Society, 170 Central Park West,
New York, NY

Hotel Gerard
123 W. 44th St.
New York, New York Co.
Illus. 1 - hotel c. 1922
neg. at the New York Historical
Society, 170 Central Park West,
New York, NY



Hotel Gerard
123 W. 44th St.
New York, New York Co.
Illus. 2 - interior c. 1909
neg. at the New York Historical
Society, 170 Central Park West,
New York, NY

Hotel Gerard
123 W. 44th St.
New York, New York Co.
Illus. 2 - interior c. 1909
neg. at the New York Historical
Society, 170 Central Park West,
New York, NY

United States Department of the Interior
National Park Service

Hotel Gerard
New York County
NEW YORK

Working No. 113/83-78
Fed. Reg. Date: 2.7.84
Date Due: 2/10/83 - 2/27/83
Action: ☒ ACCEPT 2/10/83
☐ RETURN
☐ REJECT
Entered in the
National Register
Federal Agency: _____

☐ resubmission
☐ nomination by person or local government
☐ owner objection
☐ appeal

Substantive Review: ☐ sample ☐ request ☐ appeal ☐ NR decision

Reviewer's comments:

Recom./Criteria _____
Reviewer _____
Discipline _____
Date _____
☐ see continuation sheet

Nomination returned for: ☐ technical corrections cited below
☐ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition	Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed	

Describe the present and original (if known) physical appearance

☐ summary paragraph
☐ completeness
☐ clarity
☐ alterations/integrity
☐ dates
☐ boundary selection

8. Significance

Period _____ Areas of Significance—Check and justify below

Specific dates _____ Builder Architect _____

Statement of Significance (in one paragraph)

- _____ summary paragraph
- _____ completeness
- _____ clarity
- _____ applicable criteria
- _____ justification of areas checked
- _____ relating significance to the resource
- _____ context
- _____ relationship of integrity to significance
- _____ justification of exception
- _____ other

9. Major Bibliographical References

10. Geographical Data

Acres of nominated property _____

Quadrangle name _____

UMT References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

_____ national _____ state _____ local

State Historic Preservation Officer signature _____

title _____ date _____

13. Other

- _____ Maps
- _____ Photographs
- _____ Other

Questions concerning this nomination may be directed to _____

Signed _____ Date _____ Phone: 202 272 - 3504

Comments for any item may be continued on an attached sheet



HOTEL
1-2-3

RIALTO
THEATRE

KALMO

XEROX
5c
COPIES
MINIMUM 10
OFFSET
PRINTING

Hotel Gerard, 123 West 44th St
New York City, New York County
View of main facade, 44th
Street, November 1981,
looking northwest
Negative: ~~Photograph~~ Office for Metro-
politan History, NYC

Ph. 1

1

216 West 89th St. 10024

PS
72064



Hotel Gerard, 123 West 44th St.
New York City, New York County
View of lower four floors,
main facade, looking north-
east

+ photo

Negative: Office for Metro-
politan History, NYC

#2 216 West 89th St, 10024

11-3



Hotel Gerard, 123 West 44th St.
New York City, New York County
View of top center gables,
November, 1981.

+ Photo

Negative: Office for Metro-
politan History, NYC

#3 216 West 89th St., NYC

ph. 4



Hotel Gerard, 123 West 44th St
New York City, New York Co. N.Y.
View of restaurant, ground
floor, November 1981

Negative^{+ Photo}: Office for Metro-
politan History, NYC

#4 216 West 89th St, 10024

Pl. 5

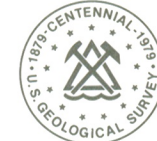


Hotel Gerard, 123 West 44th St.
New York City, New York Co, NY
View of sitting room looking
in to bedroom, November 1981

Ph. 6

+ Photo
Negative: Office for Metro-
politan History NYC
#5 216 W. 89th St, 10024

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY



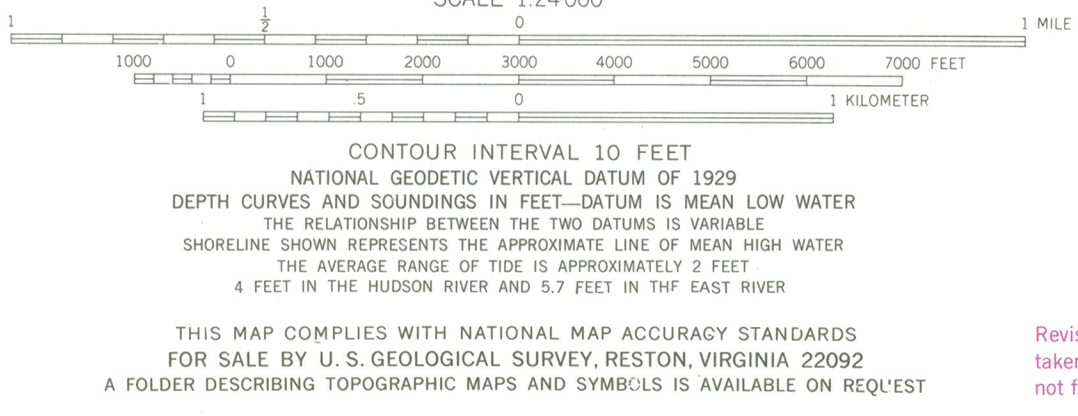
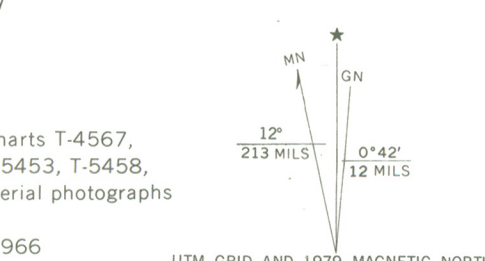
CENTRAL PARK QUADRANGLE
NEW YORK—NEW JERSEY
7.5 MINUTE SERIES (TOPOGRAPHIC)
SW/4 HARLEM 15' QUADRANGLE



Hotel Gerard
123 W. 44th St., New York City
New York Co., New York
Central Park Quad

18/585020
4512760

by the Geological Survey
New York
New Jersey Geodetic Survey
Methods and from USC&GS Charts T-4567,
T-5449, T-5451, T-5452, T-5453, T-5458,
grammatic methods from aerial photographs
taken 1954 and planetable surveys 1956
Revised from aerial photographs taken 1966. Field checked 1966
Selected hydrographic data compiled from USC&GS Charts 226, 274, 745,
746, and 747 (1966). This information is not intended for navigational purposes
Polyconic projection. 1927 North American datum
10,000-foot grids based on New York coordinate system, Long Island zone,
and New Jersey coordinate system
1000-meter Universal Transverse Mercator grid ticks, zone 18, shown in blue
Red tint indicates areas in which only landmark buildings are shown



ROAD CLASSIFICATION
Heavy-duty ——— Light-duty ———
Medium-duty ——— Unimproved dirt ———
Interstate Route U.S. Route State Route

CENTRAL PARK, N.Y.—N.J.
SW/4 HARLEM 15' QUADRANGLE
N4045—W7352.5/7.5
1966
PHOTOREVISED 1979
AMS 6265 IV SW—SERIES V821