

## Team behind massive Times Square redevelopment taps 3 execs

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Brian Zak

The team behind the eye-catching redevelopment of 1568 Broadway is gradually teeing up the \$2 billion Times Square project.

L&L Holding Company — which joined the project as an equity partner a few weeks ago — has tapped three highly experienced executives to work on the massive undertaking at the southeast corner of Seventh Avenue and West 47th Street.

The job includes hoisting the Nederlander Organization's landmarked Palace Theater 29 feet above the ground and replacing the existing DoubleTree Hotel with a new, 700-room luxury inn. It will also add 100,000 square feet of stores, restaurants and entertainment, plus a 17,000-square-foot, wraparound LED sign.

L&L has named Robert Israel as senior VP for the project; Domenick DiNizo as construction manager; and Elena Zaika as controller. Israel will oversee “all aspects” of construction in conjunction with David Seth Orowitz, senior VP of development.

Paul Boardman, urban development president for L&L partner Maefield Development, will continue to lead 1568 Broadway's design and community relations and in obtaining permits and approvals from the Planning and Buildings departments, the Landmarks Preservation Commission and the MTA, among others. Fortress and the Nederlander Organization are also partners. There's no timetable yet for the start of construction.