

# 5

Times Square

The New Center of Gravity



APOLLO RXR





# 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 1,250+ 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.\*







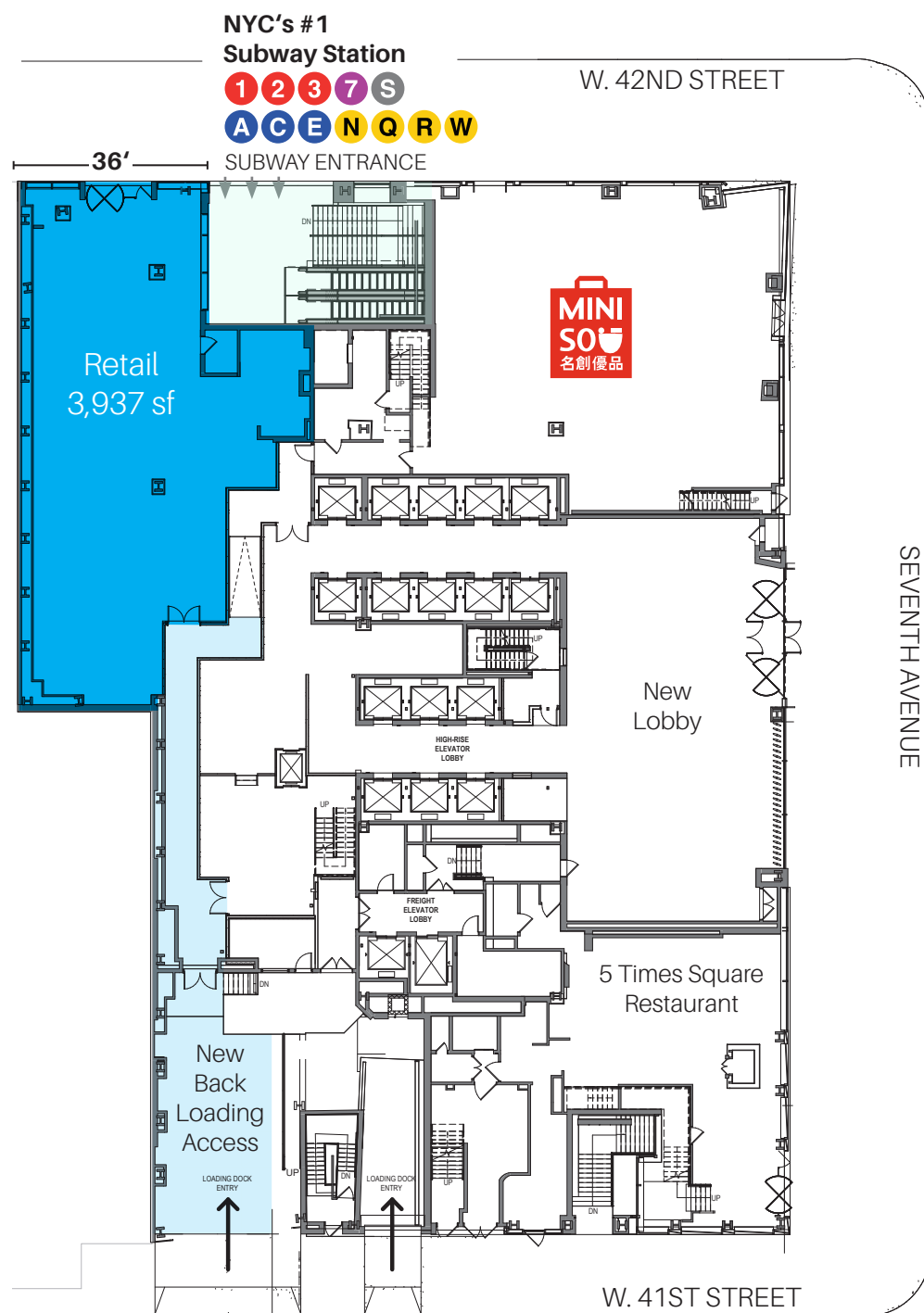
# Retail Floor Plans

## Current Availability

### Ground Floor

Ceiling height:  
20'

Click for  
Virtual Tour



### Second Floor

Optional

Ceiling height:  
17'







# Brand Domination Signage Opportunity



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.**

Play Video



## A Global Destination

one  
times  
square



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

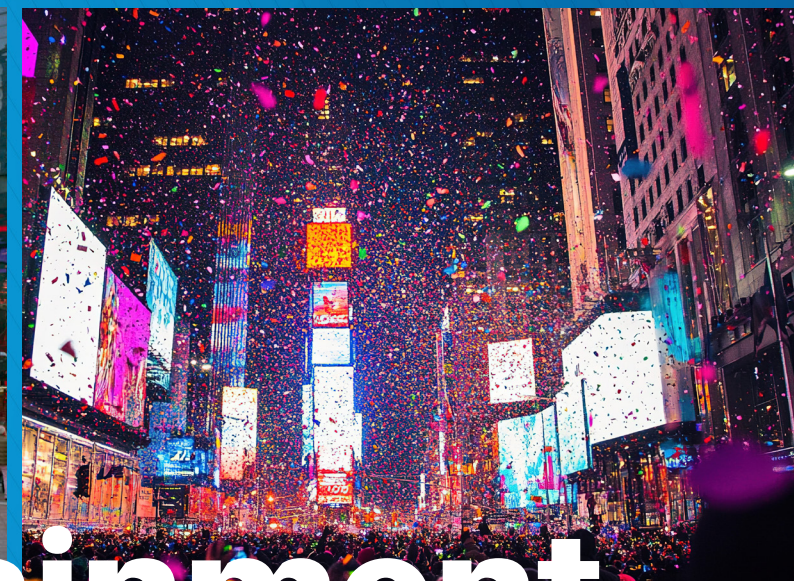
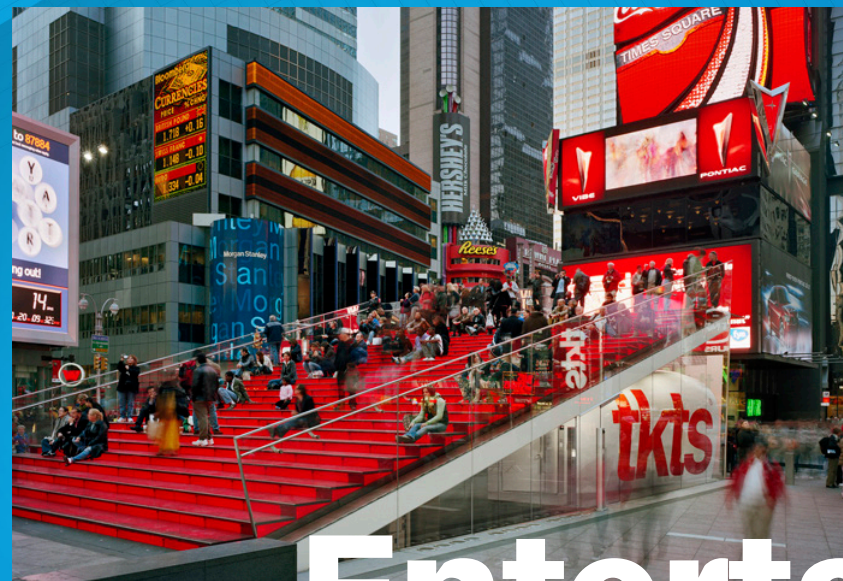






# The New Center of Gravity in Times Square

## 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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