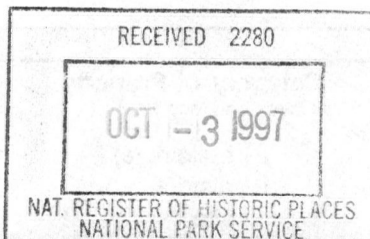


United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and 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 the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, 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 Sullivan, Ed, Theater

other names/site number Hammerstein's Theater

2. Location

street & number 1697-1699 Broadway ☐ not for publication

city or town New York ☐ vicinity

state New York code NY county New York code 061 zip code 10019

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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. Adams
Signature of certifying official/Title

23 Sept. 97
Date

N.Y. State Historic Preservation Office
State of Federal agency and bureau

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the 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:) _____

[Signature]
Signature of the Keeper

11-17-97
Date of Action

Ed Sullivan Theater
Name of Property

New York County, New York
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing

1

Noncontributing

buildings

sites

structures

objects

1

Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

RECREATION & CULTURE: Theater

COMMERCE/TRADE: Office building

Current Functions

(Enter categories from instructions)

RECREATION & CULTURE: Television studio

COMMERCE/TRADE: Office building

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH & 20TH CENTURY REVIVALS:

Late Gothic Revival

Materials

(Enter categories from instructions)

foundation concrete

walls brick

roof asphalt

other

Narrative Description

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

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Ed Sullivan Theater
New York County, New York

Section number 7 Page 1

Description

The Ed Sullivan Theater (originally Hammerstein's Theatre) is located on an L-shaped site with its main facade on Broadway between West 53rd and West 54th streets and its secondary facade on West 53rd Street in Manhattan, New York County, New York. The building has a frontage of slightly over 50.3 feet on Broadway and 150 feet on West 53rd Street. The theater is located in a densely built up area with other theaters, office buildings, hotels, garages, and lofts in the immediate vicinity. Immediately to the south, on the corner of Broadway and West 53rd Street, filling in the "L," are two modest five-story commercial buildings. Farther south, across West 53rd Street, is the Broadway Theatre and a modern office tower. Immediately to the north, on the southwest corner of Broadway and West 54th Street is a twelve-story hotel building. Farther north, on the west side of Broadway, is a mix of low-rise and high-rise commercial buildings. Immediately east, on the east side of Broadway between West 53rd and West 54th streets, is a modern glass and steel skyscraper. Skyscrapers, low-rise commercial buildings, and hotels line nearby blockfronts on Broadway. On the north side of West 53rd Street, west of the Ed Sullivan Theater, are a low-rise powerhouse and a theater building that has been converted into a recording studio. On the south side of West 53rd Street is the rear elevation of the low-rise Roseland dance club. With the exception of a small court on the north edge of the lot, the Ed Sullivan Theatre occupies its entire site.

The Ed Sullivan Theater building includes an L-shaped office building incorporating the theater lobby, and, to the rear of the office building, an auditorium and stage structure. The exterior of the building is relatively modest. The thirteen-story section is faced with brick with polychromatic glazed terra-cotta trim in the Gothic style. The Broadway elevation is seven bays wide. The ground story, which contains entrances to the office building lobby, the theater, and a commercial space, is extremely ornate. The entire ground level is clad in glazed terra cotta. In the center is the recessed theater entrance with its four pairs of bronze double doors set within an ornate Gothic frame. To the left is a single door leading into the office building lobby. To the right is a storefront with a wide Tudor arch and a single entrance door with twisted columns. A modern marquee extends above the entrance to the theater. Additional Gothic-inspired terra-cotta detail is visible on the second through fifth stories and on the top stories.

The West 53rd Street elevation of the office building is even simpler than the Broadway frontage. It is six bays wide, with the windows arranged in three pairs. The terra-cotta base has simple Gothic ornament and an arched entry leading into the office building lobby. There is additional simple Gothic terra-cotta detail at the top of this elevation. To the west is the theater wing which is clad in red textured or "rug" brick with burned stretchers. A low section connects the office building with the main mass

United States Department of the Interior
National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEETEd Sullivan Theater
New York County, New York

Section number 7 Page 2

of the theater. This section contains a fire escape, arched windows with terra-cotta lintels and, on the third level, a brick pattern formed by the use of pulled bricks and a pier created with vertical bands of headers and stretchers. To the west is a brick facade with seven levels articulated by rectangular windows (six windows per level). The eastern wall, facing the recessed section, has patterned brickwork.

The narrow, dog-legged office building lobby has a terrazzo and marble floor, marble wainscot, black marble baseboard, plaster walls, and a plaster groin-vaulted ceiling. Near the center of the hall is a stair with a cast-iron railing ornamented with Gothic arches and quatrefoils. The lobby also contains a bronze mailbox manufactured by the Cutler Mail Chute Company and four elevators, one with its original door and cab and a round floor indicator panel with Gothic detail and its original needle. The upper floors of the office building were designed as utilitarian space with virtually no ornamental detail. The elevators once led into a narrow hall with office doors set within metal frames with transoms. This arrangement is evident on the fifth and ninth floors, but has been altered elsewhere. The commercial space to the north of the theater entrance retains no historic detail.

The four pairs of bronze doors on Broadway lead into the vestibule of the theater lobby. The vestibule is a small space with cast-stone walls imitating travertine. The vestibule has marble baseboards, a vaulted plaster ceiling with Gothic detail, a Gothic style cast-iron radiator grille, and three pairs of bronze doors that lead into the ticket lobby. The L-shaped ticket lobby is also Gothic in detail. It has black marble baseboards, cast-stone "travertine" walls, complex Gothic plaster vaulting with large, deeply recessed coffers, and cast-iron radiator grilles. On the south wall is a projecting three-sided ticket booth with cusped-arched windows and ornate Gothic surrounds. It is capped by a cresting and pinnacles. At the west end of the lobby is a pair of wide doors with Gothic detail that leads into an alley. On the south wall, to the west of the ticket booth, are a pair and two single doors with Gothic detail leading into the inner lobby.

The inner lobby is a rectangular space with ribbed plaster vaulting, ceiling panels perforated with quatrefoils, ornate plaster cluster columns, paneled wood wainscot ornamented with linen-fold panels and Tudor shields, and cast-stone "travertine" walls. In the center of the east wall is a niche with elaborate Gothic tracery (a statue of Oscar Hammerstein I once stood in this niche). On the west side of the room is the entrance into the theater. It is flanked by stairways with cast-iron railings similar to those in the office building lobby, leading up to the balcony. There are also stairs leading down to the basement (the basement has no historic detail). The inner lobby has an unusual floor made of a synthetic material that imitates stone and is laid in blocks providing the space with a rustic look.

United States Department of the Interior
National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEETEd Sullivan Theater
New York County, New York

Section number 7 Page 3

The auditorium space is wider than it is deep and is extremely ornate. It has a single balcony with a cross-over aisle. The stage is set within a tall elliptical proscenium supported by complex plaster cluster columns. The rear wall of the orchestra level has wooden wainscot of the same design as that in the inner lobby. The remainder of the wall surfaces in the auditorium contain ornate Gothic plaster detail. The walls are punctuated with openings that originally contained stained glass, some of which is extant. The ceiling beneath the balcony is ornamented with Gothic detail. The ceiling of the auditorium contains 30 ribs that converge on a center panel with ten rectangular boxes that hang from an ornate frame. In addition, there are Gothic double doors, original Gothic railings on the balcony, and, also on the balcony level, original seats with Gothic detail (the orchestra level has modern seats). There is a deep stage with shallow wings. When the theater was rehabilitated for the David Letterman Show, sound baffles and other production-related equipment was installed. These modern additions are visible, but they were installed so as to minimize their physical impact on the historic finishes.

8. Statement of Significance

Applicable National Register Criteria

(Mark "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 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 prehistory or history.

Criteria Considerations

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

Property is:

- ☐ **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.

Areas of Significance

(Enter categories from instructions)

Architecture

Entertainment/Recreation

Period of Significance

1927

Significant Dates

1927

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

N/A

Architect/Builder

Krapp, Herbert J.

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):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey

- ☐ recorded by Historic American Engineering Record # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository:

Ed Sullivan Theater

Name of Property

New York County, New York

County and State

10. Geographical Data

Acreage of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	8
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5	8	5	8	0	0
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4	5	1	2	8	0	0
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Zone Easting Northing

2

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3

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Zone Easting Northing

4

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--	--	--	--	--	--	--	--

☐ See continuation sheet

Verbal Boundary Description

(Describe 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 (see continuation sheet)

organization NYS Office of Parks, Recreation & Historic Preservation date July 8, 1997

street & number P.O. Box 189 telephone 518-237-8643

city or town Waterford state New York zip code 12188

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 _____ telephone _____

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 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 Reduction Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Ed Sullivan Theater
New York County, New York

Section number 8 Page 1

Statement of Significance

The Ed Sullivan Theater, originally Hammerstein's Theatre, is historically significant under National Register criteria A and C as a representative example of the legitimate theaters erected in New York City during the 1920s, a period of peak theater construction in the Times Square area, America's most important theater district; and as a rare and architecturally distinguished neo-Gothic style theater designed by prolific theater architect Herbert J. Krapp. The Ed Sullivan Theater was erected in 1927 by Arthur Hammerstein, a member of one of the more significant families in the history of American theater. Arthur Hammerstein was a producer who erected this theater for his musical comedies and operettas. Hammerstein commissioned a design from Herbert J. Krapp who was involved with the design of the majority of the theaters in the Times Square area and who was, more than any other single person, responsible for the character of New York's theater district. The Ed Sullivan Theater is a rare example of a theater designed in the neo-Gothic style and, on the interior, it retains a substantial amount of its flamboyant Gothic detail. Besides the theater itself, the construction project entailed the construction of a thirteen-story office building that was to be rented for income. Unfortunately, the theater was not initially a financial success. In 1934, the theater was converted into a nightclub, entailing alterations to the orchestra level. In 1949, it was converted into a television studio by CBS, known as "CBS Playhouse, Studio 50." The studio hosted Ed Sullivan's popular show "Toast of the Town", later simply known as the "Ed Sullivan Show". On December 10, 1967, the theater was renamed in honor of Ed Sullivan.

The Ed Sullivan Theater was built on Broadway and West 53rd Street in 1927 by Arthur Hammerstein as a memorial to his father, theatrical impresario Oscar Hammerstein I. Arthur Hammerstein (1872?-1955) was a significant figure in the history of American theater. His father was a German immigrant who began his career as a cigar manufacturer in New York in the 1850s and later became an active real estate developer in Harlem. In 1869, Oscar Hammerstein produced his first season of opera and in 1880 erected the Harlem Opera House (demolished). In the 1890s, Oscar Hammerstein became a full-time theatrical producer, erecting several theaters, including the Olympia on Broadway between 44th and 45th streets (demolished), the first theater erected in the Times Square area. Arthur was Oscar Hammerstein's second son and was influenced by his father's interests in the theater and real estate. He built or altered several theaters for his father and joined him in producing operas. In 1910, Arthur began an independent career producing musical comedies and operettas, immediately establishing himself as an important impresario with his inaugural production of Victor Herbert's "Naughty Marietta", followed by Rudolf Friml's "The Firefly" in 1912. Hammerstein also worked with many of the leading musical figures of his day, including George Gershwin, Jerome Kern, Sigmund Romberg, Otto Harbach, and his brother Oscar Hammerstein II. In 1923, Hammerstein produced

United States Department of the Interior
National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEETEd Sullivan Theater
New York County, New York

Section number 8 Page 2

"Wildflower", a hit that permitted him to erect a large estate, named "Wildflower" in Beechhurst, Queens (extant: New York City Landmark). This was followed by the smash hit "Rose-Marie," the most popular musical of the 1920s. It was profits from this production that enabled Arthur Hammerstein to build the Hammerstein Theatre. In 1926, Arthur Hammerstein announced that he would erect a theater and office building on an L-shaped site at Broadway and West 53rd Street as a memorial to his father. The theater was initially to be called Hammerstein's Temple of Music, but the name was changed to simply Hammerstein's Theater. The building was erected in 1927, debuting on November 30, 1927.

The new Hammerstein Theatre was designed by architect Herbert J. Krapp (1883-1973), who was responsible for the design of twenty-one theaters in the Times Square area, most of which are extant. Despite his enormous output, little is known about Krapp's life and work. Krapp studied at Cooper Union and then trained with the great theater architects Herts & Tallant who were responsible for such notable theaters as the New Amsterdam and Lyceum. In 1916, when the Shuberts decided to build new theaters, they turned to Krapp who had established an independent office. The Shuberts commissioned a dozen theaters from Krapp between 1916 and 1927, and he also designed theaters for the Shuberts elsewhere in the United States. In New York City, Krapp also designed six theaters for the Chanin Construction Company and three for independent interests, including the Hammerstein Theatre. Krapp's work is stylistically varied, including designs in English neo-Classical, Roman Classical, Italian Renaissance, Spanish, French Beaux-Arts, and Gothic styles. Many of his theaters continue to be among the most successful and sought after in the Broadway theater district.

According to the designation report for the theater's interior prepared by the New York City Landmarks Preservation Commission, the Hammerstein "remains unique not only in Krapp's oeuvre, but among all theaters in New York and perhaps the country....Hammerstein's was an extraordinary extravaganza of Gothic." (1) The building consists of an L-shaped office building with facades on Broadway and 53rd Street. The entrance to the theater is on Broadway in a wing of the office building, but the theater itself is set to the west on 53rd Street, extending into the middle of the block. The arrangement of the office building and theater was necessary since New York City law forbade construction on top of a theater. The exterior of the office building contains modest Gothic ornament, but the interior of the theater is lavishly detailed with Gothic plasterwork and other features.

Although the initial production at the Hammerstein Theater, Otto Harbach and Oscar Hammerstein II's "Golden Dawn," was a failure, the design of the theater itself was a great success, with most reviews commenting on its glorious detail. (2) No expense had been spared in the construction. Floors were covered with marble and with rugs imported from Czechoslovakia,

United States Department of the Interior
National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEETEd Sullivan Theater
New York County, New York

Section number 8 Page 3

vaults contained gold mosaics, there were ten stained-glass windows depicting scenes from Oscar Hammerstein's opera productions, and a \$50,000 pipe organ was installed in the orchestra pit. In addition, the ceilings contained complex Gothic plasterwork. According to Hammerstein, the theater "... represents more than bricks and mortar -- it represents the affection I had for my father and the idea I had for years to show the pride I had in his memory and his name by building the finest possible theatre as a memorial -- the sort of house he would have been proud himself to have built. (3)"

"Gold Dawn" was followed by one of Jerome Kern and Oscar Hammerstein's greatest musicals, "Sweet Adeline." Unfortunately, however, the stock market crash cut short the run of this play and it was followed by two flops. Hammerstein's fortune quickly dissolved and in 1930 he was forced to sell his Beechhurst mansion and in April 1931, the theater was sold at auction to Manufacturers Hanover Bank. It was soon leased to producers Lawrence Schwab and Frank Mandel who altered the interior, enlarging the orchestra pit and removing many of the stained-glass windows. The theater was renamed the Manhattan Theatre, but Schwab and Mandel were forced to relinquish their lease after only ten months. They were succeeded by Norman Carroll who planned to use the theater as a showcase for his brother Earl Carroll's famous productions, but this too failed. After standing empty for several years, the theater was converted, in 1934, into a mobster-run music hall/nightclub (Lucky Luciano was involved with the project), initially known as the Manhattan Casino and then renamed Billy Rose's Music Hall. Conversion into a nightclub entailed the removal of the orchestra seats and the leveling of the orchestra floor so that tables and chairs could be added. Bars and a kitchen were also added. Although initially quite successful, the nightclub soon failed and, after brief attempts at legitimate theatrical productions and use as a radio theater, the theater was converted, in 1949, into a television studio by CBS, known as "CBS Playhouse, Studio 50." Camera runways were added and the studio became the home of Ed Sullivan's "Toast of the Town," later renamed "The Ed Sullivan Show." This show had debuted in 1948 and, by the time it was canceled in 1971, was the longest running show in television history. (4) In recognition of the success of this variety show, which introduced many major international artists, including Rudolph Nureyev and the Beatles, to American television audiences, the theater was renamed in Ed Sullivan's honor on December 10, 1967. In 1993, the theater was converted for use by the David Letterman Show. Through all of the changes in use, the theater has retained much of its original Gothic detail. In 1988, the interior of the theater was designated a landmark by the New York City Landmarks Preservation Commission.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Ed Sullivan Theater
New York County, New York

Section number 8 Page 4

Endnotes

- (1) New York City Landmarks Preservation Commission, p. 14.
- (2) See, for example, "New Hammerstein Theatre Dedicated," New York Times, April 1, 1927; J. Brooks Atkinson, "Raising a New Curtain," New York Times, April 1, 1927; John Anderson, "Mr. Hammerstein Opens His New Theatre With a Large Operetta Called 'Golden Dawn,'" New York Evening Post, December 1, 1927; Percy Hammond, "Mr. Hammerstein Dedicates His Memorial Theatre With 'Golden Dawn,'" New York Tribune, December 1, 1927; Burns Mantle, "'The Golden Dawn' in a Gothic Cathedral," New York Daily News, December 1, 1927; Alsion Smith, "The House of Hammerstein," New York World, December 1, 1927; Robert Coleman, "'Golden Dawn' Opens Brilliantly at Hammerstein's," New York Mirror, December 2, 1927.
- (3) "Hammerstein Has \$5 Left of Millions," New York Times, March 27, 1931.
- (4) Further research may document additional areas of significance for Ed Sullivan and "The Ed Sullivan Show."

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Ed Sullivan Theater
New York County, New York

Section number 9 Page 1

Major Bibliographical References

"Hammerstein's Theatre, New York City," Architecture and Building 60
(February 1928), 38-39.

Henderson, Mary, The City and the Theatre (Clifton, NJ: James T. White &
Co., 1973).

New York City Landmarks Preservation Commission, Ed Sullivan Theater
(originally Hammerstein's Theater) Designation Report, prepared by
Janet Adams (NY: Landmarks Preservation Commission, 1988).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Ed Sullivan Theater
New York County, New York

Section number 10 Page 1

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 the property.

United States Department of the Interior
National Park Service

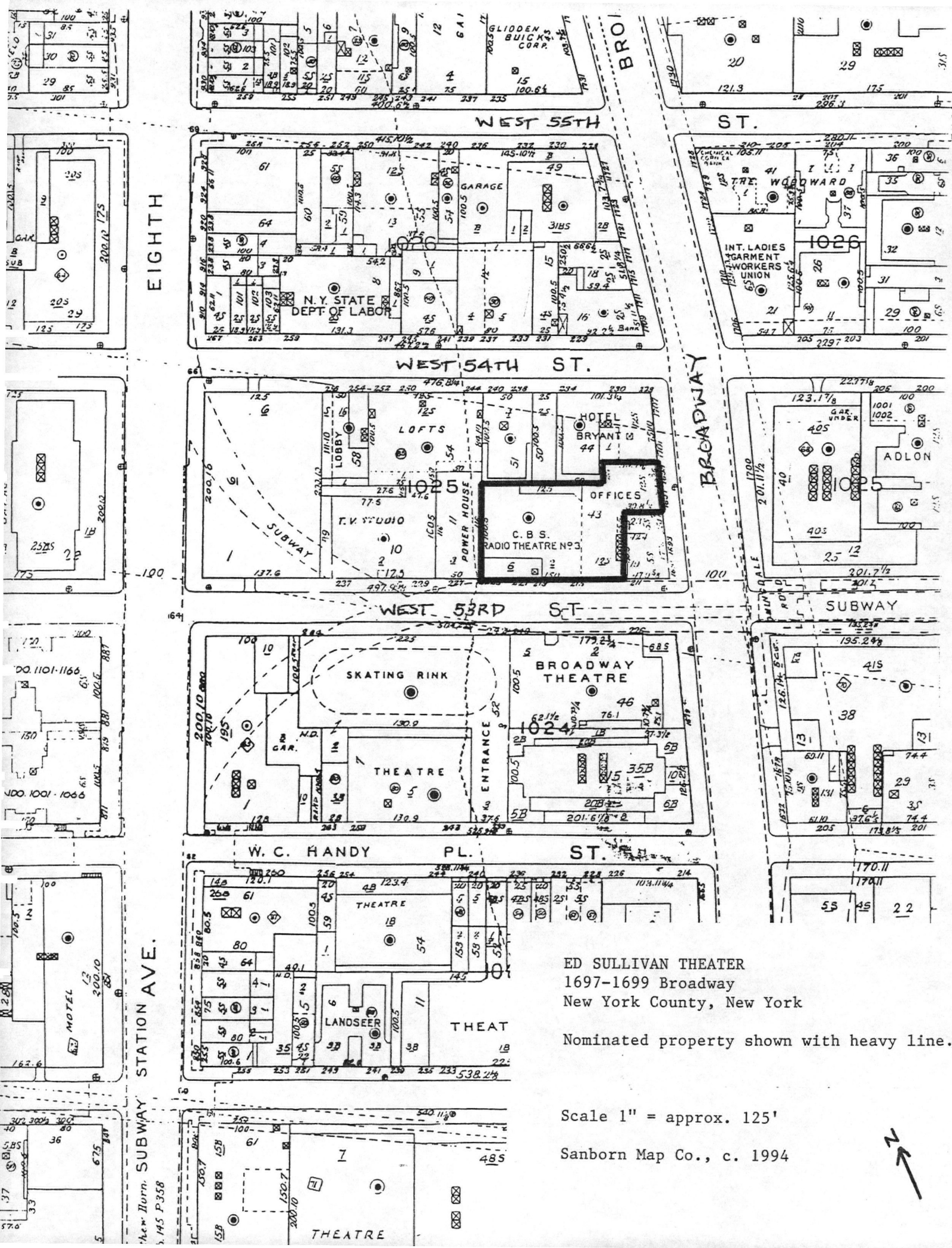
NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Ed Sullivan Theater
New York County, New York

Section number 11 Page 1

Form Prepared By

Andrew S. Dolkart
Higgins & Quasebarth
270 Lafayette Street, Suite 804
New York, N.Y. 10012



ED SULLIVAN THEATER
1697-1699 Broadway
New York County, New York

Nominated property shown with heavy line.

Scale 1" = approx. 125'

Sanborn Map Co., c. 1994



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Sullivan, Ed, Theater
NAME:

MULTIPLE
NAME:

STATE & COUNTY: NEW YORK, New York

DATE RECEIVED: 10/03/97 DATE OF PENDING LIST: 10/14/97
DATE OF 16TH DAY: 10/30/97 DATE OF 45TH DAY: 11/17/97
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 97001303

NOMINATOR: STATE

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: Y NATIONAL: N

COMMENT WAIVER: N

___ACCEPT ___RETURN ___REJECT ___DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Accept A+C

REVIEWER Savage

DISCIPLINE Architectural History

TELEPHONE _____

DATE 11/17/97

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



The Sullivan Theater

LATE SHOW
with David Letterman

CBS

LATE SHOW



Da Valentino Pizzeria & Restaurant

DEMY

SANTINO PHOTO & VIDEO

HAND

Da Valentino RESTAURANT

PIZZA

05 146 0831 N N N-1 2

Ed Sullivan Theater

1697-1699 Broadway

New York County, NY

Photo: Higgins & Quasebath, 1997

Neg:

View: Main facade, facing southwest

1 of 8



ANTINO PHOTO & VIDEO

CBS
LATE SHOW
with David Letterman
LATE SHOW
with David Letterman

AMERICAN HOTEL

W 53 ST

ONE WAY

01 146 0831 N N N-1 2

Ed Sullivan Theater

1697-1699 Broadway

New York County, NY

Photo: Higgins & Quasbanth, 1997

Neg: " "

View: Main facade, facing north

2 of 8



03 146 0031 N N N-2 2

Ed Sullivan Theater

1697-1699 Broadway

New York County, NY

Photo: Higgins + Quasibath, 1997 Neg: H + G

View: West 53rd St. section, facing northwest

3 of 8



08 146 0831 N N N-1 2

Ed Sullivan Theater
1697-1699 Broadway
New York, NY

Photo: Higgins & Quasbarth Neg: H & Q

View: Main entrance, facing west

4 of 8



Ed Sullivan Theater

1697-1699 Broadway
New York County, NY

Photo: Higgins & Quasebaath, 1997

Neg:

"

"

View: Main lobby

5 of 8



Ed Sullivan Theater

1697 - 1699 Broadway

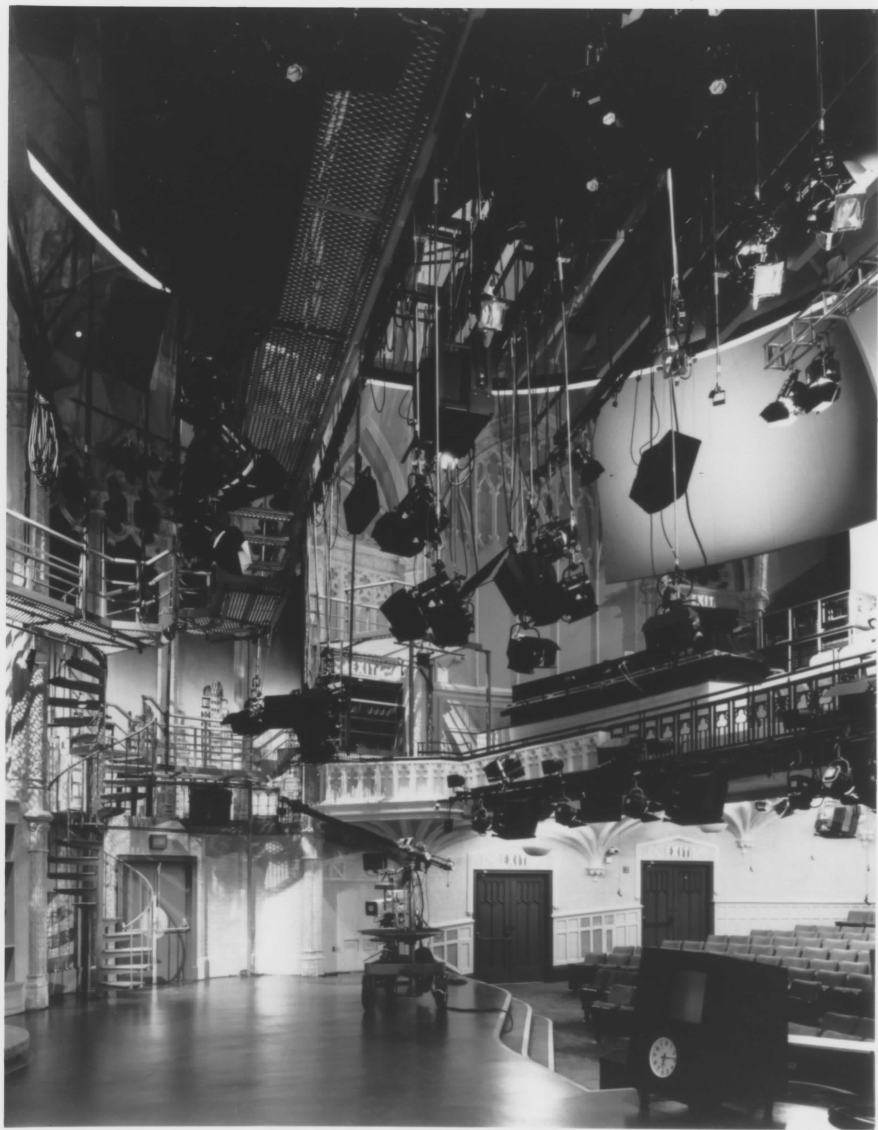
New York County, NY

Photo: Higgins & Quasebarth, 1997

Neg: " "

View: auditorium, facing east

6 of 8



Ed Sullivan Theater

1697-1699 Broadway
New York County, NY

Photo: Briggins & Quasbarth, 1997

Neg: " "

View: auditorium, facing north



Ed Sullivan Theater

1697-1699 Broadway
New York County, NY

Photo: Higgins + Quasebath, 1997

Neg: " "

View: typical office in office bldg.

S.F. &



NEW YORK STATE
DEPARTMENT OF TRANSPORTATION

CENTRAL PARK QUADRANGLE
NEW YORK - NEW JERSEY
7.5 MINUTE SERIES PLANIMETRIC

406737 DP



Ed Sullivan Theater
1697-1699 Broadway
New York County, N.Y.
CENTRAL PARK QUAD
Scale 1:24,000
Zone 18
Easting 585800 Northing 4512800

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. Gray tint indicates intensively 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 0 1000 2000 3000 4000 5000 6000 7000 FEET

1 0 1 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..... (7)

U. S. (28)

State..... (8)

State Highway number and limit..... 6020

County road..... (7)

Interchange number..... (3)

Divided highways and streets:

Wide mail.....

Narrow mail or barrier.....

Undivided highways and streets:

Vehicle track; trail.....

DOCUMENTATION ISSUES--DISCUSSION SHEET

State Name NY County Name New York Resource Name Sullivan, Ed, Theater
Reference No. 97-1303 Multiple Name
Listed Date

Section of Nomination:

Classification Description Geographical Data
State/Agency Certification Significance Accompanying Documentation
Function Bibliographical References Other

See Page Paragraph

Solution:

NR Staff:

Date:

Data Collector's Explanation of Problem:

① The period of significance is 1927- the year of construction. I wouldn't it be a little longer maybe to '29?
② The name. The theater was historically the Hammerstein Theater (esp. during their narrow period of sign). It did not become the Ed Sullivan Theater until the 60's

Data Collector: Abussey

Date: 10/17/97

Resolution in Data Base:

D.B. Corrected:

Date:

Donation is not asking to be significant for Sullivan,
CBS, or TOP of the town. Shouldn't the Theater be
listed as ~~Hammerstein's Theater~~. Or is it so
commonly known as Ed Sullivan Theater is it OK?

I think this is one
of those relatively rare
cases that noone (or very few)
would actually know it as
the Hammerstein Theater and
virtually everyone knows the
Ed Sullivan Theater that
we should just go w/ it as is.
PS.