

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE  
NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

OMB NO. 1024-0018, NPS FORM

This form is for use in nominating or requesting determinations for individual properties or districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classifications, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Times Square Hotel

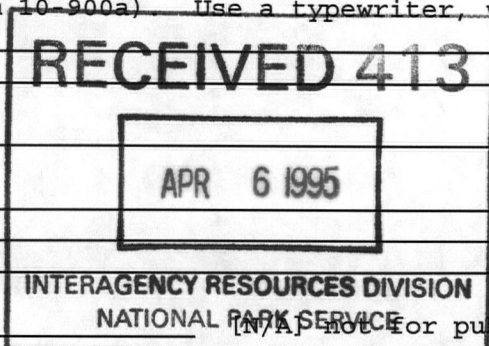
other names/site number \_\_\_\_\_

2. Location

street & number 255 West 43rd Street

city, town New York

state New York code NY county New York code 061 zip code 10036



3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. ([ ] See continuation sheet for additional comments.)

J.W. Alden  
Deputy Commissioner for Historic Preservation, OPRHP  
Signature of certifying official

9 March '95  
Date

State or Federal agency and bureau \_\_\_\_\_

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. ([ ] See continuation sheet for additional comments.)

N/A  
Signature of commenting or other official

\_\_\_\_\_  
Date

N/A  
State or federal agency and bureau

4. National Park Service Certification

I hereby, certify that this property is:  
☒ entered in the National Register.  
☐ See continuation sheet.  
☐ determined eligible for the National Register. [ ] see continuation sheet.  
☐ determined not eligible for the National Register.  
☐ removed from the National Register.  
☐ other, (explain:)

for  
Edson H. Beall  
Signature of keeper  
Date of Action 5/4/95  
Entered in the  
National Register

**5. Classification**

Ownership of Property (Check as many boxes as apply)	Category of Property (check only one box)	Number of Resources within Property (do not include previously listed resources in the count)	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		structures
	<input type="checkbox"/> object		objects
		<u>1</u>	Total
Name of related multiple property listings (enter "N/A" if property is not part of a multiple property listing)		Number of contributing resources previously listed in the National Register	
<u>N/A</u>		<u>N/A</u>	

**6. Function or Use**

Historic Function (enter categories from instructions)	Current Functions (enter categories from instructions)
<u>DOMESTIC/Hotel</u>	<u>DOMESTIC/Multiple Dwelling</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**7. Description**

Architectural Classification (enter categories from instructions)	Materials (enter categories from instructions)
<u>LATE 19TH AND 20TH CENTURY REVIVALS</u>	foundation <u>unknown</u>
<u>/Italian Renaissance</u>	walls <u>brick</u>
_____	_____
_____	roof <u>tar</u>
_____	other <u>granite base, limestone lower stories,</u>
_____	<u>terra cotta trim</u>

**Narrative Description**

(describe the historic and current condition of the property on one or more continuation sheets.)



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**Description**

The Times Square Hotel is located at 255 West 43rd Street, on the northeast corner of Eighth Avenue, in New York County, New York. The building is located in a mixed-use area of New York City's Times Square entertainment district, with hotels, theaters, tenements and apartment buildings, stores, office buildings, industrial buildings, garages, and vacant lots on nearby streets. On West 43rd Street, immediately to the east of the hotel, is a parking garage erected in the 1950s. Abutting the garage is the headquarters of the *New York Times*, including a building of 1912 and a later building erected in the early 1920s, at the same time that the Times Square Hotel was built. On the south side of 43rd Street, across from the hotel, are the rear facades of the Lyric, Apollo, and Selwyn theaters, the Hotel Dixie (now the Carter Hotel), single-story taxpayers, and, at the corner of Eighth Avenue, a twelve-story loft building. On the east side of Eighth Avenue, the Times Square Hotel is located next to a five-story Italianate building probably erected in the 1860s. Farther north on the block are a six-story commercial building from the 1920s and an early twentieth-century tenement. On the west side of Eighth Avenue between 43rd and 44th streets are an Art Deco bank, several tenements, and the Cameo Theater (now the Adonis Theater). To the south, on Eighth Avenue between 42nd and 43rd streets, is a mix of commercial buildings, most erected in the 1920s. Immediately north of the hotel, on West 44th Street is a small commercial building and the St. James Theater. With the exception of several small light courts, the Times Square Hotel occupies its entire lot. The building retains its integrity to a very high degree.

The Times Square Hotel is a Renaissance-inspired fifteen story tan-colored brick building with a two-story white limestone base and limestone-colored terra cotta trim. The building rests on a low granite watertable. The 43rd Street elevation is divided into four wings, separated by light courts, but connected by the two-story rusticated limestone base. The easternmost wing,

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which includes the hotel's main entrance, is four bays wide, while each of the other three pavilions is three bays wide. At the lower two stories, the courts are filled in with a bay articulated by a round-arched window flanked by Doric pilasters and capped by a balustrade with a large projecting shield. Iron railings run in front of the windows.

The main entrance to the hotel, located in the eastern wing, is recessed within an outer vestibule that has a terrazzo floor, granite walls, and an ornate plaster ceiling. Entrance is gained through a bronze revolving door flanked by a pair of double doors with bronze frames. On the west wall of the vestibule is a bronze door leading to a service entrance and a small bronze plaque honoring Henry Claman who erected the building. To the right of the main entrance is a service entrance now covered with an iron grate. The section of the ground floor elevation located to the east of these entrances was altered, probably in 1952, by the addition of a granite front; this was the location of the Headline Room, restaurant, cocktail lounge, and bar. In 1994, this area was rehabilitated using historic documentation. On the second floor (often referred to as the mezzanine) of this wing, all of the windows retain their original metal casement window sash. Above the service entrance is a single extant bronze-colored cast-iron spandrel panel with Renaissance ornamental features including urns and twisting foliage.

On the lower floors of the second wing from the east are original metal casement windows and bronze-colored cast-iron spandrel panels. A shallow stone balcony with iron railing projects from the central window on the second floor. The third wing is similar, except that there are two doors on the ground floor. The corner wing has modern storefronts on the ground floor that do not appear to have altered any original structural features. The second floor balcony has been removed in this pavilion.

The third floor, separated from the lower floors by a modest projecting cornice, is a transitional level that is faced with brick laid in imitation

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of rustication (the rusticated channels are laid in vertical headers). The facade is articulated by large rectangular windows that light hotel rooms and small rectangular bathroom windows. The third story is crowned by an entablature with its frieze acting as the window lintels; above each of the large windows are simple raised geometric ornamental features.

The fourth through eleventh floors comprise the main mass of the hotel. It is faced in brick laid in common bond. Raised brick panels demarcate the ends of each wing. The rhythm of large and small windows established on the third floor is carried up through this level. The hotel-room windows have shallow terra-cotta sills and lintels comprised of a course of soldier bricks. A modest terra-cotta beltcourse separates the eleventh floor from the transitional twelfth floor. On the twelfth story, small square terra-cotta panels are set at each corner of each of the six large rectangular windows. A terra-cotta cornice, with dentils and modillions, crowns this story.

The thirteenth through fifteenth floor crown comprises the more ornate section of the building, although the same arrangement of large room windows and small bathroom windows described below continues on these floors. At the thirteenth floor, each of the windows is set within a flat terra-cotta frame. Brick panels, also with terra-cotta frames, separate the windows and mark the ends of each wing. The rectangular windows of the fourteenth story and the round-arched windows of the fifteenth story are set within Renaissance-inspired terra-cotta frames consisting of Doric pilasters resting on bases supported by console brackets. Metal spandrels, each ornamented with a cartouche, separate the windows on these two floors; terra-cotta lintels above the fourteenth-story windows are ornamented with shields. On the easternmost wing, this composition encompasses only the two central bays; on the fourteenth story, a terra-cotta balcony with iron railing is located to either side. On the three remaining wings, this ensemble incorporates all three bays. A modest terra-cotta cornice and



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brick parapet with short balustraded sections, caps the building. All of the windows above the second story have been replaced.

The three courts separating the four wings are visible from 43rd Street. Each of these courts is T-shaped and is clad entirely in tan-colored brick. There are no windows on the walls of the stem of each of the T-shaped courts, but large rectangular windows and small bathroom windows articulate most of the other wall surfaces. The courts are capped by a modest terra-cotta coping. A mechanical penthouse, visible atop the central court, is decorated with terra-cotta frames demarcating blind brick arches.

On Eighth Avenue, the first story has modern storefronts, but the remainder of the elevation retains its integrity. The end bays of the two-story base are marked by rusticated piers set on plain bases (the piers to the south have been covered by a modern storefront). On the second story, set between the piers are large tripartite plate-glass windows. In the center of the elevation, the second-story fenestration is in a pattern of triple-single-double-single-triple window, each group separated by a bronze-colored, cast-iron panel ornamented with Renaissance motifs, identical to those found on the front facade. Below each window are additional metal panels with related Renaissance-inspired ornament.

The upper floors of the Eighth Avenue elevation consist of eight large rectangular windows, each lighting a hotel room. These are set in a rhythm of single-double-double-single opening with small bathroom windows set between each unit. The brickwork, window ornament, terra-cotta detail, cornices, and other features continue the design of the front facade. At the top three stories, the ornamental terra-cotta composition incorporates the four central bays. Projecting fourteenth-story balconies mark the end bays. The walls of the light courts located on the east and north sides of the building are faced in a common brick; these facades have no ornamental detail.

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The most significant interior space and the only interior with important ornamental features is the L-shaped lobby with its pink marble walls set on a black marble base, brown terrazzo floor with red and black terrazzo details, and ornate plaster ceiling. The lobby is a two-story space with a cast-iron mezzanine balcony lined with a Neo-classical railing. The balcony is supported on square marble-clad piers. The balcony is reached via a pair of curving staircases with bronze railings that sweep up from the main level along the east wall of the lobby. Running in an east-west direction across the center of the space, is a row of six octagonal marble-clad piers. The square and octagonal piers have modest capitals on which rest pairs of plaster brackets that visually support the ceiling. The plaster ceiling is divided into geometric panels by Renaissance-inspired moldings and rosettes. A marble service desk is located along a section of the north wall of the shallow leg of the L, continuing around to the west wall of the deeper section of the space. At the northwest corner of the deeper section is a marble, bronze, and frosted-glass partition that separates the lobby from a former office area. On the west side of the south wall of the lobby is a bronze frame with multi-paned windows that sets off another office. On the west wall is a pair of bronze casement windows that open onto a projecting marble counter resting on brackets, and a set of doors leading to a service stair. The elevators are located on the north wall, to the west of the lobby desk. The elevator doors and cabs are not original, but an original bronze mail box is extant in this area. The corridors on the upper floors are extremely simple with plaster walls.

**8. Statement of Significance****Applicable National Register Criteria**

(Mark an "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property that embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in pre-history or history.

**Criteria Considerations**

(Mark "X" in all the boxes that apply.)

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References****Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**      **Primary location of additional data:**

- |   |  |
|---|--|
| <input type="checkbox"/> preliminary determination of individual listing (36 CFR 67) has been requested | <input checked="" type="checkbox"/> State historic preservation office |
| <input type="checkbox"/> previously listed in the National Register                                     | <input type="checkbox"/> Other State agency                            |
| <input type="checkbox"/> previously determined eligible by the National Register                        | <input type="checkbox"/> Federal agency                                |
| <input type="checkbox"/> designated a National Historic Landmark  | <input type="checkbox"/> Local government                              |
| <input type="checkbox"/> recorded by Historic American Building Survey # _____                          | <input type="checkbox"/> University                                    |
| <input type="checkbox"/> recorded by Historic American Engineering Record # _____                       | <input type="checkbox"/> Other   |

Name of repository: \_\_\_\_\_

**Areas of Significance**

(Enter categories from instructions.)

Architecture

Entertainment/Recreation

**Period of Significance**

1922-44

**Significant Dates**

1922-23

**Significant Person**

(Complete if Criterion B is marked above.)

**Cultural Affiliation**

N/A

**Architect/Builder**

Gronenberg & Leuchtag



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**Statement of Significance**

The Times Square Hotel is significant under National Register criteria A and C as a building closely associated with the dramatic changes that occurred in the area of Times Square between Broadway and Eighth Avenue during the 1920s, as this district evolved into New York City's central entertainment district, and as a building embodying the distinctive characteristics of a hotel designed in the traditional Renaissance-inspired mode popular in America during the immediate post World War I period. The Times Square Hotel, built in 1922-23, was the first hotel erected in the Times Square district after World War I, inaugurating a significant building boom and setting a precedent for the other hotels that were built in this area in the next few years. The appearance of these hotels, plus the construction of over two dozen legitimate theaters, a group of enormous movie palaces, and several large office buildings and loft structures created the physical character of the Times Square theater district that survives, in large part, to this day. The construction of this hotel reflects the second phase in the evolution of the Times Square area as New York City's theater district. The first phase, which occurred primarily in the early years of the twentieth century, saw the beginning of theater construction largely on 42nd Street and, to a lesser extent, on the side streets above 42nd Street. In conjunction with the transformation of the area into a theater center, large and small hotels were erected. Building ceased during World War I; however, almost immediately after the armistice in 1919 general planning for new construction resumed. The Times Square Hotel was one of the few buildings actually begun immediately after the war. Most new construction was put on hold since the high cost of building materials and volatile labor conditions resulted in most developers choosing to wait for conditions to stabilize. The hotel was built by real estate developer Henry Claman who planned a hotel that would bear his name and would cater exclusively to single men. This plan was formulated in response to the influx of single men into New York City following the demobilization of troops. The idea of renting only

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to single men was not economically successful and within a year of its opening in 1923 the hotel was under new management, had a new name, and was open to all. The hotel catered primarily to transients; its low prices and convenient location in the theater district, attracted tourists. The hotel was designed by Gronenberg & Leuchtag, a prolific architectural firm, responsible for a significant number of apartment houses and commercial buildings, many in National Register historic districts. The design, with ornamental features inspired by the architecture of the Italian Renaissance, is representative both of the traditional architecture popular in New York during the first half of the 1920s and of the work of Gronenberg & Leuchtag. Renaissance features include the pilasters at the lower floors and the ornamental detail on the base and in the lobby. The massing of the large hotel, with its four brick pavilions set on a common stone base reflects a hotel form, used earlier in New York at the nearby Hotel Pennsylvania, that was becoming increasingly popular for large urban plots at the time the Times Square was erected.

The Times Square area began to develop into New York City's central entertainment district in the early years of the twentieth century. This resulted from the rise of New York as the major theatrical center in North America and the continuing movement north of the city's commercial establishments. During the 1860s, the area around Times Square, then known as Long Acre Square (renamed Times Square in 1904 in honor of the new Times Tower erected by the *New York Times* on the triangle created by Broadway, Seventh Avenue, and West 42nd Street), was transformed. The immediate vicinity of the square became a center for carriage building and carriage sales and had many factories, showrooms, and stables. Many of the side streets were lined with single-family brownstone-fronted rowhouses while a significant number of brick and brownstone tenements appeared on the north-south avenues. The northward migration of commerce in the late nineteenth century led to the displacement of many of the prosperous residents, especially in the area between Sixth and Eighth avenues. Much of the new



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development that was to dramatically change the character of the neighborhood consisted of theaters, and the hotels, restaurants, and office buildings erected to cater to the needs of both the theater community and those who attended the new theaters.

New York's earliest theaters were located in Lower Manhattan, but as the city's population grew and as the number of theaters increased, new theaters were erected to the north. In the mid nineteenth century, theaters clustered on East 14th Street near Union Square and on West 23rd Street, but by the final decades of the nineteenth century, the largest number of theaters were located along Broadway between 23rd and 34th streets and new theater construction was steadily moving north. By the 1880s, theaters were approaching 42nd Street. The Casino Theater was built on Broadway at 39th Street in 1882 and a year later the Metropolitan Opera House was built on Broadway at 40th Street. The first theater actually erected on Long Acre Square was Oscar Hammerstein's unsuccessful Olympia of 1895 on Broadway between 44th and 45th streets. Soon, 42nd Street between Seventh and Eighth avenues was virtually filled with theaters and others were erected on the side streets to the north of 42nd Street; by the time of America's entry into World War I in 1917, several dozen theaters were open or under construction in the Times Square area.

As a successful entertainment district, Times Square consisted of more than just theaters. After theaters began to appear in the Times Square area, restaurants, shops, office buildings, and especially hotels were built. The construction of hotels has always been integrally linked to the development of the theater district. The theaters attracted many visitors to New York and these visitors were accommodated in the hotels built nearby. In addition, the hotel restaurants and clubs served transients and local residents seeking a pre-theater meal, and after-theater crowds looking for dining and entertainment. Beginning in the 1890s as the theaters began to appear, the area also became a hotel center. Modest hotels were erected on



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the side streets, generally east of Broadway, and great luxury hotels were established on prime Broadway sites. The two leading hotels of this era were the Astor on the west side of Broadway between 44th and 45th streets (1904-09; demolished) and the Knickerbocker (1901-06, now an office building; NR listed) on the southeast corner of Broadway and West 42nd Street.

A major impetus in the development of Times Square as a successful entertainment center was the emergence of 42nd Street as a major transportation hub. Grand Central Terminal to the east, New Jersey ferry lines to the west, and crosstown streetcars all brought people to the area, but the major transportation advance was the inauguration of service on the first subway, completed by the Interborough Rapid Transit Company (IRT) in 1904. This line, which extended from City Hall to Grand Central, west along 42nd Street to Times Square (where there was a local stop), and then north along Broadway through northern Manhattan to the Bronx, enabled millions of people to easily reach the area. This was augmented in 1918 with the opening of both the second IRT subway line (the present Broadway line) and the BMT subway's Broadway line (then known as the BRT), both of which had an express stops at Times Square.

Although major change occurred in the Times Square area in the early twentieth century, even greater change was to occur in the 1920s, with the construction of many new legitimate theaters, enormous movie palaces, tall office towers (most planned for tenants, such as Paramount, involved in the entertainment business), and some of New York City's largest hotels. The movie palaces and office buildings were mostly erected on Broadway and Seventh Avenue, with almost all of the new theaters and hotels on the side streets between Broadway and Eighth Avenue or on Eighth Avenue itself. The development of large hotels began with the construction of the Times Square Hotel and was followed, later in the decade by such other significant hotels as the Lincoln (1926-28; now the Milford Plaza) on Eighth Avenue between

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44th and 45th streets, the Piccadilly (1927-28; demolished) on 45th Street, the Edison (1929-30) on 47th Street (with an entrance on 46th Street), and the Dixie (now the Carter Hotel; 1929-30) on 43rd Street (with an entrance on 42nd Street). These and other smaller hotels added so many rooms to the Times Square hotel inventory that by 1934 the Times Square area had more hotels and more hotel rooms than any similar land area in Manhattan. (1) This is a reflection of the fact that during the post-World War I era, the Times Square area became the center of New York City's tourist industry.

Planning for what came to be known as the Times Square Hotel began in 1918 when developer Henry Claman had the architectural firm of Gronenberg & Leuchtag prepare designs for a ten-story structure to be erected on West 43rd Street between Seventh and Eighth avenues. Plans were submitted to the Department of Buildings in 1919. (2) The financial backers of the hotel believed that "the location of the hotel, in the heart of the theatrical district and a short walk to Times Square, will attract a desirable type of tenants who desire a home near the centre of the city but who do not wish to pay the prices charged by the large hotels in the vicinity." (3)

The building was not actually erected to the plans submitted in 1919, for in 1920 Claman acquired the adjacent plot on the Eighth Avenue corner and in the following year, new plans were filed; the new building was to be fourteen stories and was to cost an estimated \$1,500,000 (the estimated cost soon rose to \$2,500,000). (4)

At the time of the construction of the Claman Hotel, building was just beginning to resume in New York City after the hiatus caused by World War I. Although many builders and real estate speculators had expected a major building boom to occur as soon as the war ended, this did not actually occur until the mid 1920s when mortgage money became more easily available and prices for building materials stabilized. Thus, the Claman was one of the first major projects to occur in the Times Square area after the war and it

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set the precedent for the large hotels that were to follow.(5) The construction of the Claman reflected the great optimism concerning future development in the area; as one newspaper noted, "the Claman Hotel...is a pioneer among the many big hotels and apartment hotels that are to follow in the reaches below Central Park."(6)

Henry Claman (c.1874-1924) was an active builder and real estate operator in New York City and president of the Forty-Eighth Street Corporation, the corporate entity that built the Claman Hotel. He was responsible for the construction of several apartment buildings and, at the time of his death, owned the east side of Eighth Avenue between 44th and 45th streets where Irwin Chanin would soon erect the Lincoln Hotel.(7) Claman planned his hotel exclusively for single men, to, as the *New York Times* noted, "help solve the problem of where New York bachelors are to live," and, "for the benefit," wrote the *New York Herald*, "of the army of bachelors in the city who have to live in side street boarding houses."(8) The hotel was to have 875 individual rooms, 460 baths connected with bedrooms, and 68 hall baths, as well as offices, lounges, and reading rooms. In the years immediately after World War I, a large number of single men, many of whom were demobilized soldiers, moved to New York City. There was very little inexpensive housing geared specifically to the needs of these men and Claman must have felt that a hotel in the Times Square area could successfully meet their needs. The *New York Times* reported on Claman's plans:

The site of the new hotel was selected after considerable investigation as to the best possible location for this type of hotel. Times Square, which is only one block from the above property, is one of the busiest theatrical and business centres in New York City. It is one of the few districts of this city where business is carried on uninterruptedly for almost twenty-four hours each day. It is the theatrical centre of the world, to which come hundreds of thousands of transients each year.(9)



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Claman also noted that the small hotels in the area rarely had vacancies, thus assuring the success of his new venture. The hotel, wrote the *New York Times*, "will constantly attract New York men who want to live with all of the comforts of a New York hotel but without any of the annoyances or extravagances." (10) Unfortunately for Claman, the policy of renting rooms only to single men was not economically successful. Claman's policy may have failed because at the same time that his hotel opened, the YMCA, which also offered rooms to single men, was expanding its facilities in the city.

Claman commissioned the design of his new building from Gronenberg & Leuchtag, a firm that was established by Herman Gronenberg and Albert Leuchtag in about 1910. (11) Although there is little biographical information available on the partners, they were responsible for an enormous number of apartment houses and commercial buildings, built primarily the 1920s in neighborhoods throughout Manhattan and the Bronx. The firm's work appears as contributing elements in the Grand Concourse Historic District and the Greenwich Village Historic District (both NR listed), as well as in the locally designated Upper West Side-Central Park West, Riverside-West End, Upper East Side, and Ladies Mile historic districts. Their residential work ranges from simple five-story walkups to more ornate elevator buildings, while most of their commercial work was in the design of garment-industry lofts. The Claman is the only hotel that they are known to have designed. Gronenberg & Leuchtag generally worked in a Renaissance-inspired style, as is evident at the Claman with its stone base articulated by pilasters and embellished with shields and other Renaissance motifs. The interior lobby is also embellished with Renaissance features.

The massing of the hotel on the street typifies the manner in which large hotels erected during the second and third decades of the twentieth century were planned. The building consists of four brick pavilions separated by light courts that face south onto 43rd Street. The pavilions are linked by a central spine that contains the halls, elevators, and other services.

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There are several additional small light courts at the east and north sides that are not visible from the street. All four pavilions on 43rd Street rest on a common stone base. This type of hotel plan was popularized with the design of the Hotel Pennsylvania on Seventh Avenue between 32nd and 33rd streets, built in 1915-20 to the designs of McKim, Mead & White. The Claman is an early example of a hotel based on the Pennsylvania's plan. Another example in New York is the Hotel Taft (1927) on Seventh Avenue between 50th and 51st streets; the Stevens Hotel in Chicago (now the Chicago Hilton and Towers; 1925-27) has a similar massing.

The Claman Hotel opened in April 1923, but Claman sold the building in March, 1924. The new owners, William and Julius Manger, who already owned ten hotels in New York (the Manger Brothers built the Taft which, on the exterior is almost identical to this building), changed the name of the Claman to the Times Square and converting the hotel into an establishment that invited both men and women guests (one floor was apparently reserved for the exclusive use of women). The idea was to make the hotel popular with both transient and permanent guests.

For several decades, under various owners and managers (including Henry Claman's son Sydney), the Times Square (known during the 1960s as the Times Square Motor Hotel) was a popular and successful tourist-class hotel. In addition, the hotel catered to the needs of employees of the *New York Times* which has its offices and printing plant on West 43rd Street, just east of the hotel; at least as early as the 1960s (and possibly earlier), the *Times* kept a block of rooms at the hotel where pressmen, who were on duty during the weekends, were housed. In addition, the Headline Bar, a restaurant, cocktail lounge, and bar which, in 1952 was created in a "formerly unused part of the lobby," catered, as its name suggests, to employees of the newspaper.<sup>(12)</sup> In 1984, the hotel was sold to Covenant House, a local social service organization dealing with runaway children; they retained the building until 1987. The next owner made an attempt to convert the building

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National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEETTimes Square Hotel  
New York, New York

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into a youth hostel. In 1988 the hostel filed for bankruptcy. In 1990, conditions had deteriorated to the point that the New York City Human Resources Administration took over management of the building, placing over 300 homeless families here on a temporary basis. In June 1990, the building was acquired by the 43rd Street Development Corporation which operated the building until March 1991 when the property was sold to Common Ground Community HDFC, Inc. This organization has renovated the building to create 652 one-room efficiency apartments for formerly homeless individuals and lower income single adults.



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Times Square Hotel  
New York, New York

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Notes

1. New York City Housing Authority, *Real Property Inventory, City of New York, 1934* (Non-Residential Report), Tracts 119, 125, 131, 137; quoted in Brooks McNamara, "The Entertainment District at the End of the 1930s," in William R. Taylor, ed. *Inventing Times Square: Commerce and Culture at the Crossroads of the World* (New York: Russell Sage Foundation, 1991), p. 180.
2. "Planning 43D Street Hotel," *New York Sun*, Jan. 4, 1918; "File Plans for New Hotel," *New York Sun*, June 5, 1919.
3. "File Plans for New Hotel."
4. "1,500,000 Hotel Project for Men," *New York Sun-Herald*, Mar. 18, 1920; "A \$2,500,000 Hotel For Times Square," *New York Times*, Feb. 24, 1921; "New Hotel to Cost \$2,500,000," *New York Times*, Feb. 27, 1921, Sec. 8, p. 1; "New Hotel For Times Square Section on Same Block With New Times Annex," *New York Times*, Jan. 15, 1922, Sec. 9, p. 1.
5. At the same time that the Claman was erected a second major project was rising on the same block -- an annex to the offices of the *New York Times*; see "New Hotel For Times Square Section on Same Block With New Times Annex," *New York Times*, Jan. 15, 1922, Sec. 9, p. 1.
6. "1,500,000 Loan on New 43D St. Hotel," *New York Evening Mail*, Jan. 16, 1922.
7. "Henry Claman," obituary, *New York Times*, July 16, 1924, p. 17.

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National Park Service

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CONTINUATION SHEET

Times Square Hotel  
New York, New York

Section number 8    Page 11

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8. "Eighth Ave. Boom Period Predicted," *New York Times*, Nov. 26, 1922, Sec. 10, p. 1; "Hotel for Men Opens To-Day," *New York Herald*, Apr. 16, 1923.
9. "Eighth Ave. Boom...".
10. "Eighth Ave. Boom...".
11. The firm first appears in New York City directories in 1910; see James Ward, Architects in Practice New York City 1900-1940 (New York: Committee for the Preservation of Architectural Records, 1989), p. 31.
12. "Times Sq. Hotel Building New Headline Bar," *Hotel Gazette* Apr. 5, 1952.

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CONTINUATION SHEET

Times Square Hotel  
New York, New York

Section number 9 Page 1

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### Major Bibliographical References

(Note: Most newspaper clippings in Hotel Clippings Collection, New-York Historical Society)

"A \$2,500,000 Hotel For Times Square," *New York Times*, Feb. 24, 1921.

"Claman To Be The Times Square," *New York Times*, Mar. 23, 1924, xii, p. 18.

"Convert Hotel Claman," *New York Times*, Mar. 12, 1924, p. 34.

"Eighth Ave. Boom Period Predicted," *New York Times*, Nov. 26, 1922, x, p. 1.

"File Plans For New Hotel," *New York Sun*, June 5, 1919.

"Great Future For Eighth Avenue Is Seen," *New York Herald*, Nov. 26, 1922.

"Hotel Claman Sold To Manger Bros.," *New York Times*, Jan. 12, 1924, p. 22.

"Hotel For Men Opens To-day," *New York Herald*, Apr. 16, 1923.

"New Era Opening For Eighth Avenue," *New York Times*, Mar. 8, 1925, x, p. 1.

"New Hotel For Times Square Section On Same Block With New Times Annex," *New York Times*, Jan. 15, 1922, ix, p. 1.

"New Hotel to Cost \$2,500,000," *New York Times*, Feb. 27, 1921, viii, p. 1.

New York State Census, 1925.

"\$1,500,000 Hotel Project For Men," *New York Sun-Herald*, Mar. 18, 1920.

"\$1,500,000 Loan on New 43RD St. Hotel," *New York Evening Mail*, Jan. 16, 1922.

"Planning 43RD Street Hotel," *New York Sun*, Jan. 4, 1918.

Times Square Hotel, miscellaneous advertising brochures.



Times Square Hotel

New York, New York

## 10. Geographical Data

Acreage of property less than one acre

### UTM References

(Place additional UTM references on a continuation sheet.)

1 18 585310 4512160  
Zone Easting Northing  
3           
Zone Easting Northing

2           
Zone Easting Northing  
4           
Zone Easting Northing

### Verbal Boundary Description

(Explain the boundaries of the property on a continuation sheet.)

### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

## 11. Form Prepared By

name/title contact Peter D. Shaver, Program Assistant (see also continuation sheet)  
organization NYS Office of Parks, Rec. & Historic Preservation date June 28, 1994  
street & number Peebles Island, PO Box 189 telephone 518-237-8643  
city or town Waterford state NY zip code 12188-0189

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative black and white photographs of the property.

#### Additional items

(check with the SHPO or FPO for any additional items)

#### Property Owner

(Complete this item at the request of SHPO or FPO.)

name \_\_\_\_\_  
street & number \_\_\_\_\_  
city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Times Square Hotel  
New York, New York

Section number 10 Page 1

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**Geographical Data**

Verbal Boundary Description

The boundary of this nomination is outlined on the accompanying site map.

Boundary Justification

The boundary includes the entire lot that is historically associated with this property.

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Times Square Hotel  
New York, New York

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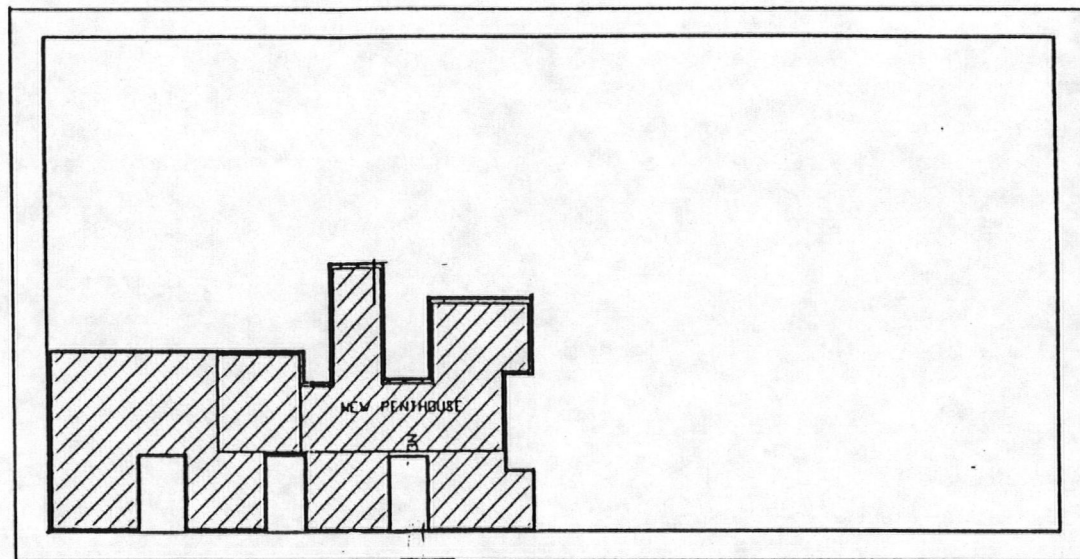
**Form Prepared By**

Research and nomination prepared by:

Andrew S. Dolkart  
Higgins & Quasbarth  
594 Broadway  
New York, NY 10012  
212-274-9468



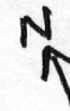
WEST 44TH STREET



WEST 43RD STREET

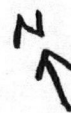
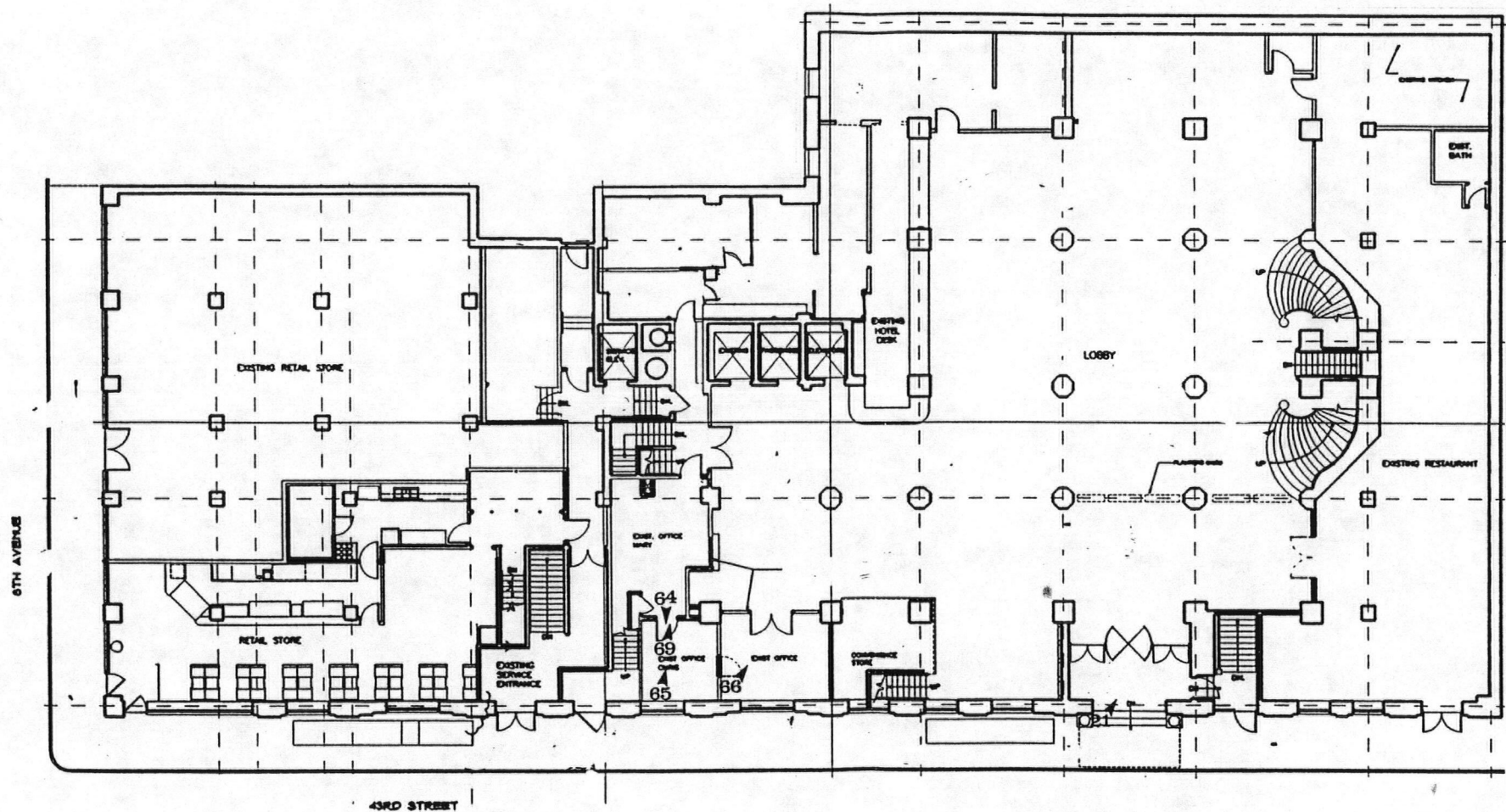
EIGHTH AVENUE

WEST 42ND STREET



TIMES SQUARE HOTEL  
SITE LOCATION PLAN

NEW YORK, NY  
1" = 80'



TIMES SQUARE HOTEL  
 WEST 43rd Street  
 NEW YORK CO., NEW YORK  
 GROUND FLOOR PLAN  
 NO SCALE HIGGINS & QUASEBARTH

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Times Square Hotel  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: NEW YORK, New York

DATE RECEIVED: 4/06/95 DATE OF PENDING LIST: 4/18/95  
DATE OF 16TH DAY: 5/04/95 DATE OF 45TH DAY: 5/21/95  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 95000530

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 5/4/95 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N





Times Square Hotel, New York Co., New York  
Photo: E. Quasebath 5/1994  
View: facing east  
Neg: OPRAP  
1 of 4





Times Square Hotel, West 43rd St.,  
New York County, New York  
View: facing south  
Photo by E. Quaxbath 5/1994  
Neg: OPR14P  
2 of 4



Times Square Hotel, West 43rd St.,  
New York County, New York  
Photo: E. Quasbanth 5/1994  
View: facing northwest  
Neg: OPRHP

3 of 4





Times Square Hotel, West 43rd St.,  
New York County, New York  
Photo: E. Quasebaath 5/1964  
View: lobby, facing Southwest  
Neg: OPR14P  
4 of 4





NEW YORK STATE  
DEPARTMENT OF TRANSPORTATION

CENTRAL PARK QUADRANGLE  
NEW YORK-NEW JERSEY  
7.5 MINUTE SERIES PLANIMETRIC  
SW 1/4 HARLEM 15' QUADRANGLE

406737 DP



Prepared and published in 1975 by the New York State Department of Transportation, in cooperation with the U.S. Department of Transportation, Federal Highway Administration.

Map base from 1966 U.S. Geological Survey 7.5-minute quadrangle.

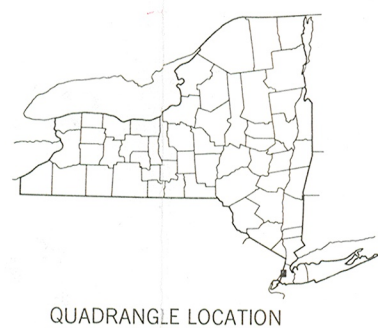
Map revisions made using 1974 aerial photography, construction plans, official records and other sources. Features revised include: highways and other transportation facilities; civil boundaries; recreation sites; hydrography; and buildings. Grey tint indicates intensely developed areas in which only landmark buildings are shown.

Revisions may not comply with National Map Accuracy Standards.

Correspondence concerning this and other maps of the Department of Transportation should be directed to: Map Information Unit, New York State Department of Transportation, State Campus, Albany, New York 12232.

Map revisions outside New York State are limited to major highways.

1975 revisions by F. G. Califano



QUADRANGLE LOCATION

SCALE 1:24,000

1 000 000 2000 3000 4000 5000 6000 7000 FEET

1 2 3 4 5 6 7 8 9 10 KILOMETER

Polyconic projection, 1927 North American datum.

1000-meter ticks based on the New York Transverse Mercator grid.

Between 72° and 78° West Longitude, this grid is identical to Zone 18 of the Universal Transverse Mercator grid. Areas east of 72° and west of 78° are direct mathematical extensions of Zone 18.

10,000-foot ticks based on the New York Plane Coordinate grid, Long Island Zone.

ENTIRE NEW YORK STATE MAP AREA IS WITHIN THE NEW YORK CITY METROPOLITAN URBAN AREA

SPECIAL TOPOGRAPHIC EDITION

Contours, at 10-foot intervals, shown unrevised from 1966 U.S. Geological Survey map. Datum is mean sea level.

BOUNDARIES:

State.....

County.....

Town or City.....

Incorporated Village.....

Federal-Aid Urban Area.....

ROADS:

Touring Route markers:

Interstate.....

U.S. ....

State.....

State Highway number and limit.....

County road.....

Interchange number.....

Divided highways and streets:

Wide mail.....

Narrow mail or barrier.....

Undivided highways and streets:

.....

Vehicle track; trail.....