



## Palace Theatre at TSX Broadway

NEW YORK, NY

TSX Broadway is home to a 470-foot-tall mixed-use tower located in the heart of Times Square. The 550,000-square-foot tower occupies 1568 Broadway, and includes commercial, hotel, and performative spaces, as well as Kirchoff & Rose's 108-year-old Palace Theatre.

The Palace Theatre is one of the earliest surviving theatres in the Times Square district. It was constructed between 1912 and 1913 in the Beaux Arts style by the renowned Midwestern theatre architects Kirchoff & Rose. Examples of their other works include The Palace-Hippodrome (1915) and The Riverside Theatre (1929) in Milwaukee, The Princess Theatre in Chicago (1909), and The Hennepin (Orpheum) Theatre in Minneapolis (1921). West-coast entrepreneur Martin Beck commissioned the structure to include both a vaudeville venue at street level with an office building above. It quickly became the center of vaudeville in the early 20th century, and cemented the Broadway theatre district itself as a New York City and national theatrical hub. The theatre was converted from a vaudeville stage into a full Broadway theatre in 1966. The auditorium's interior was designated a New York City Landmark in 1987.

The TSX Broadway building was made possible by raising the landmarked theater some 30 feet while completing a full restoration of its interior and exterior. This show-stopper is an innovative project that will support New York City's economic and cultural appeal as an iconic destination for theater lovers around the world....

MORE INFORMATION:

<https://evergreene.com/projects/palace-theatre-at-tsx/>

### SERVICES PERFORMED

Decorative Painting & Finishes  
Plasterwork  
Surveys & Condition Assessments

### PROJECT DETAILS

#### Owner

Nederlander Organization

#### Developer

L&L Holdings Company

#### Developer

Maefield Development

#### Developer

Fortress Investment Group

#### General Contractor

Pavarini McGovern

#### Theater Designer

PBDW Architects

#### Architect of Record

Mancini Duffy

#### Building Envelope Designer

Perkins Eastman

#### Structural Engineer

Severud Associates Consulting Engineers

