



PALACE HOTEL NEW YORK

The New York Palace is a luxury hotel in Manhattan located just steps from the Rockefeller Center on Madison Avenue.

The hotel boasts 813 guest rooms and 86 suites, including the prominent Towers accommodations, showcasing exceptional views of the city skyline, elegant furnishings and enhanced features.

The aim of our people flow study was to inform the redevelopment plans of the hotel. Our work involved an exhaustive analysis of the holistic flows within the hotel, analyzing the CCTV footage at each of the main entrances for a period of 7 days, accounting for all the 24 hours on these days.

The number of guests entering and leaving the hotel was counted using our semi-automatic software application Event Counter. This tool is proprietary software developed internally by Buro Happold which allows the user to record up to three simultaneous events and creates statistical flow information and charts.

We counted the "In" and the "Out" flows from the Hotel. The data was summarized in a combination of graphs, charts and tables depicting the number of visitors that enter and exit the hotel at different times of day and days of the week.

An assessment of the impact of lobby redevelopment was also carried out using the output from the study of the CCTV data. The assessment was carried out using our crowd flow modelling software SMART Move to provide a high level assessment of the impact of increased traffic at the 50th street entrance.

CLIENT
Northwood Investors

ARCHITECT
BBG-BBGM

SERVICES PROVIDED BY
BUROHAPPOLD
Crowd flow modelling, fire engineering