

The Waldorf Astoria: A New York City Landmark

Course Number TH314

Thursday, June 21, 2018, 8:45 AM

1.00 LU HSW

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Questions related to specific products and services may be addressed at the conclusion of this presentation.

Speakers List

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Course / Learning Objectives

- Explore various methods for preservation, restoration, and reuse of historical buildings.
- Learn how to effectively analyze available historical documentation and synthesize it into a successful preservation, restoration, or reuse strategy.
- Learn how to summarize and present preservation, restoration, or reuse plans of historically significant properties to stakeholders.
- Find out how you can better demonstrate the value of adaptive reuse in your own work.

THE WALDORF ASTORIA

Architects: Schultze & Weaver

Construction Completed: 1931

Exterior Landmark Designation: 1993

Purchased by Anbang International: 2014

Interior Landmark Designation: 2017

Closes for renovation: 2017

June 21, 2018

Anbang Group

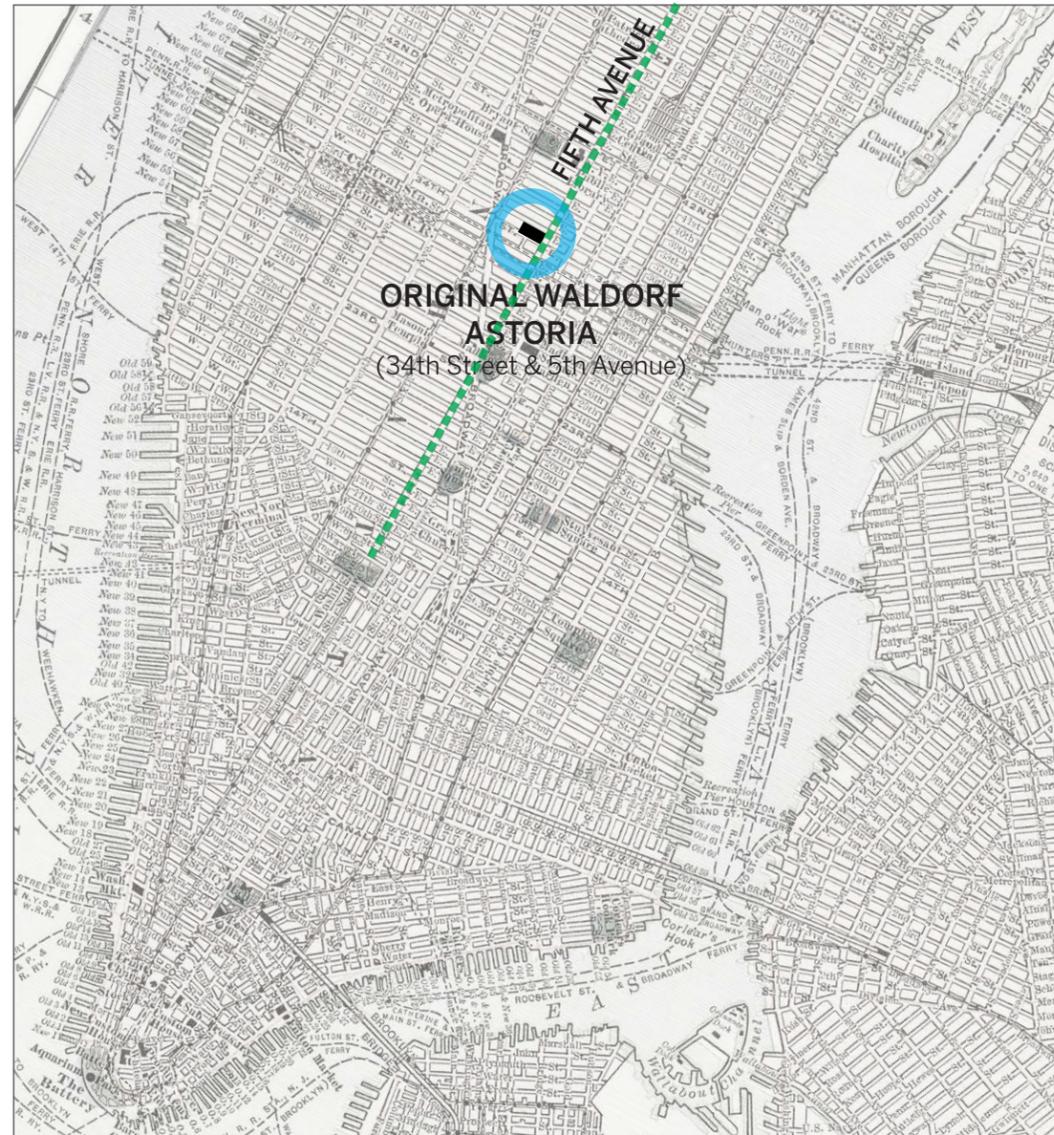
Skidmore, Owings & Merrill LLP



Original Waldorf-Astoria (1893-1929)

“At its very beginning, [the Waldorf Astoria] brought about radical change in the social pattern of New York”

- the New York Times



Original Waldorf-Astoria (1893-1929)

KEY DATES

- 1893- Waldorf opens
- 1897 - Astoria opens
- 1918 - Acquired by General Coleman DuPont
- 1929 - Hotel closed, lot sold to Empire State Bldg Developer
Name transferred to manager Lucius Boomer for \$1

ROOF GARDEN

SUPPORT SPACES

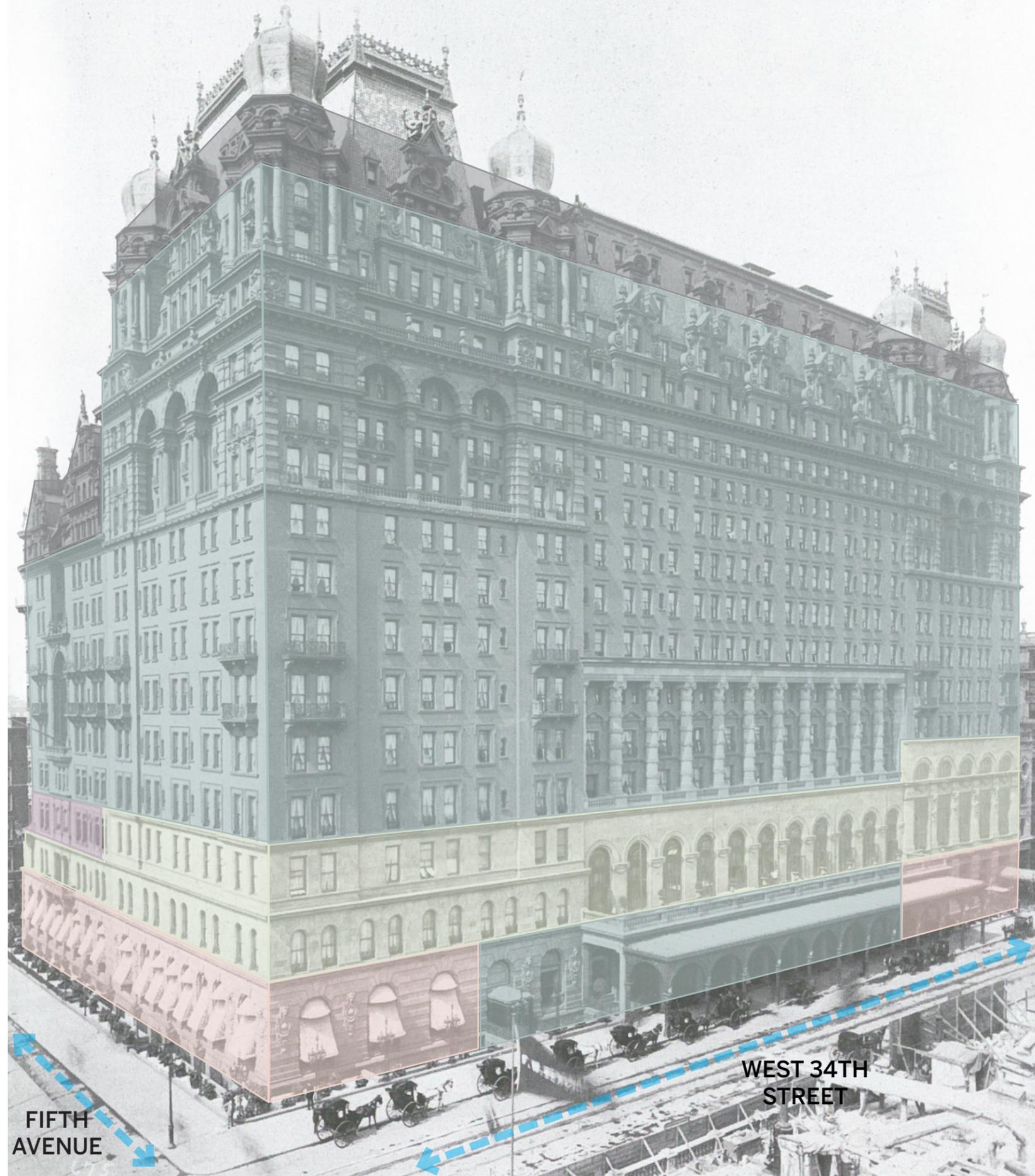
HOTEL

APARTMENTS

EVENT SPACES

RETAIL

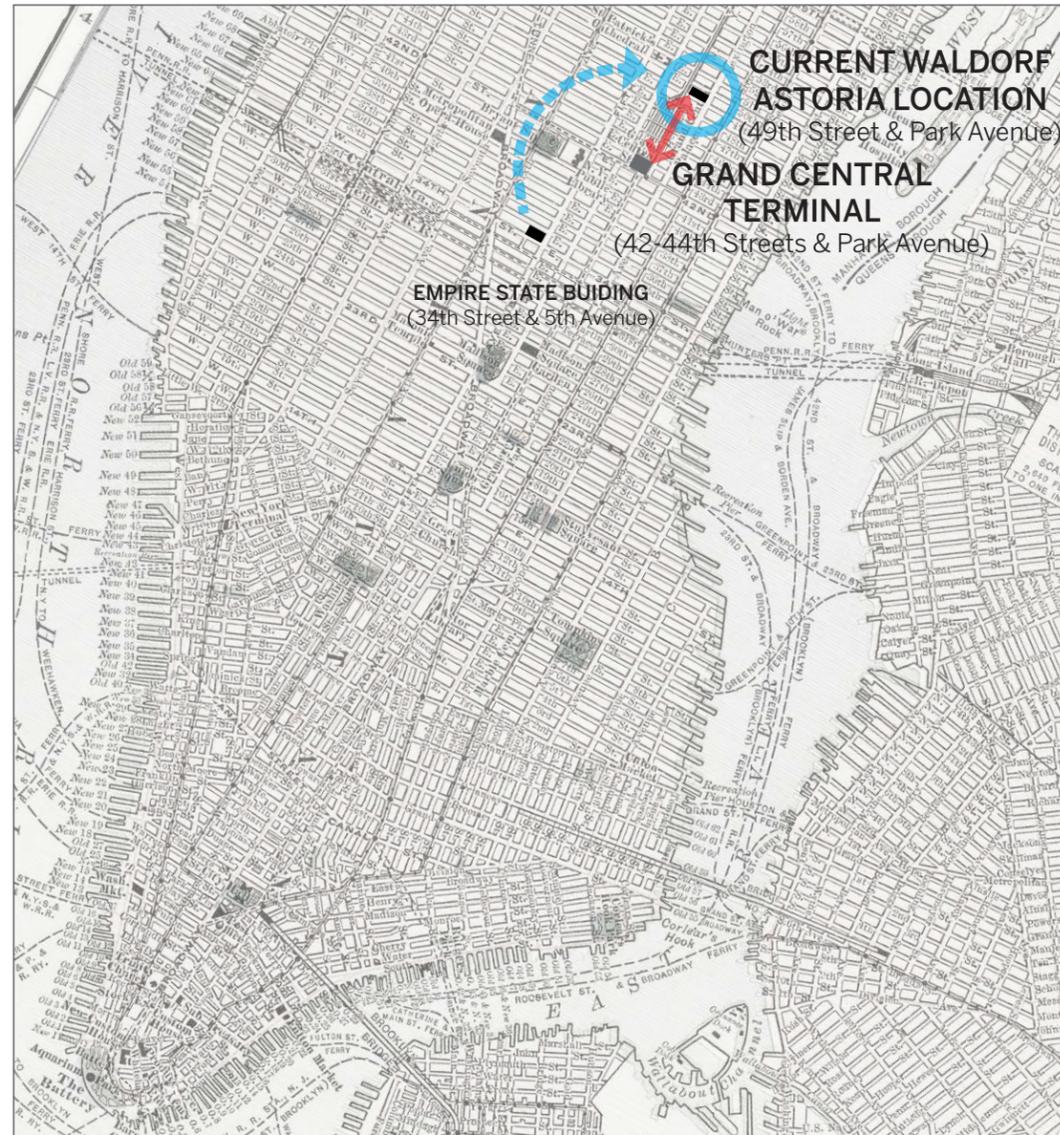
The original "city within a city"



Current Waldorf Astoria (1931-Present)

“A well known hotel so close to Grand Central Terminal would be a distinct asset to the railroad”

- Louis J. Horowitz, 1937



WALDORF HIGHEST HOTEL.

Height of New Hostelry Will Exceed
625 Feet.

HUGE CARPET FINISHED
3,700-Pound Hotel Rug Took 16
Workers 8 Months to Make

the largest hand-tufted rug ever
woven in a single piece,

**BROKERAGE CENTRE
FOR NEW WALDORF**

*New Waldorf to Contain
Own Parking Space;
90-Foot Drive Will Run
From 49th to 50th St.*

*"The new Waldorf will have **"manufactured weather"*** -1930 Press Release

"More varied activity than any single skyscraper had ever contained.

-Paul Goldberger, "The Skyscraper" 1981



Telephone Switchboard



Automobile Elevator



Room Service



Radios in each Room

1931 - 1950s An Audacious Bet...becomes the Unofficial Palace of New York



1931 The new Waldorf-Astoria Opens



1934 Cole Porter writes 'Anything Goes' while living at the Waldorf



1945 Weekend at the Waldorf

The Big Four Meet in New York

The Big Four are meeting for the fourth time to draft peace treaties for five enemy countries in Europe. Each meeting has been held in a different country. The first, in September, 1945, was in London at historic Lancaster House; it ended in stalemate. The second, the following December at Spiridinovka Palace, Moscow, was attended only by the Big Three; it decided who would write the peace. The third, in two parts, last April and June at the Luxembourg Palace, Paris, shaped the five treaties, deadlocked on many points, referred them to the Conference of Paris. The fourth, at the Waldorf, is considering Paris Conference proposals.



LANCASTER HOUSE
London, September, 1945.



LUXEMBOURG PALACE
Paris, April and June, 1946.



WALDORF-ASTORIA
New York, November, 1946.

"The Foreign Ministers will hold their discussions in... the suite occupied by Lucius M. Boomer, chairman of the board of the Waldorf-Astoria."

- New York Times, Nov. 1946



1949: Hilton purchases Management Stake



1955 Marilyn Monroe (resident) Pictured with Elsa Maxwell



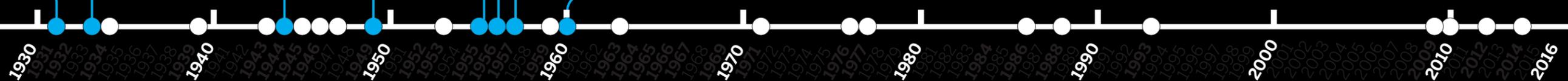
1957 Queen Elizabeth II In the Ballroom



1956 Grace Kelly's Engagement Party



President Kennedy Delivering a speech in front of the Park Avenue Entry, 1960



1960s New York enters the Jet Age...Technology Transforms Society



1959 Jet Planes become available for Commercial use

JFK Airport Annual Passengers
 1950: 200,000
 1960: 8,800,000
 1970: 19,000,000

Passenger Trains US Mileage
 75% decrease 1958 - 1971
 (source: Brookings Institution)



1964 Color Broadcasting begins on Prime-time Television

American Homes with a TV
 1950: 9.0%
 1960: 87.1%
 1970: 95.2%



Seagram Building Opens 1958



Sheraton Midtown Opens 1962



Hilton Midtown (largest hotel in NYC) Opens 1963



1964 Beatles land at JFK and stay at Hilton Midtown

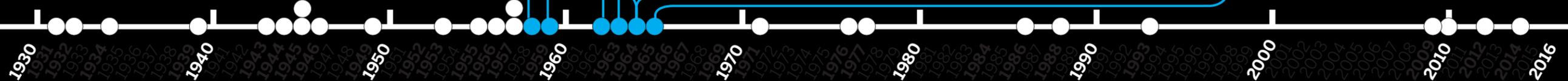


1964 New York City hosts the World's Fair



1964 Tony Awards move to the Hilton Midtown

1965 Landmarks Preservation Commission is Established



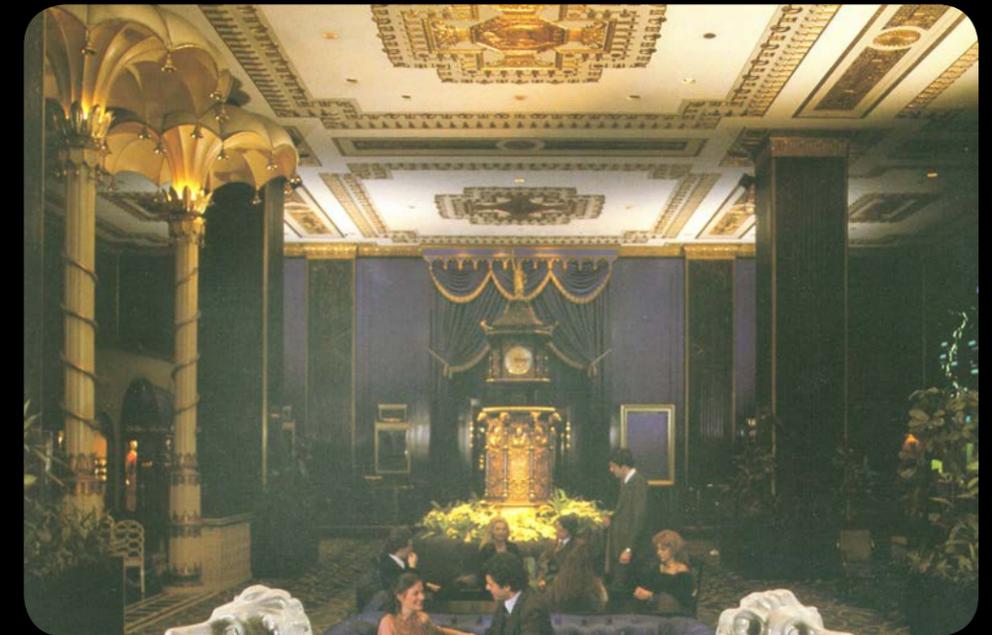
1930s - Present *Keeping up with the Times*

- **1939** Added Mosaic Floor at Park Avenue Lobby
- **1953** New Peacock Alley moved to current location (NYT Article)
- **1957** 2,000 New Dial Telephones in the Rooms (NYT)
- **1962** (NYT) Art Deco is out of fashion; Oliver Smith Redecorates the Ballroom in a French traditional style
- **1964** Mildred Masters Redecorates 1300 Guest rooms
Frazier, Raftery, Orr & Fairbank - Park Avenue Lobby, add Crystal Chandelier
\$7,000,000 Total budget
Added clock to center of Lobby
Sert Murals sold to a Spanish Museum
- **1970s** Peacock Alley decor changed, Main Lobby renovated
- **1981** Park Avenue Lobby, Ballroom, Starlight Roof renovated; Local Law 16 work done, Rigal Medallion Restored and paintings uncovered
- **1984**
- **1986** \$110 Million renovation started Lobby, new wood paneling "install technology"
Reduced room count 1800 --> 1700, add cable TV, A/C units, added frieze in Lobby
"do what had to be done"
- **1993** Completed a \$140 Million renovation that "restored and preserved" Art Deco elements
Added new marquees, cleaning of limestone, 'completed original designs'
- **2005** Peacock Alley updated to current decor
- **2012** Park Avenue Foyer updated - removed bridge, added new ceiling/lighting
New Marquees on Park and Lexington

Art Deco goes out of fashion: 18th Century French Style



GRAND BALLROOM, 1960s



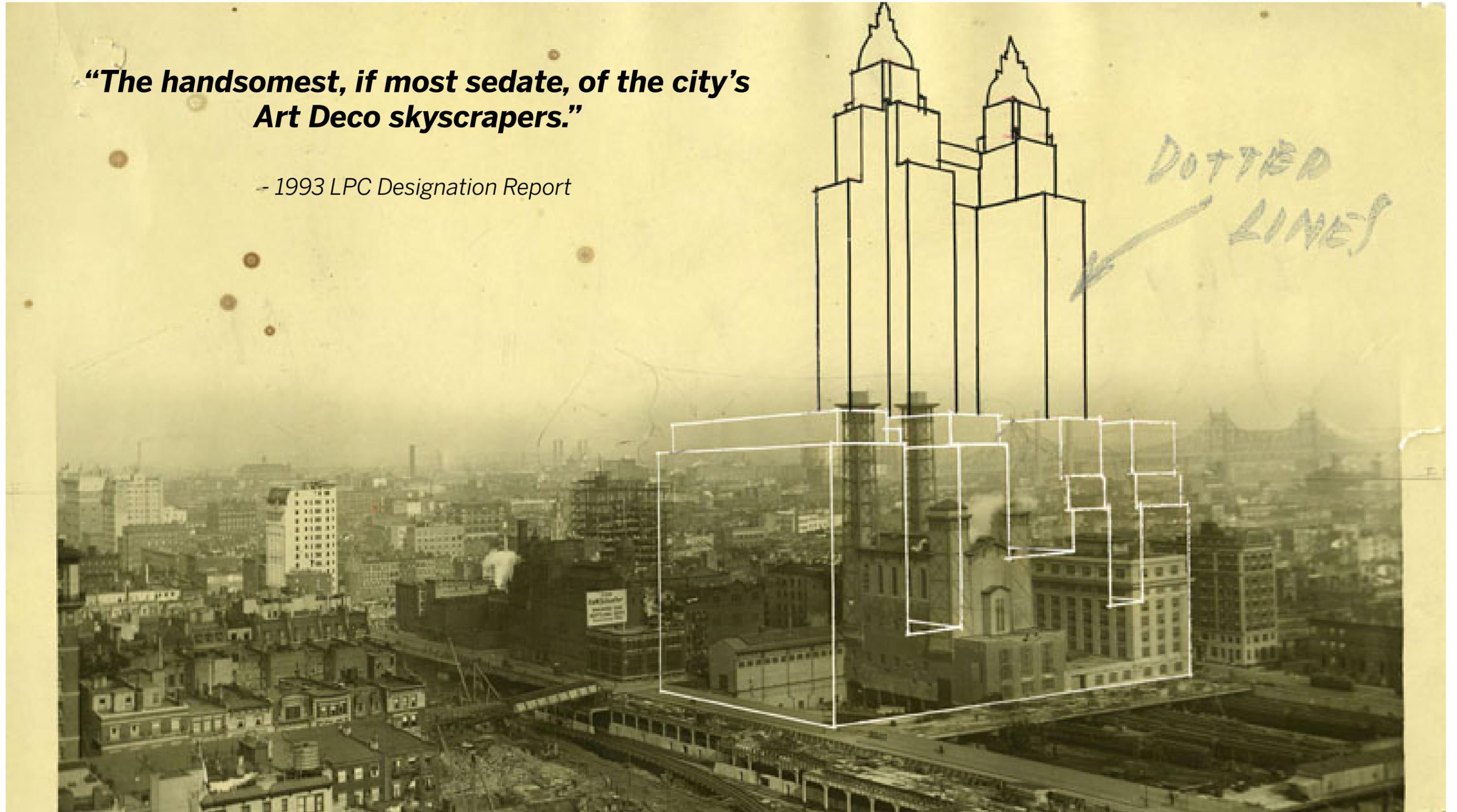
MAIN LOBBY, 1970s



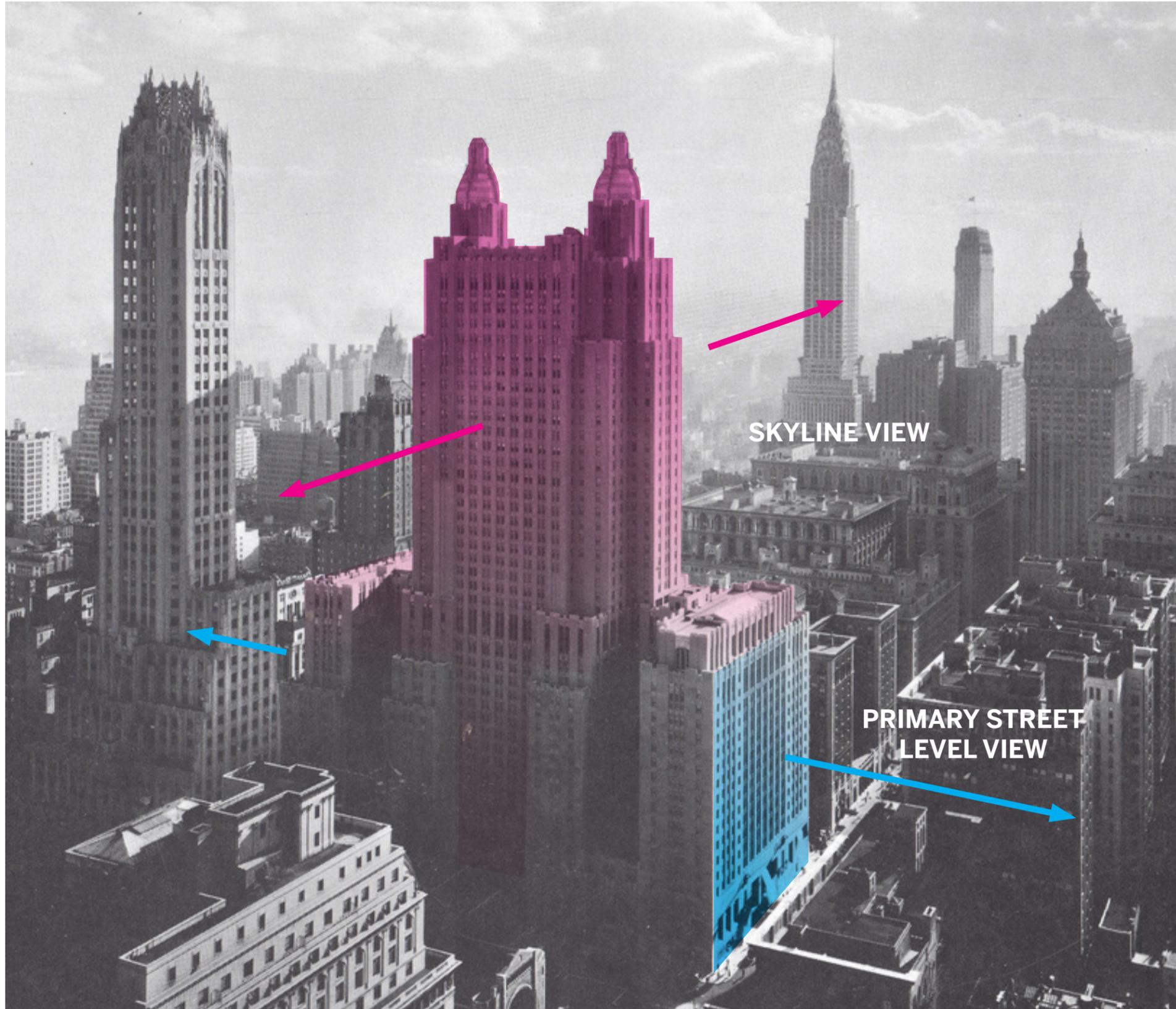
Design of the Waldorf Astoria

***“The handsomest, if most sedate, of the city’s
Art Deco skyscrapers.”***

- 1993 LPC Designation Report



Twin Towered Massing



“...modernistic massing as a twin-towered skyscraper...”

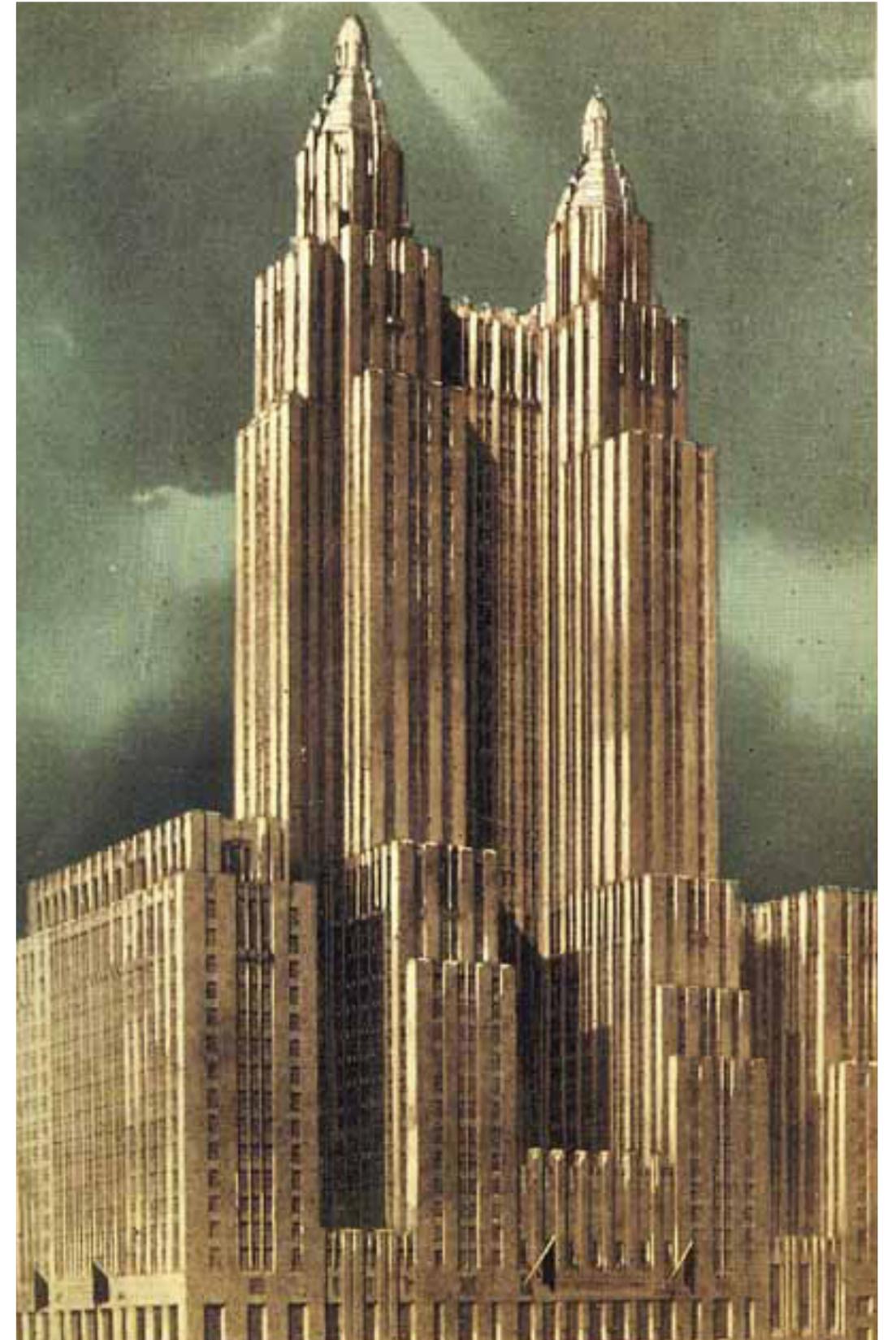
“Though the hotel slabs are much the shorter, they occupy the prominent avenue facades...”

- 1993 LPC Designation Report

Vertical Rows of Windows

*“The ... massing of the building is emphasized by the **verticality of its bays of recessed windows and spandrels...**”*

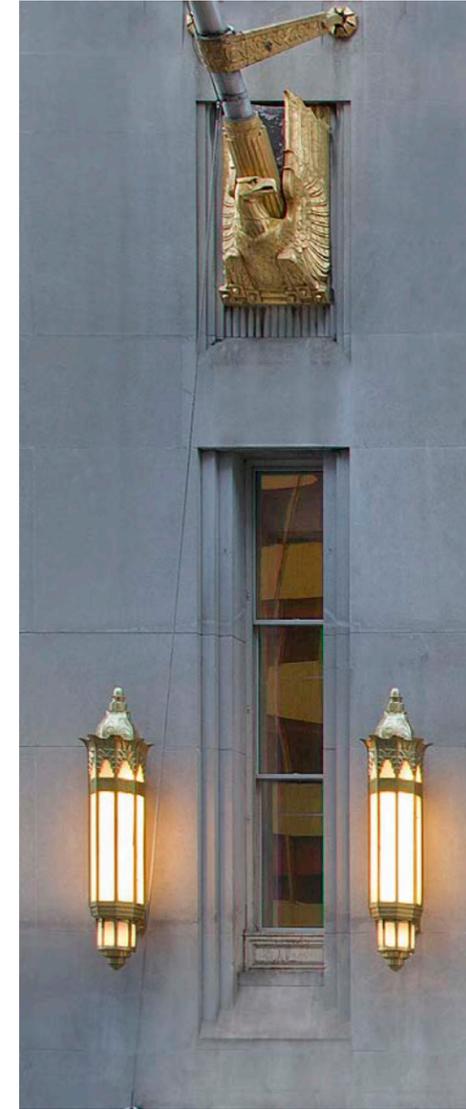
- 1993 LPC Designation Report



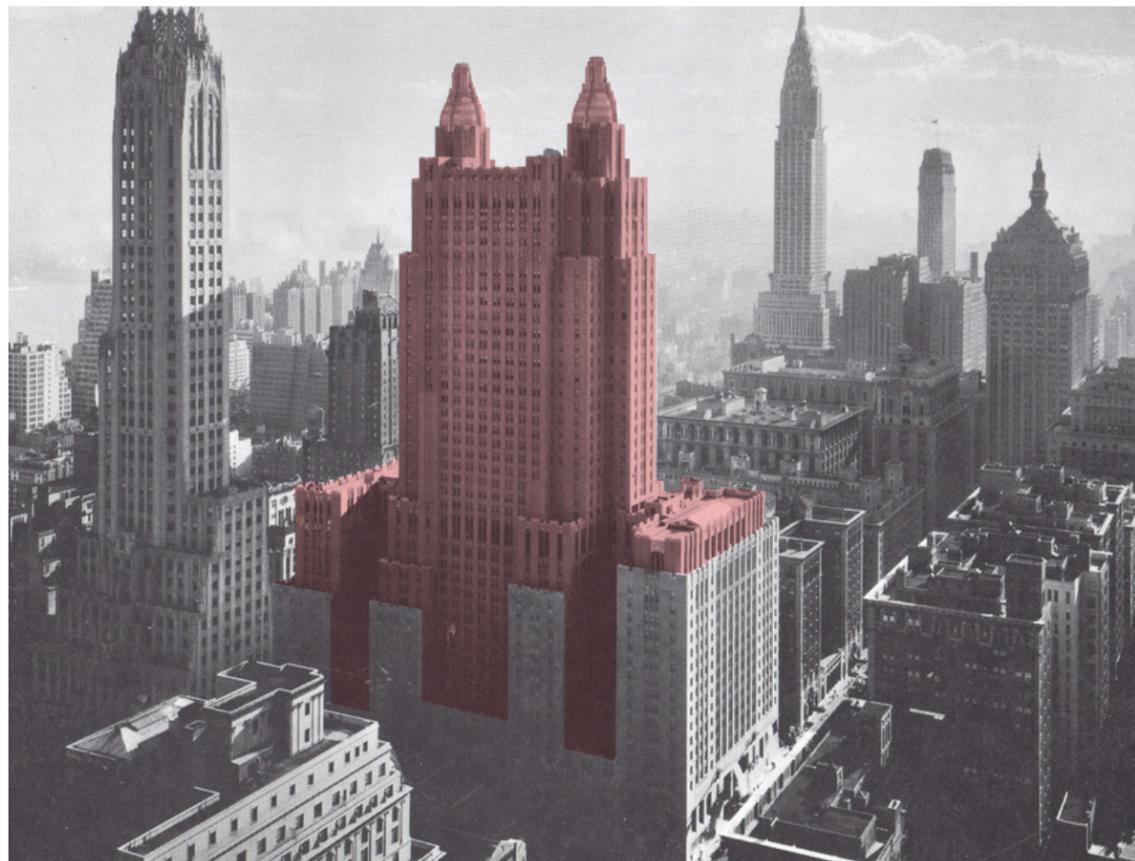
Bronze Ornament

“...bronze entryways, marquees, lanterns and other ornament...”

- 1993 LPC Designation Report



Exterior Restorations and Alterations - Tower

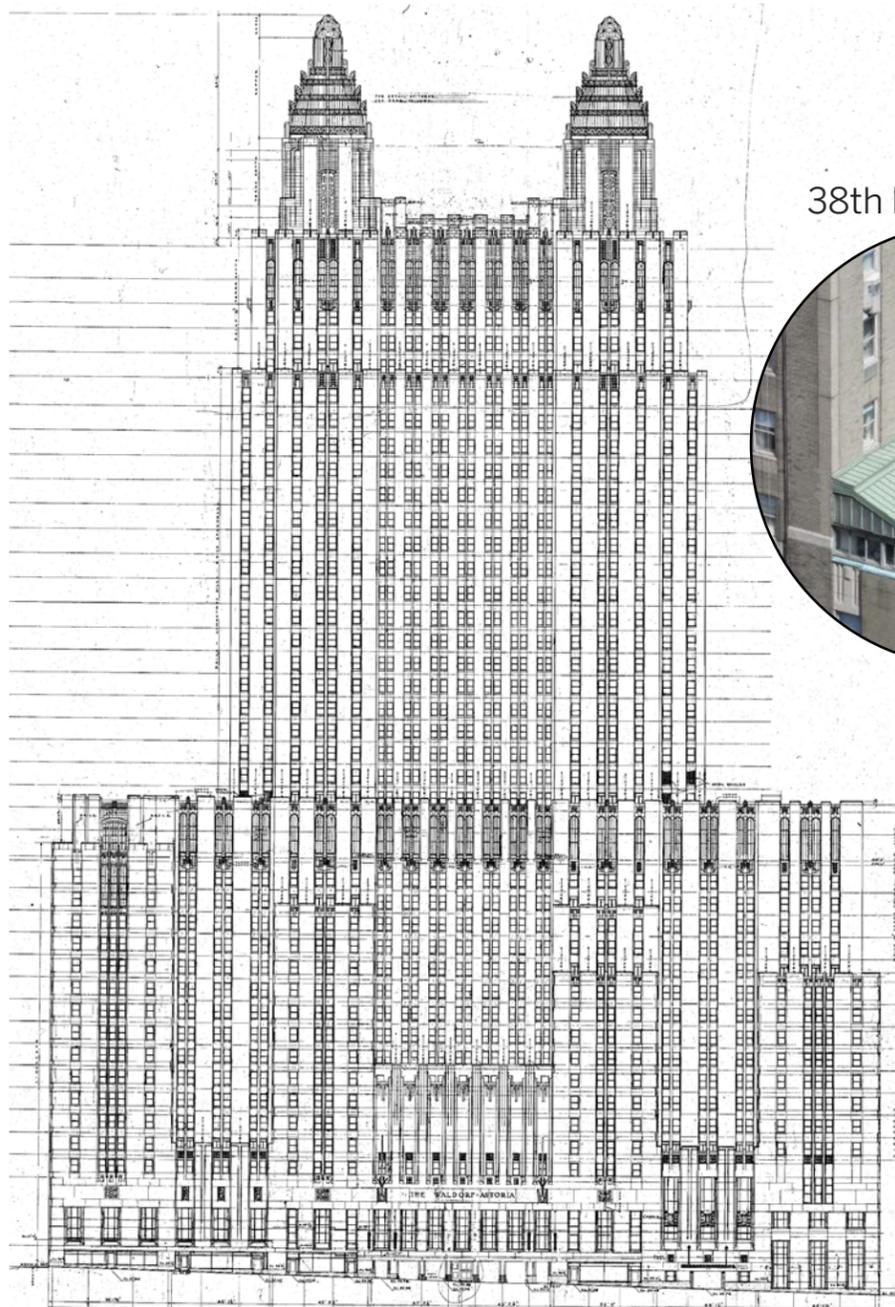


“...the twin-tower effect is apparent only from a distance to the north or south.”

- 1993 LPC Designation Report

South Elevation (East 49th Street)

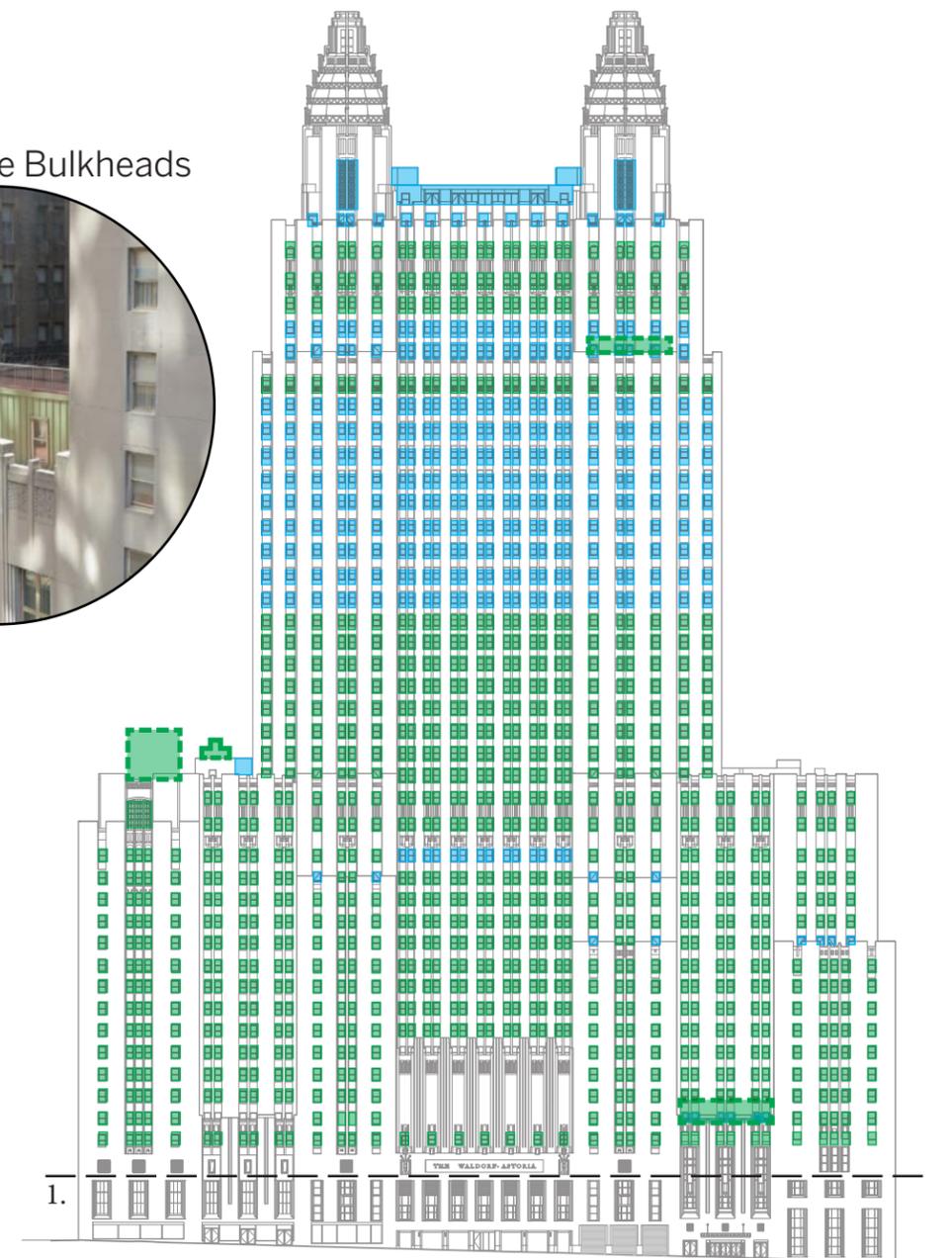
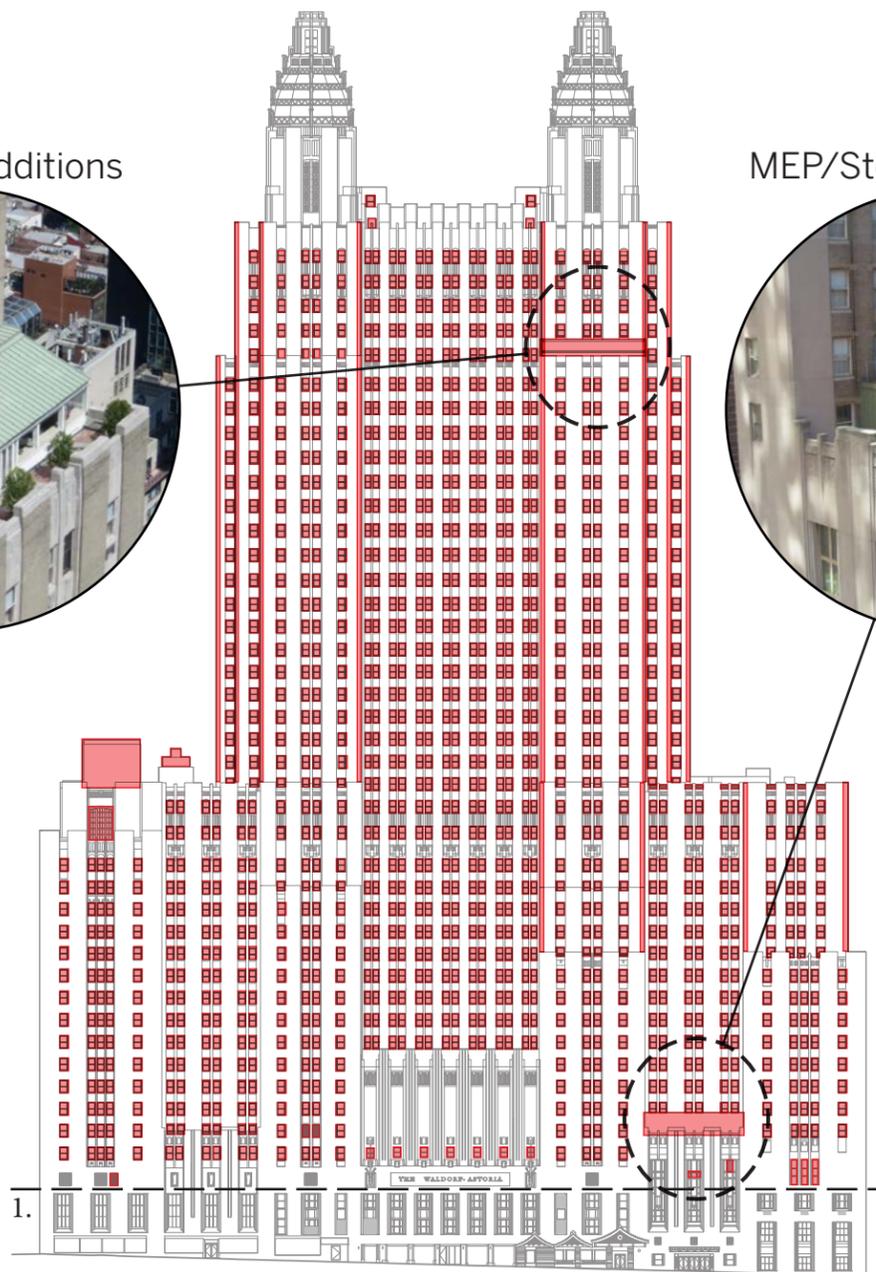
- Non-Original Material
- Restoration
- Alteration



38th Floor Additions



MEP/Storage Bulkheads



1. See 'Street Level' section for first three levels

ORIGINAL

EXISTING

PROPOSED

EXISTING CONDITIONS



CAMPBELL FRAME (< 40 REMAINING)
Painted and Opacified



REPLACEMENT WINDOW

1. Window Restoration



Original Paint Color
Matches Benjamin Moore 1559



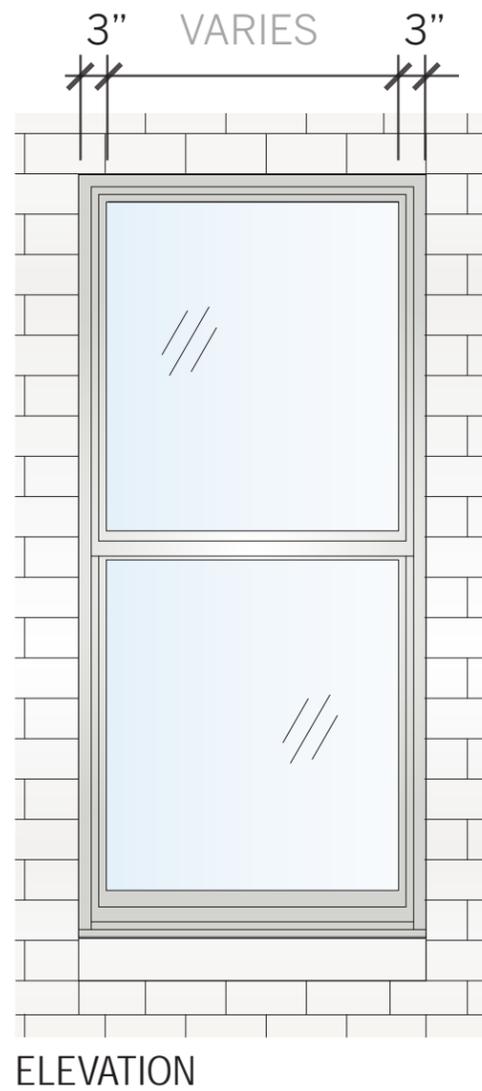
Proposed Paint Color
To Match Benjamin Moore 1559

- Non-Original Material
- Restoration
- Alteration

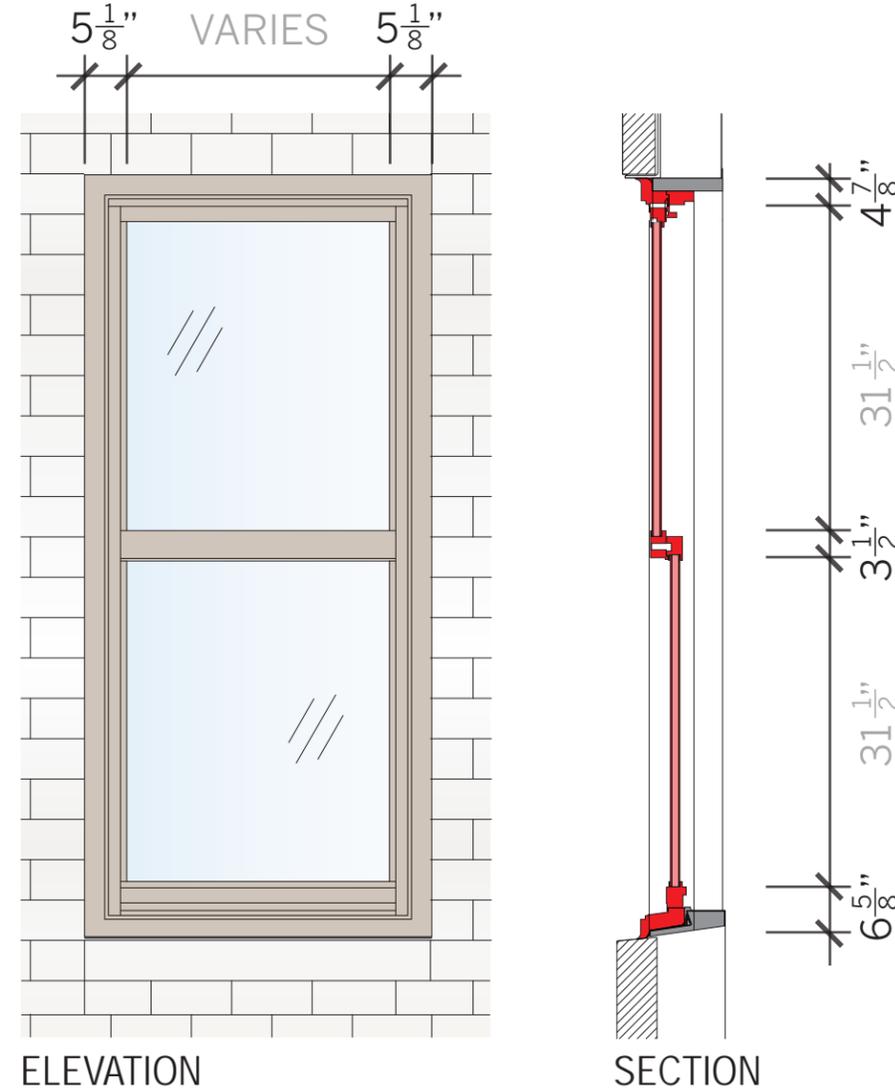
5,380 PROFILES RESTORED

“new aluminum windows replacing the steel originals throughout the building...”

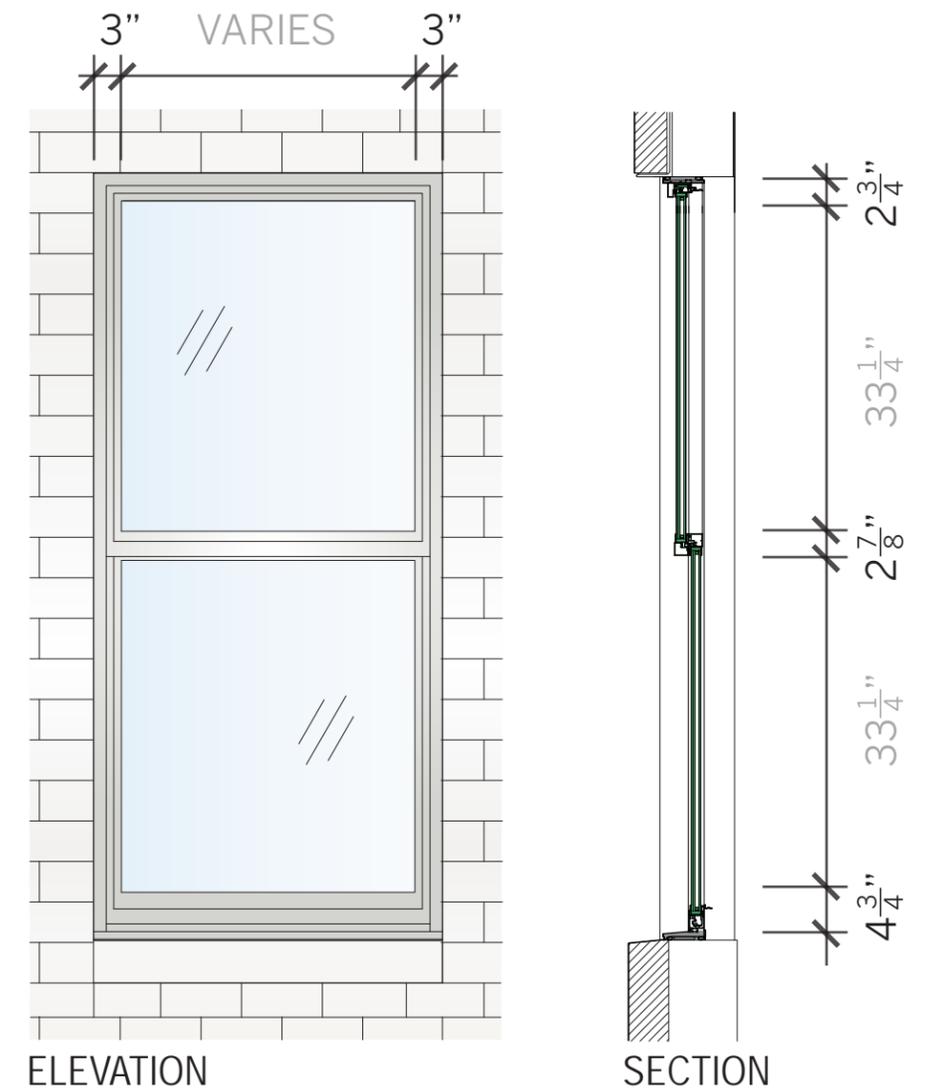
- 1993 LPC Designation Report



ORIGINAL



EXISTING



PROPOSED

8. Window Enlargements - Vertical Rows of Windows

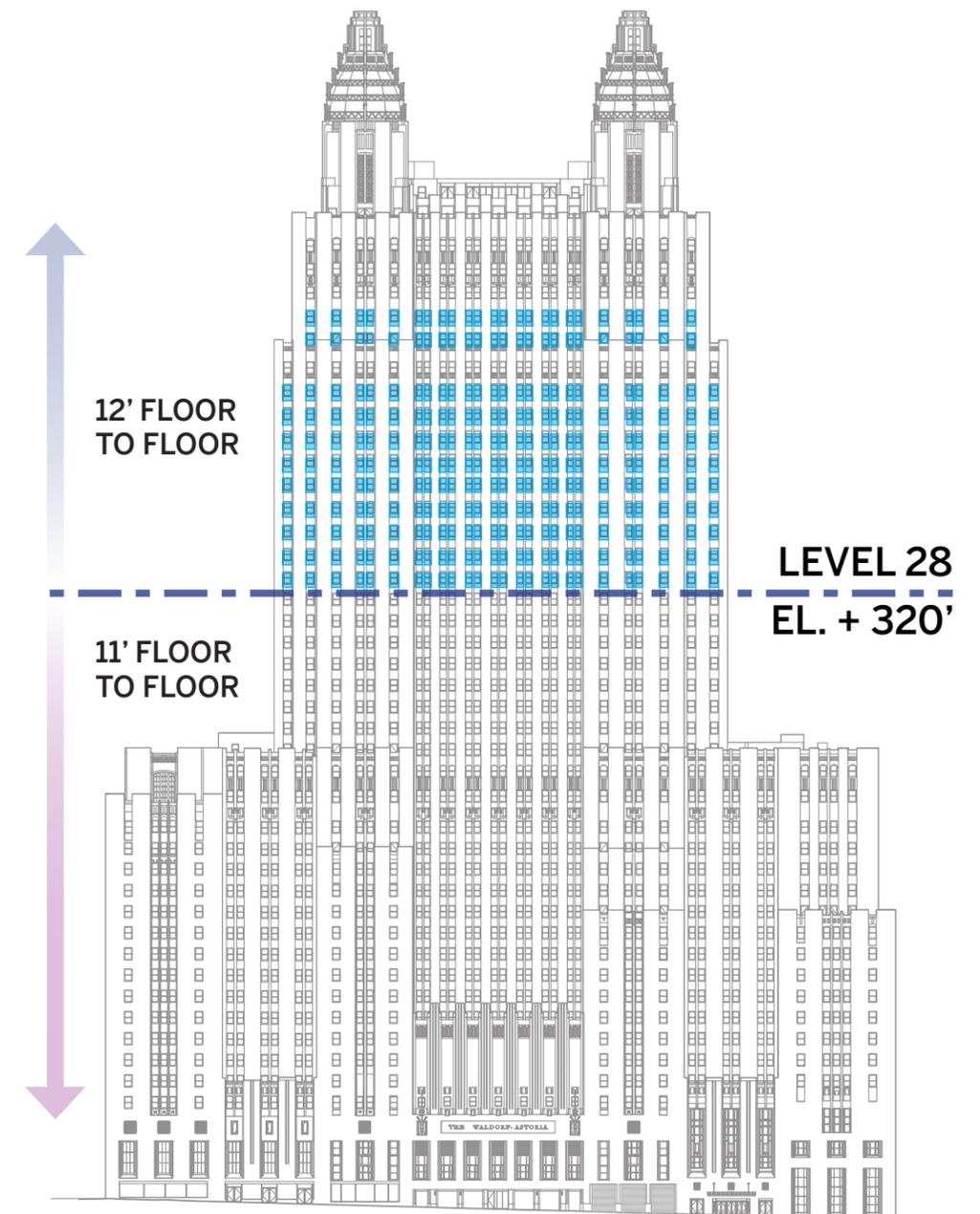


814 ENLARGED WINDOWS
15% OF TOTAL WINDOWS

*“The ... massing of the building is emphasized by the **verticality of its bays of recessed windows and spandrels...**”*

- 1993 LPC Designation Report

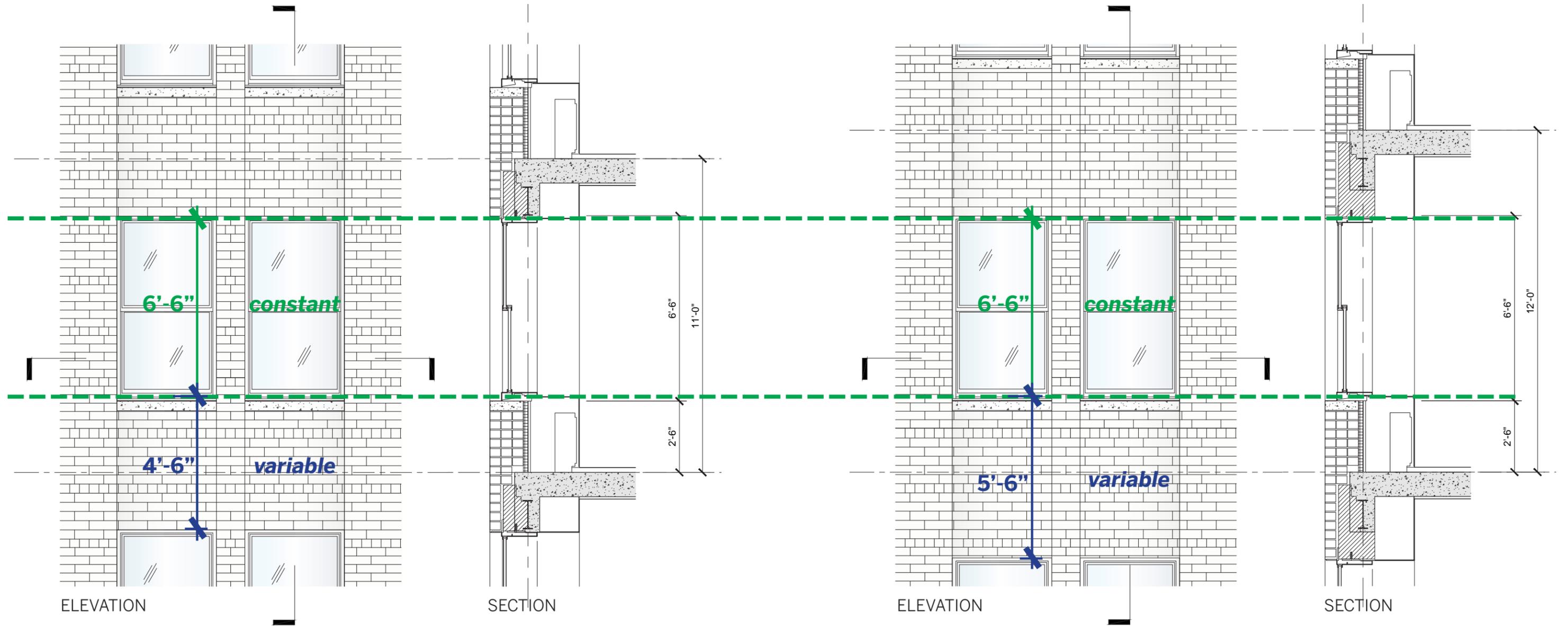
- Non-Original Material
- Restoration
- Alteration



PROPOSED SOUTH ELEVATION

8. Window Enlargement - Existing Windows

ANALYSIS - LEVELS 28-35, 38-39

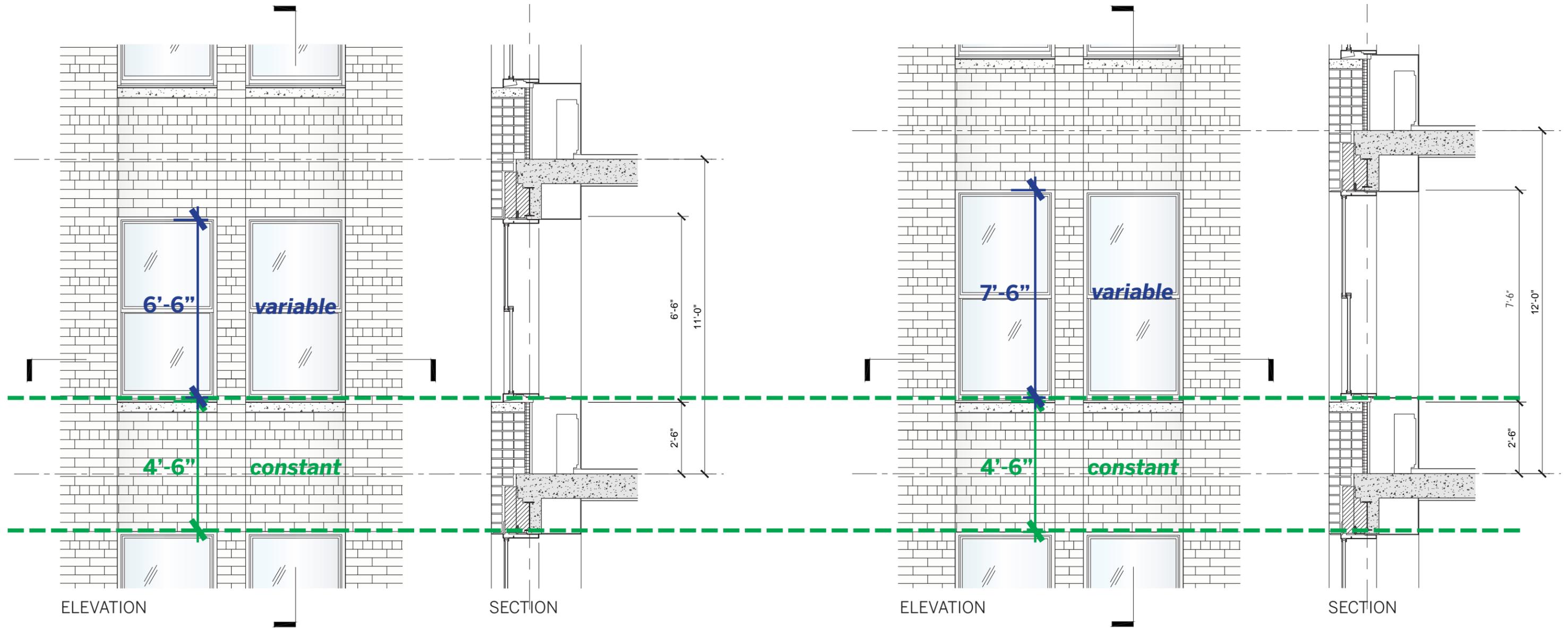


EXISTING
11' Floor to Floor

EXISTING
12' Floor to Floor

8. Window Enlargement - Proposed Windows

ANALYSIS - LEVELS 28-35, 38-39



EXISTING

11' Floor to Floor

PROPOSED - HEADERS RAISED 12"

12' Floor to Floor

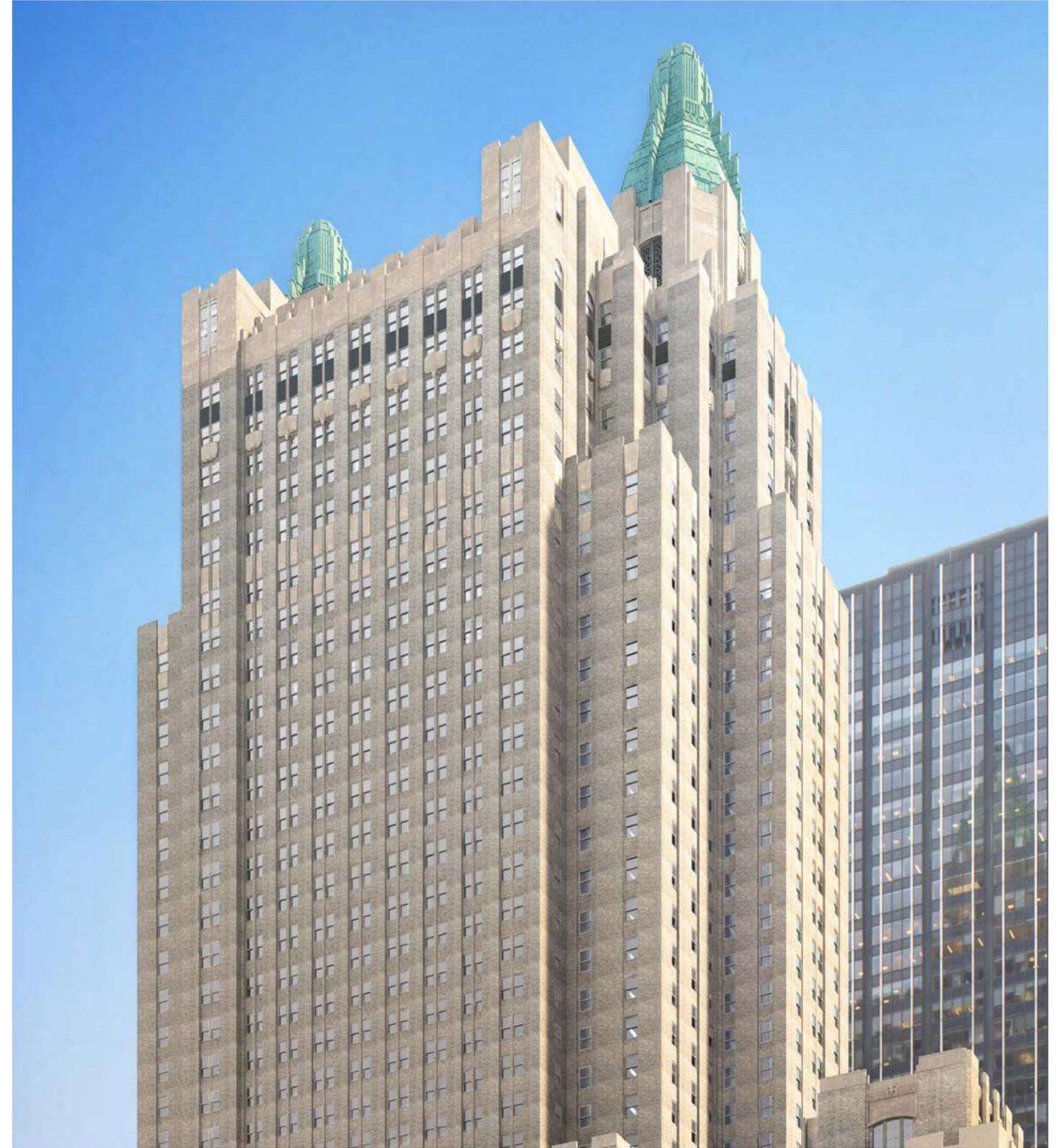
15% increase
in window area

22% reduction
in spandrel area

8. Window Enlargement



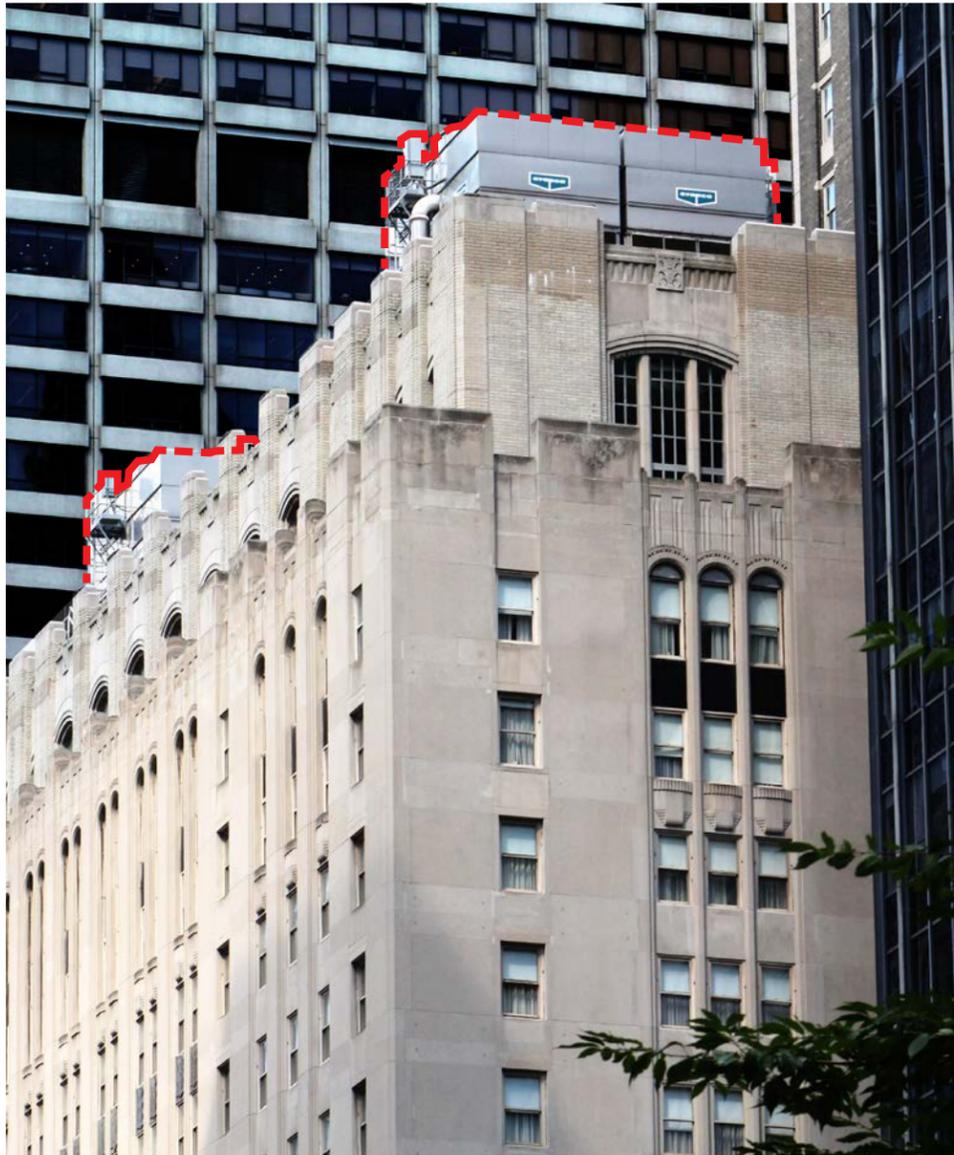
EXISTING



PROPOSED

5. Cooling Tower Relocation

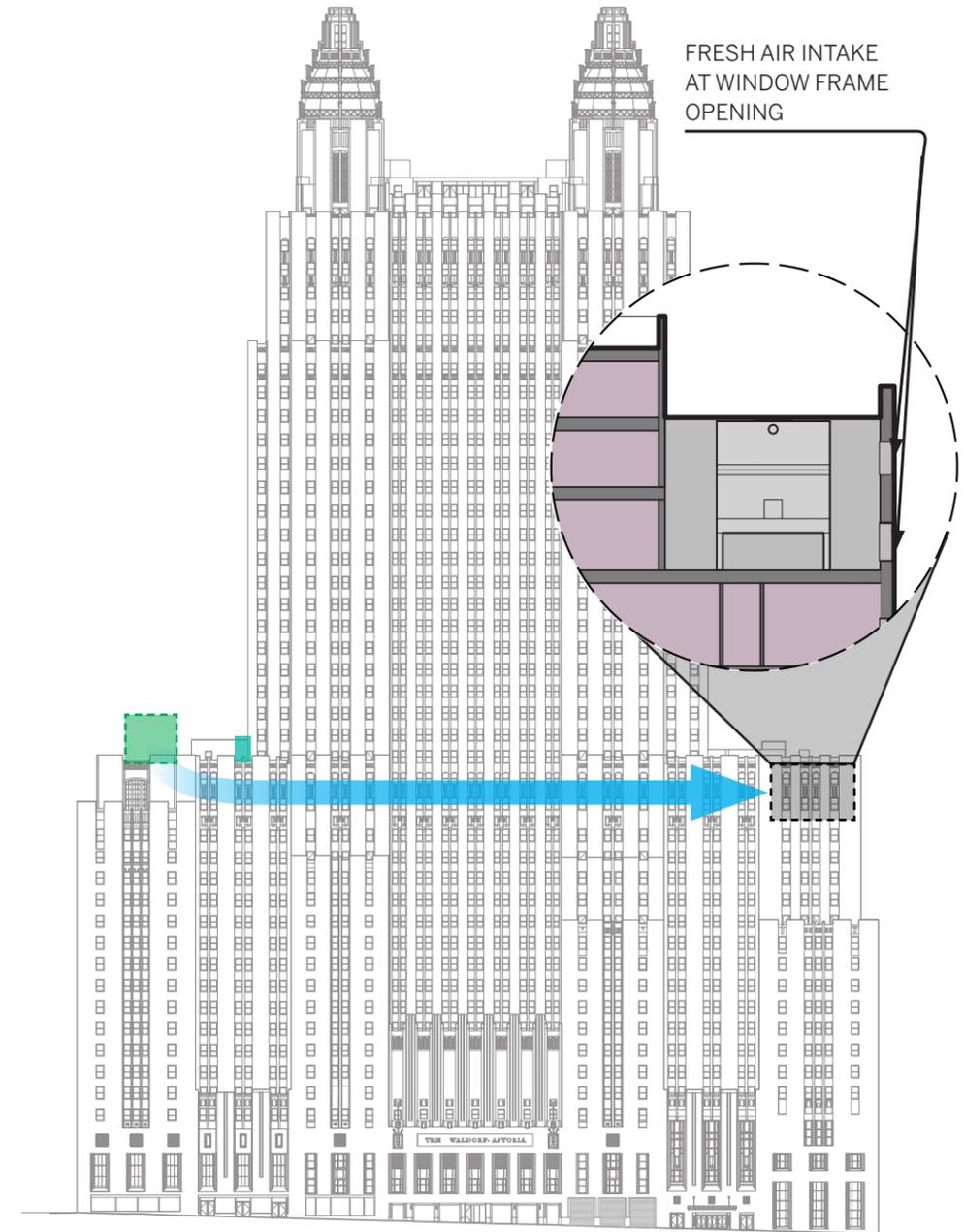
- Non-Original Material
- Restoration
- Alteration



EXISTING



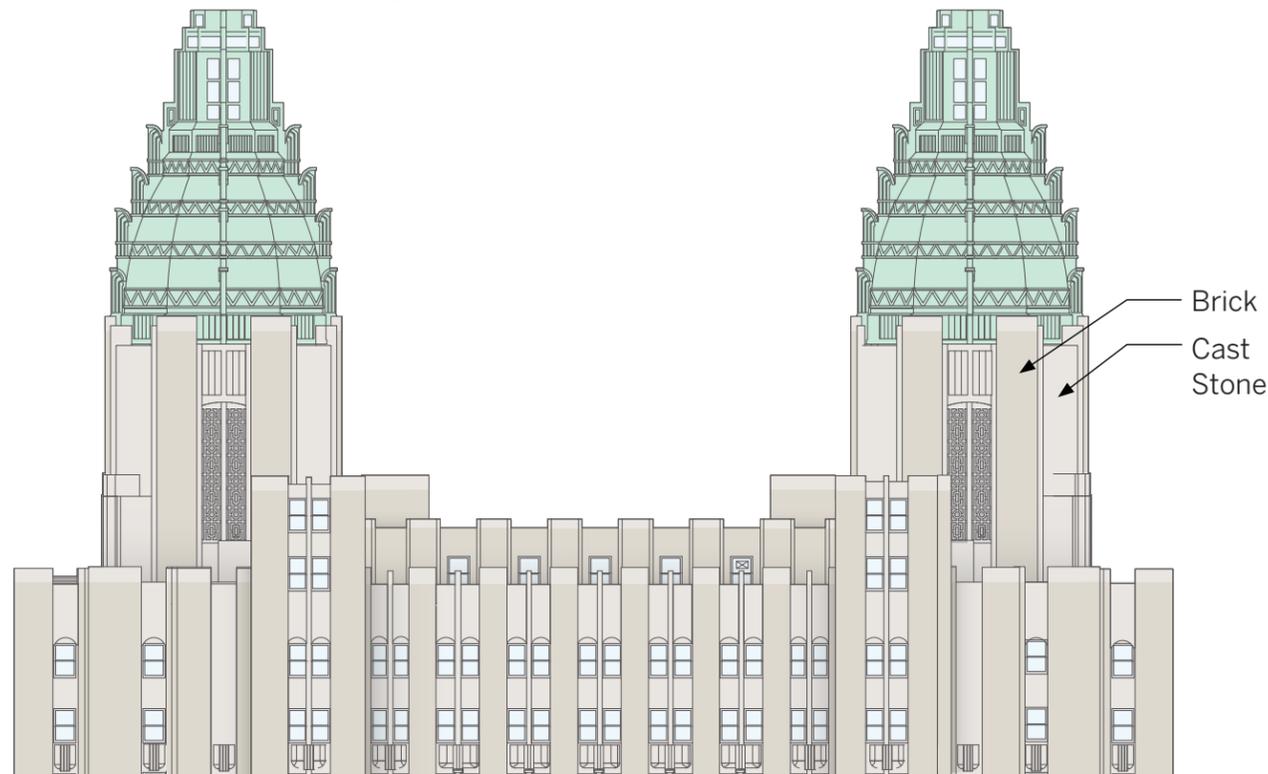
PROPOSED



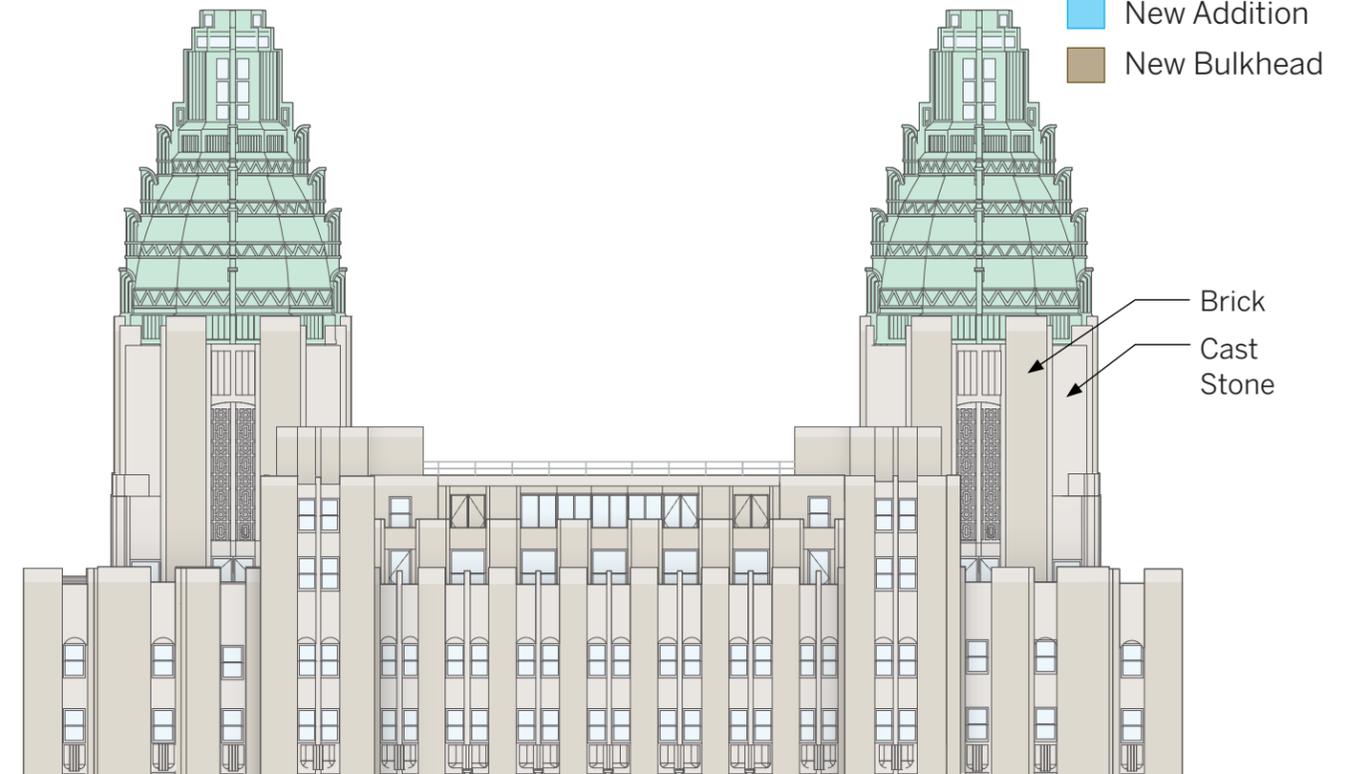
PROPOSED SOUTH ELEVATION

10. New Rooftop Additions and Mechanical Bulkheads

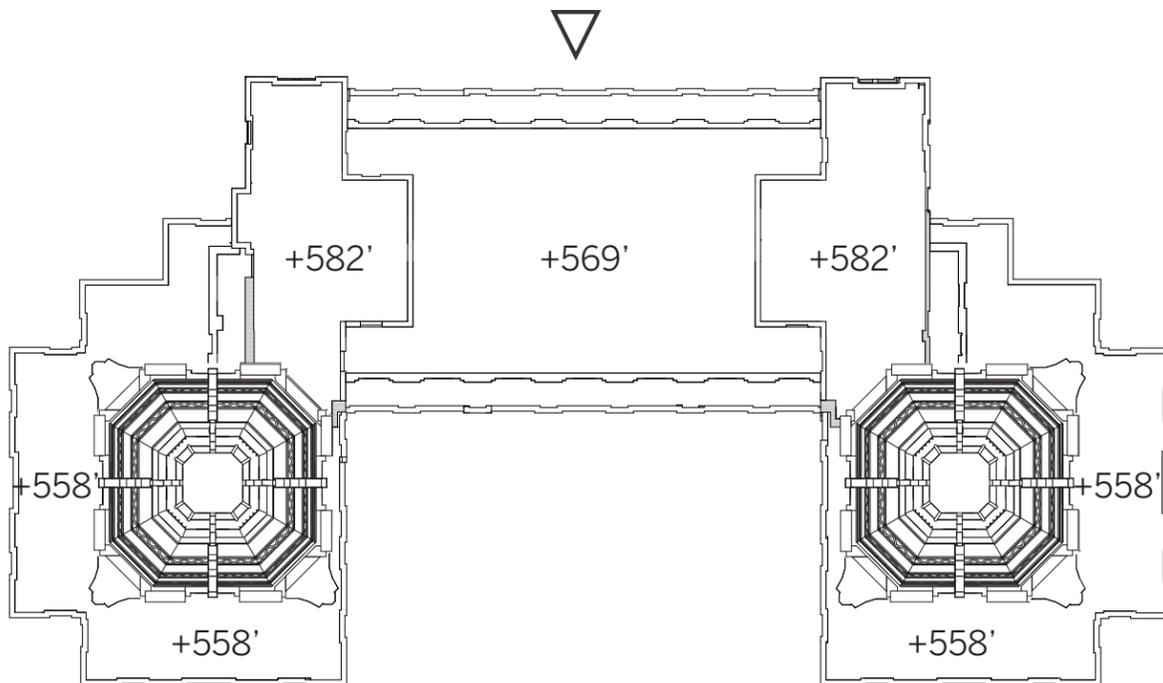
For South elevations, see Appendix page A.6



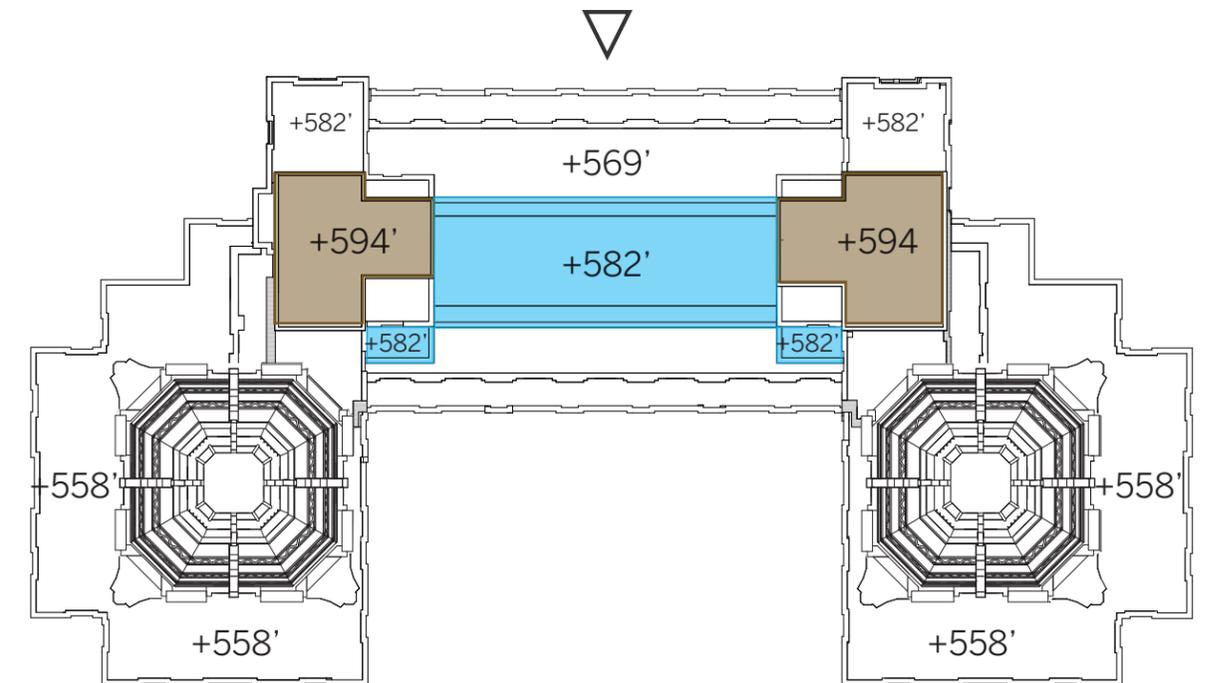
EXISTING NORTH ELEVATION



PROPOSED NORTH ELEVATION



EXISTING PINNACLE ROOF PLAN

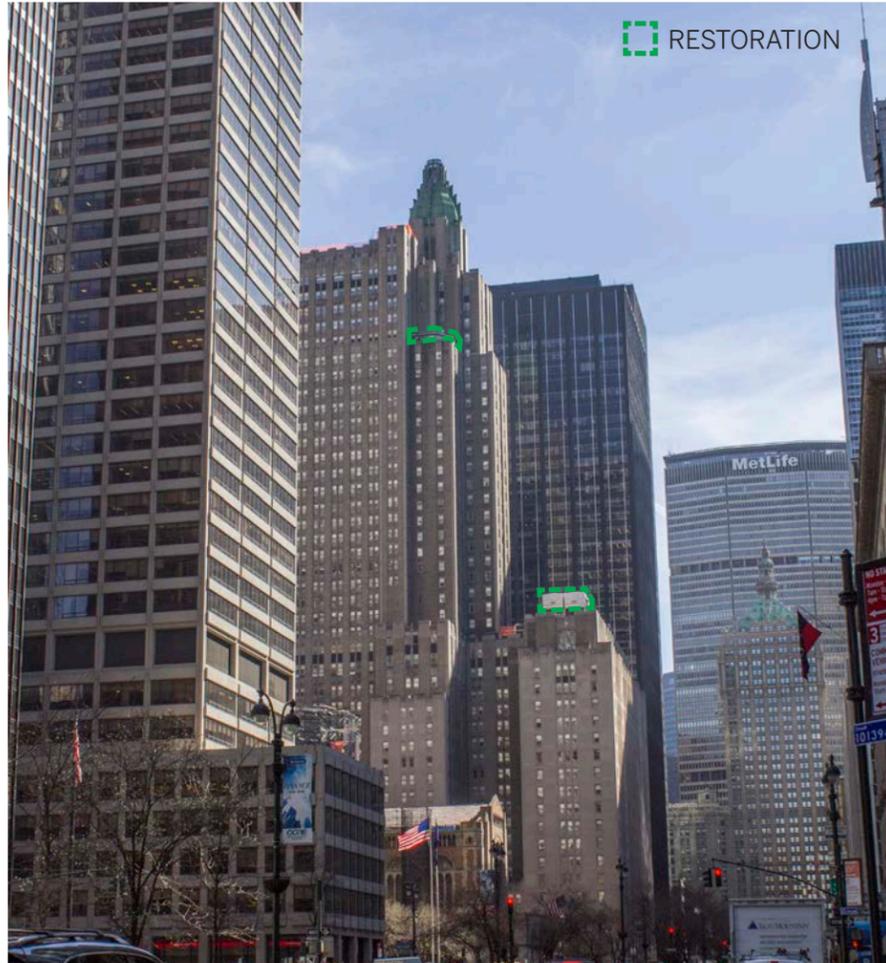


PROPOSED PINNACLE ROOF PLAN

“Its great modernistic twin towers still form a very visible part of the skyline of Midtown Manhattan”

- 1993 LPC Designation Report

54TH STREET & PARK AVENUE



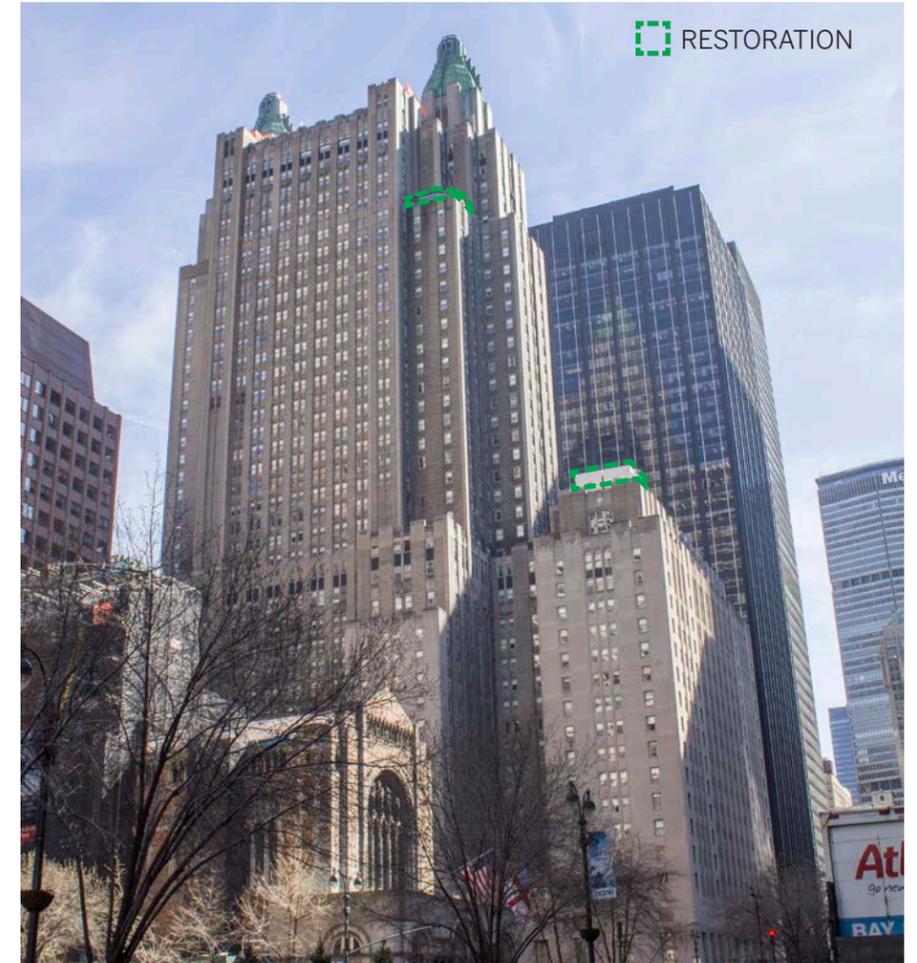
SITE MAP

53RD STREET & PARK AVENUE



SITE MAP

52ND STREET & PARK AVENUE

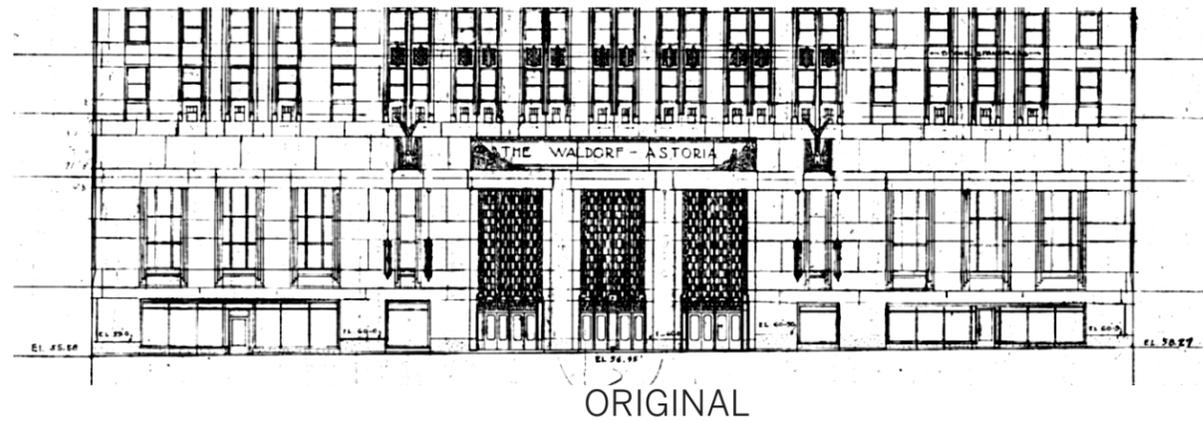


SITE MAP

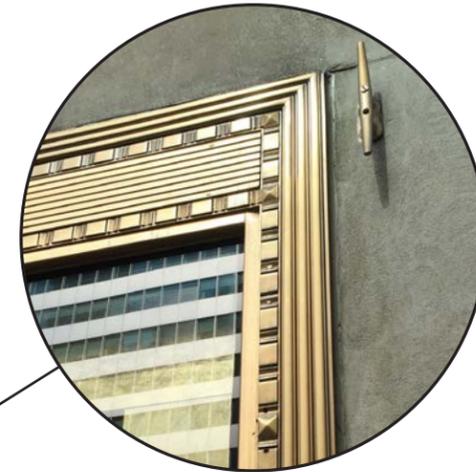
Exterior Restorations and Alterations - Street Level



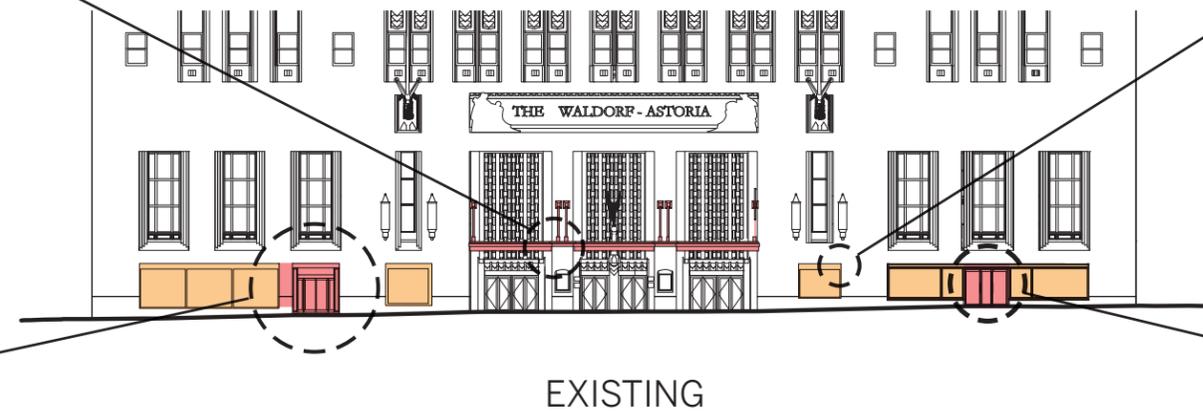
- Non-Original Material
- Modified Original Material
-
- Restoration to Original Condition
- Proposed Alteration



Non-Original Marquee



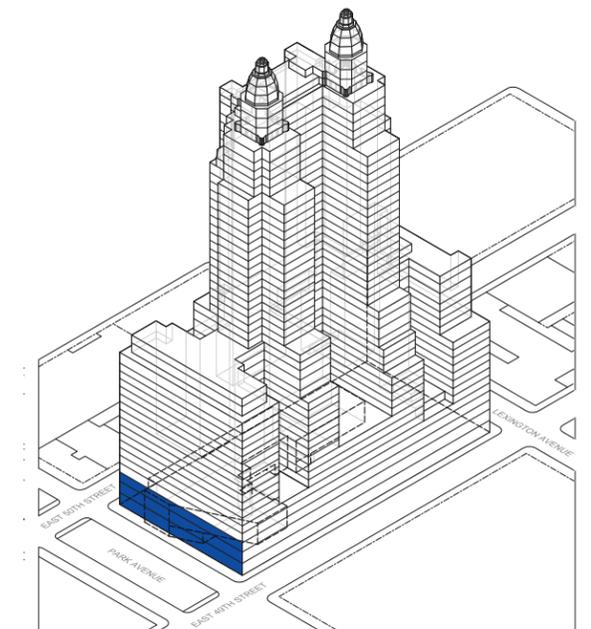
Reconfigured Storefront



Non-Original Entry



Non-Original Doors



1. Porte Cochere

Non-Original Lighting



Non-Original Infill



Pilaster Bases



Porte Cochere Infill

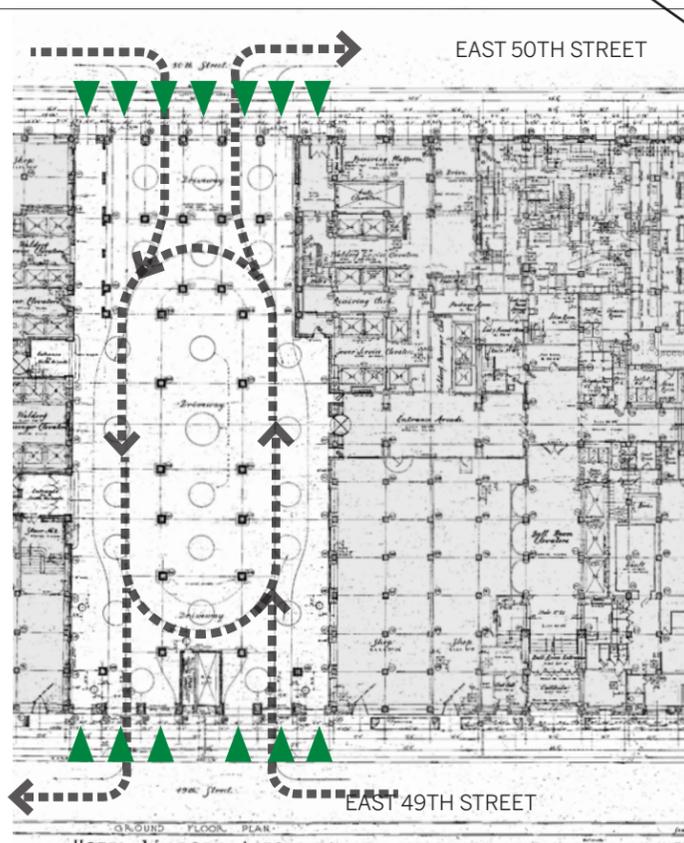


Pseudo-Japanese Facade

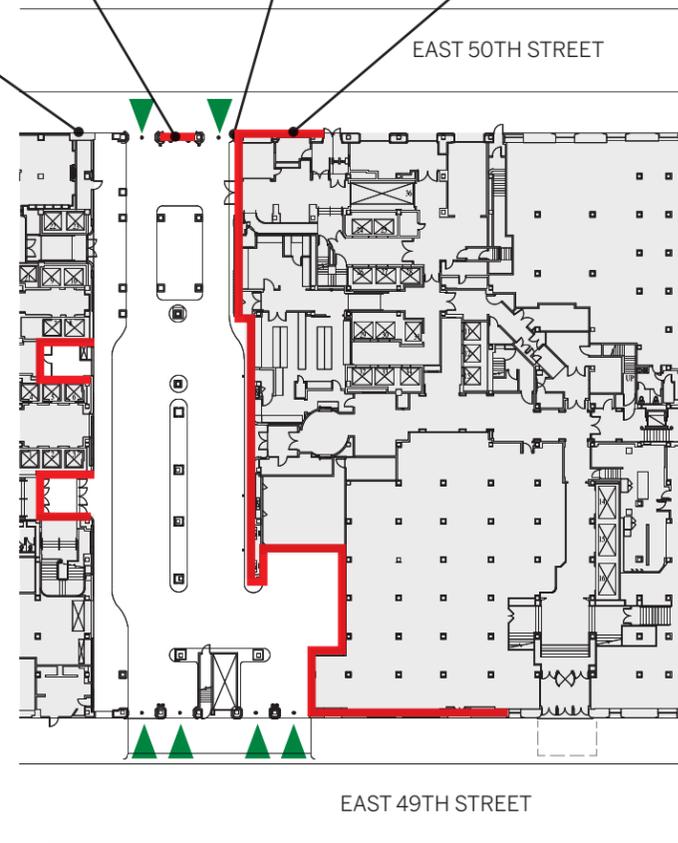


■ Non-Original Configuration

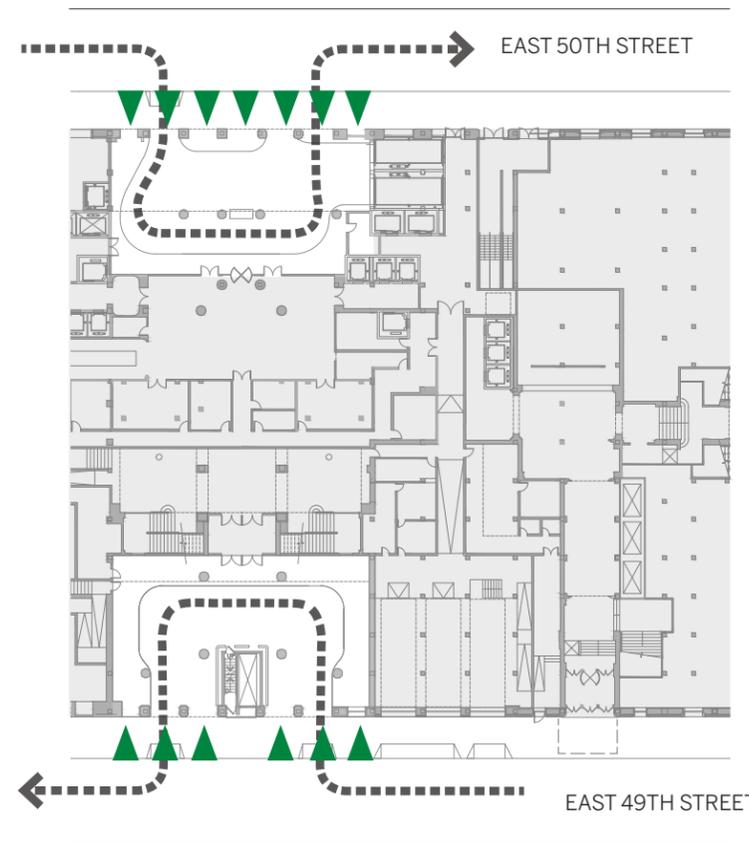
▶ Original Entry



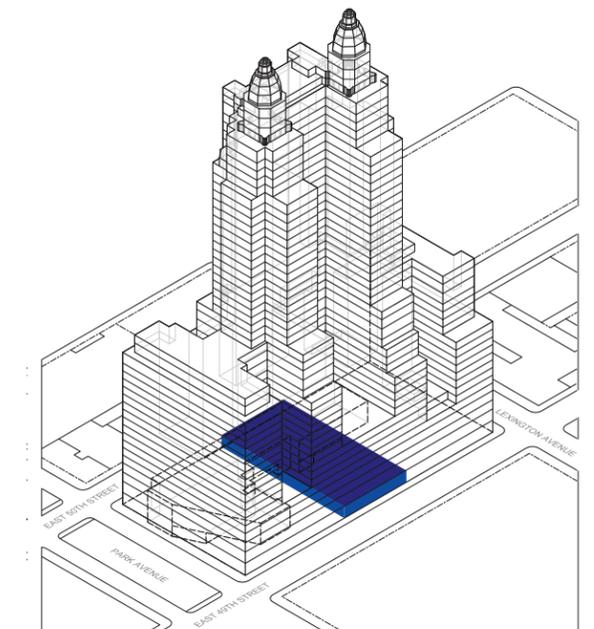
ORIGINAL



EXISTING



PROPOSED



1. Porte Cochere

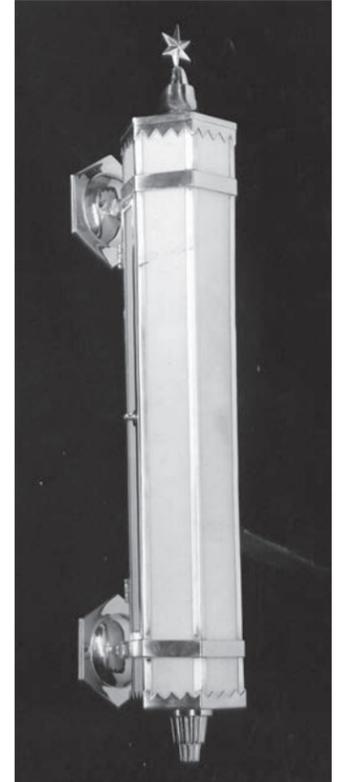
NORTH ELEVATION (EAST 50TH STREET)



EXISTING



PROPOSED

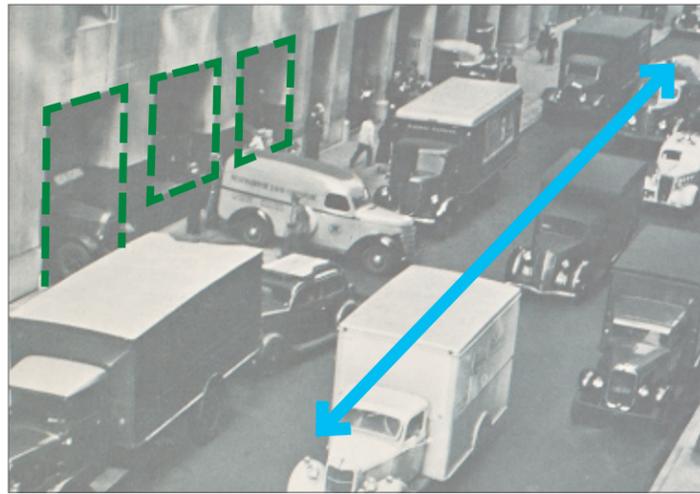


ORIGINAL
SCONCE SOURCE



GRILLE SOURCE: PARK AVENUE

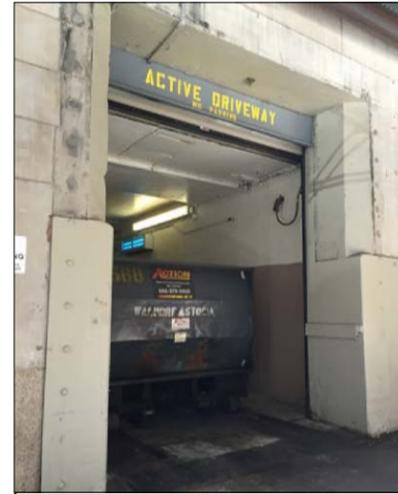
2. Loading Dock



ORIGINAL LOADING DOCKS, 1938

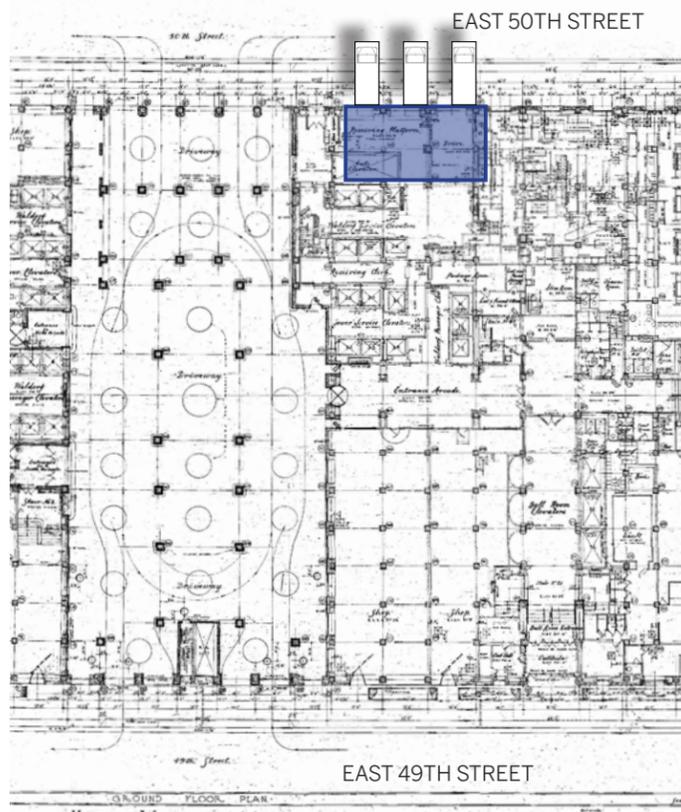


EXISTING LOADING DOCKS

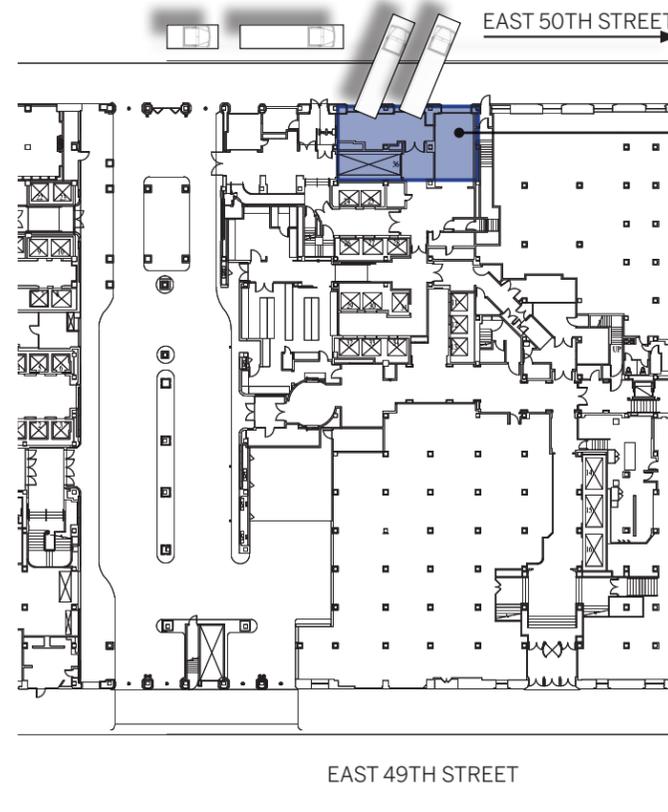


EXISTING TRASH COMPACTOR

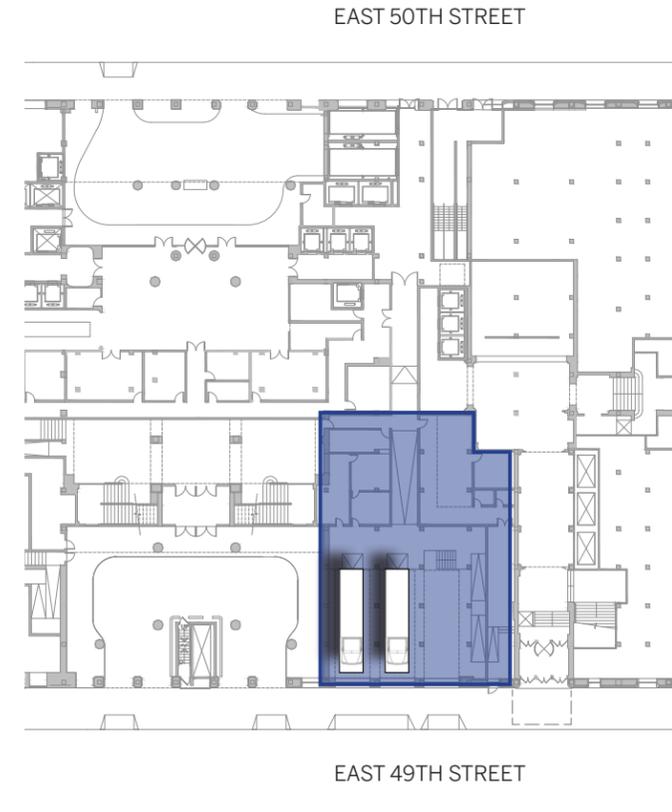
■ Loading Dock Location



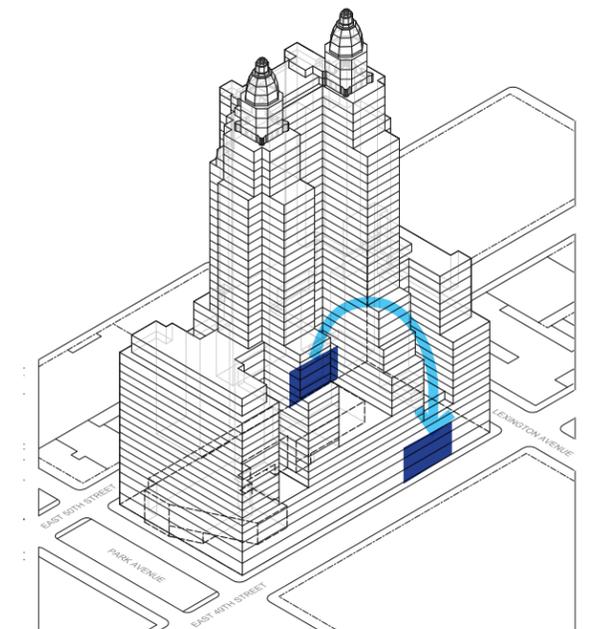
ORIGINAL



EXISTING

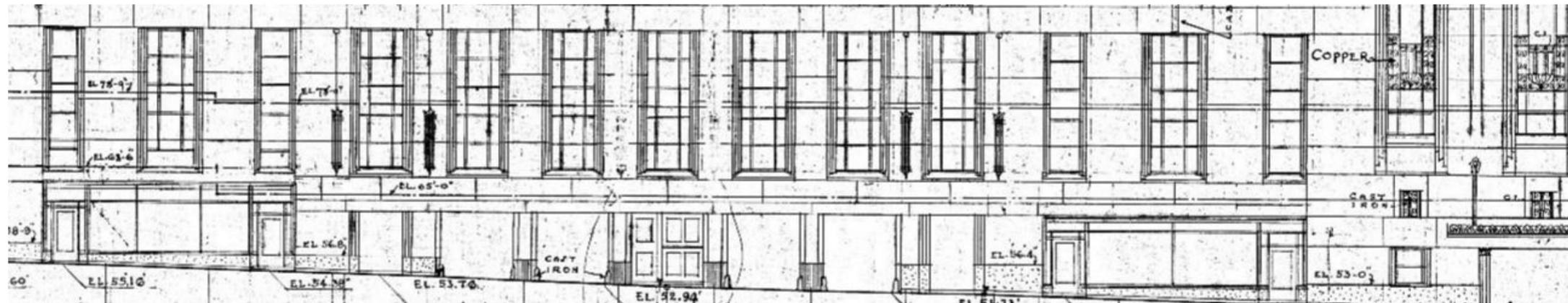


PROPOSED



2. Loading Dock

SOUTH ELEVATION (49TH STREET)



ORIGINAL

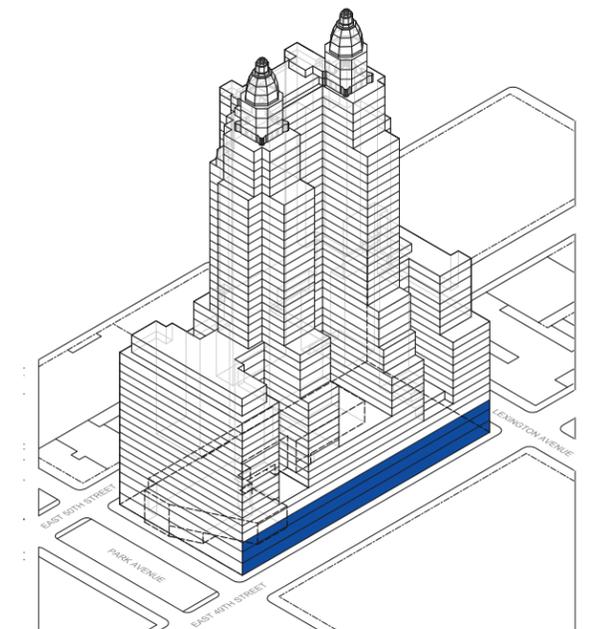


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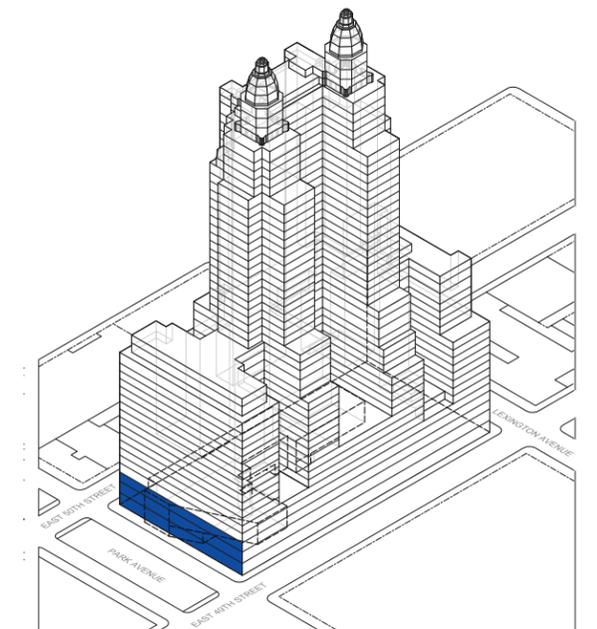
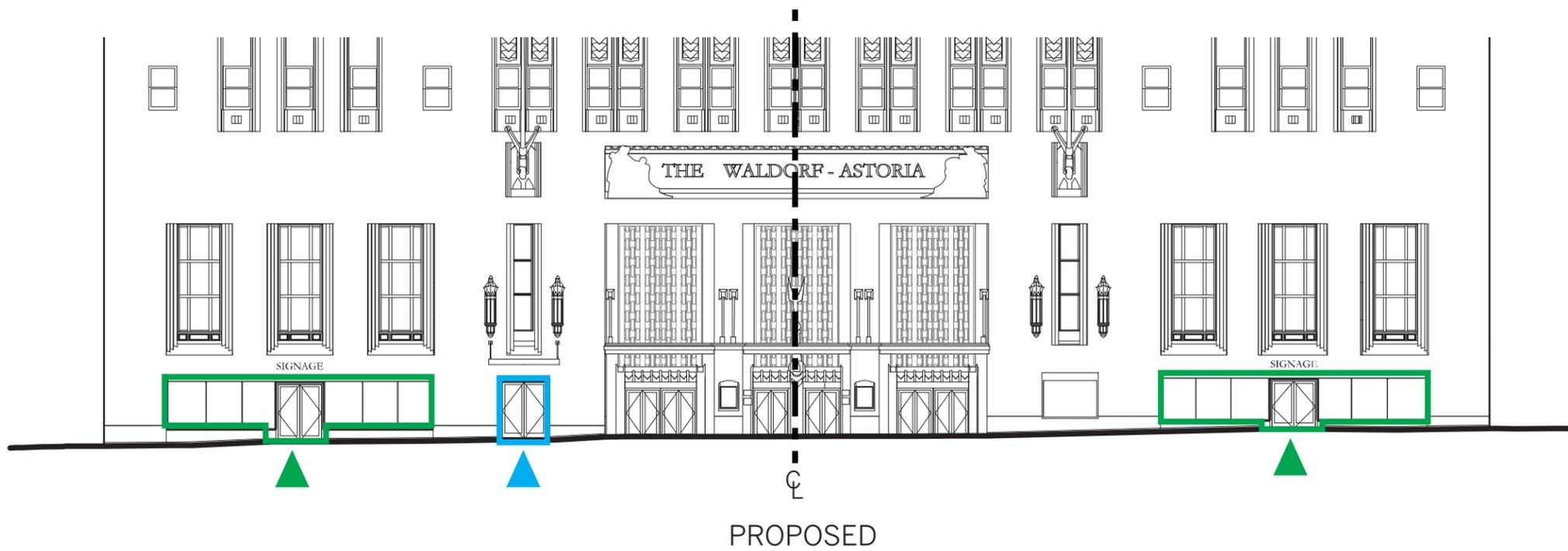
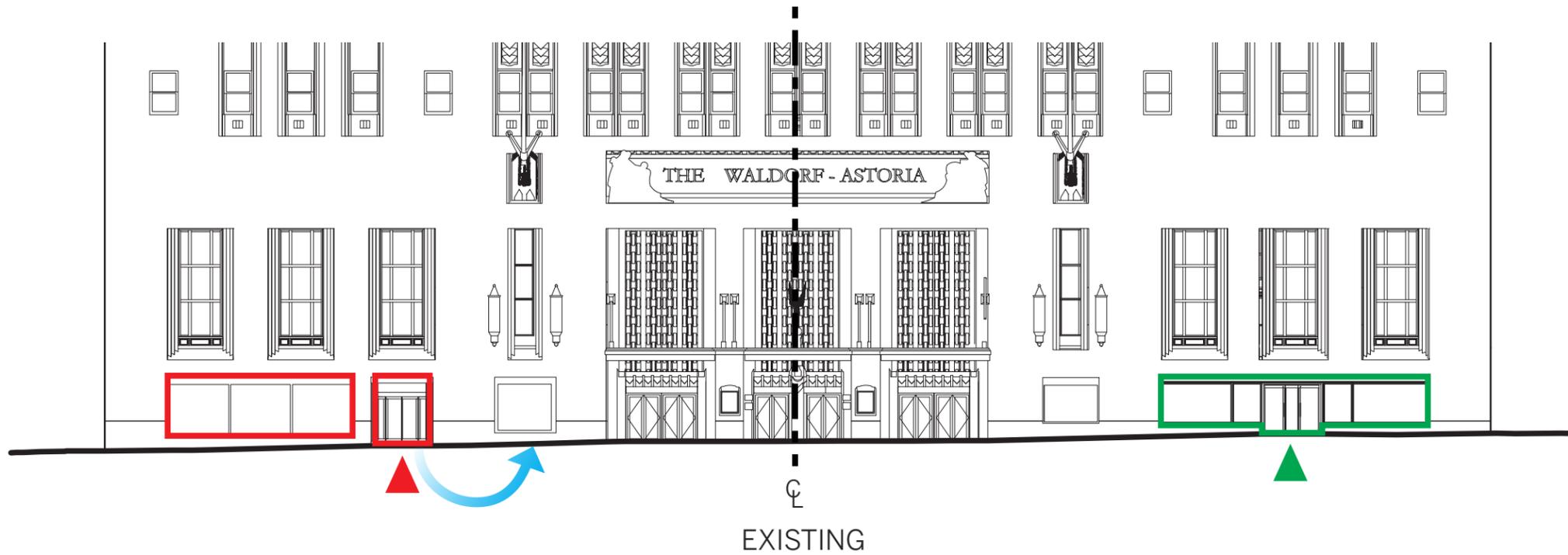
PROPOSED

- Non-Original Material
- Modified Original Material
- Restoration to Original Condition
- Proposed Alteration



6. New Park Avenue Residential Entrance and Marquee

- Non-Original Material
- Modified Original Material
-
- Restoration to Original Condition
- Proposed Alteration



6. New Park Avenue Residential Entrance and Marquee - Existing



6. New Park Avenue Residential Entrance and Marquee - Proposed



6. New Park Avenue Residential Entrance and Marquee



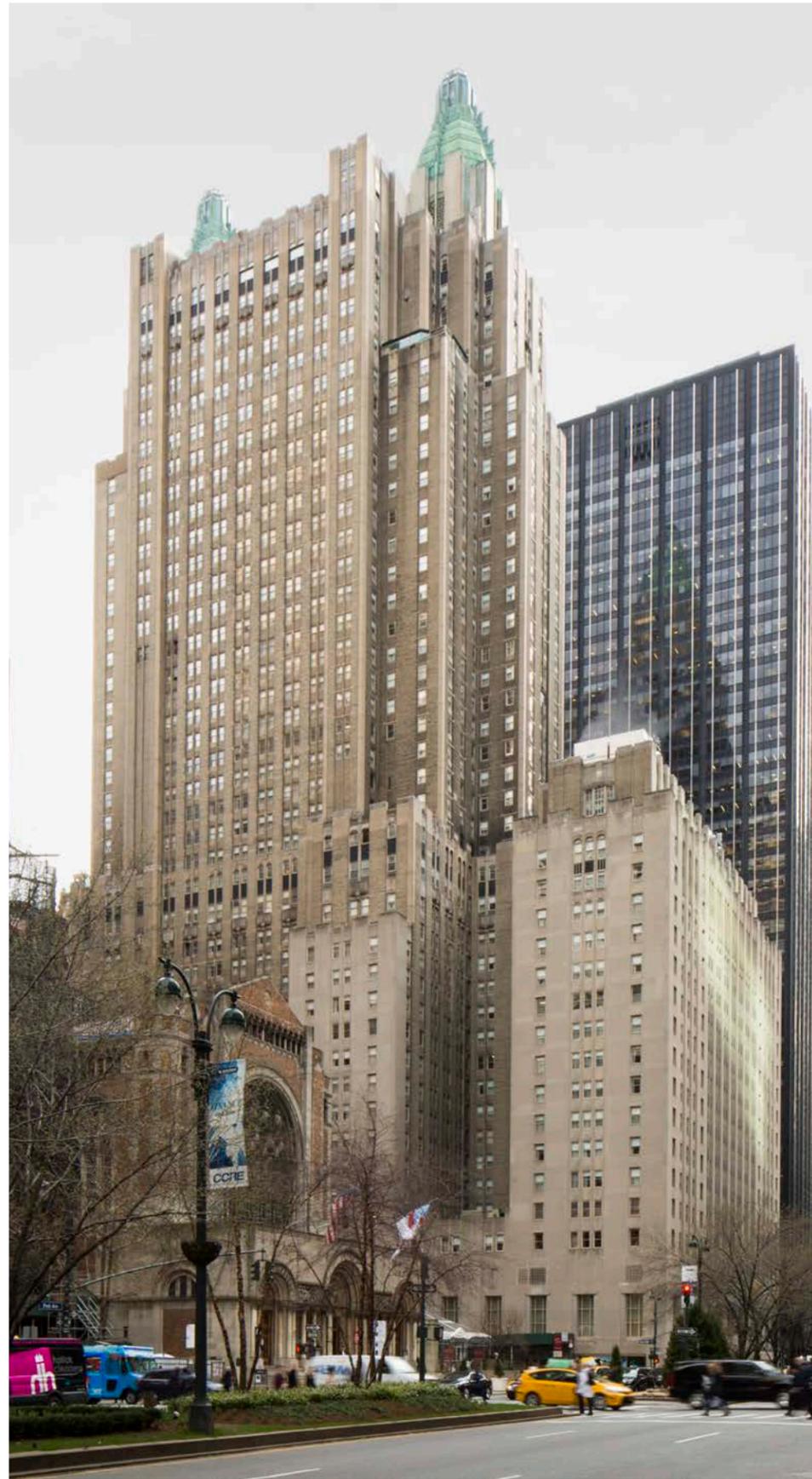
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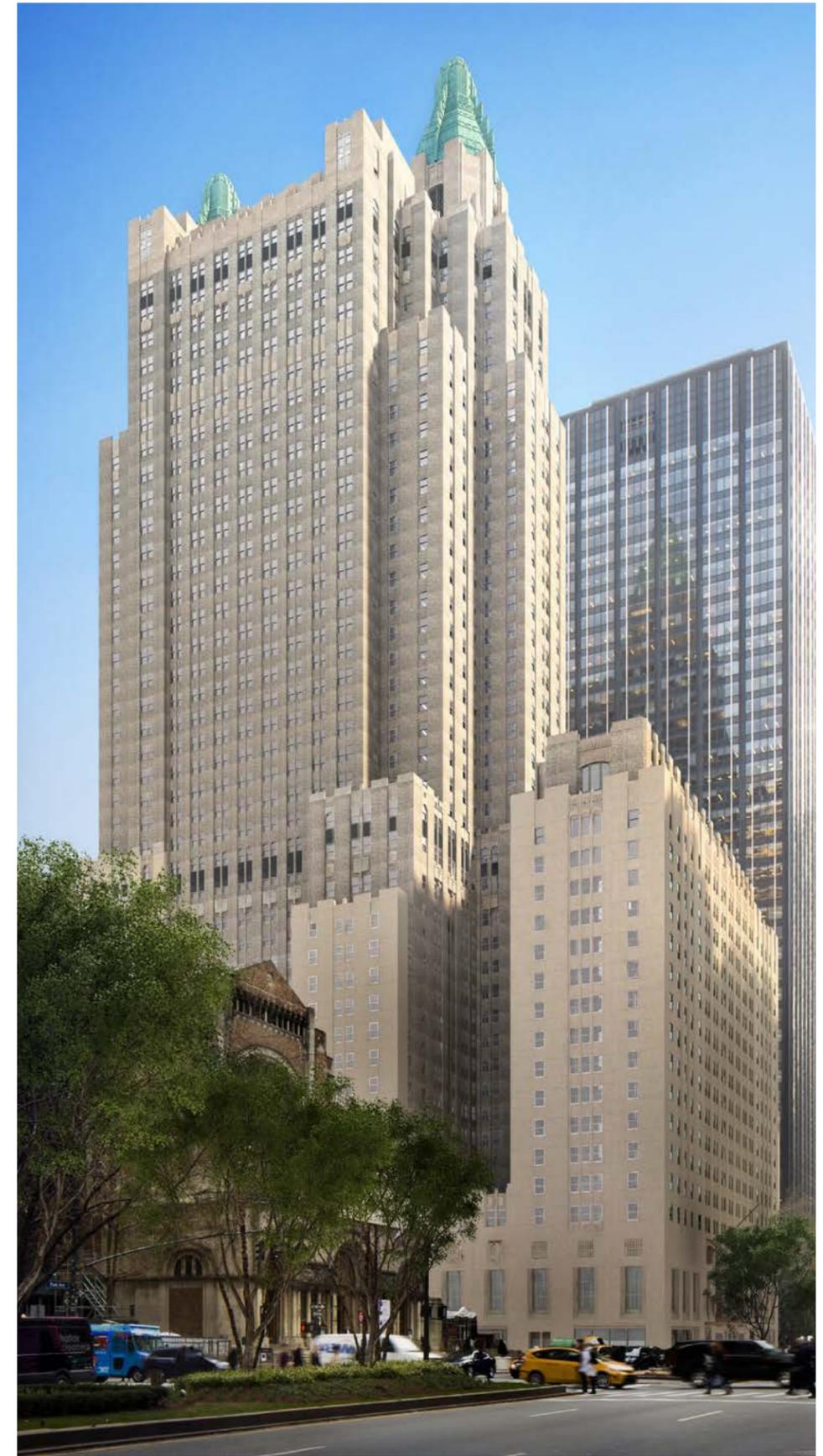
PROPOSED



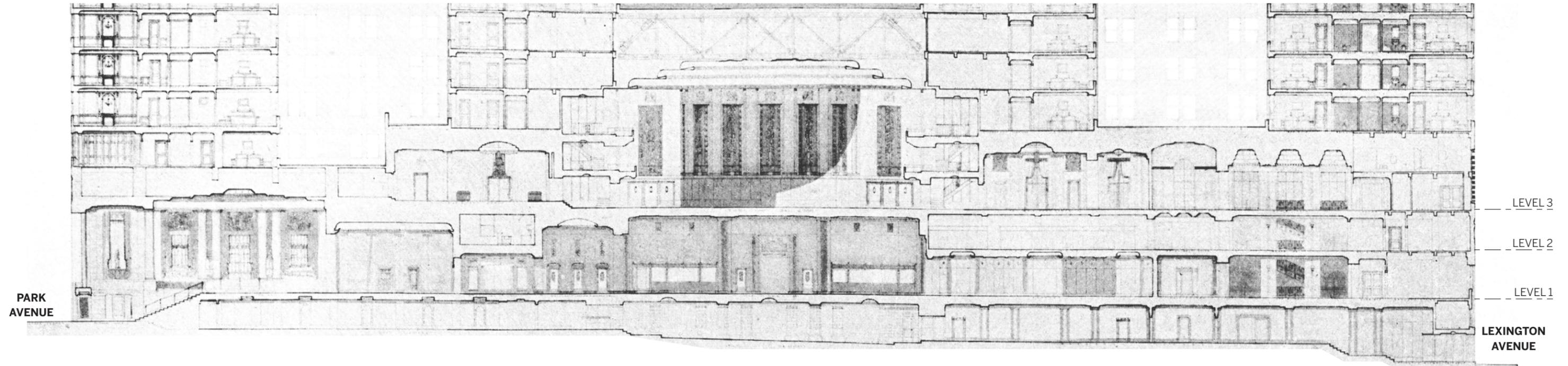
ORIGINAL



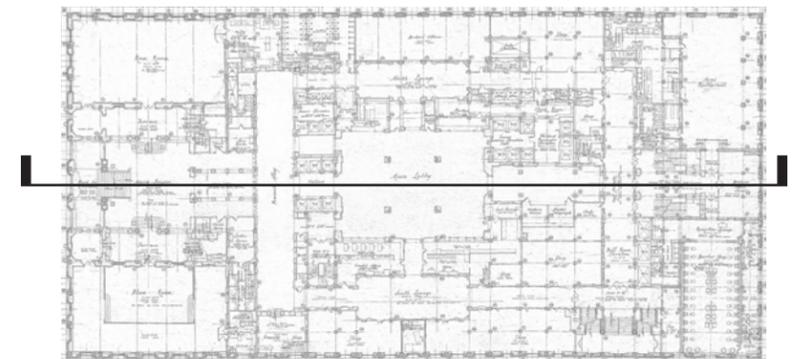
EXISTING



PROPOSED

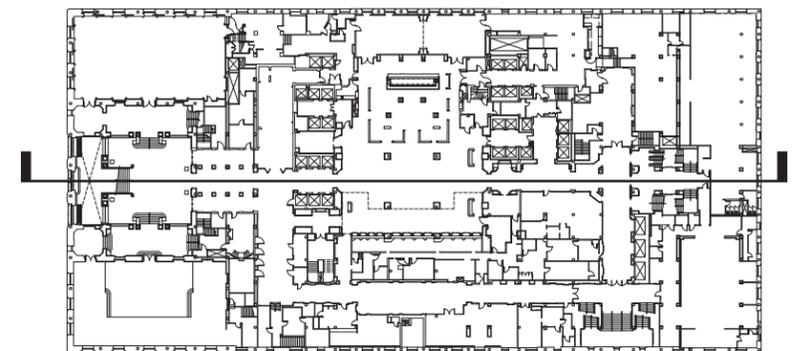


KEY PLAN - Level 1



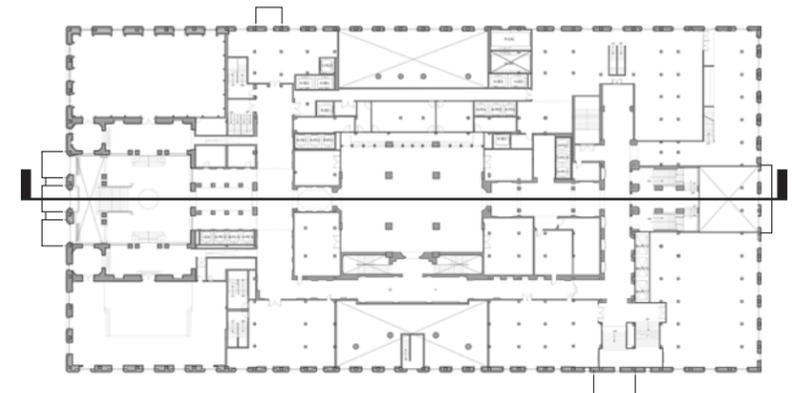


KEY PLAN - Level 1



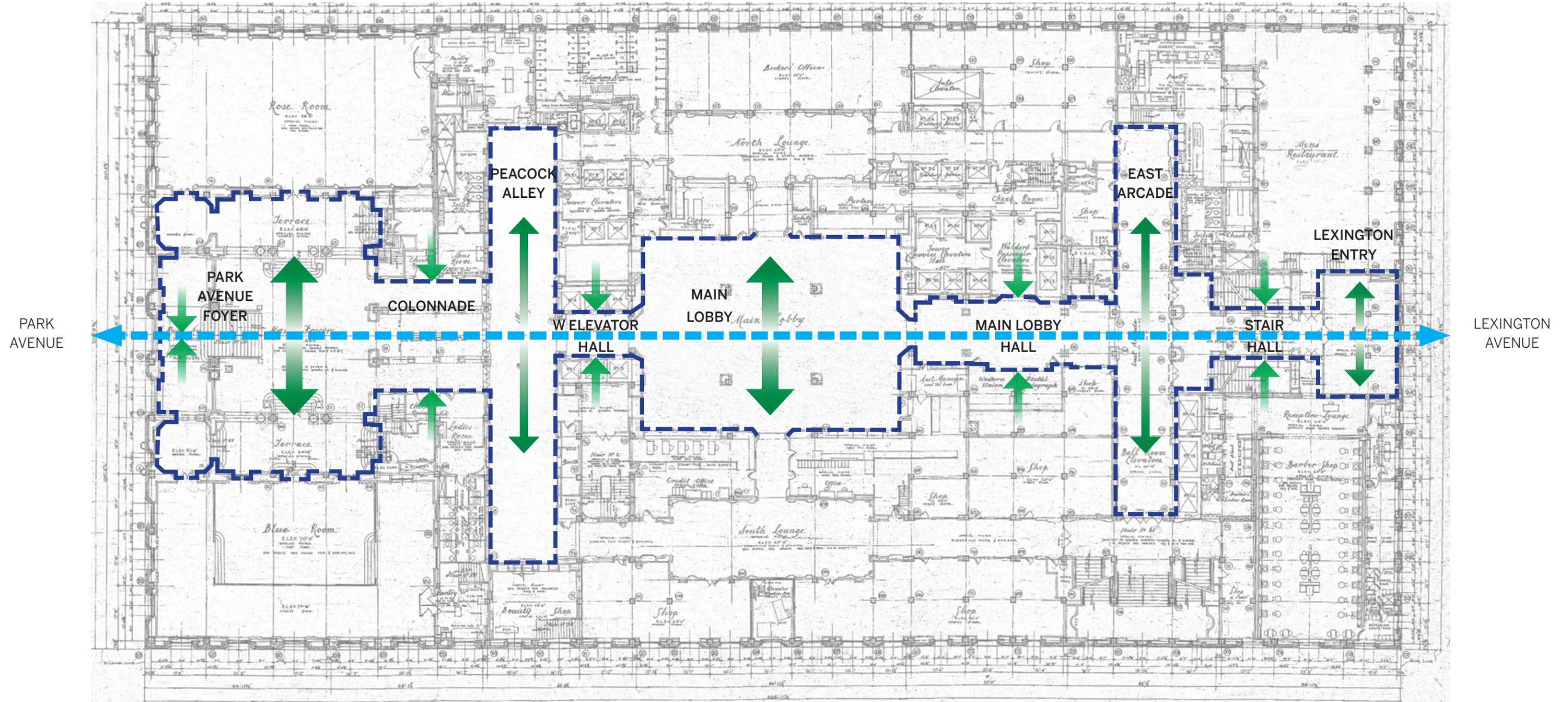


KEY PLAN - Level 1

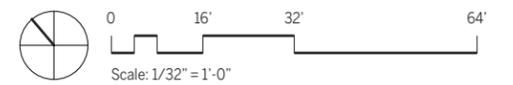


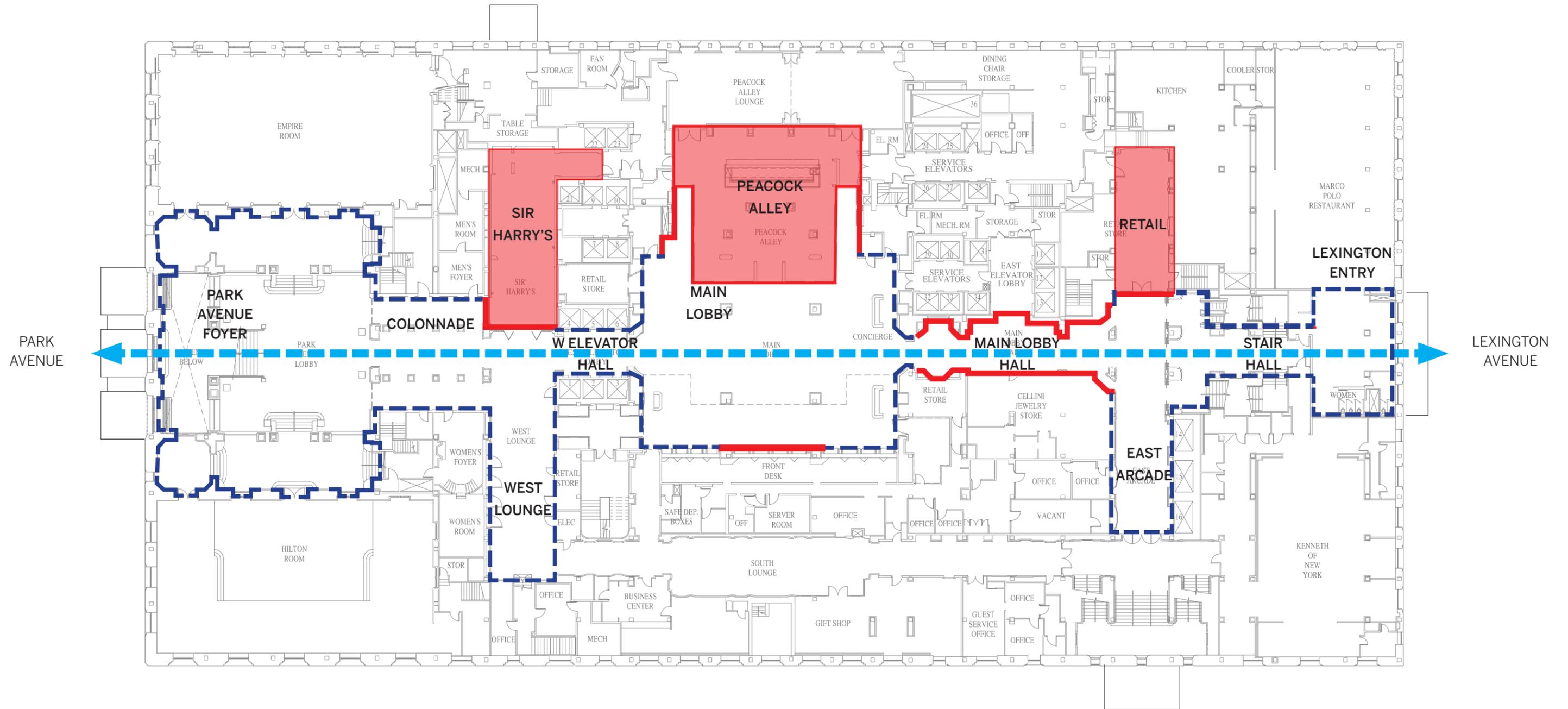
“Entering from Park or Lexington Avenue, these spaces flow seamlessly without interruption, expanding and contracting...”

- Waldorf-Astoria Hotel Interiors Designation Report, LPC 2017

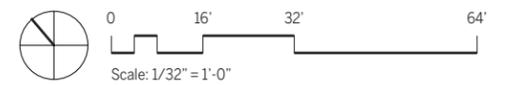


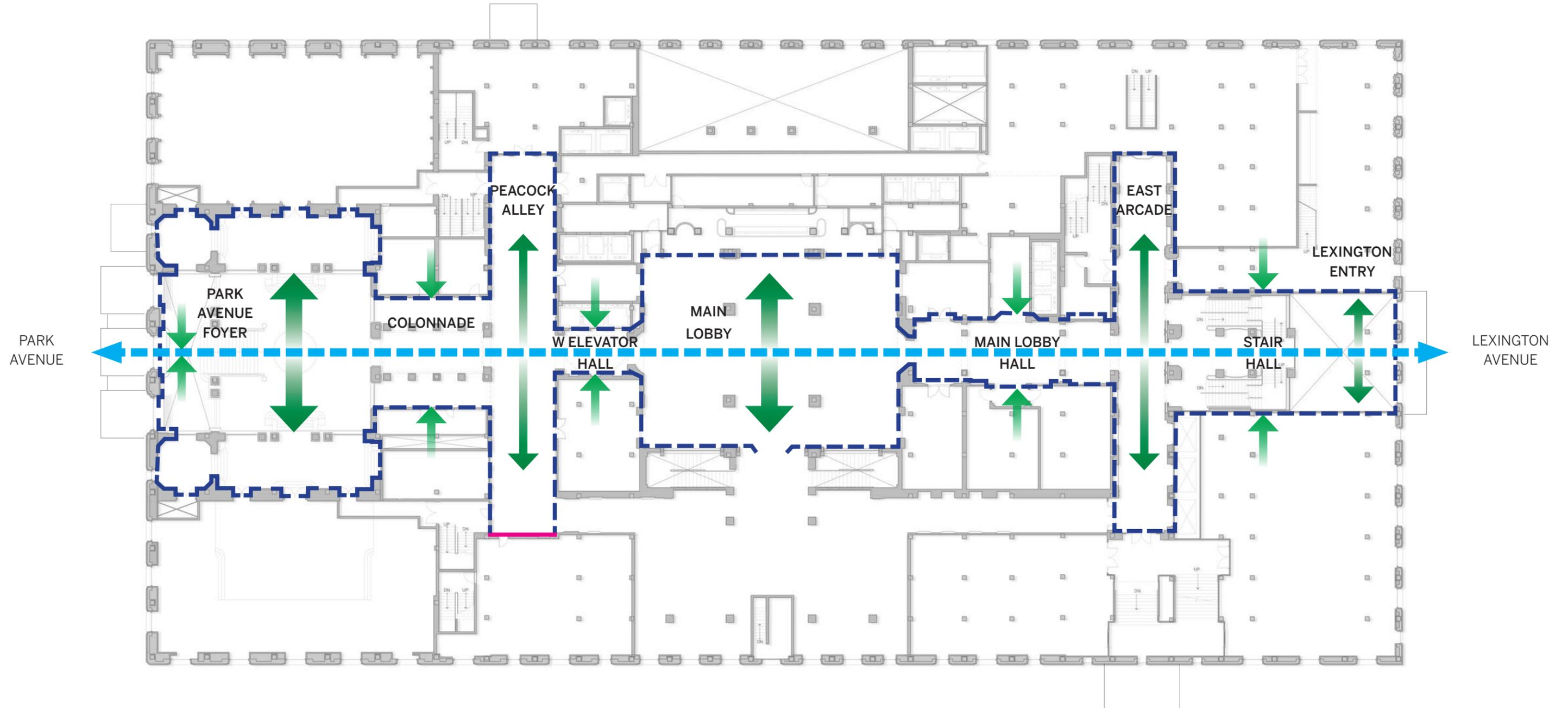
 Hotel Circulation



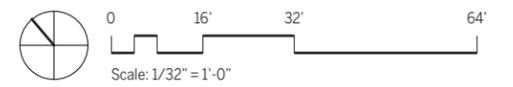


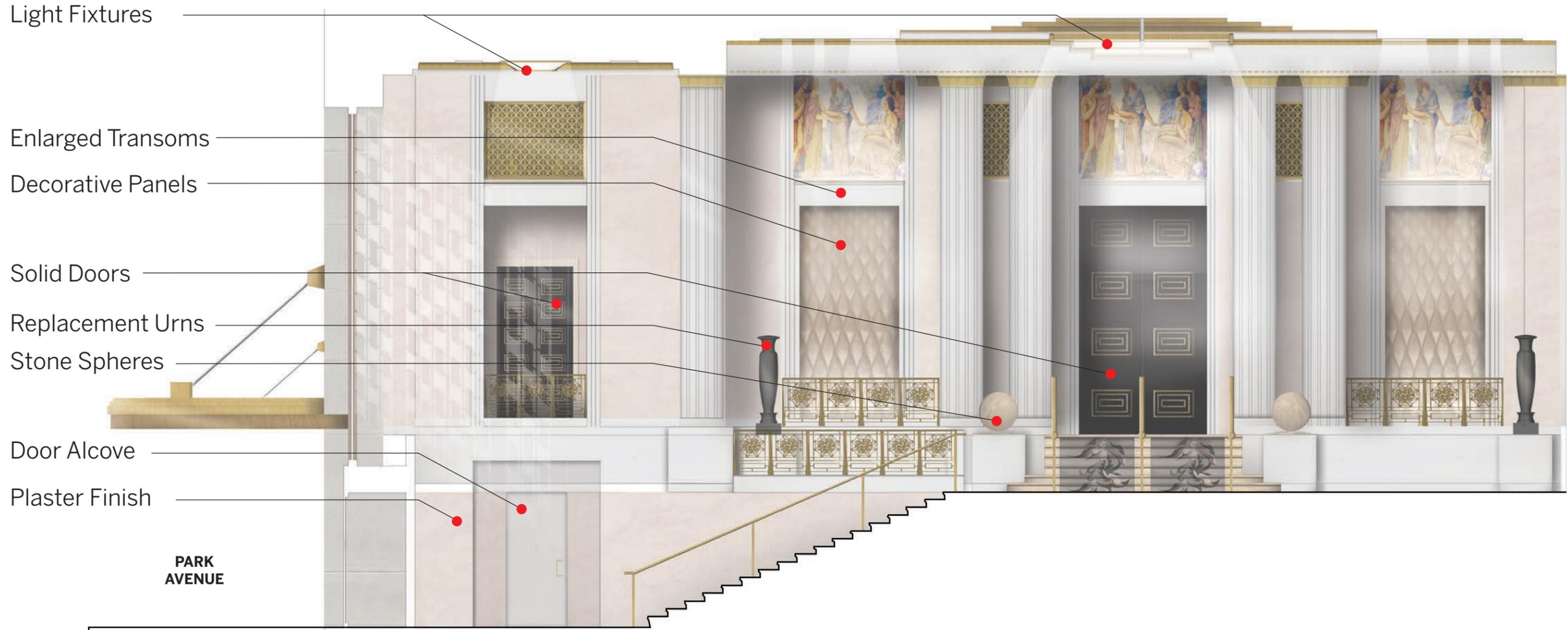
- Non-original Configuration
- - - Original Configuration
- ➔ Hotel Circulation





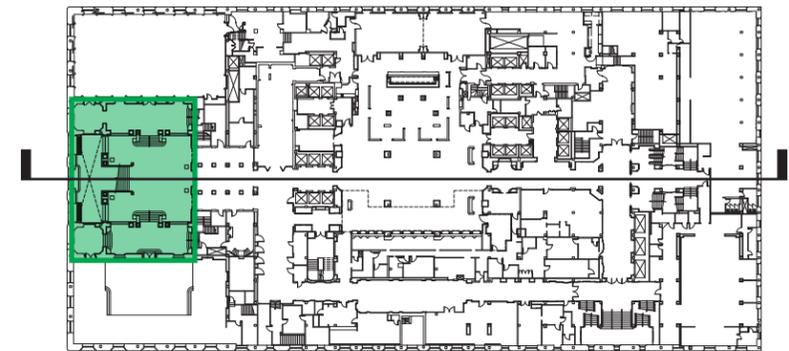
- Relocated Material
- Original Configuration
- Hotel Circulation





EXISTING EAST/WEST SECTION

KEY PLAN - Level 1



● Non-original Material

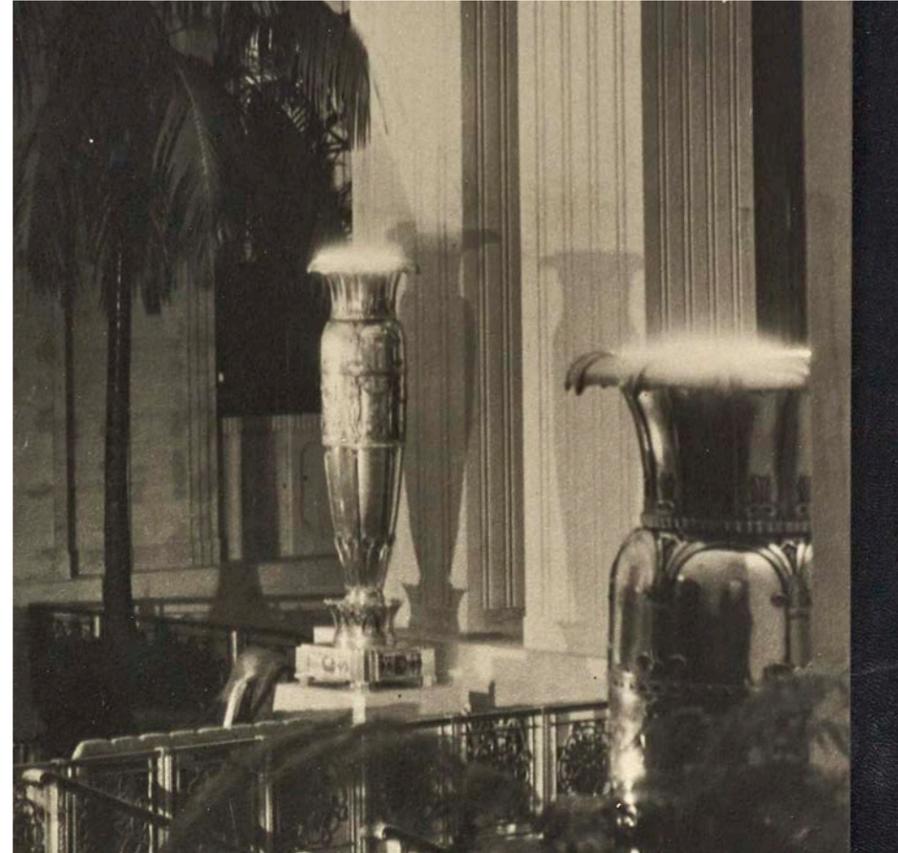
Park Avenue Foyer - Proposed



PROPOSED EAST/WEST SECTION



- Proposed Restoration
- Proposed Alteration



“Lighting throughout the large public rooms is indirect and semi-direct.”

- Facts About the Waldorf, 1938

“In general, the interiors of the Waldorf were more dimly lit than we expect today...”

- Waldorf-Astoria Hotel Interiors Designation Report, LPC 2017

“**Semi-indirect** lighting is given from a large **St. Victor rose marble panel** in the center of the ceiling”

-Facts About the Waldorf, 1938



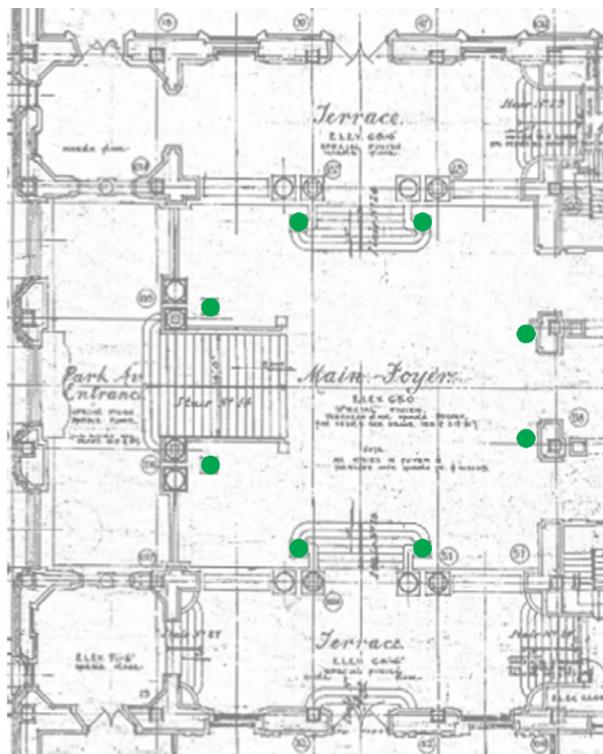
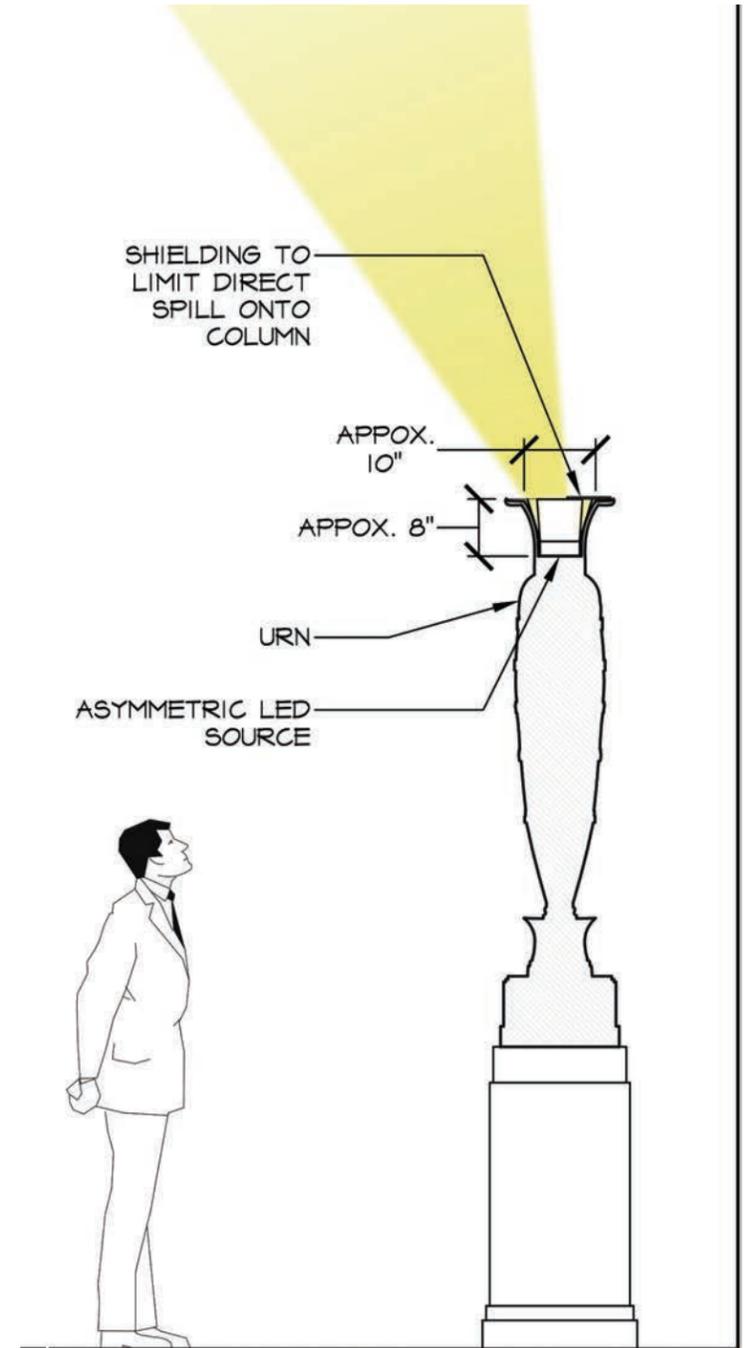
ORIGINAL



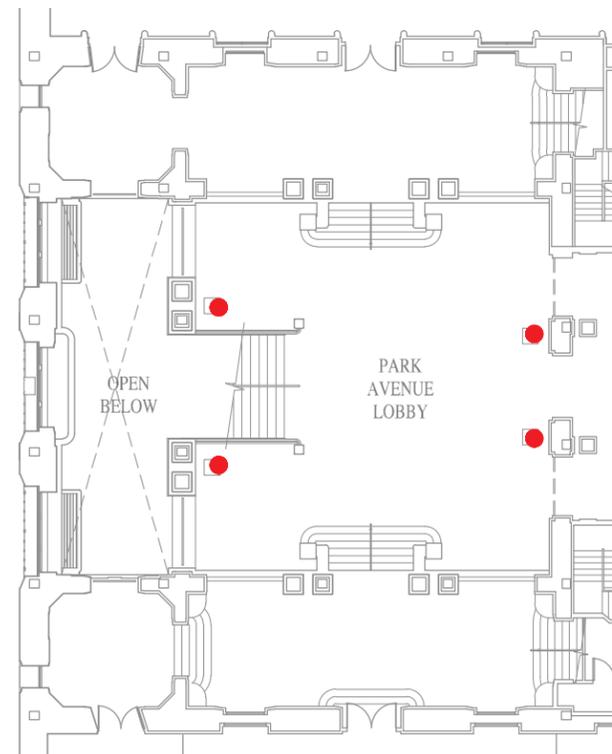
EXISTING

“Light is diffused over the foyer...supplemented by **indirect lighting** from eight tall **Grecian silver vases** with gilt mounts”

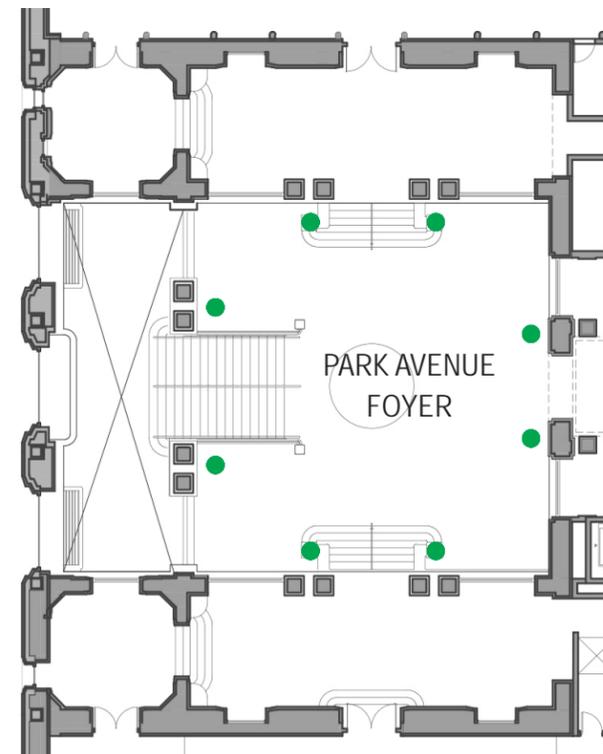
-Facts About the Waldorf, 1938



ORIGINAL



EXISTING



PROPOSED

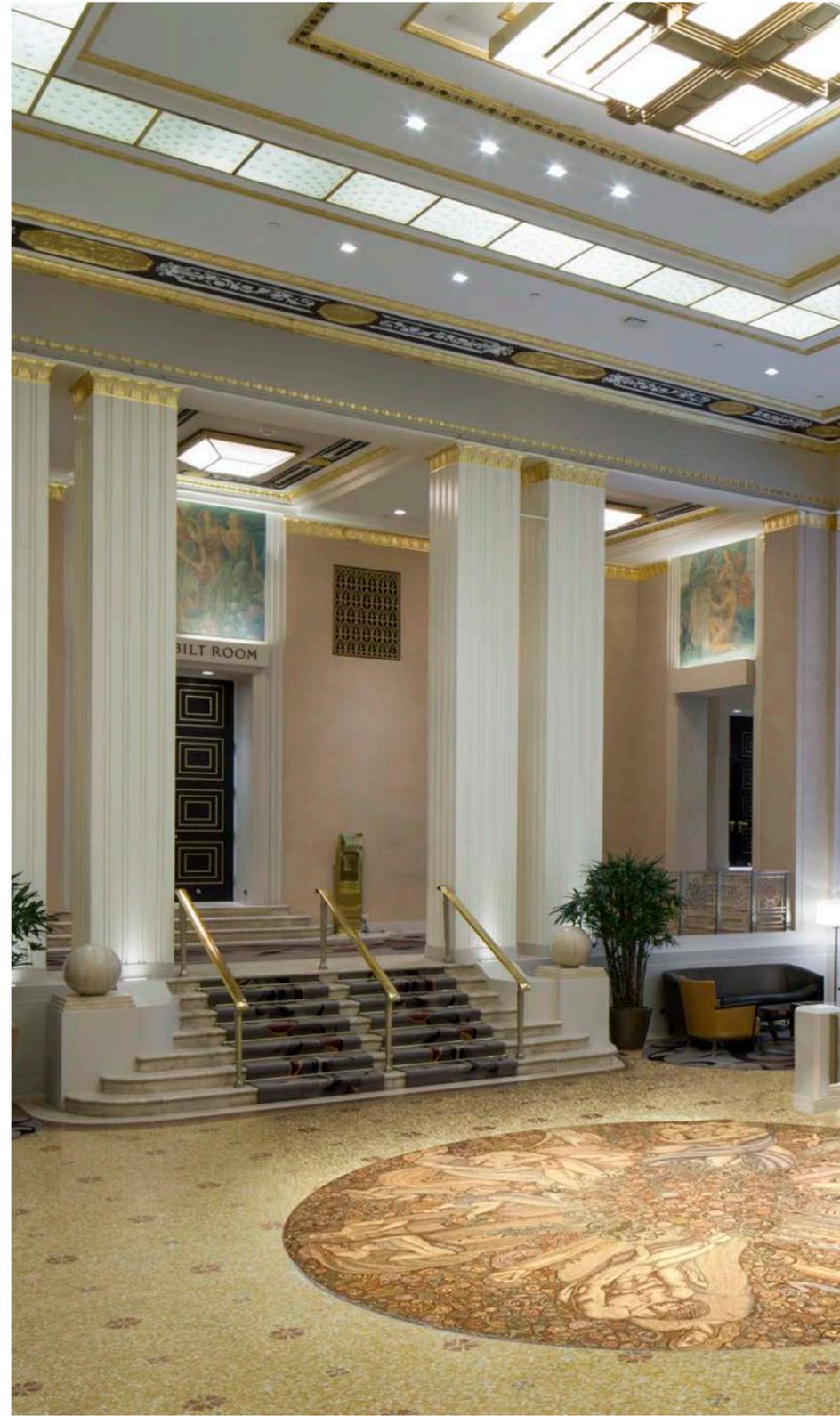




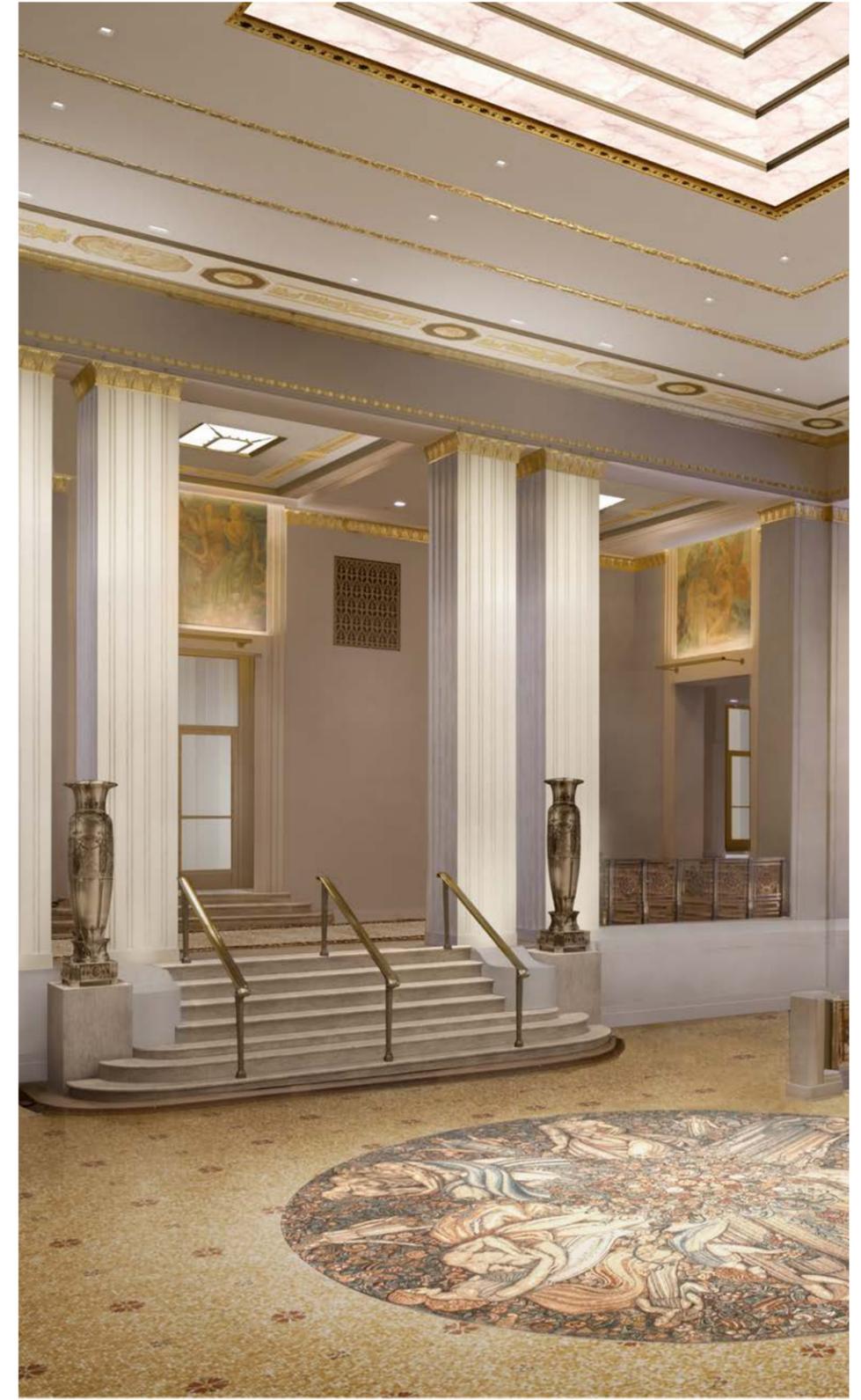




ORIGINAL



EXISTING

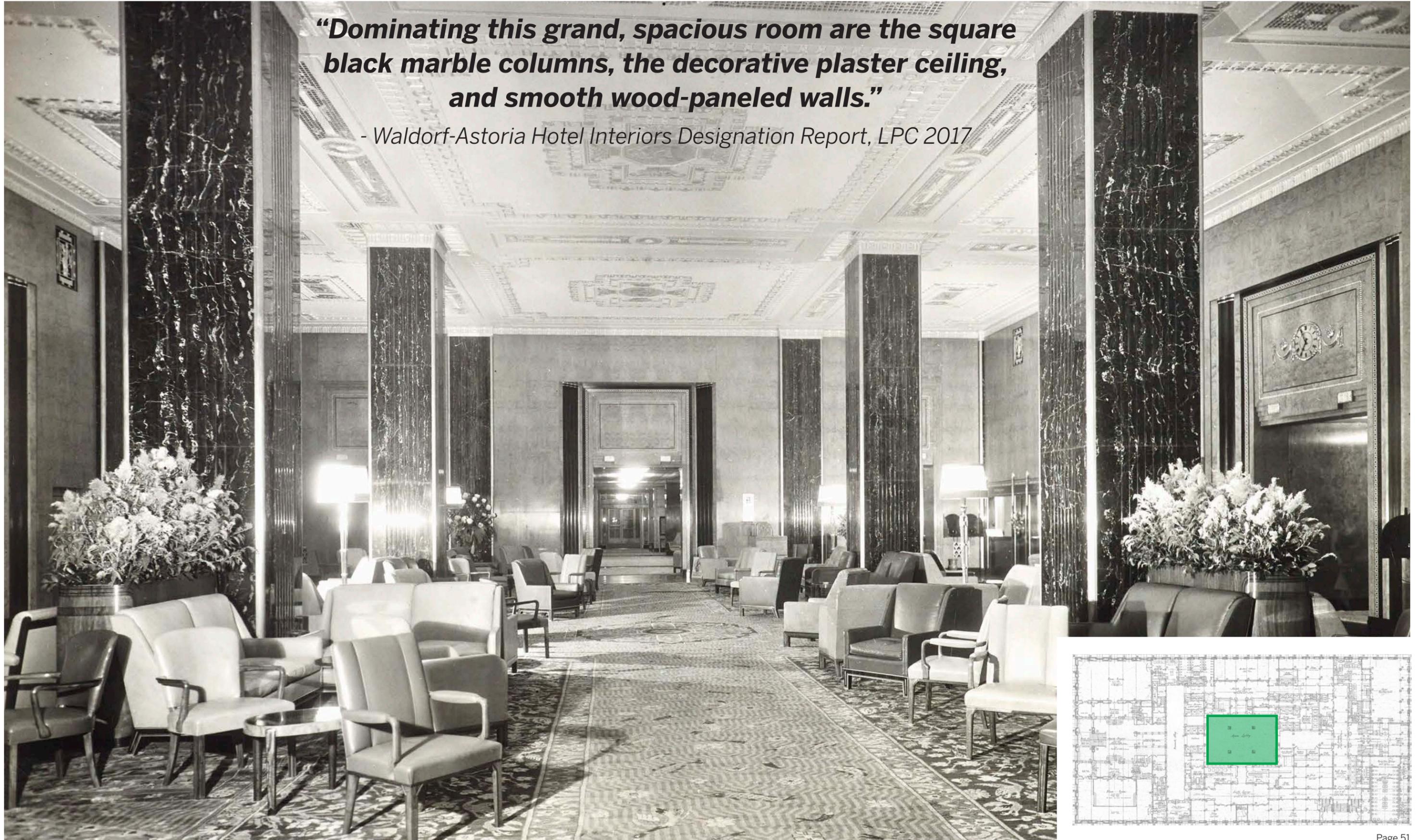


PROPOSED

Main Lobby - Original

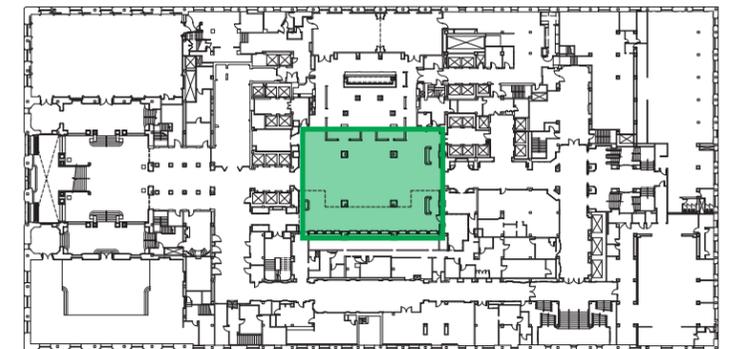
“Dominating this grand, spacious room are the square black marble columns, the decorative plaster ceiling, and smooth wood-paneled walls.”

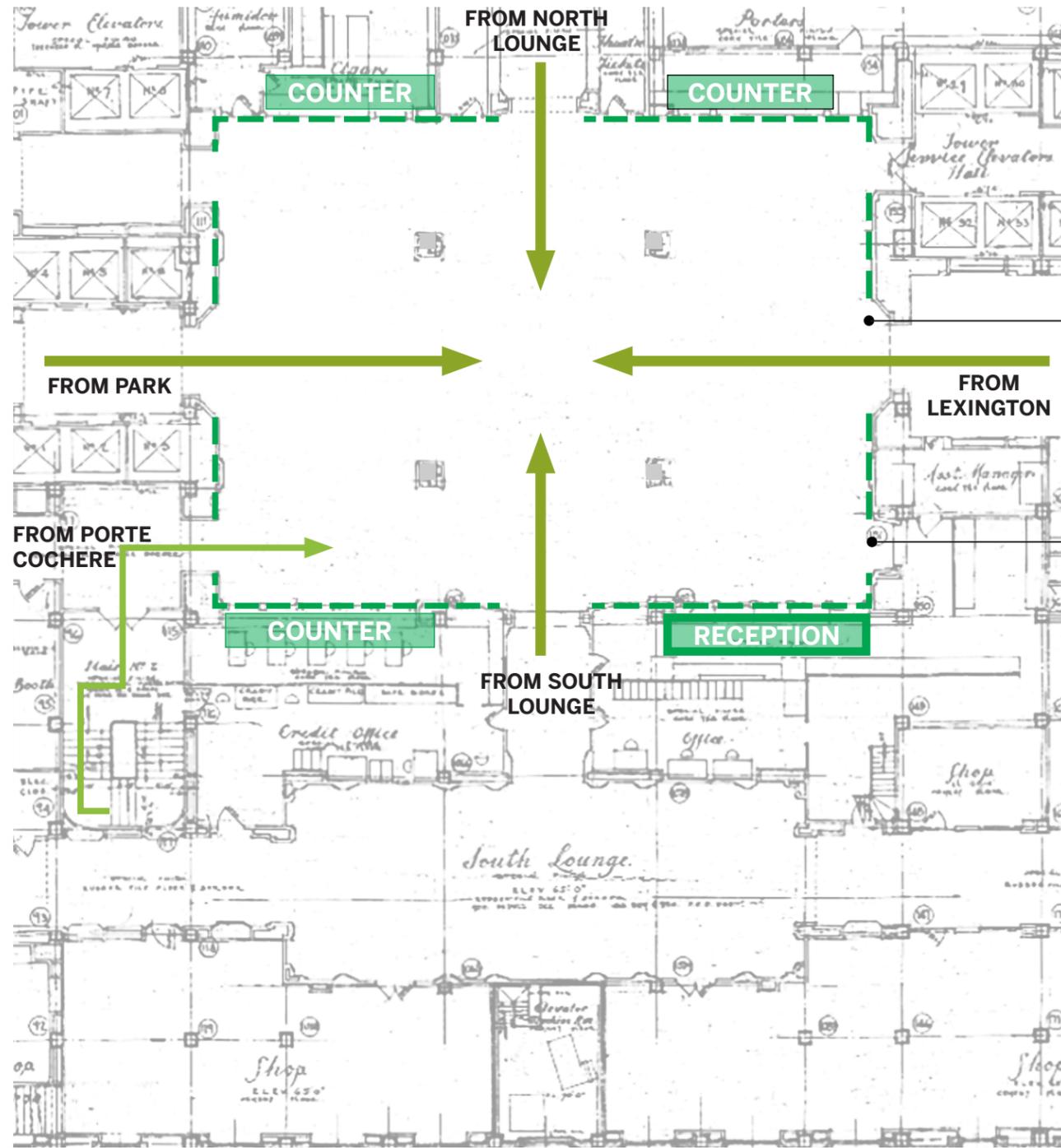
- Waldorf-Astoria Hotel Interiors Designation Report, LPC 2017



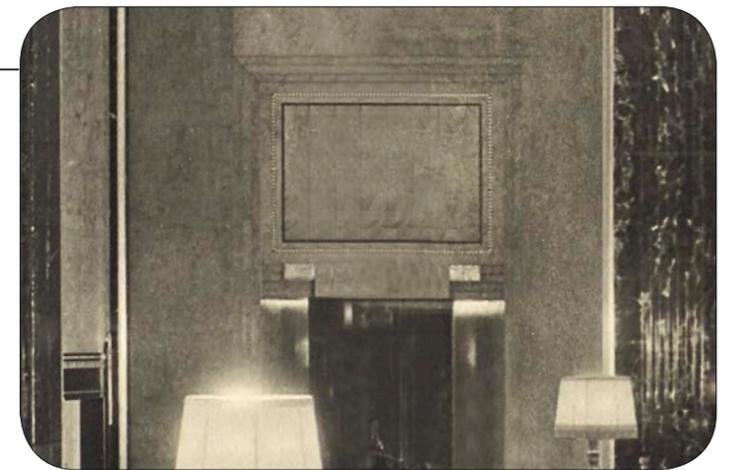


KEY PLAN - Level 1





ORIGINAL PRIMARY PORTAL



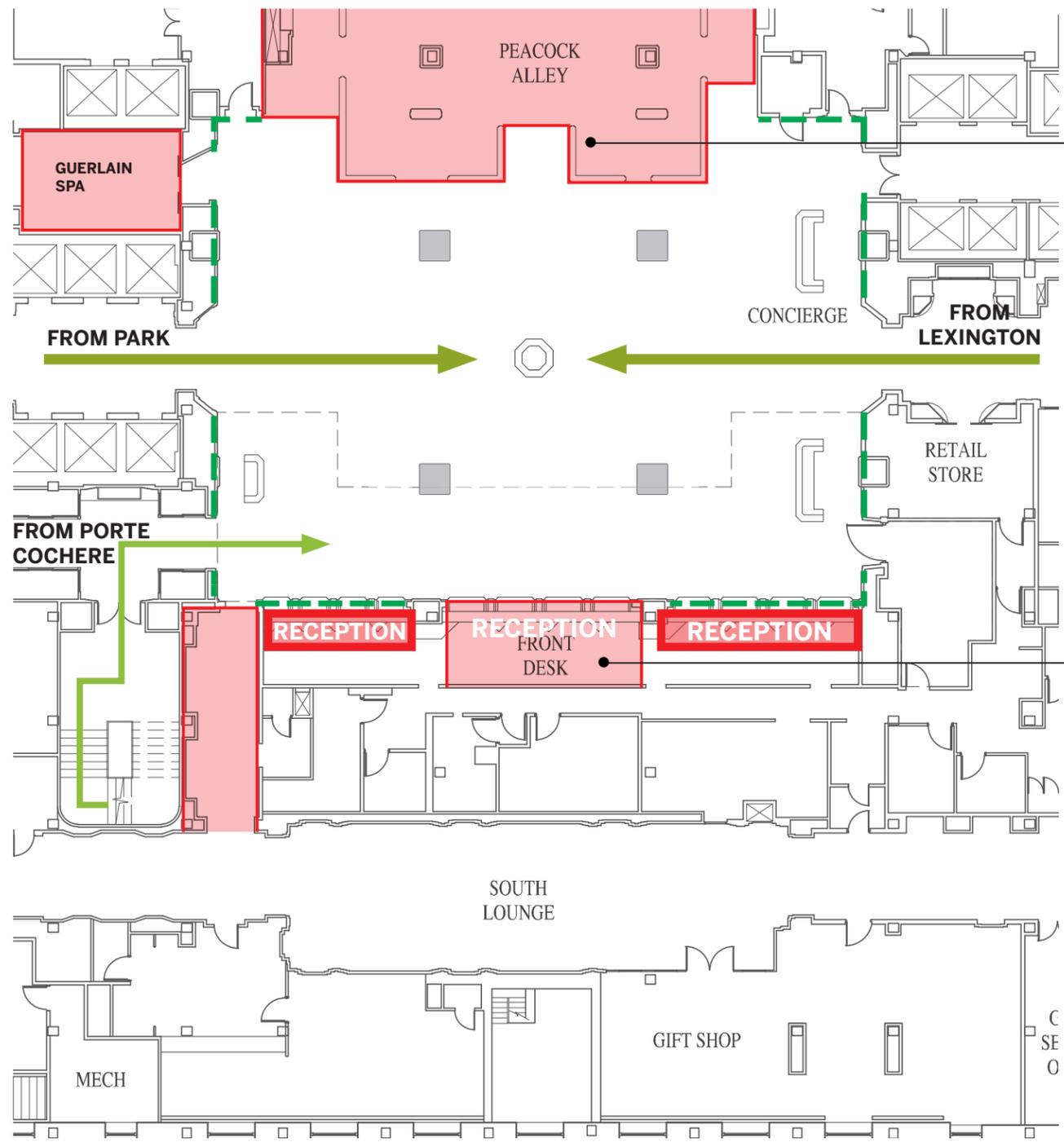
ORIGINAL SECONDARY PORTAL

KEY PLAN - Level 1



ORIGINAL PLAN

- Original Configuration
- ➔ Hotel Circulation

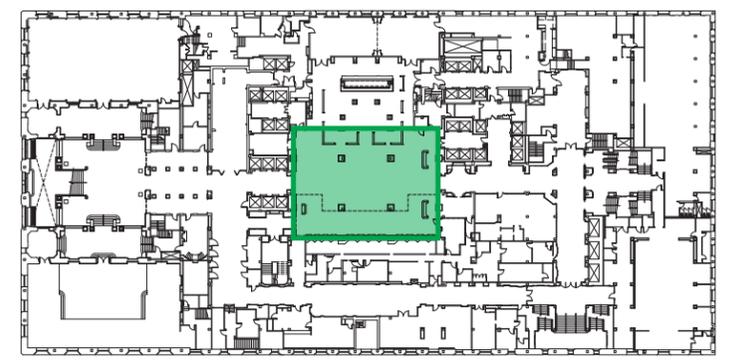


PEACOCK ALLEY RESTAURANT



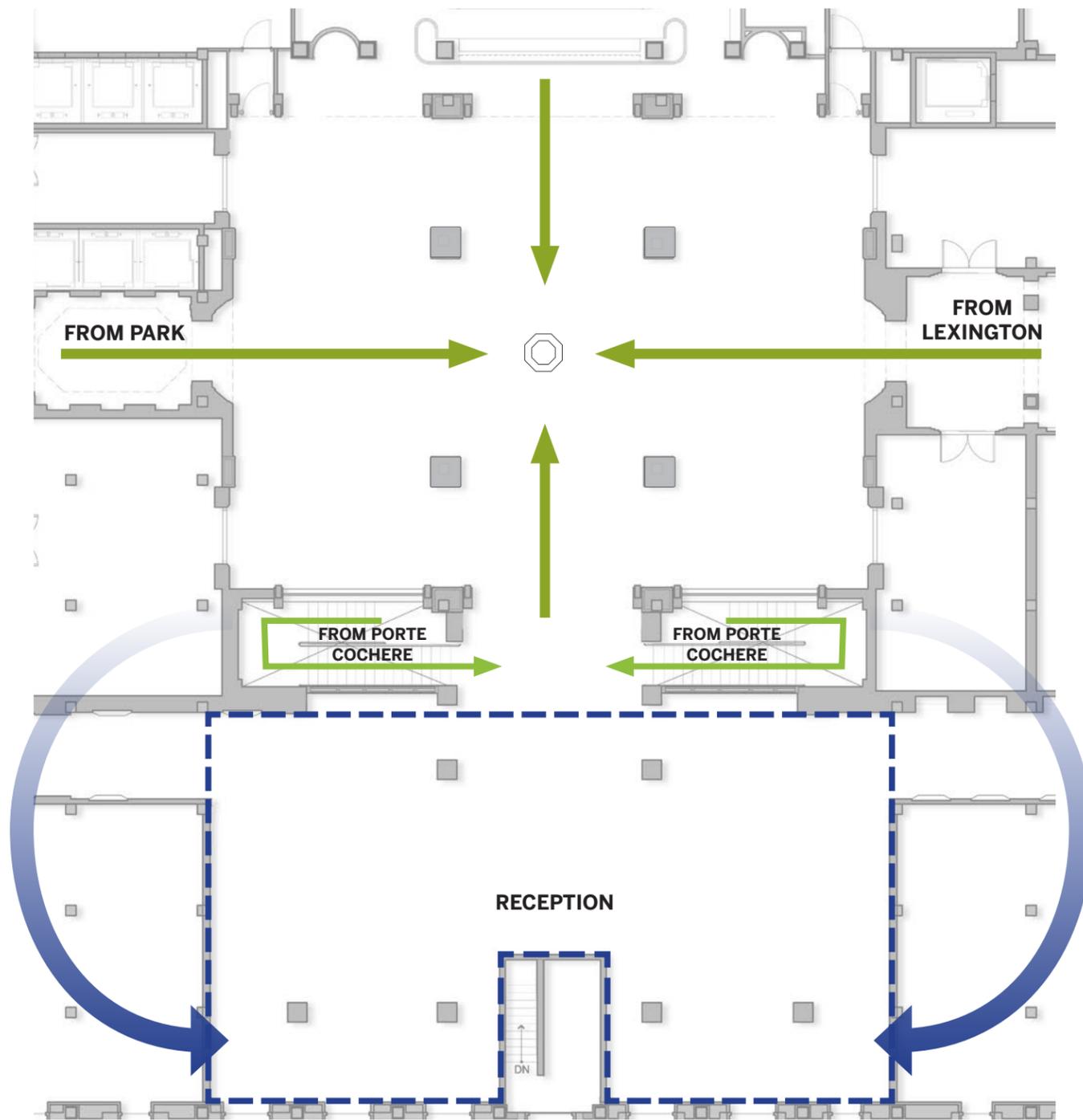
SOUTH RECEPTION COUNTER

KEY PLAN - Level 1



EXISTING PLAN

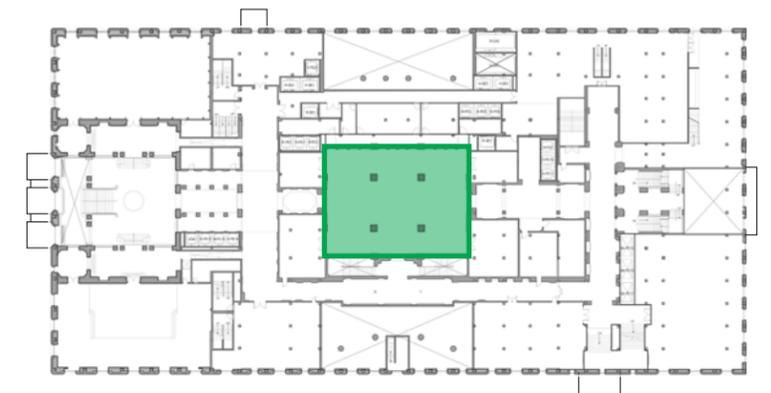
- Non-Original Configuration
- Original Configuration
- ➔ Hotel Circulation



PROPOSED PLAN

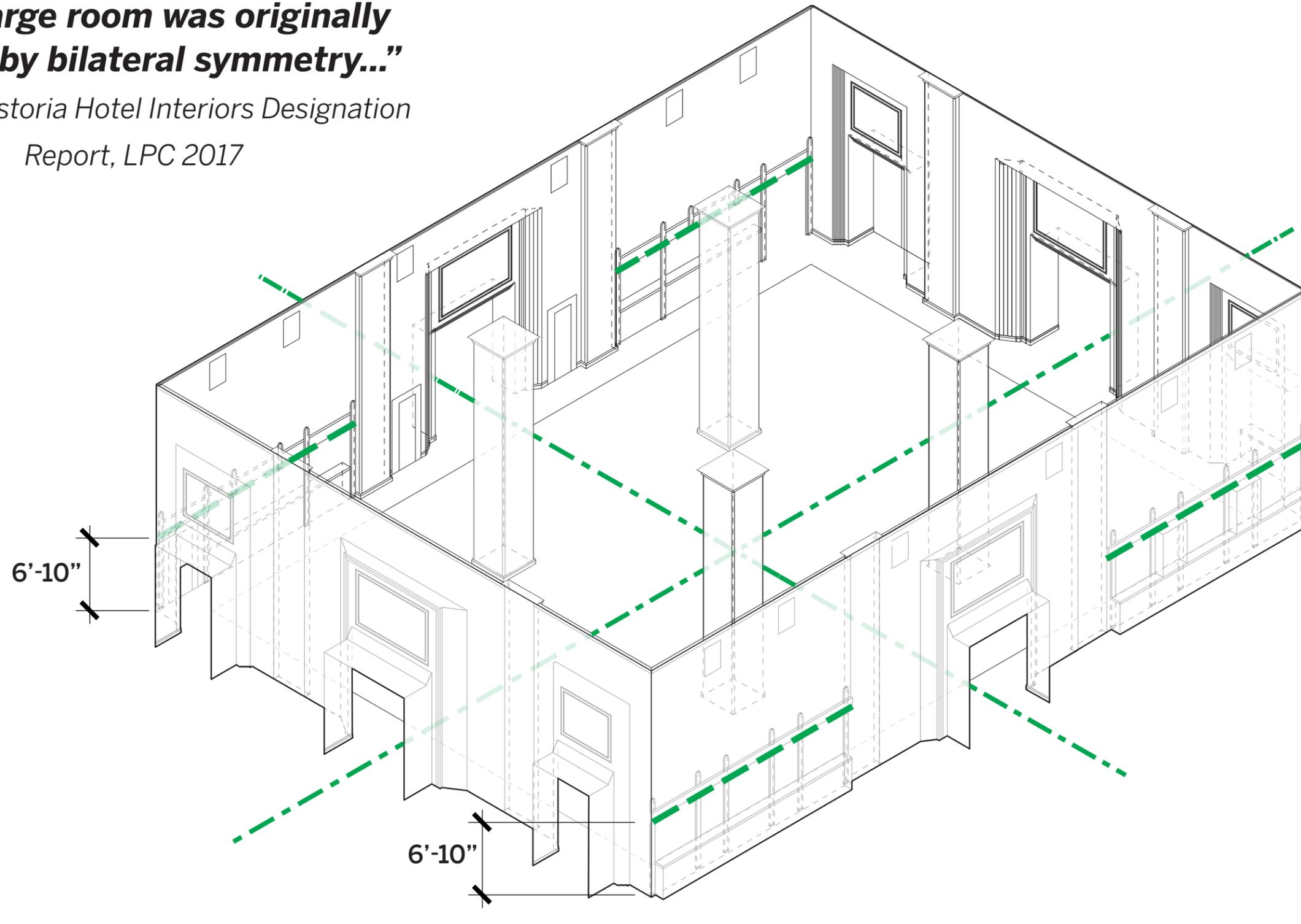
➔ Hotel Circulation

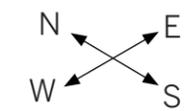
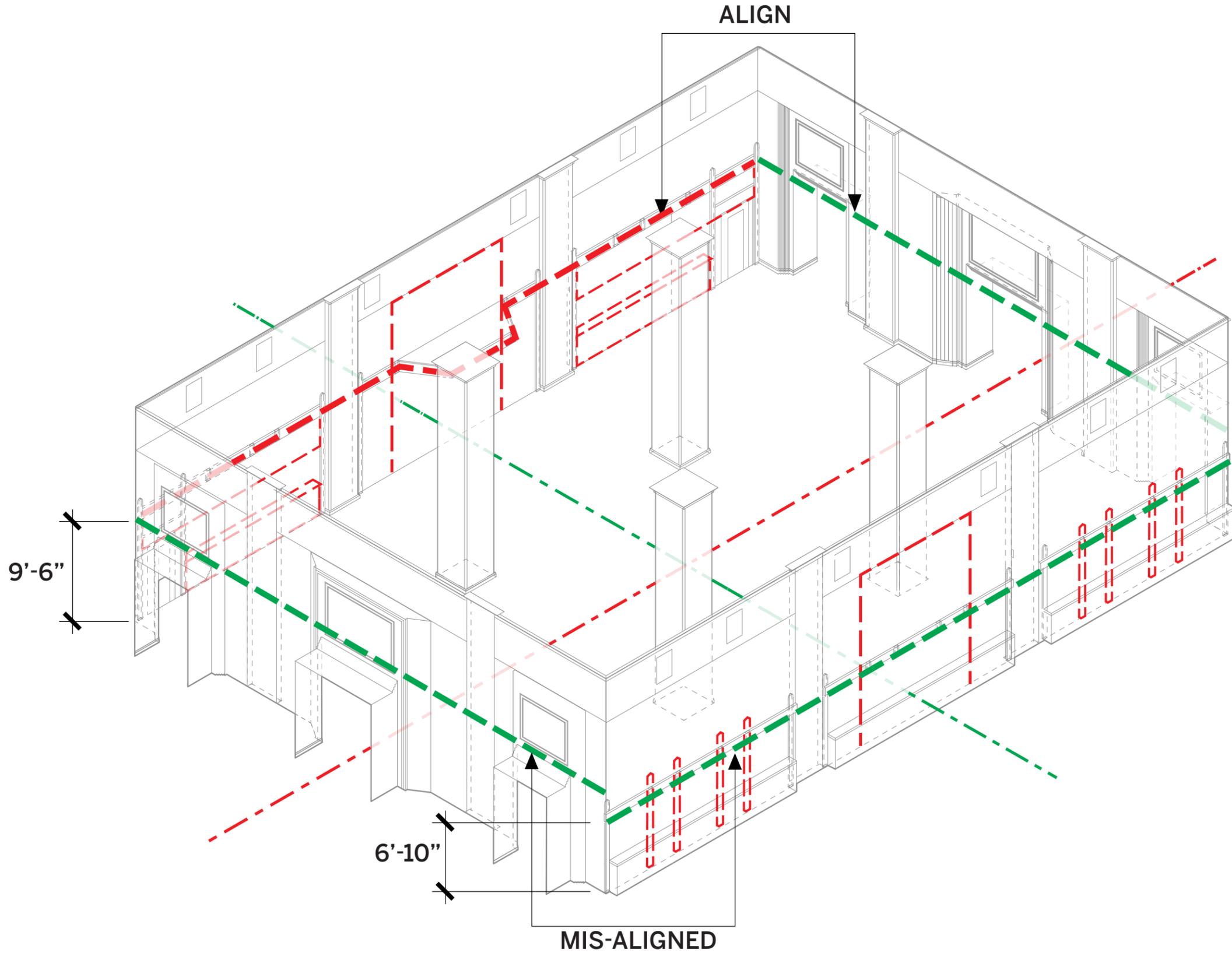
KEY PLAN - Level 1

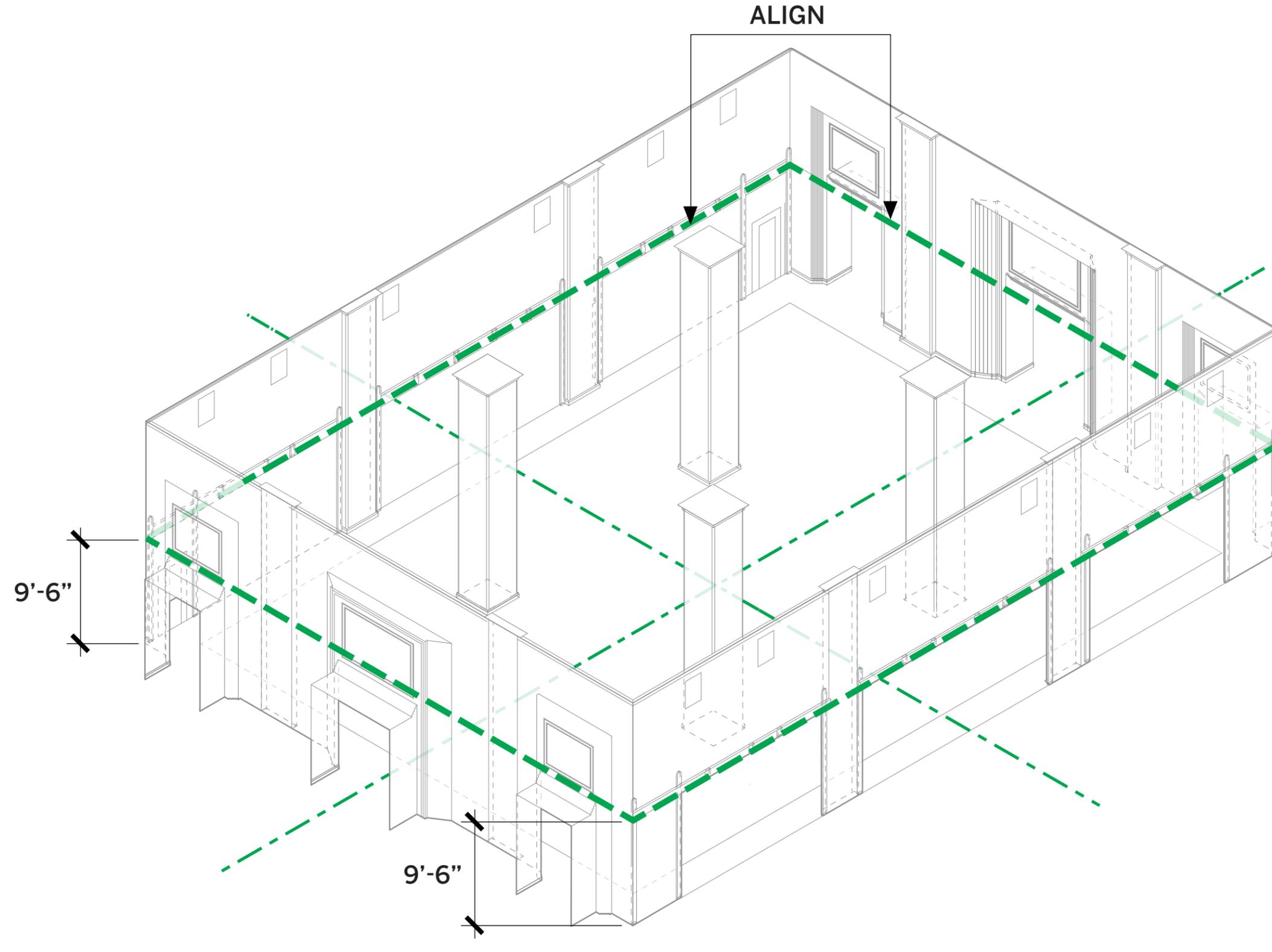


**“This large room was originally
defined by bilateral symmetry...”**

- Waldorf-Astoria Hotel Interiors Designation
Report, LPC 2017



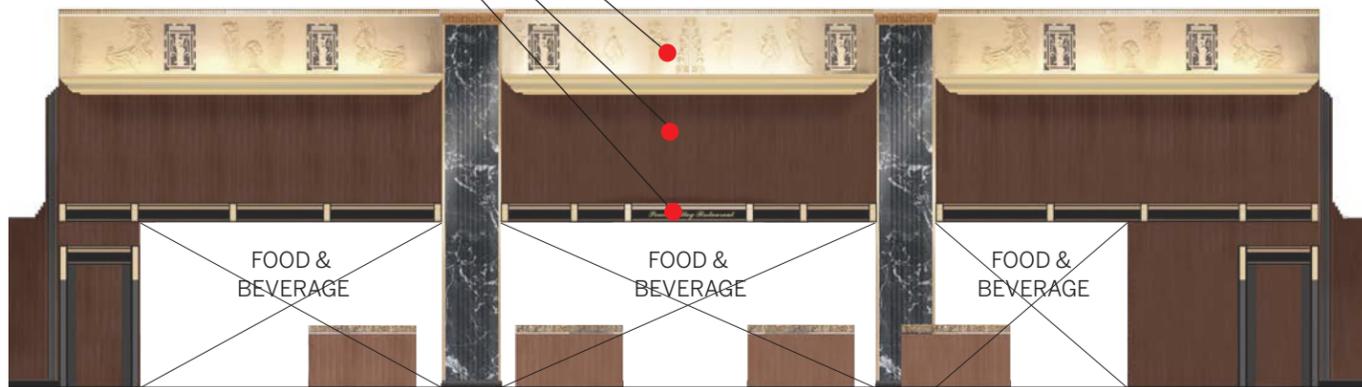






ORIGINAL NORTH ELEVATION

Frieze
Mahogany Veneer
Relocated Datum



EXISTING NORTH ELEVATION

Nickel Bronze Grilles



PROPOSED NORTH ELEVATION

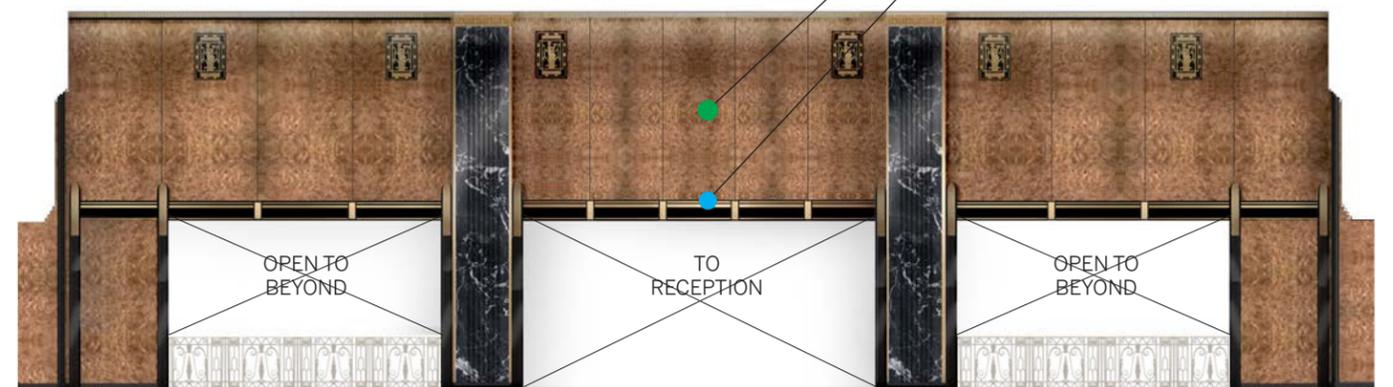


ORIGINAL SOUTH ELEVATION



EXISTING SOUTH ELEVATION

Maple Burl Veneer
Relocated Datum



PROPOSED SOUTH ELEVATION

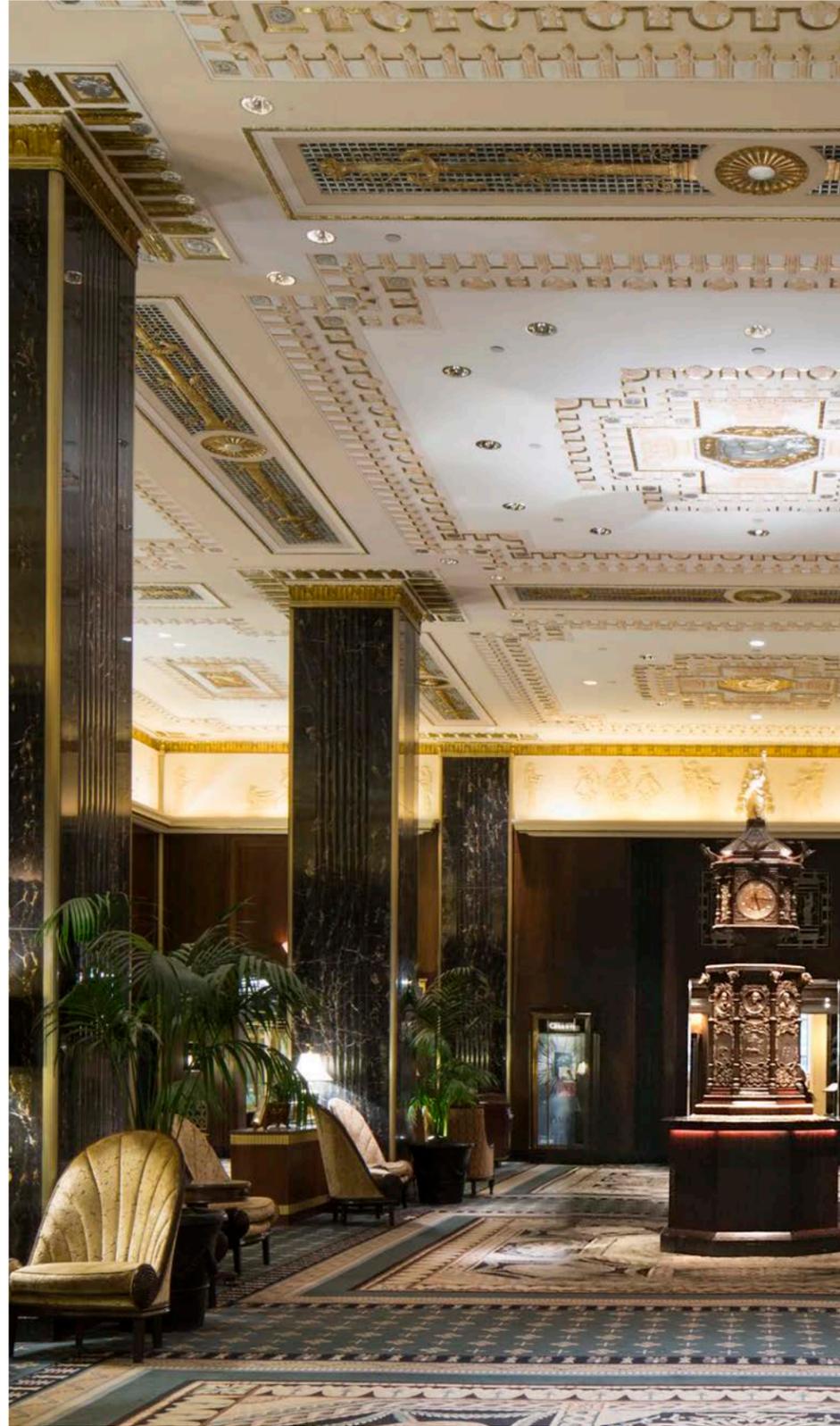




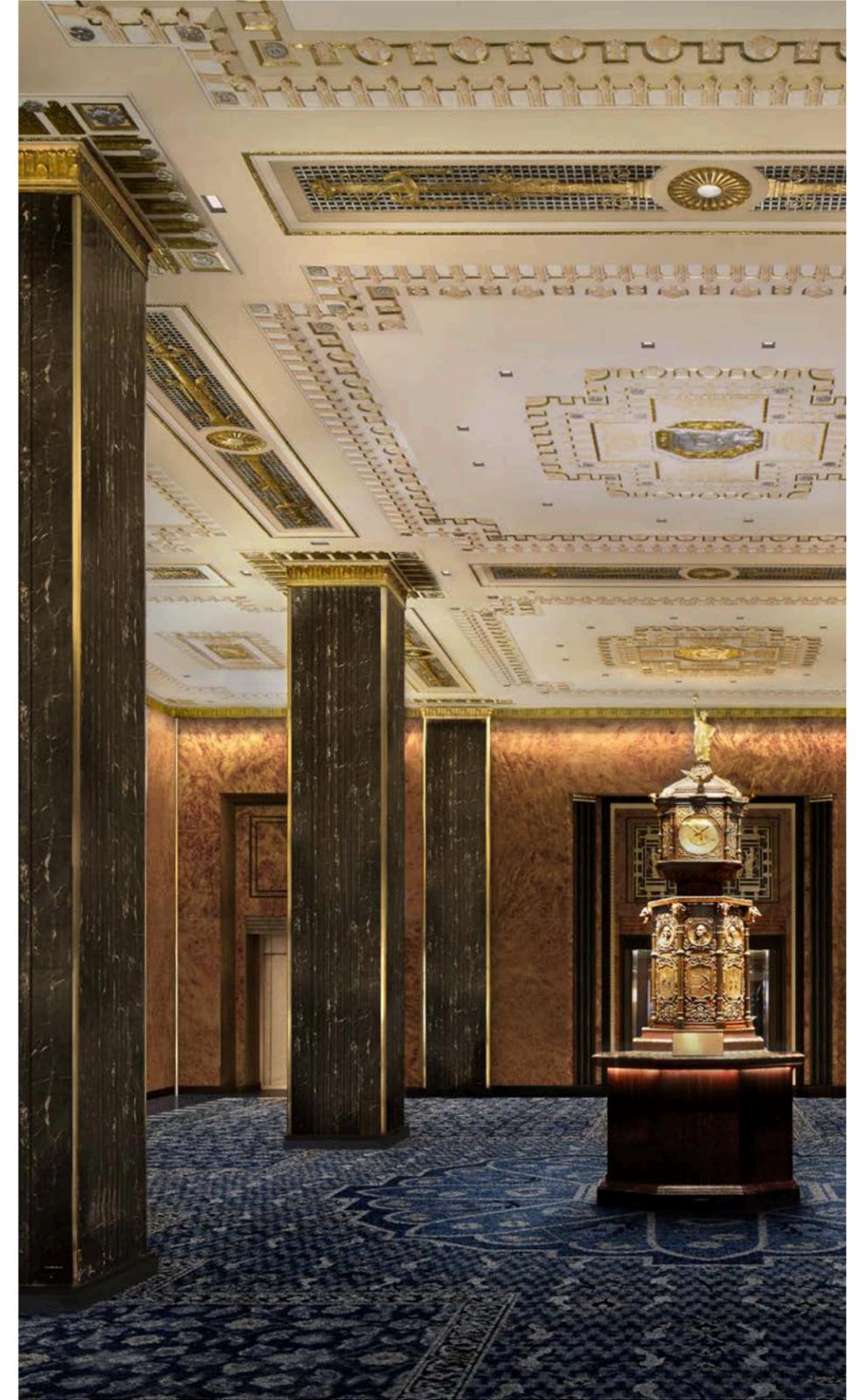




ORIGINAL



EXISTING

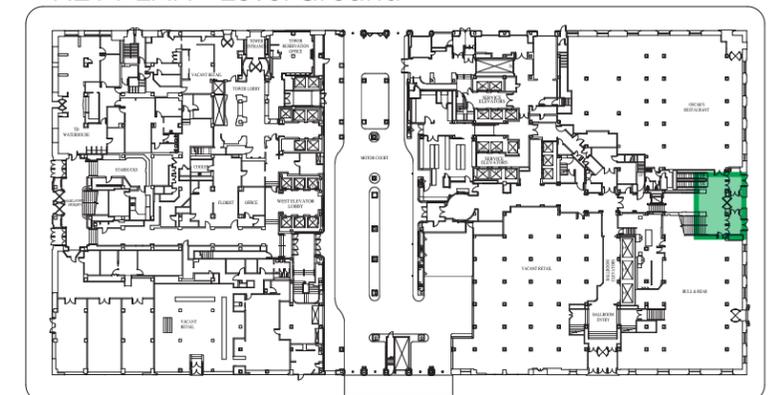


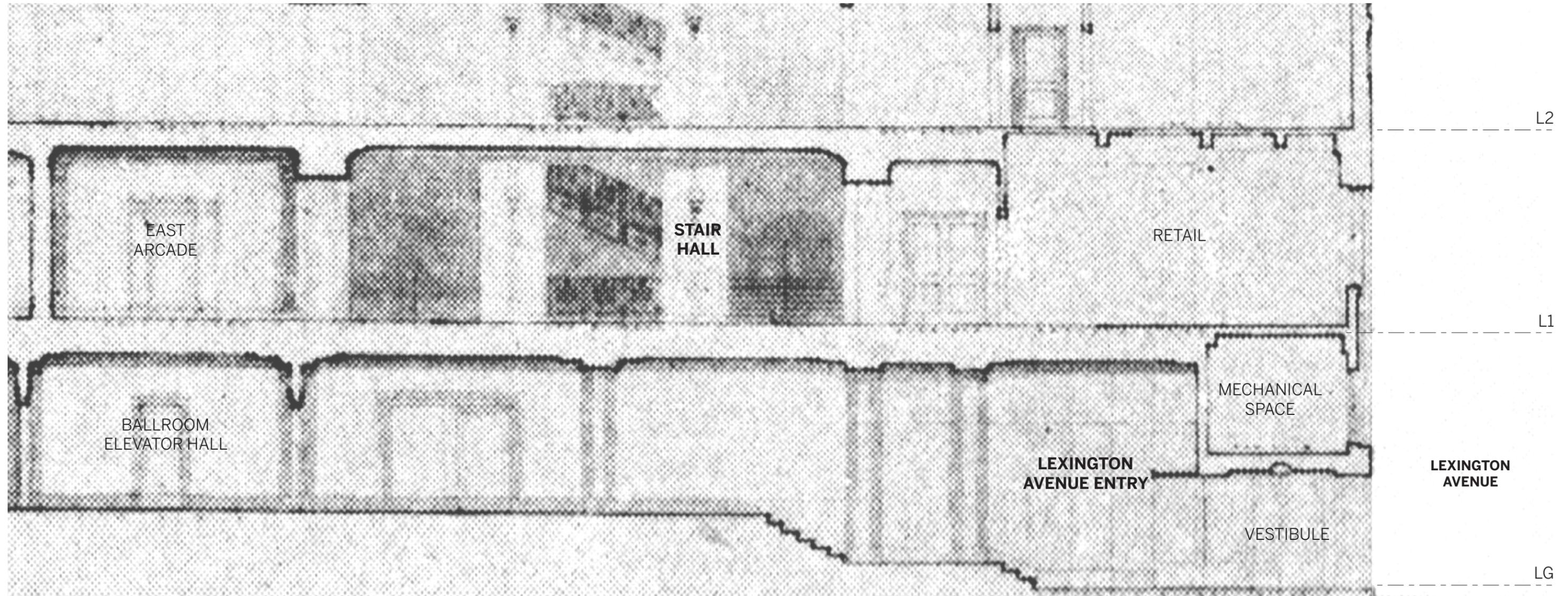
PROPOSED

Lexington Avenue Entry - Existing



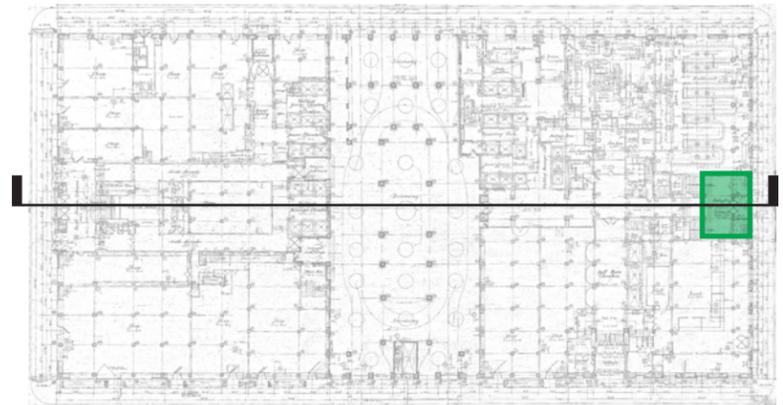
KEY PLAN - Level Ground



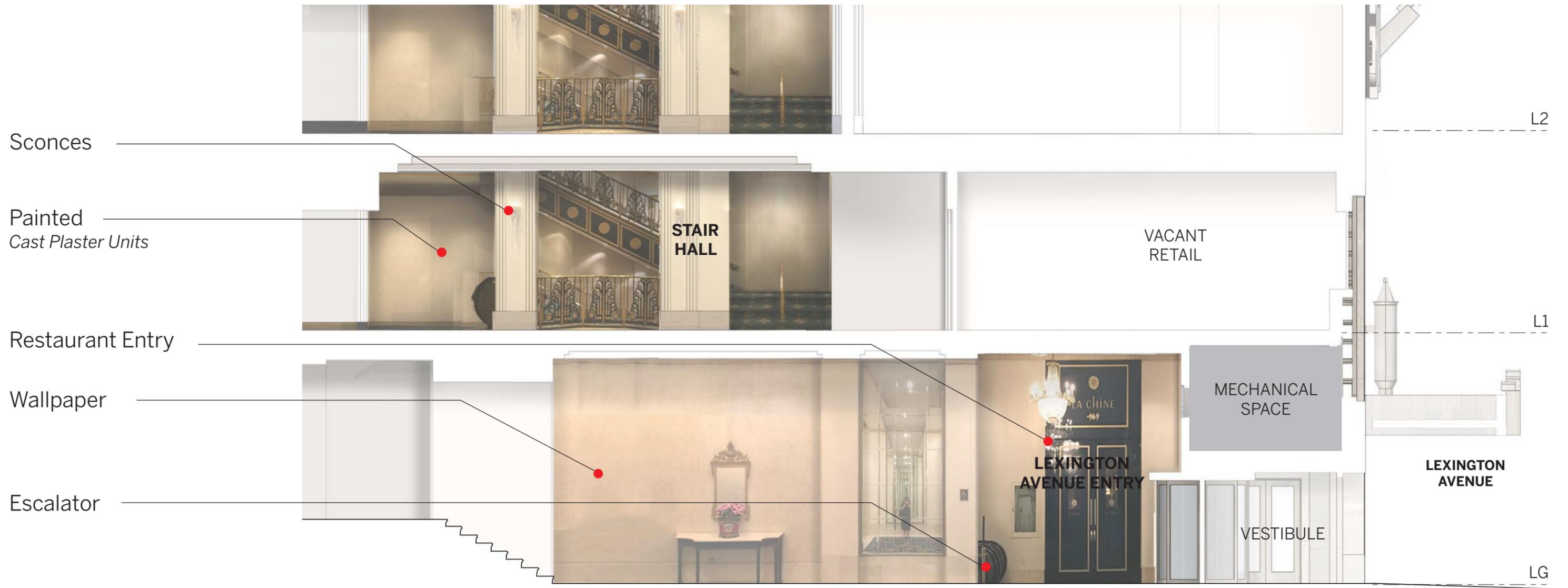


ORIGINAL EAST/WEST SECTION

KEY PLAN - Level Ground

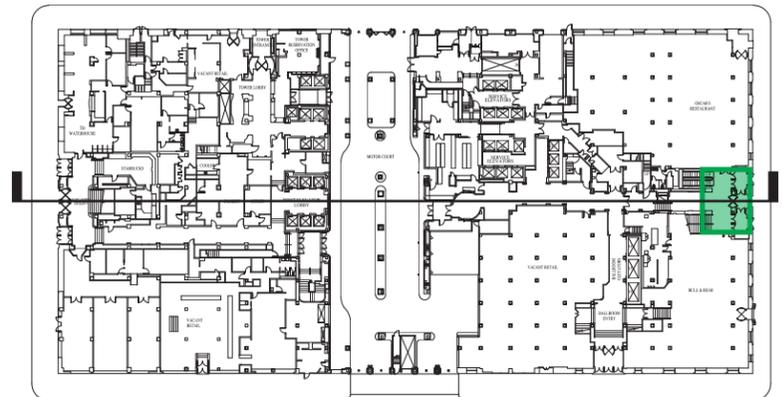


Lexington Avenue Entry & Stair Hall - Existing



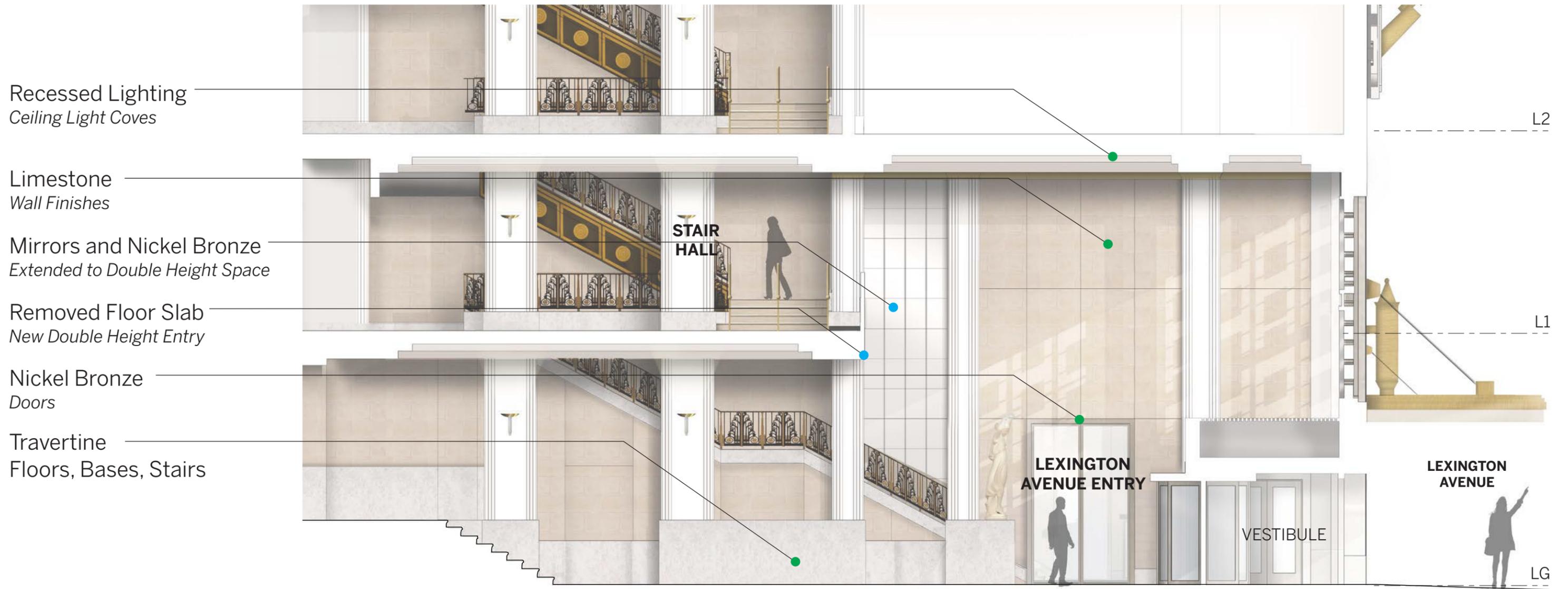
EXISTING EAST/WEST SECTION

KEY PLAN - Level Ground

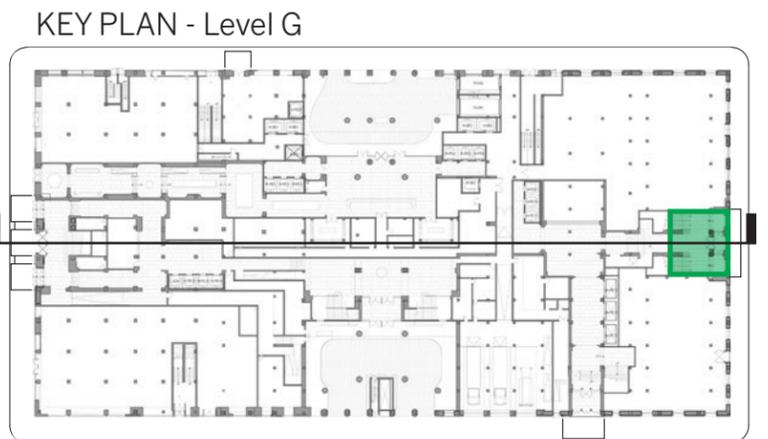


● Non-original Material

Lexington Avenue Entry & Stair Hall - Proposed

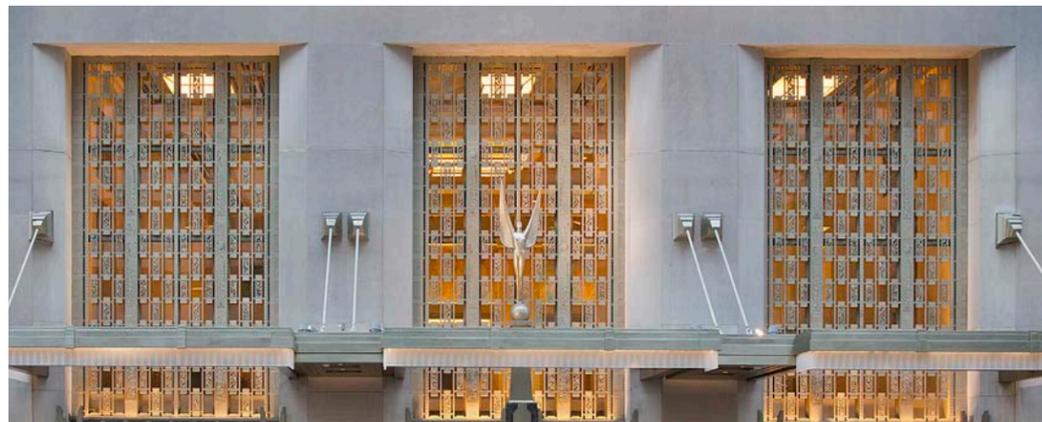
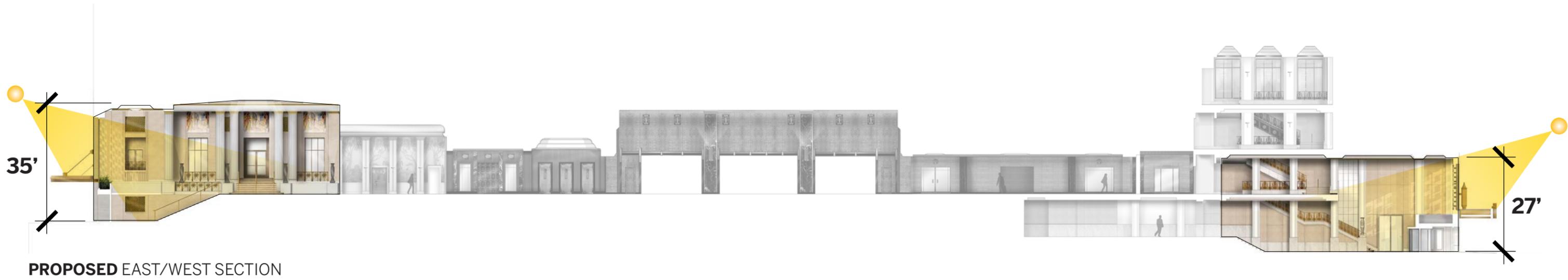


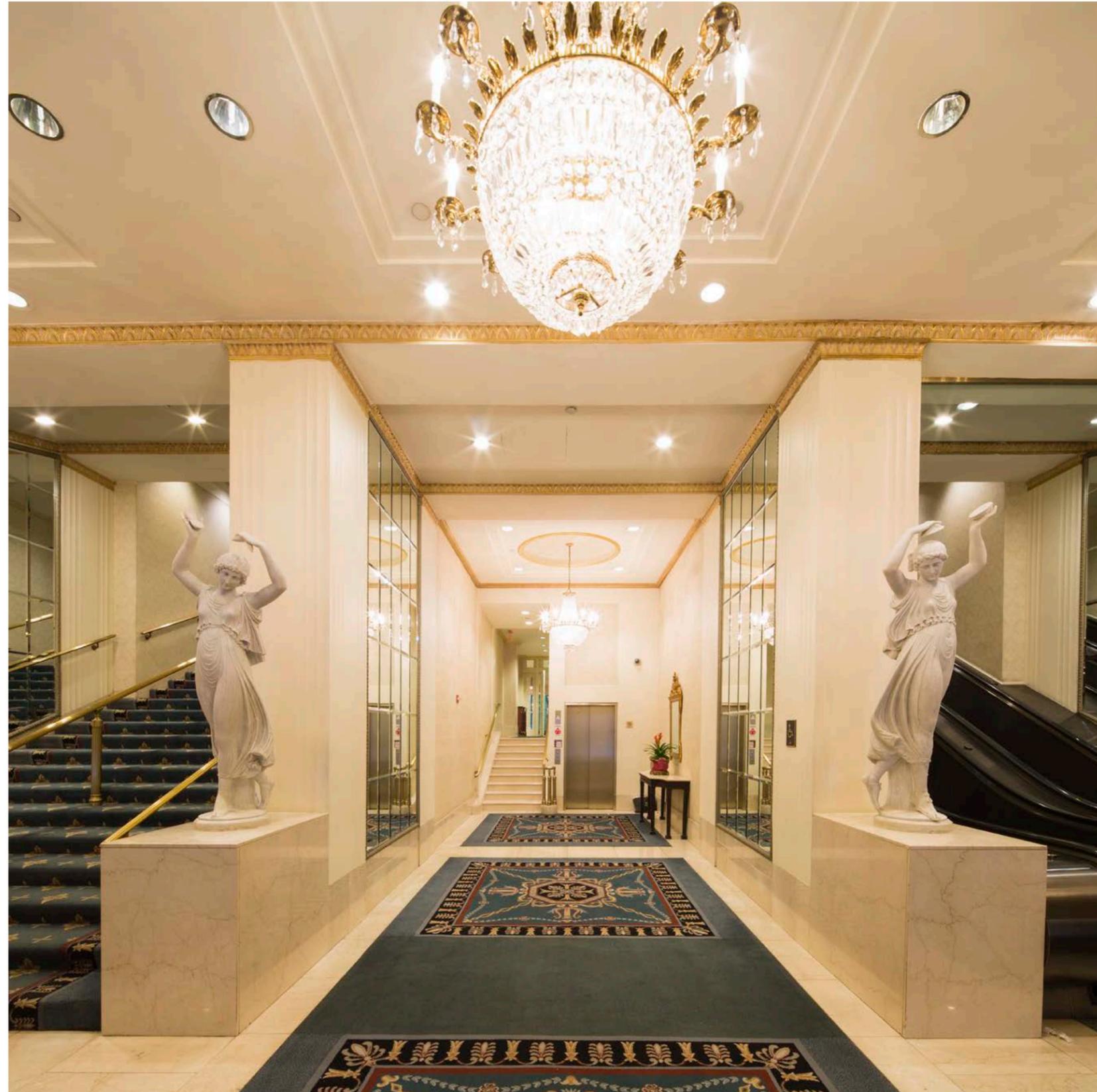
PROPOSED EAST/WEST SECTION



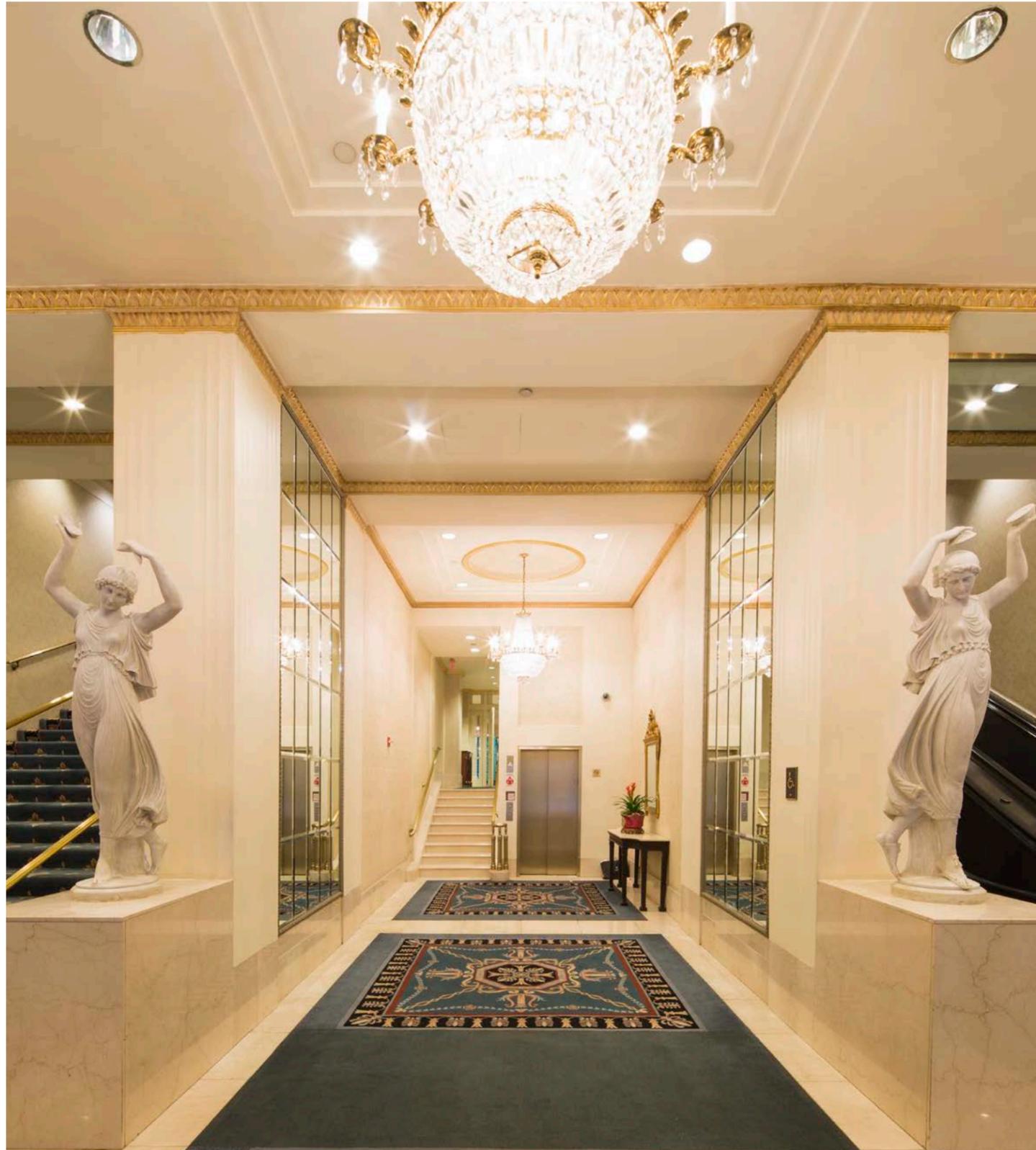
- Proposed Restoration
- Proposed Alteration

Lexington Avenue Entry & Stair Hall

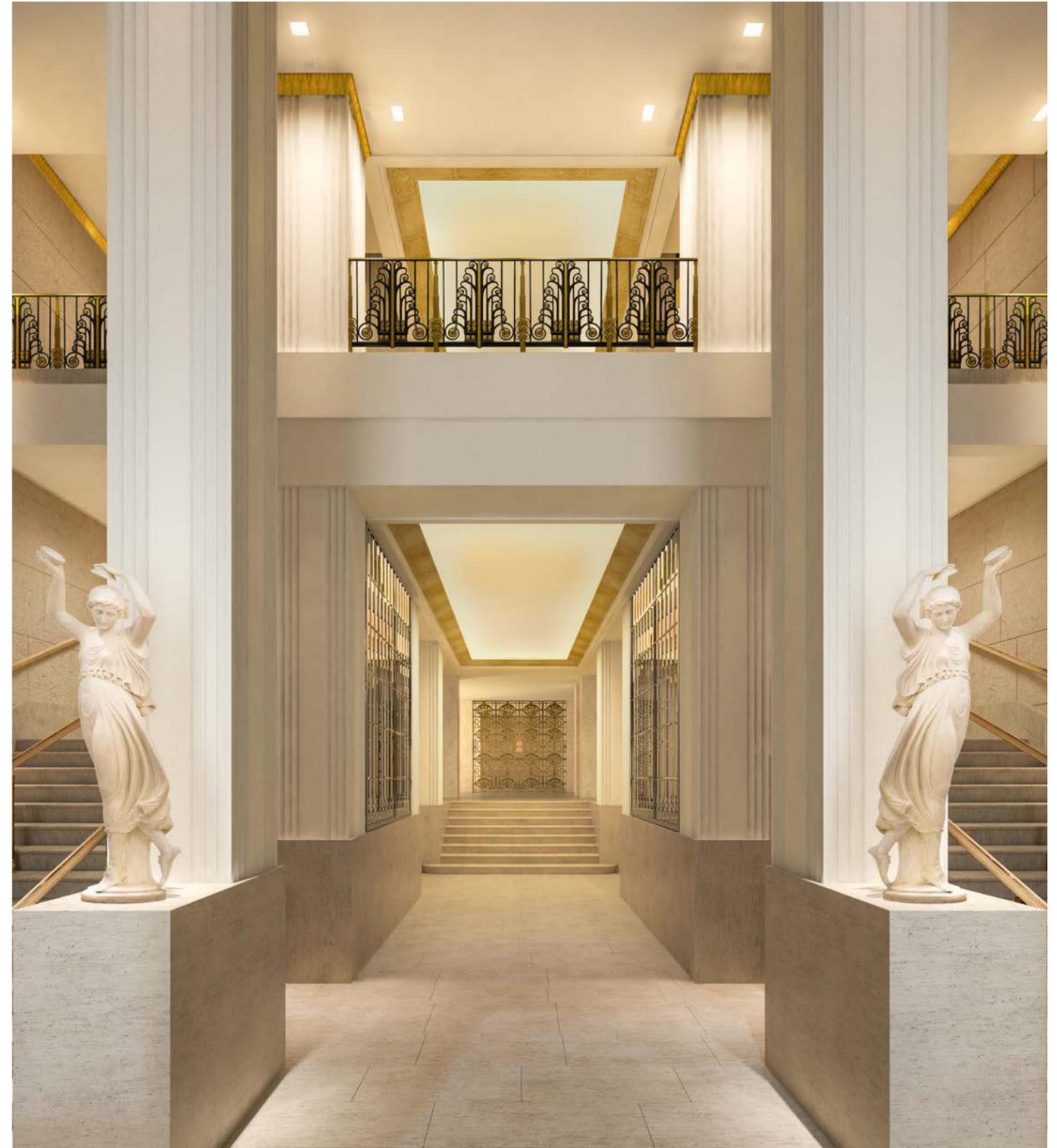




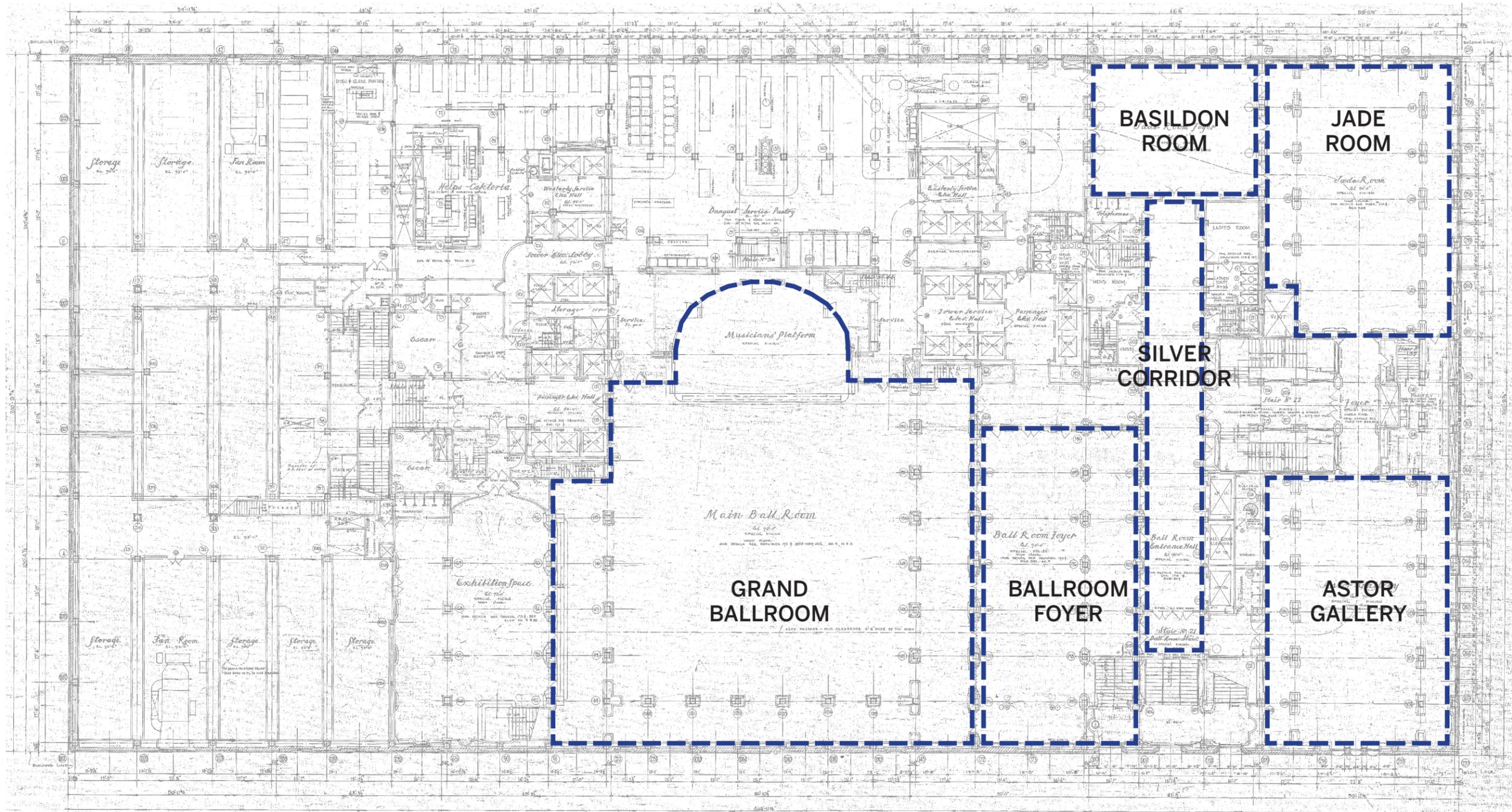




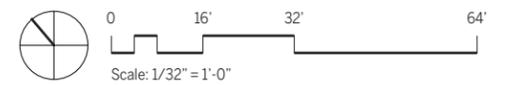
EXISTING



PROPOSED



■ ■ Original Configuration



ORIGINAL CONDITION

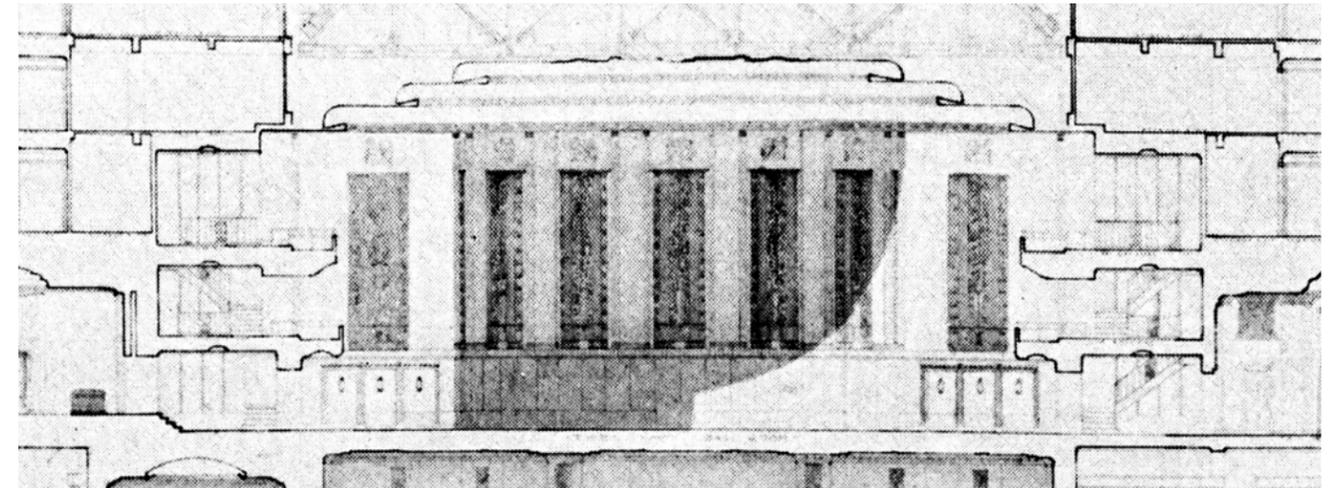
- “The general lighting scheme is indirect, from the ceiling”
- Facts about the Waldorf

“This chandelier-less scheme enhanced the room’s exceptional height and breadth...”

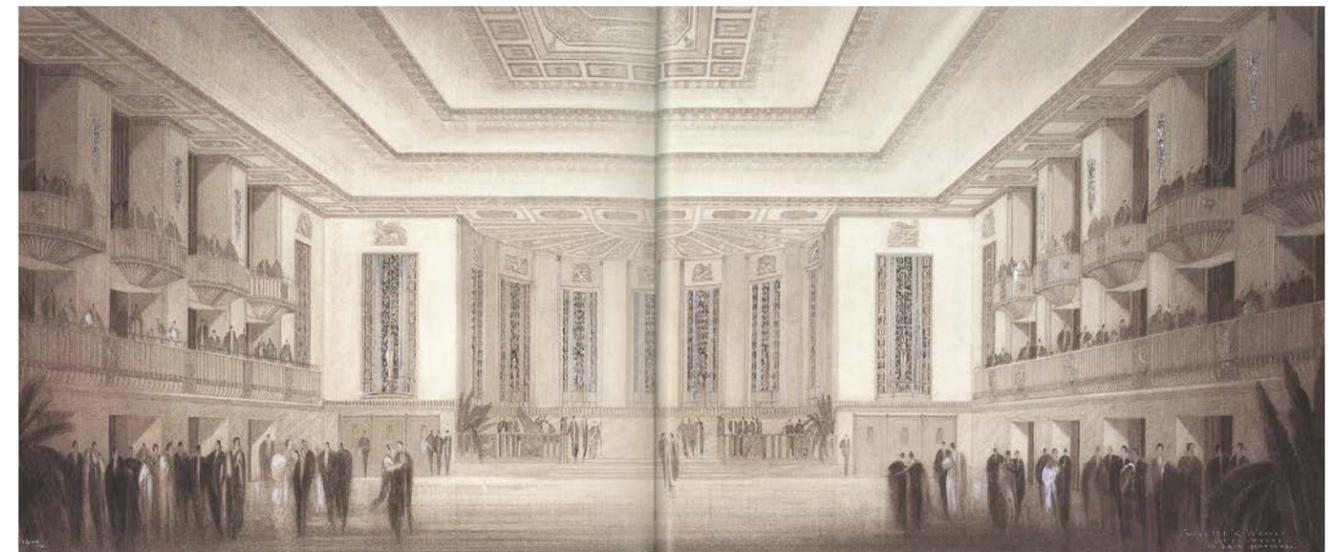
- Waldorf-Astoria Hotel Interiors Designation Report, LPC 2017



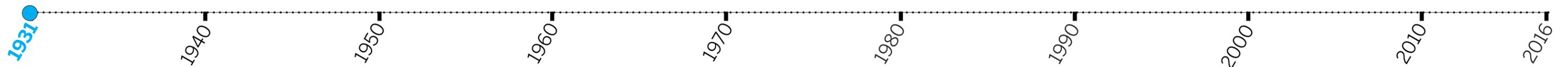
VIEW TOWARDS STAGE



EAST/WEST SECTION



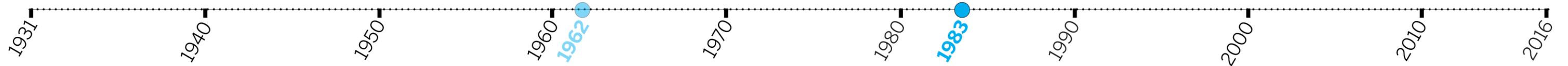
ORIGINAL SCHULTZE & WEAVER RENDERING



Grand Ballroom

MAJOR RENOVATION

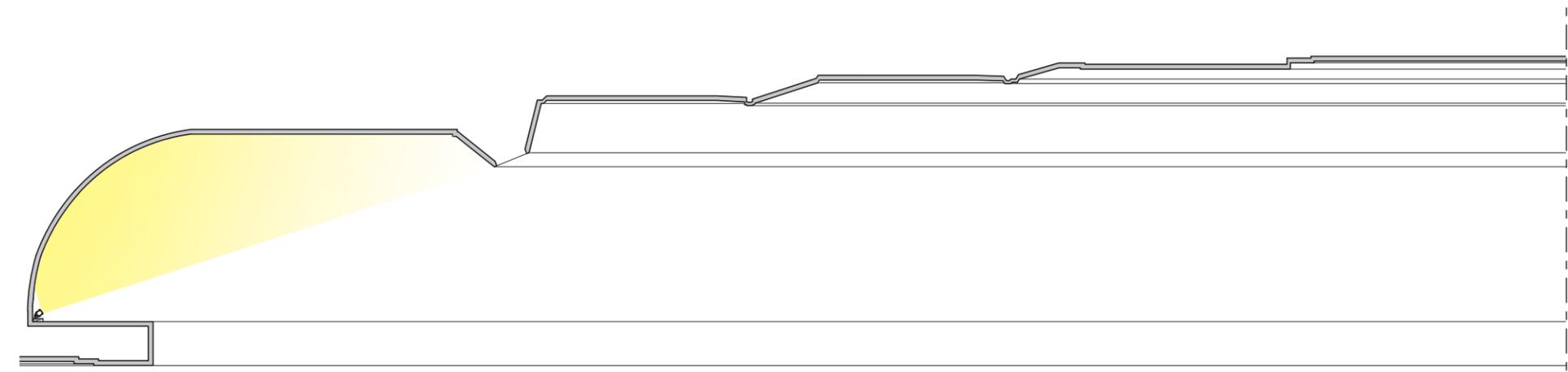
- All finishes replaced
- Proscenium replaced





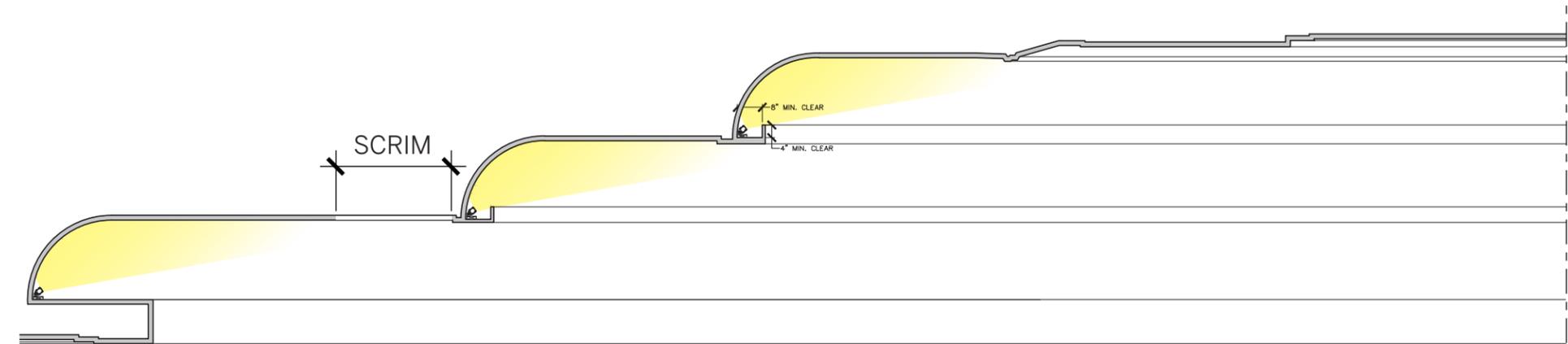
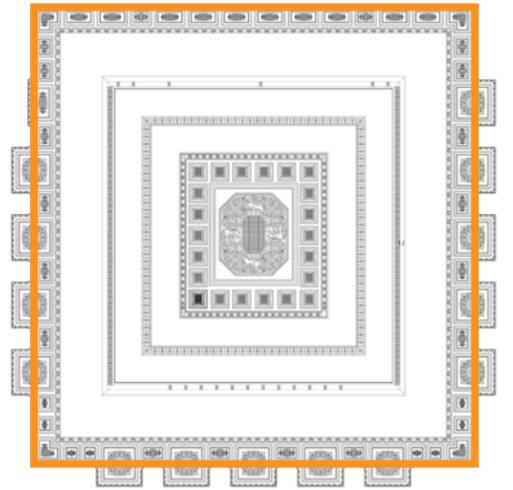
ORIGINAL SECTION

Ⓢ



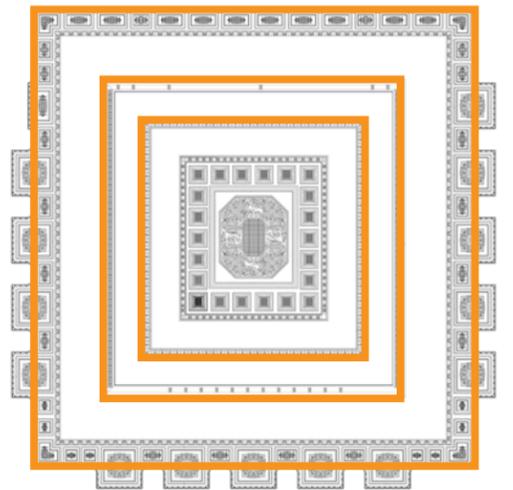
EXISTING SECTION

Ⓢ



PROPOSED SECTION

Ⓢ







Thank you!