

UNLOCK THE **POWER** OF **TIMES SQUARE**

**20
TIMES
SQ**

20TIMESSQUARE.COM

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MAE*field*
DEVELOPMENT

CBRE

A place of

EXCITEMENT AND WONDER, ENERGIZING AND ENCHANTING,

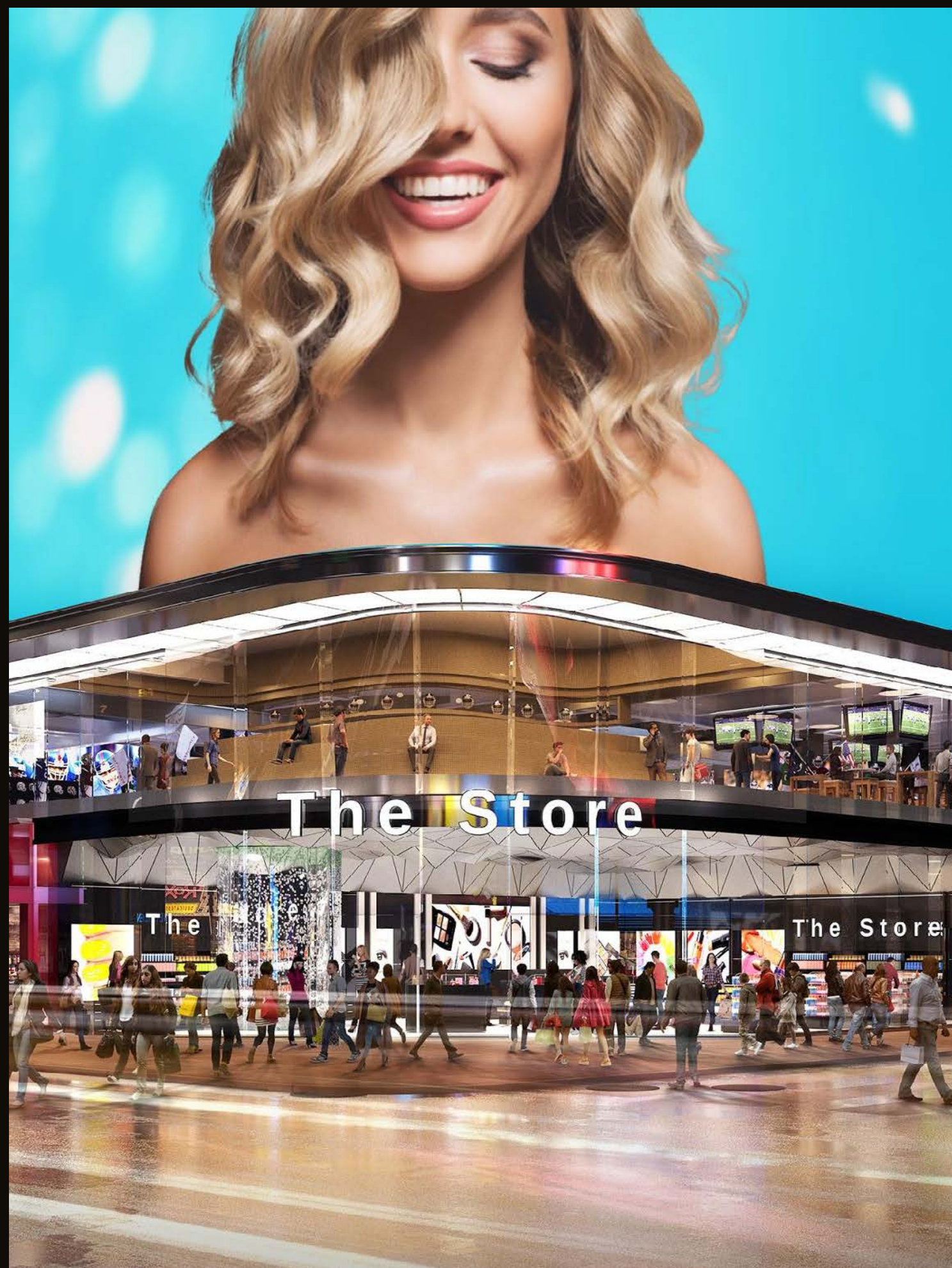
this is 20 Times Square. This is the heart of New York's most vibrant retail hub. In an iconic location, make a statement to the world that spans over 23,000 sq ft.

In addition to 3,000 sq ft of prime street-level frontage on the Bowtie, are two concourse floors to reinvent what flagship means. Soaring ceiling heights and flexible floor plates offer unimaginable retail opportunities. The chance to create a new shopping experience is here.

20 Times Square is anchored by an 18,000 sq ft state-of-the-art LED display – the largest in Times Square and occupied by world-renowned brands and the Bowtie's only 5-star hotel.

This is huge, and it's exciting. The potential is limitless. This is what it is like to be at the epicentre of New York's most prosperous shopping district.





Times Square is the
**#1 ATTRACTION
GLOBALLY**

6 times the attendance
of Disney World¹

**56% OF
VISITORS**

are locals⁴

25% OF ALL MIDTOWN WORKERS

work in Times Square. Comparable to the whole population of Miami²

**\$4.8 BILLION
IN TOTAL
SALES**

15% of New York City's
economic input
in 0.1% of its area³

**FAMILIES
& FEMALES**

are the dominant
demographic⁵



Sources

¹ Aecom Economics 2016 Theme Index Global Attractions Attendance Report & Times Square 2017 Pedestrian Counts

² Times Square Retail Study 2016

³ Times Square Economic Impact 2016

⁴ Times Square Alliance and Times Square Advertising Coalition/ Times Square Alliance Research Report/Turnkey Intelligence 2014

⁵ Times Square Alliance and Times Square Advertising Coalition/Times Square Alliance Research Report/Turnkey Intelligence 2014

38% OF VISITORS

come to Times Square to shop⁶



\$1,200 AVERAGE ANNUAL SPEND

driven by regional New Yorkers⁷



26¢ OF EVERY SALES \$

spent by visitors in NYC is spent in Times Square⁸



Visitation

GENERATES \$43 BILLION

in annual spending⁹

Times Square shoppers

STAY LONGER & SPEND MORE

Sources

6 Times Square Alliance and Times Square Advertising Coalition/Times Square Alliance Research Report/Turnkey Intelligence 2014

7 Times Square Alliance and Times Square Advertising Coalition/Times Square Alliance Research Report/Turnkey Intelligence 2014

8 Times Square Economic Impact 2011 & New York City Tourism: A Model For Success (NYC & Company 2016)

9 NYC & Company Travel and Tourism Overview 2017

20 Times Square at the
Northeast Corner of West 47th Street
and Seventh Avenue

AREA:

23,400 RSF of Retail

RETAIL FRONTAGE:

104 linear feet of
wraparound frontage

FLOOR SIZES:

Ground Floor
3,000 RSF

Lower level 1
11,400 RSF

Lower level 2
9,000 RSF

CEILING HEIGHTS:

From 13' to 15'

FEATURES:

- 18,000 sq ft
high definition
LED screen
- 15' tall glass
storefront
- Located at the base
of the 452 room
Marriott operated
Edition Hotel

**RETAIL WITH THE
POWER TO MOVE YOU**

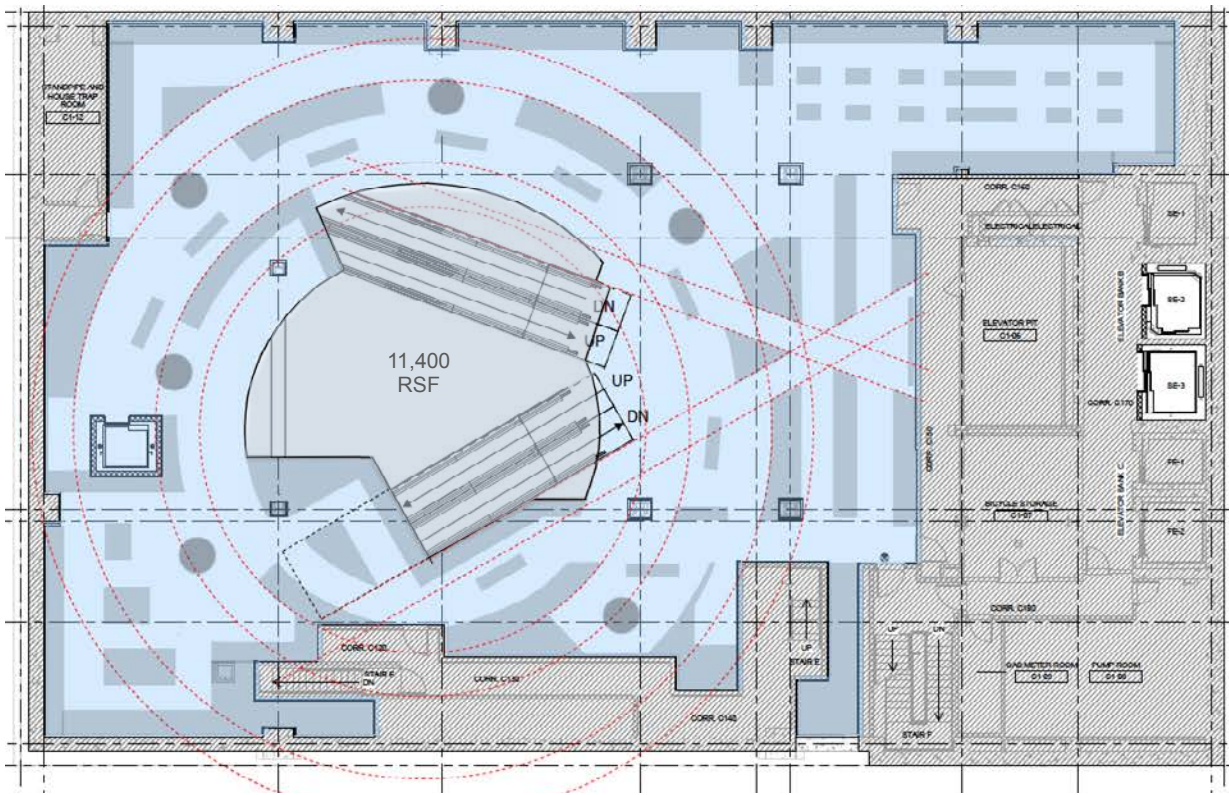


FLOOR PLANS

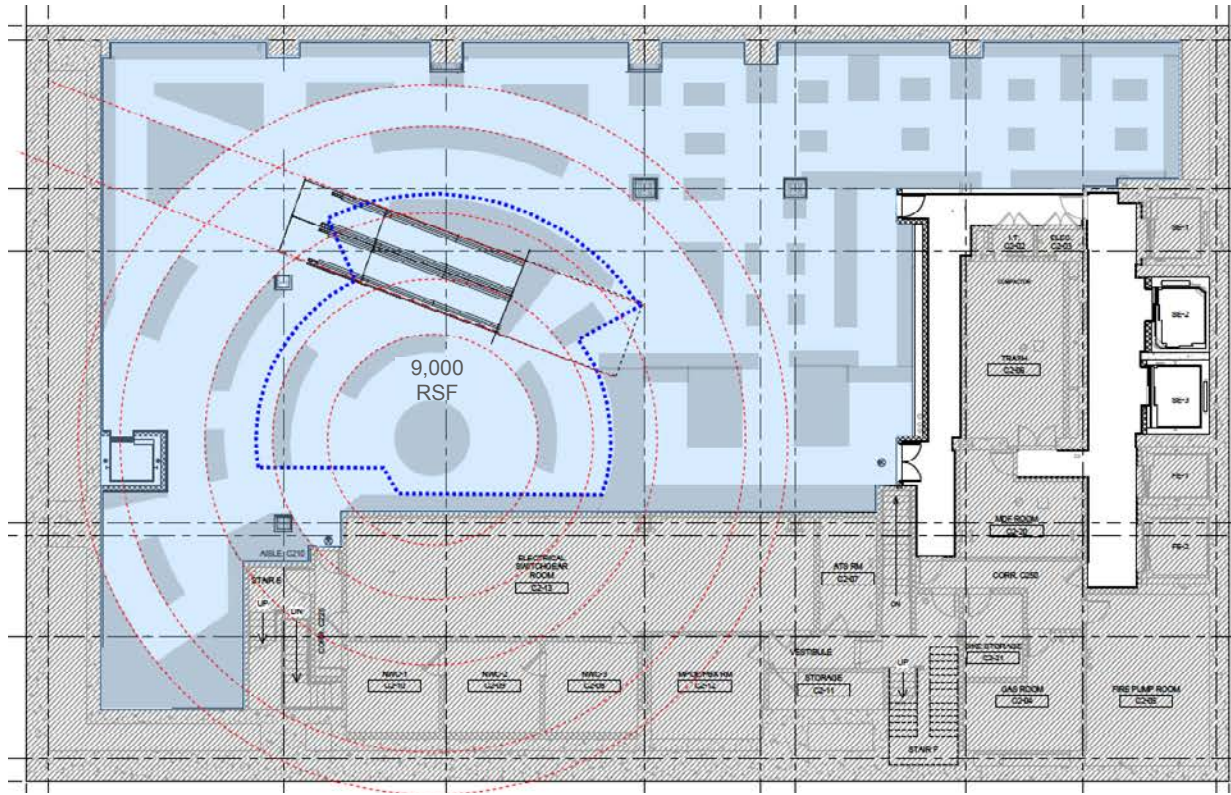
Ground Floor



Lower Level 1



Lower Level 2





TIMES SQUARE'S SMARTEST SIGN

20 Times Square offers unprecedented exposure and an unmatched profile for retailers who know how to make a great first impression. 20 Times Square's 18,000 sq ft LED screen incorporates the latest advances in LED technology to deliver unrivaled brand awareness for an extraordinary commercial retail opportunity.

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- 18,000 Square feet of signage
 - Directly on the Times Square Bowtie
 - Unrivaled content delivery system
 - 16 million LED display
 - 10mm technology
 - Calibrated brightness display
 - Up to 6,500 nits
 - Unmatched viewing angles
-

AN UNPARALLELED PROPOSITION

20 Times Square is designed for maximum brand integration with four customer engagement platforms to reach millions. Thousands of square feet of prime retail frontage on the Bowtie is supported by the largest screen in Times Square, where millions are able to engage the brand through a multitude of experiences. Brands can make use of a 50,000 sq ft terrace above the retail base that can double as a stage for events and branded experiences.

Perched high above Times Square, the penthouse suite in the Edition Hotel provides the perfect opportunity to greet brand ambassadors, host interviews and private events. Explore a unique and integrated offering in New York's most vibrant location and create a pioneering new kind of flagship store.

This is the next generation in retail.

4 VERTICALLY INTEGRATED PLATFORMS:

- ① 20,000 sq ft of street and lower level retail
 - ② The largest LED screen in Times Square at 18,000 sq ft
 - ③ 50,000 sq ft terrace for branded events and experiential marketing
 - ④ Unparalleled social media experience
\$129m potential customers to engage the world
-



IN GOOD COMPANY

EDITION

- 39-story, 452-room, luxury lifestyle EDITION branded hotel conceived by Ian Schrager with Marriott
- Only five-star hotel in Times Square
- 50,000 sq ft of food, beverage and entertainment.
- Vertically integrated experience (terrace, restaurant, launch event opportunity)

HERSHEY'S

- The new 20 Times Square store is three times larger than the previous Hershey's Chocolate World
- 6,940 sq ft of ground floor retail space

