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<https://www.connect.media/ll-staffs-up-for-2b-redevelopment-of-1568-broadway/>

L&L Staffs Up for \$2B Redevelopment of 1568 Broadway



L&L Holding Company is staffing up for the historic redevelopment of 1568 Broadway in Times Square.

Just a few weeks ago, L&L joined the project as a developer and equity partner with Maefield Development, Fortress and the Nederlander Organization.

It's not surprising the \$2 billion redevelopment would require extra staff. The plan includes a new 700-room hotel on the current site of a DoubleTree hotel, more than 100,000 square feet of retail space, and a massive, 17,000-square-foot LED sign looming over Times Square.

The plan will also restore the historic Palace Theatre — and lift it 29 feet.

The new hires include:

- Robert Israel, senior vice president. He founded Solid Development and served as project director for RFR Holding.
- Domenick DiNizo, project manager. He served as project manager for Suffolk Construction Company and Kushner Companies/RFR.
- Elena Zaika, project controller. She served as construction and development controller at RFR, and as portfolio controller for the Kaufman Organization.