

5

Times Square

The New Center of Gravity



APOLLO RXR



Times Square

The New Center of Gravity in Times Square

On behalf of Apollo Global Management and RXR, JLL is excited to announce Times Square's newest retail offering at the base of the 2nd largest office to residential conversion project in the City's history.

5 Times Square will be transformed into a new 1.17M SF "City within a City", featuring 900+ luxury residential units, a full suite of distinctive amenities and access to the world's greatest restaurants & entertainment.





Global Brand Exposure

Location

Southwest corner of 42nd Street and Seventh Avenue

Directly adjacent to **NYC's #1 subway station**, servicing **50 million** riders annually

Exposure

Across the street from **One Times Square**, a brand-new modern-day visitors center expecting over **10 million visitors** annually & home to the New Year's Eve Ball Drop, "Times Travel Viewing Deck" & "EVER".

Signage

Brand new **full-motion digital spectacular** provides a unique opportunity to dominate an iconic corner at one of New York's busiest intersections; **10,000 SF digital** execution targets heavy pedestrian & vehicular traffic, reaching millions of locals, tourists, daily workers, and commuters.*



*Note: Out-of-home media company New Tradition manages the digital advertising platform.





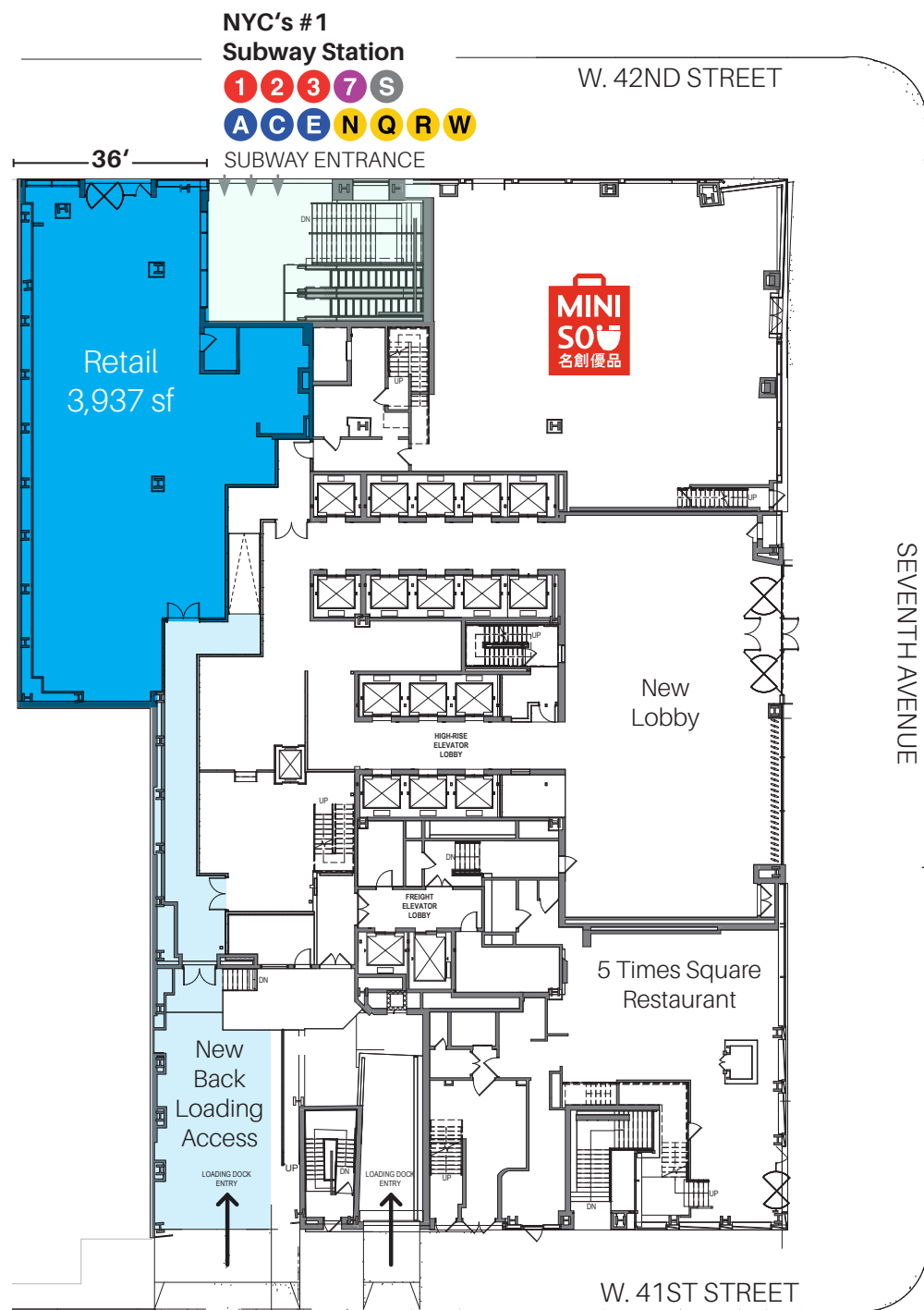
Retail Floor Plans

Current Availability



Ground Floor

Ceiling height: 20'



Second Floor
Optional

Ceiling height: 17'





Brand Domination Signage Opportunity



LED Sign 1
36' high x 69' wide
(1,380 x 2,640 pixels)

LED Sign 2
83' high x 65' wide
(1,290 x 1,840 pixels)

LED Sign 3
34' x 48'
(1,290 x 1,840 pixels)

LED Sign 4
34' x 34'
(1,290 x 1,280 pixels)

Static Sign
36' high x 69' wide

The centerpiece of 5 Times Square is an **83-foot-tall display** which wraps the corner. SNA displays manufactured custom elements to give the main screen a characteristic peak, mimicking the shape of the building. The corner-wrapping display alone contains more than **7.8 million pixels (3,150 x 2,480) & 5,000 square feet of display canvas.**



A Global Destination



TIMES TRAVEL
+ VIEWING DECK

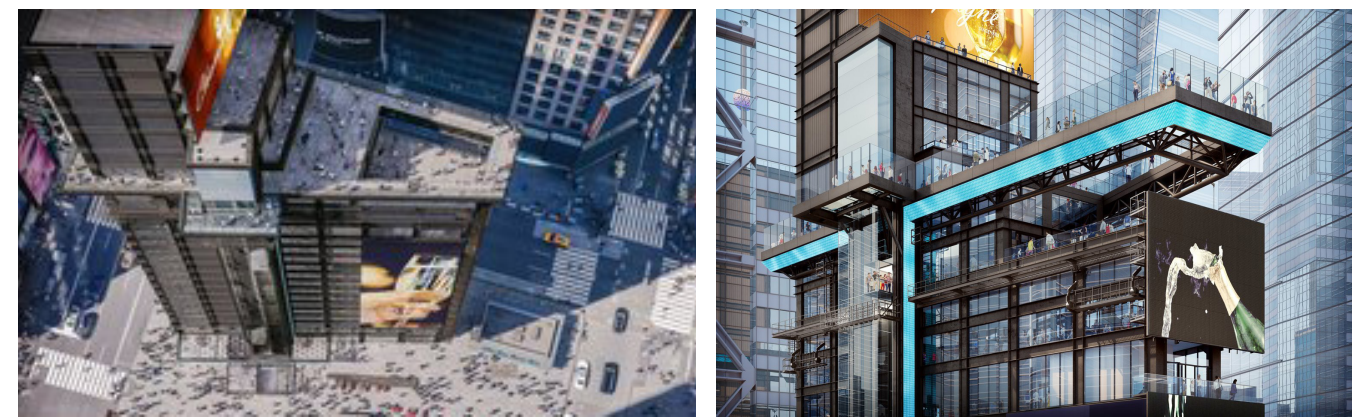
Experience time in unexpected ways and journey through decades of change. In some moments, time flies and in others it's eternal midnight - all leading to a spectacular 360-degree viewing deck above Times Square, with an elevated perspective of the New Year's Eve Ball and the city from river to river.



"Intimate Vows, Iconic Views"
Welcome to EVER, where the magic of New York City becomes a main character in your love story. Wedding ceremonies, vow renewals, proposals, and promise pledges at EVER offer an unparalleled experience as you declare your love in one of the world's most iconic settings.

Scheduled to be completed in 2025

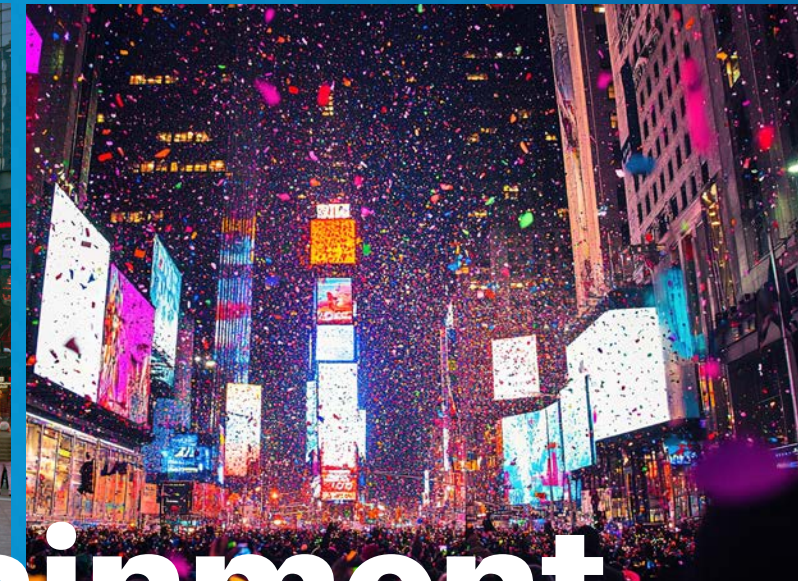
Sources: Times Square Alliance, Jamestown LP, S9 Architecture





The New Center of Gravity in Times Square

At the intersection of Art, Technology & Entertainment



Entertainment



Art



Technology



218K
Average daily visitors
2024

50M
Average daily visitors
in a typical year



54M
Annual subway riders
#1/472 station in the city
A C E 1 2 3 S 7 N Q R W



\$2.1B
Retail & restaurant
spending



17K
Hotel rooms with
86% occupancy

32M
SF of office space & global
HQ for NASDAQ, Viacom/CBS,
Morgan Stanley & others



152K
Employees
within a 1/4 mile

541K
Employees
within a 1/2 mile



13.7M
Theatergoers
annually

Sources: Times Square Alliance 2025, MTA, Esri

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