



155 East 42 Street

CUSTOM BUILT OPPORTUNITY FOR YOUR BRAND AND FUNCTIONALITY

A rare 100,000-square-foot development opportunity in the heart of Midtown Manhattan, an area undergoing a wave of high-end developments transforming the skyline and economic landscape. Located next to Grand Central Terminal, the Chrysler Building, and One Vanderbilt, this stand-alone property is unique in New York City's densely built environment and offers a prime opportunity for visionary development.

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CONTENTS

- 01** Midtown East's Makeover: From 9-to-5 District to 24/7 Premium Neighborhood
- 02** Rise of Branded Buildings: A New Era For Corporate, Retail, and Institutional Identity
- 03** Rising Opportunities: Select Illustrative Visualizations by Rockwell Group
- 04** The Rise of Residential and Mixed-Use Towers in Midtown East

MIDTOWN EAST'S MAKEOVER: FROM 9-TO-5 DISTRICT TO 24/7 PREMIUM NEIGHBORHOOD

01

Midtown East is undergoing a remarkable transformation, with several major developments reshaping the district's skyline and economic landscape. At the forefront of this change is One Vanderbilt, a 1,400-foot supertall skyscraper developed by SL Green Realty and designed by Kohn Pedersen Fox. Opened in September 2020, this 73-story tower has already become a prominent fixture in the Midtown East skyline. With TD Bank as its anchor tenant occupying 200,000 square feet, One Vanderbilt offers 1.7 million square feet of office space and is notable for its seamless integration with Grand Central Terminal, including \$220 million in public transit improvements.

Another transformative project is 270 Park Avenue, set to become JPMorgan Chase's new global headquarters. Designed by Foster + Partners and slated for completion in 2025, this 1,389-foot supertall skyscraper will provide 2.5 million square feet of office space and accommodate up to 15,000 employees. Notably, it will be the tallest all-electric skyscraper in New York City, showcasing a commitment to sustainable design.

Adding to the district's impressive skyline is 350 Park Avenue, a proposed 1,600-foot supertall office tower developed by Vornado Realty Trust, Ken Griffin, and Rudin. Designed by Foster + Partners and expected to be completed by 2032, this 62-story building will offer 1.8 million square feet of commercial space. Citadel and Citadel Securities will serve as anchor tenants, occupying 850,000 square feet, further solidifying New York City's position as a global financial hub.

The transformation of Midtown East extends beyond office towers to include significant public realm improvements. The city plans to invest \$152.7 million to transform Fifth Avenue between Bryant Park and Central Park into a pedestrian-friendly boulevard. This project will reduce traffic lanes, widen sidewalks, and add new trees and seating areas, enhancing the urban experience for residents and visitors alike. Grand Central Terminal, a cornerstone of Midtown East, has also seen substantial upgrades. The completion of the East Side Access project in January 2023 brought Long Island Rail Road service to the terminal through the new Grand Central Madison station. This expansion is expected to handle nearly 160,000 daily commuters, further cementing the area's importance as a transportation hub.

Lastly, the proposed Freedom Plaza project on the East River adds an exciting dimension to Midtown East's development. This \$4 billion mixed-use development by the Soloviev Group, in partnership with casino operator Mohegan Gaming, envisions a 6.7-acre site south of the United Nations complex. The ambitious plan includes a mostly underground casino, a 1,200-room hotel, two residential towers with affordable housing, and a 4.77-acre public park featuring a Ferris wheel.

These developments collectively redefine Midtown East as a modern, mixed-use district that balances commercial interests with public space improvements and sustainable design practices.

KEY DIFFERENTIATORS



BETWEEN ICONS

Positioned on 42nd Street, a vibrant and active thoroughfare, the site is surrounded by architectural marvels and historic sites, making it a key point of interest in the city's skyline.



ACTIVE FOOT TRAFFIC

On average, 7,500 people pass the corner of 42nd Street and Vanderbilt Ave every hour, making it one of the busiest intersections in all of New York City.



BLANK CANVAS

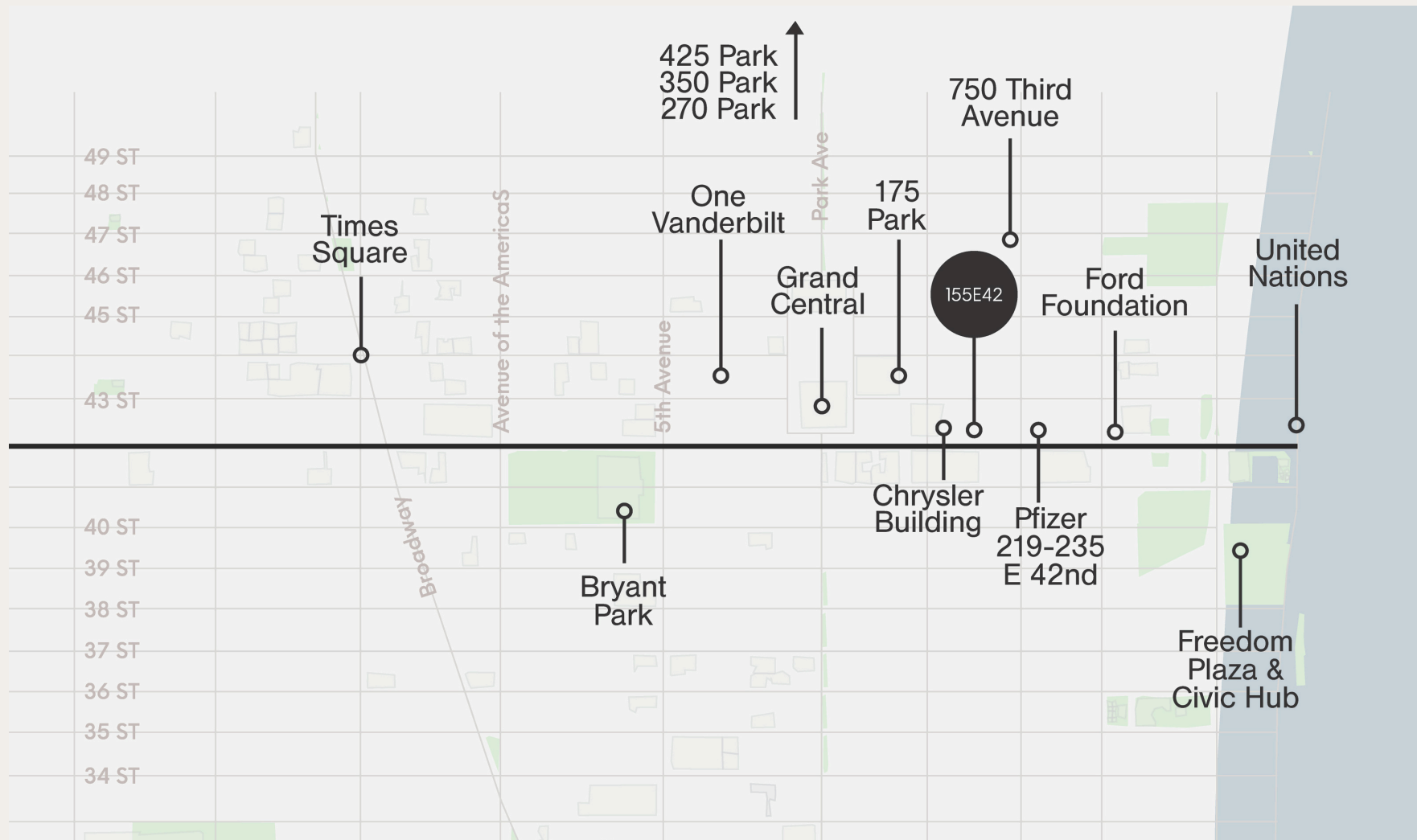
The building offers a flexible and adaptable space that can be tailored to meet the specific needs of an incoming tenant.



MIDTOWN RESURGENCE

Several major developments are reshaping the district's skyline and economic landscape.

SURROUNDING BUILDING ACTIVITY



SURROUNDING BUILDING ACTIVITY

ONE VANDERBILT



Developed by SL Green
KPF Architects

Completed in 2020
73-story, 1,400 ft tall / 1.7 million SF

Anchor Tenant: TD Bank

425 PARK AVENUE



Developed by L&L Holdings
Foster + Partners

Completed in 2022
41-story, 860 ft tall / 670,000 SF

Anchor Tenant: Citadel

270 PARK AVENUE



Developed by Tishman Speyer
Foster + Partners

Slated for completion in 2025
60-story, 1,389 ft tall / 2.5 million SF

JPMorgan Chase New Global
Headquarters

219-235 EAST 42nd STREET



Developed by Metro Loft
Gensler

Slated for completion in 2027
29-story, 540,000 SF
1,600 Apartments
Office to Residential Conversion

SURROUNDING BUILDING ACTIVITY

750 THIRD AVENUE



Developed by SL Green
Gensler

Slated for completion in 2028
35-story, 800,000 SF
639 Apartments
Office to Residential Conversion

175 PARK AVENUE



Developed by RXR
Skidmore, Owings, & Merrill

Slated for completion in 2030
83-story, 1,580 ft tall / 2.6 million SF

350 PARK AVENUE

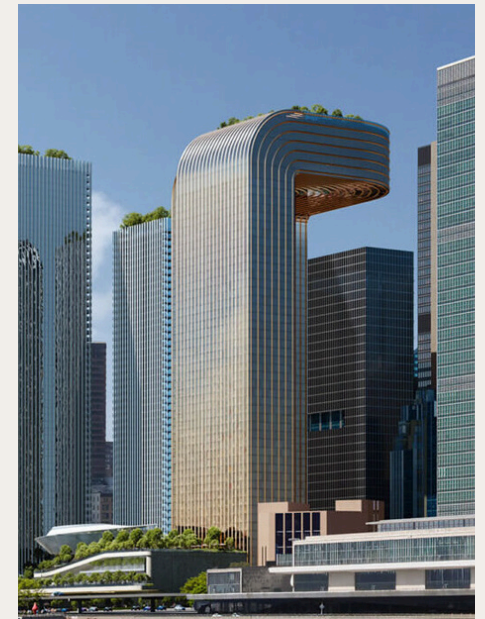


Developed by Vornado
Foster + Partners

Slated for completion in 2032
62-story, 1,600 ft tall / 1.8 million SF

Anchor Tenant: Citadel and Citadel
Securities

FREEDOM PLAZA



Developed by Soloviev Group and
Mohegan
Bjarke Ingels Group (BIG)
Project Pending City Approval

4.1 million SF / 4.7 acre park
1,325 Apartments, 1,200 hotel rooms,
museum, casino, and public park

THE RISE OF BRANDED BUILDINGS: A NEW ERA FOR CORPORATE, RETAIL, & INSTITUTIONAL IDENTITY

02

In the ever-evolving landscape of New York City real estate, a new trend is emerging that promises to reshape how companies present themselves to the world. As office spaces struggle to attract high-end tenants in a post-pandemic world, innovative developers are turning to the concept of “branded buildings” — structures that become an extension of their tenants’ identities. This shift represents a significant departure from the traditional newly developed office towers that have focused on the Architect’s aesthetic sensibilities. Instead, these new developments are being crafted as carefully curated experiences, drawing inspiration from luxury hotels and high-end retail spaces. The goal is to create environments that not only house businesses but also embody their values, culture, and aspirations. The other potential benefits of this approach are manifold.

For tenants, a branded building can serve as a powerful recruitment and retention tool, offering employees an inspiring and amenity-rich work environment. It can also function as a three-dimensional advertisement, reinforcing the company’s market position and values. For developers and building owners, the branded building concept offers a way to differentiate their properties in an increasingly competitive market. By creating unique, tailored spaces, they can attract premium tenants and potentially command higher rents.

As New York City continues to evolve, the rise of branded buildings represents an unusual opportunity. They offer a new canvas for company and brand expression and a potential boost to their real estate as a marketable value.

Rockwell Group has envisioned a series of individual use cases for the 155 East 42nd Street Development Opportunity.

SITE PLAN



RISING OPPORTUNITIES

03



01

EXPERIENTIAL RETAIL

Immersive retail destination that offers a unique experience to both Midtown “locals” and the “tourists”.



02

AUTOMOTIVE HUB

In commemoration of the Chrysler legacy, a celebration of the neighborhood’s connection to automotive culture.



03

FOUNDATION & PUBLIC GARDEN

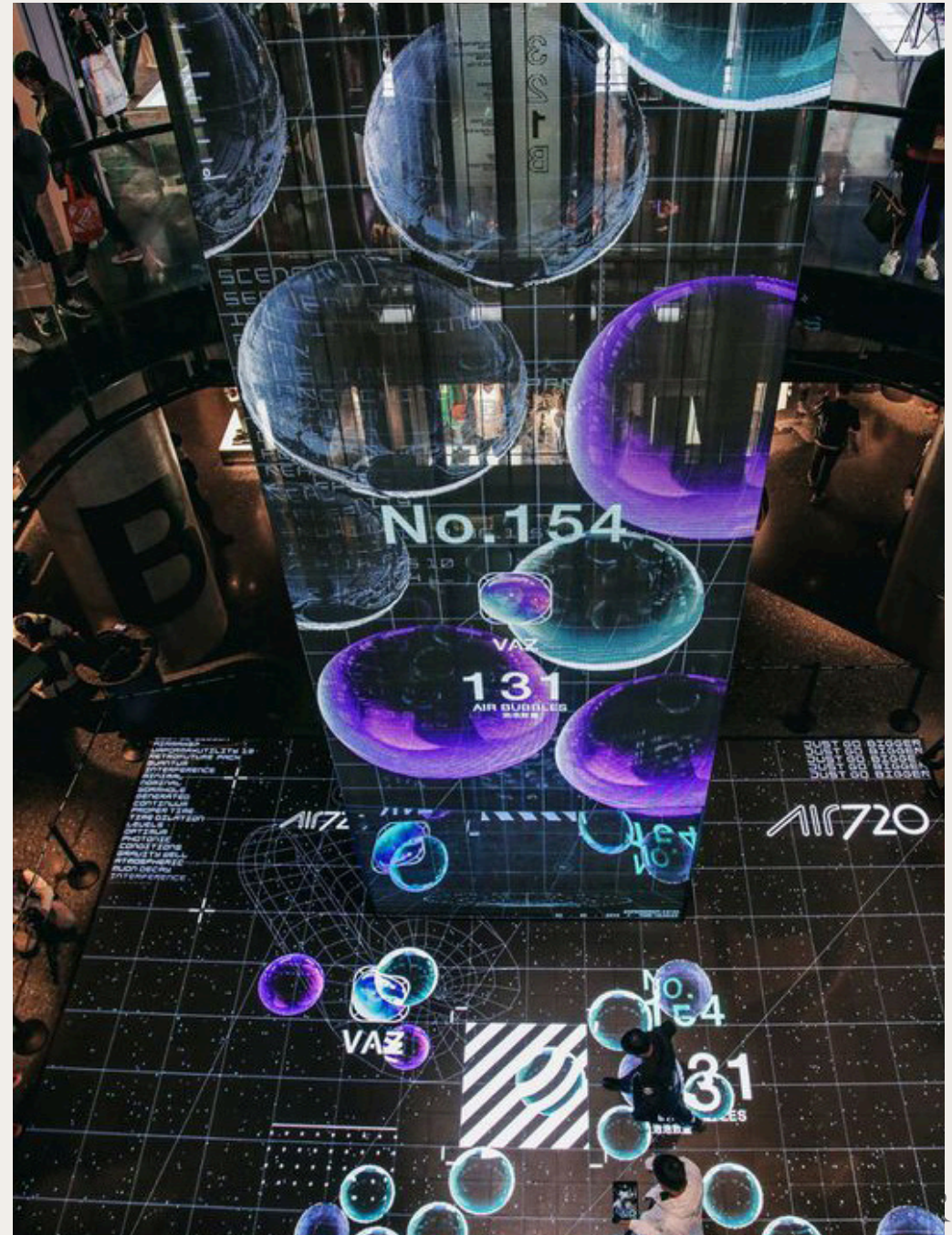
A mixed used program that gives back to the community with a green public space.

EXPERIENTIAL RETAIL

Crafting Human-Centric Experiences

As consumers seek more meaningful interactions, retail spaces must evolve to resonate deeply with individual needs and desires. Today's flagship stores are more than just places to shop—they are destinations where brands and customers forge connections through immersive, personalized experiences.

This space offers tenants the unique opportunity to engage with customers on multiple levels, creating a dynamic visitor mix that broadens their market reach.



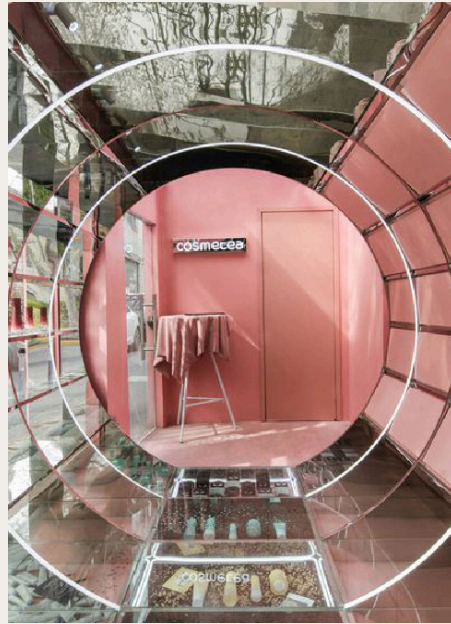
OPPORTUNITY 01: FLAGSHIP RETAIL



GROUND LEVEL

HOSPITALITY DRIVEN EXPERIENCES

A low-risk, permeable space designed for hospitality-driven dining venues where brand collaborations can engage a broad demographic of visitors.



PRIMARY ACTIVATED FLOORS

IMMERSIVE AND INTERACTIVE

An interactive and immersive shopping environment that leverages cutting-edge technology to craft tailored experiences for each visitor, allowing brands to fully express their identity and engage customers in innovative ways.



ROOFTOP

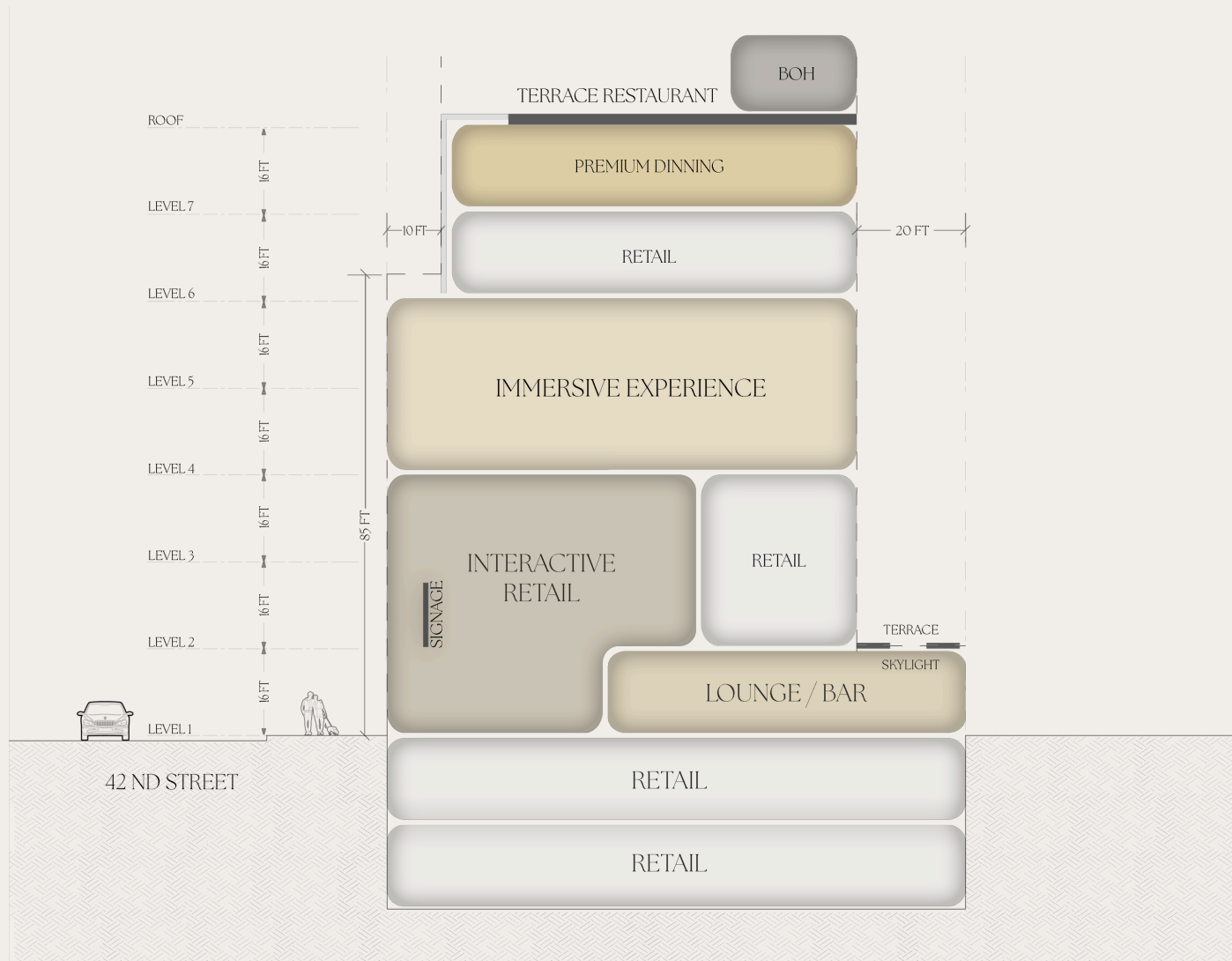
PREMIER EVENT SPACE

A versatile rooftop space dedicated to seasonal activations, ensuring the brand experience remains fresh and engaging throughout the year. The rooftop offers endless possibilities for creative and memorable experiences.

OPPORTUNITY 01: FLAGSHIP RETAIL HUB



OPPORTUNITY 01: FLAGSHIP RETAIL SECTION



AUTOMOTIVE HUB

Driving the future of urban mobility

A dynamic space where innovation, technology, and community intersect, offering visitors a comprehensive experience that goes beyond the traditional car-buying process. This site offers tenants a unique platform to showcase cutting-edge automotive technology while engaging directly with consumers in a central, high-traffic urban location.



OPPORTUNITY 02: AUTOMOTIVE HUB



GROUND LEVEL

COMMUNITY DRIVEN SHOWROOM

A welcoming, open-access showroom where visitors can explore the latest automotive innovations in a community-driven environment.



PRIMARY ACTIVATED FLOOR

IMMERSIVE AND INTERACTIVE

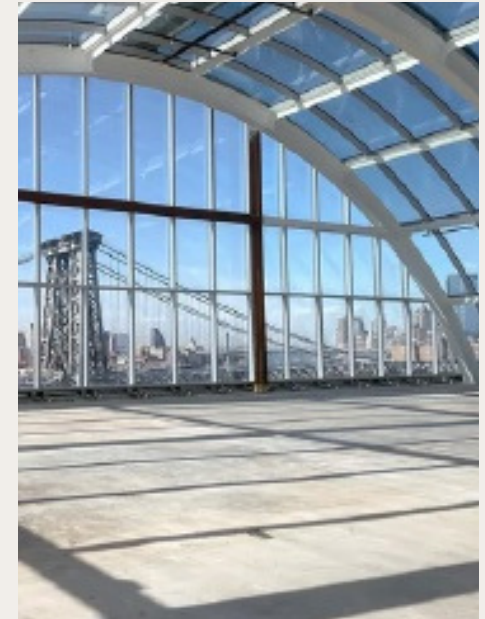
Visitors can experience virtual test drives, participate in customization workshops, and interact with the latest in automotive technology through cutting-edge displays and simulators.



SECONDARY ACTIVATED FLOORS

LUXURY DINING

Destination dining offering exclusive dining experience to potential clients, existing customers, and corporate members. Adjacent to the restaurant a versatile event space.



ROOFTOP

PREMIER EVENT SPACE

A flexible, polished space that serves as a canvas for events ranging from intimate gatherings to functions. The jewel-box quality of the building, offering fantastic views of the surrounding architectural masterpieces, makes it an ideal venue.

OPPORTUNITY 02: AUTOMOTIVE HUB

POTENTIAL TENANT CATEGORIES



IMMERSIVE BRAND EXPERIENCE

Transforming Midtown into an F1 exhibit and celebratory outpost that would offer fans a dedicated space to immerse themselves in the history and excitement of the sport and its discerning and diverse clientele.



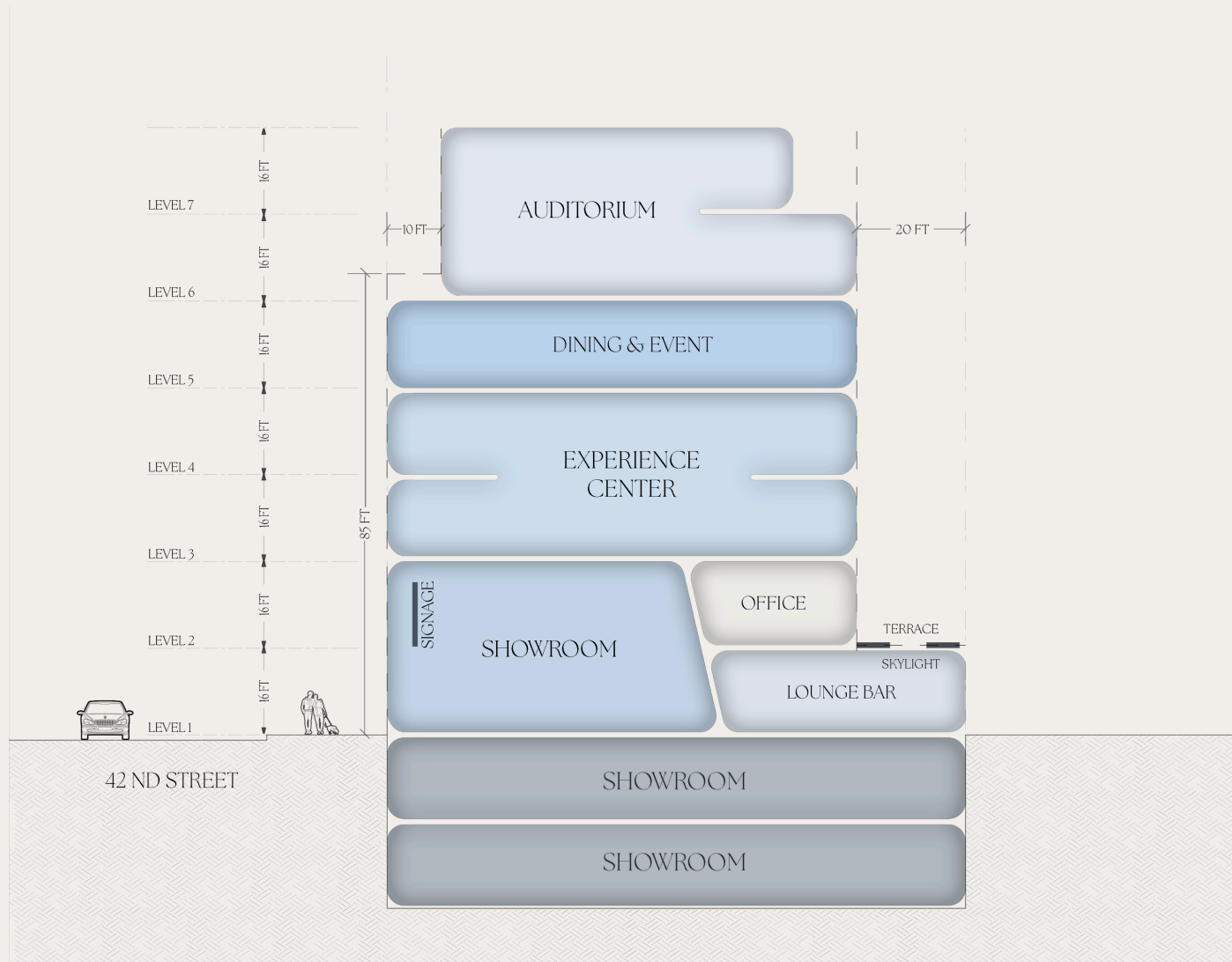
SHOWROOM

Establishing a state-of-the-art automotive showroom in Midtown allows luxury car brands to reach a diverse and affluent customer base, providing an elegant space for potential buyers to explore

OPPORTUNITY 02: AUTOMOTIVE HUB



OPPORTUNITY 02: AUTOMOTIVE HUB SECTION



OPPORTUNITY 03

FOUNDATION & COMMUNITY GARDEN

Global Awareness Through Community & Culture

By connecting with the nearby United Nations and fostering community-driven initiatives, this space will serve as a beacon of social responsibility, education, and cultural exchange—a prime location of a non-for-profit headquarters.

This site offers a unique platform to blend community engagement with global issues, creating a space that not only serves the local population but also resonates with visitors from around the world.



OPPORTUNITY 03: FOUNDATION & GARDEN



GROUND LEVEL

COMMUNITY HALL

A vibrant indoor community hall that serves as both a indoor garden and an educational center. This space offers a green haven in the heart of Midtown, where the community can engage in sustainable practices and learn about urban agriculture.



PRIMARY ACTIVATED FLOOR

NON-PROFIT HEADQUARTERS

By housing organizations that address critical global matters, this hub reinforces Midtown's role as a center for cultural diplomacy and international cooperation.



SECONDARY ACTIVATED FLOORS

CULTURE CENTER

A Culture Center and performance venue designed to host cultural performances, film screenings, and discussions on global topics.



ROOFTOP

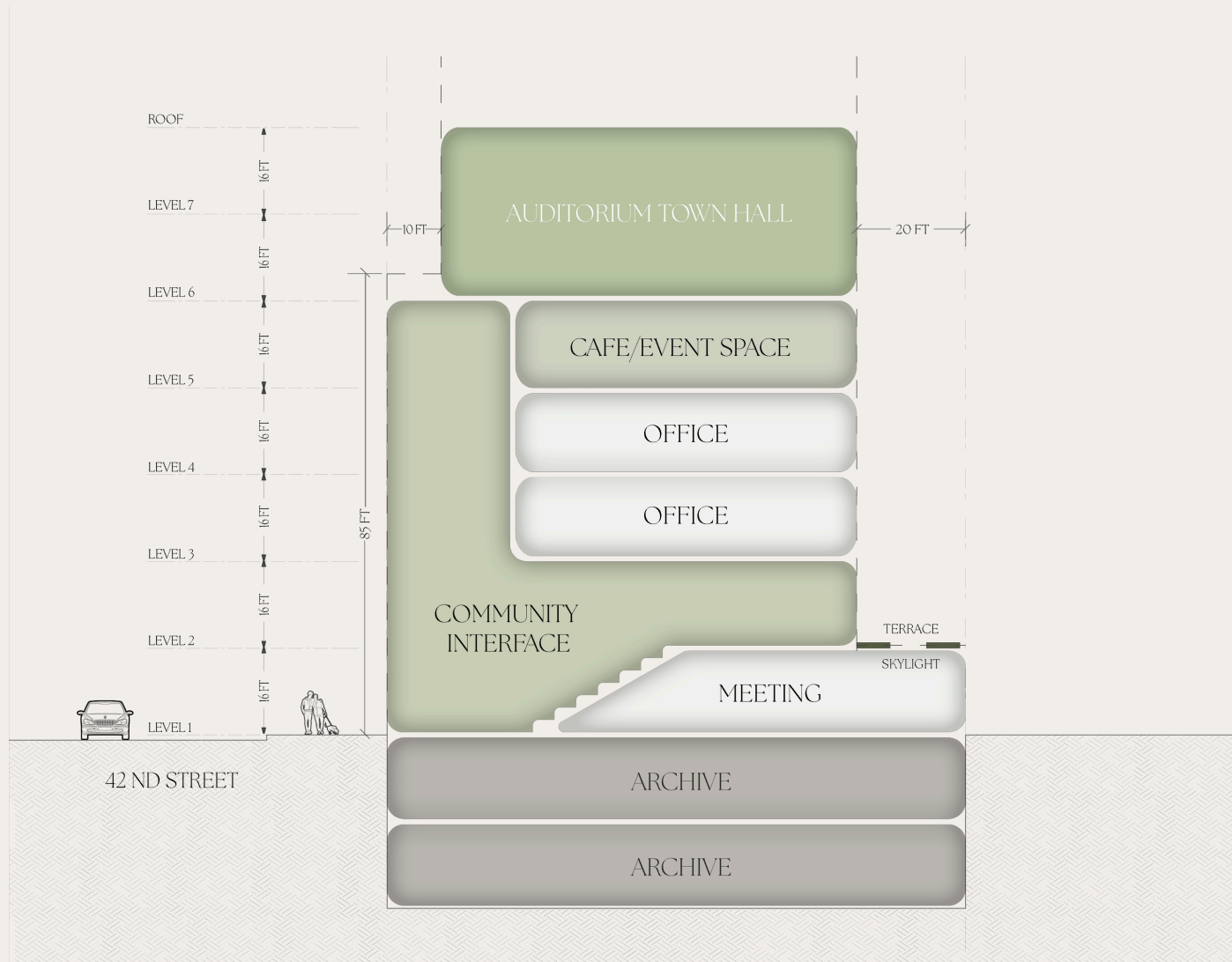
LIVE EXHIBITION

An artful hydroponic farm in the heart of Midtown, offering not only a fragrant and visually striking experience in Manhattan but also introducing a completely new way to sustainability.

OPPORTUNITY 03: FOUNDATION & GARDEN



OPPORTUNITY 03: FOUNDATION & GARDEN SECTION



THE RISE OF RESIDENTIAL AND MIXED-USE TOWERS IN MIDTOWN EAST

04

In a dramatic shift from its traditional role as Manhattan's premier business district, Midtown East is experiencing a residential renaissance. A wave of new developments is transforming the neighborhood into a vibrant, 24/7 mixed-use community, challenging long-held notions about the area's identity. The catalyst for this transformation is the Midtown South Mixed Use (MSMX) plan, an ambitious rezoning initiative covering 42 blocks between 23rd and 41st Streets and Fifth and Eighth Avenues. The plan, which could create nearly 10,000 new homes, including up to 2,800 affordable units, represents a bold step towards addressing New York City's housing crisis². "Midtown South is one of the most transit- and job-rich areas of the city, but it's long been held back by antiquated zoning that has restricted new housing," said Dan Garodnick, director of the Department of City Planning.

Supertall Ambitions

Leading the charge in this residential revolution are several high-profile projects that promise to redefine the Midtown East skyline:

- 625 Madison Avenue: A planned 1,220-foot, 68-story residential supertall designed by SLCE Architects. This ambitious project will offer 101 luxury condominiums and a suite of high-end amenities.
- 175 Park Avenue: Set to rise 1,575 feet, this mixed-use tower by Skidmore, Owings & Merrill will include 2.1 million square feet of office space, up to 500 hotel rooms, and significant public space improvements.
- 350 Park Avenue: A proposed 1,600-foot office tower that, while not residential, exemplifies the area's vertical growth and modernization.

Embracing Mixed-Use Development

The trend extends beyond luxury residences. Developers are increasingly focusing on creating dynamic, mixed-use environments that cater to a variety of needs:

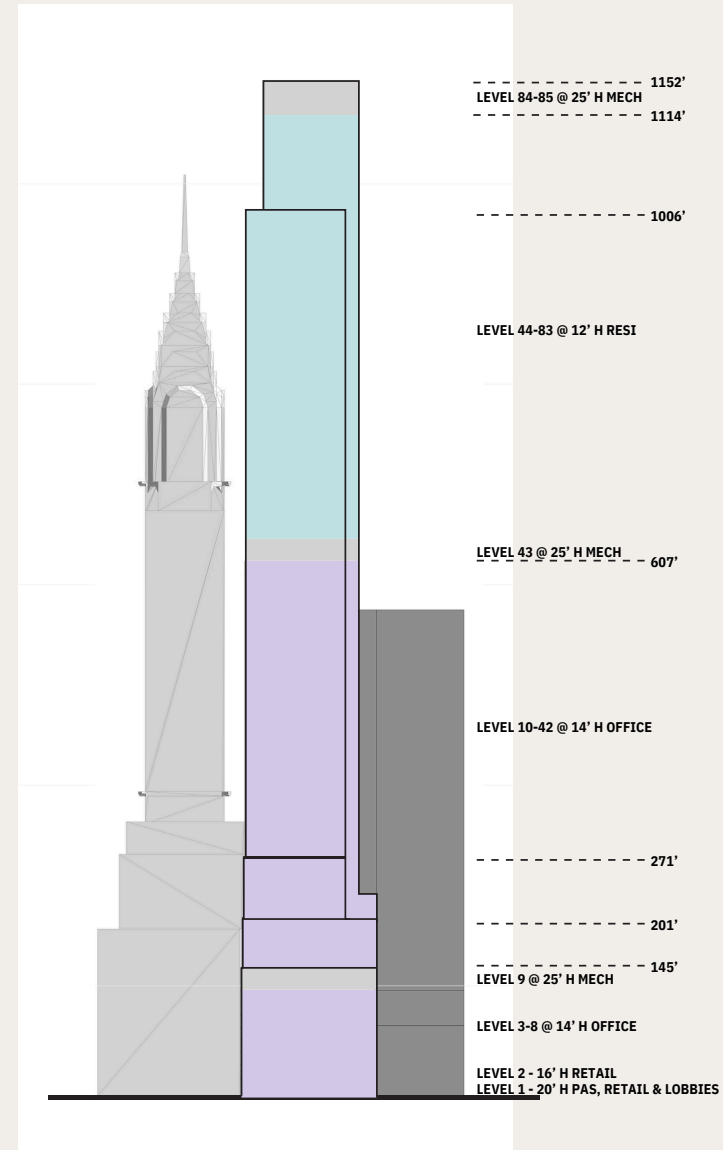
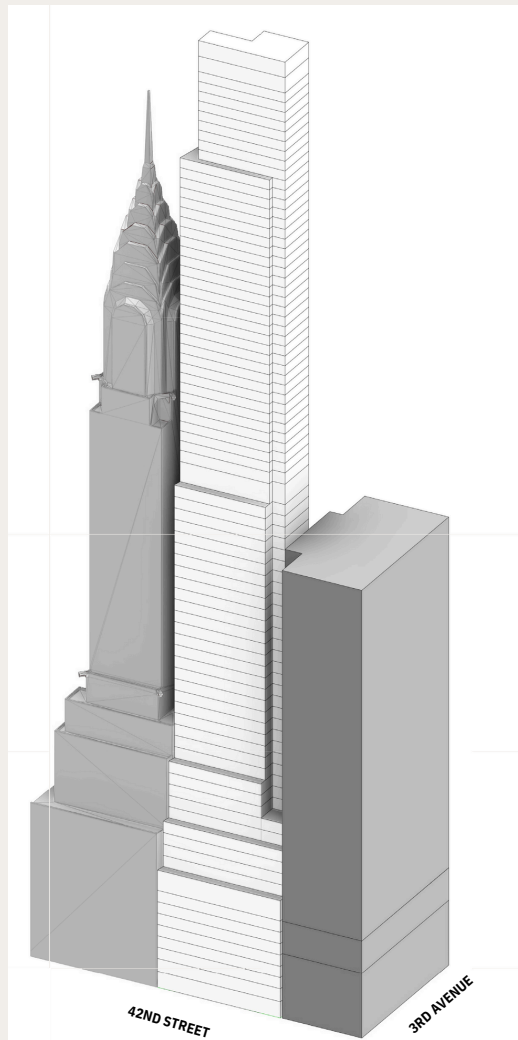
- Freedom Plaza: A proposed development near the United Nations that would include 1,325 apartments (with over 500 affordable units), a hotel, a museum, public green space, and an underground casino. Designed by renowned architect Bjarke Ingels, the project aims to create a new cultural and residential hub in the area.
- 126 East 57th Street: A 28-story residential tower offering 147 condominium units and ground-floor retail space, exemplifying the integration of luxury living with commercial amenities.

Looking Ahead

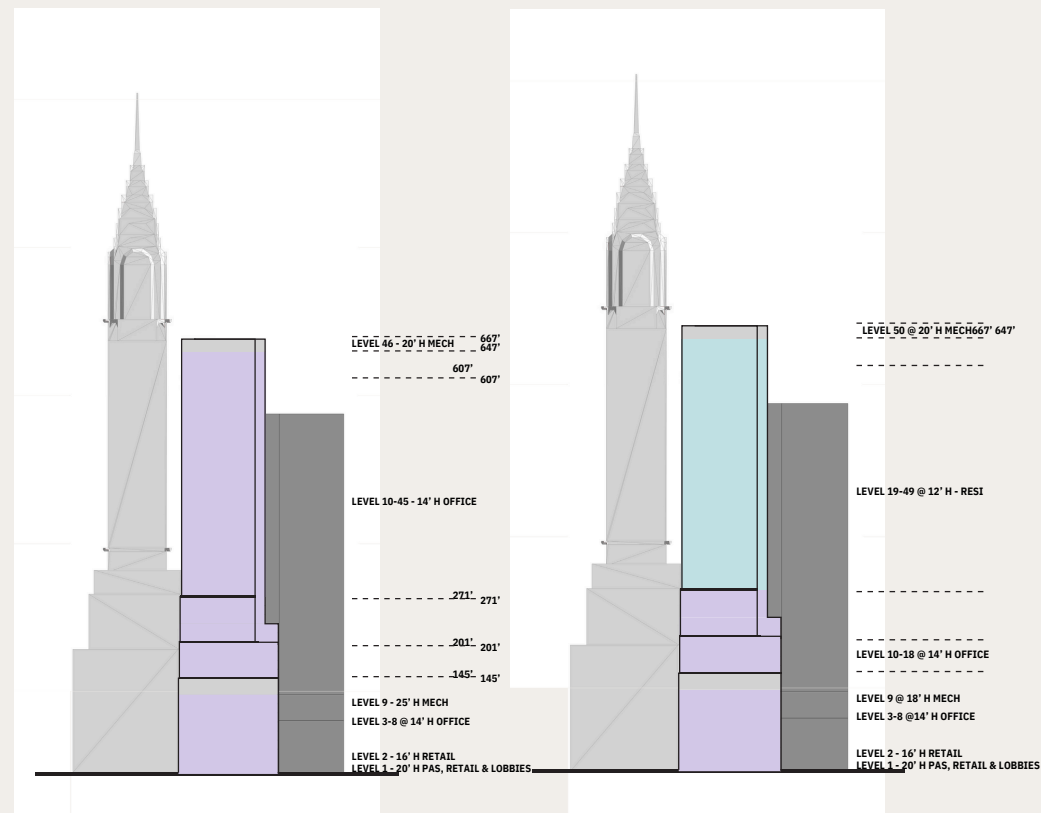
As Midtown East evolves, it stands at the forefront of a broader trend in urban development. The transformation of this once predominantly commercial district into a mixed-use neighborhood reflects changing attitudes about urban living and working patterns, accelerated by the pandemic's impact on office use.

With construction underway on several projects and more in the pipeline, Midtown East is poised to become a model for 21st-century urban development, blending commerce, culture, and community in the heart of Manhattan. As the skyline changes, so too does the very essence of this iconic New York neighborhood, promising a more diverse and dynamic future for generations to come.

SCHEME 1 - OFFICE + HOTEL MASSING STUDY



SCHEME 2 & 3- OFFICE ONLY OR OFFICE + RESI MASSING STUDY



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