

1540 Broadway is a building for serious, established businesses. This 44 story Midtown icon offers over 500,000 sq ft of premium office space with large, efficient, light-filled floor plates and expansive, well-amenitized space in which to thrive.

This building is undergoing a \$150m capital improvement program delivering over 45,000 sq ft of amenity space, a revitalized entrance and lobby, destination dispatch elevators and smart technology capability throughout. The building also has a new co-generation plant which generates 70% of the building's energy on-site.



Entrance Lobby



Elevator lobby for 8th floor amenity space

## OFFICE BEYOND EXPECTATIONS

1540 Broadway has been designed to surpass expectations. Efficient destination dispatch elevators, smart technology throughout and over 45,000 sq ft of amenity space create not just a workplace, but an integrated, self-contained vertical campus.



8th floor amenities



8th floor amenity reception



36th floor outdoor terrace



36th floor bar and lounge



36th floor bar and lounge



8th floor gym



8th floor golf simulators



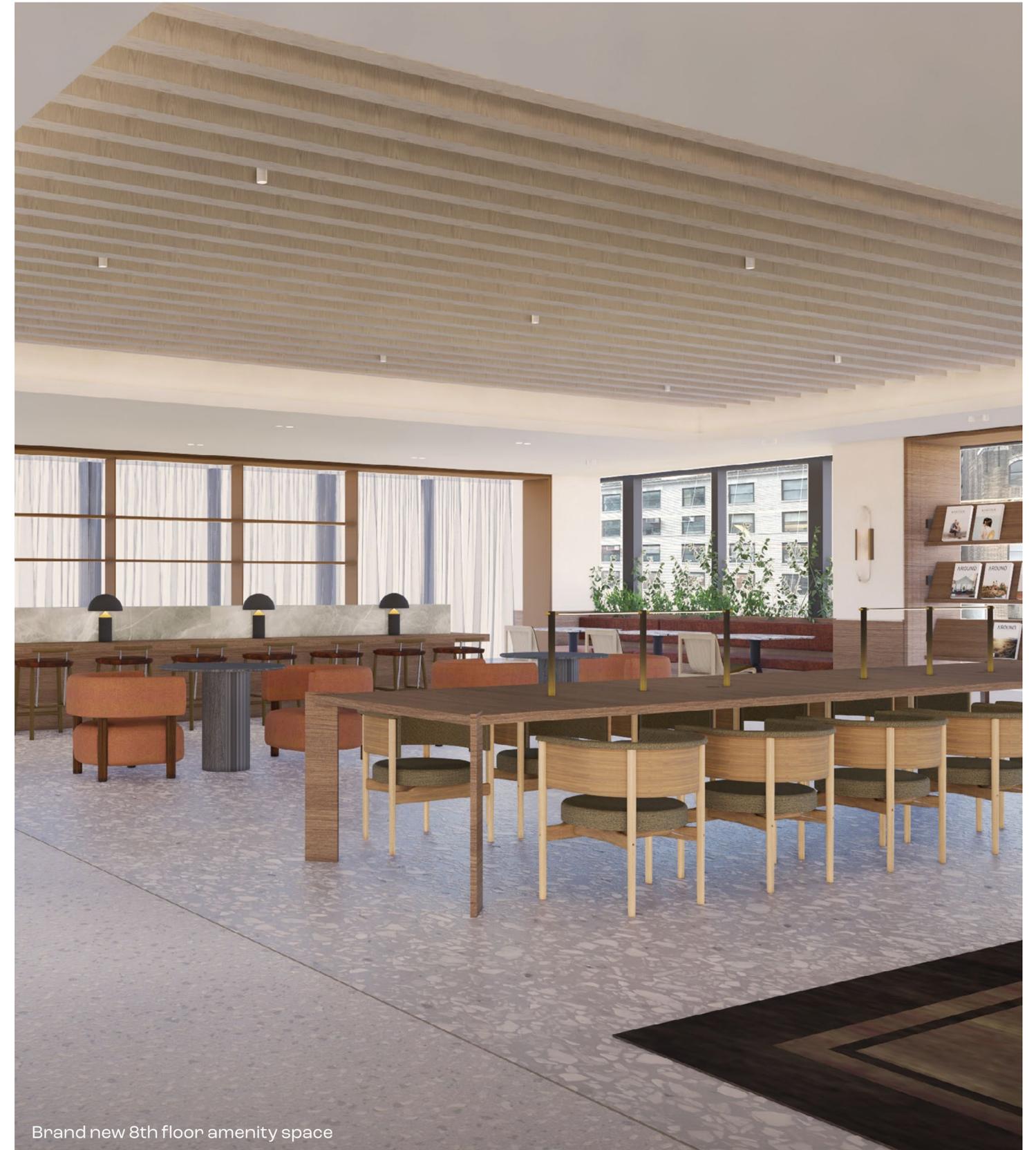
8th floor conference room



View looking south

## INTERIOR DESIGN THAT FOSTERS CONNECTION

The interiors and amenity spaces within 1540 Broadway take cues from high-end hospitality and luxury home design, integrating natural materials with rich color tones to create spaces that feel welcoming and warm.



Brand new 8th floor amenity space

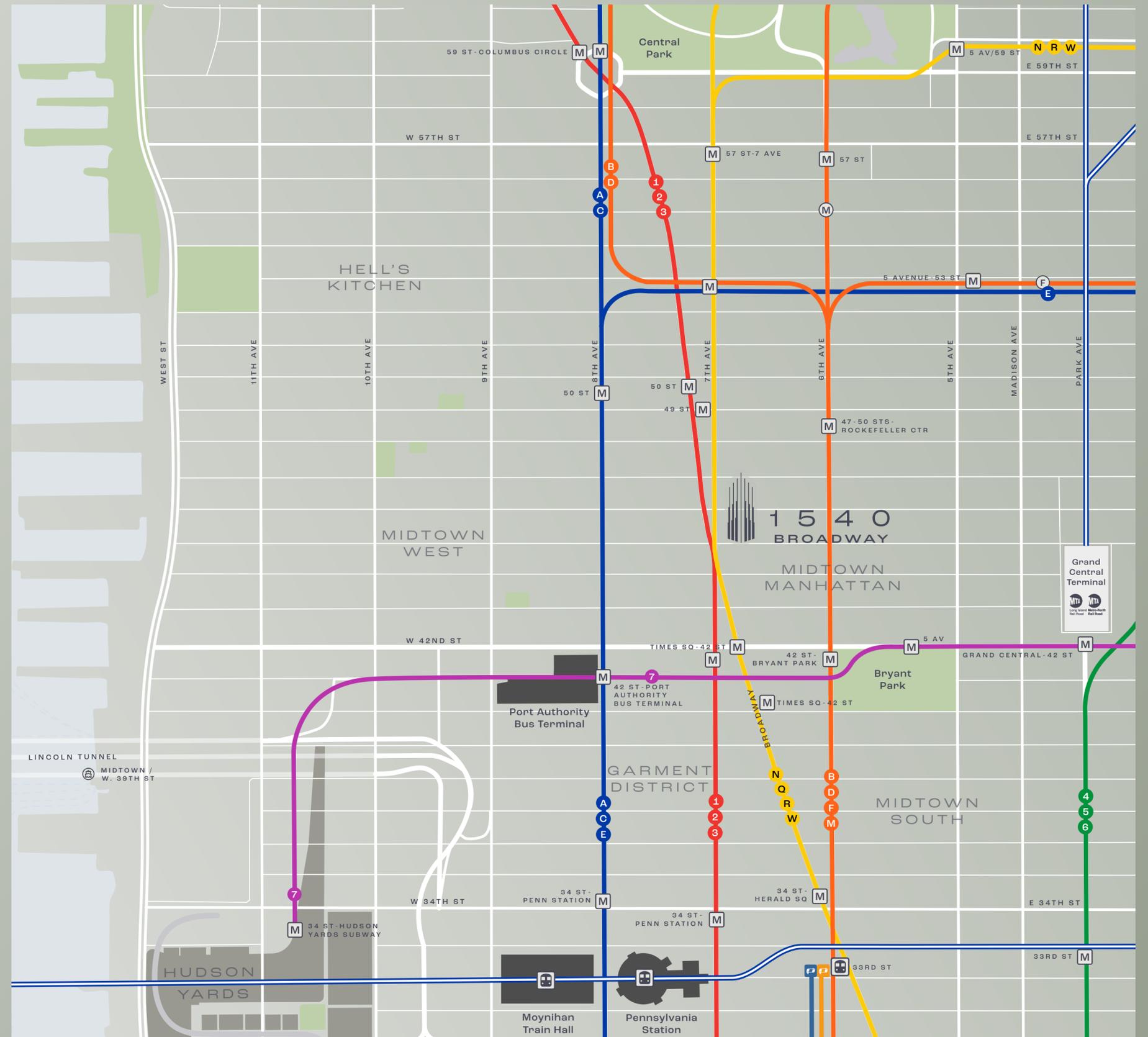


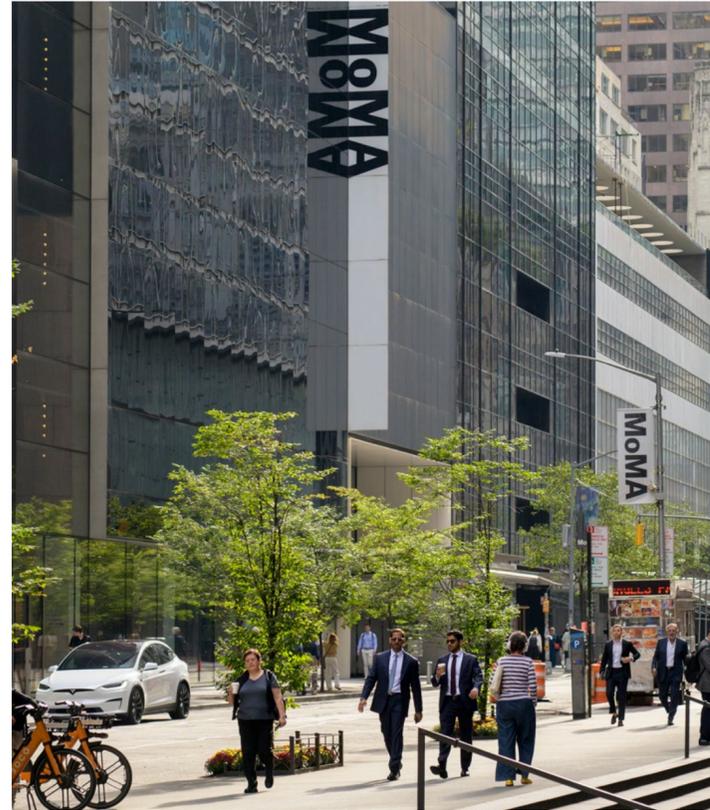
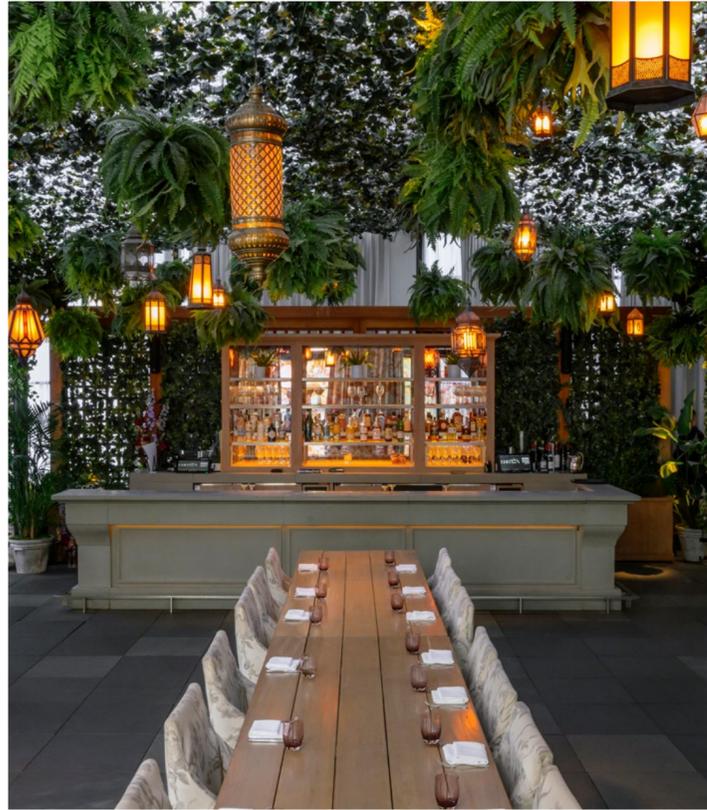
1540 Broadway is located in the heart of Midtown Manhattan, within minutes of almost all major subway lines, and a short walk from Grand Central Station. This location is shared with many large corporate neighbors who also enjoy quick and easy access to New York's extensive talent pool.



# TRANSPORTATION

1540 Broadway is close to almost all major subway lines and minutes from Grand Central Station. It is also easy to reach Penn Station, Port Authority Bus Terminal and the Lincoln Tunnel from the building, making it one of the most well-connected office addresses in Manhattan.







POINTS OF INTEREST

Hotels

- 1 EDITION Hotel
- 2 W New York Hotel
- 3 New York Marriott Marquis
- 4 Renaissance New York
- 5 Tempo by Hilton
- 6 The Knickerbocker
- 7 Hard Rock Hotel New York

Restaurants & Cafés

- 1 Le Bernardin
- 2 Bobby Van's Grill
- 3 Avra
- 4 City Winery
- 5 Daily Provisions
- 6 Rainbow Room
- 7 Eataly Caffé
- 8 Breads Bakery
- 9 Del Frisco's Double Eagle Steakhouse
- 10 The Terrace and Outdoor Gardens at EDITION
- 11 Dos Caminos
- 12 Cafe Un Deux Trois
- 13 Tony's Di Napoli
- 14 STK Steakhouse
- 15 Gabriel Kreuther
- 16 Charlie Palmer Steak IV
- 17 Sushi Sho

Culture

- 1 Radio City Music Hall
- 2 Harvard Club of New York
- 3 Penn Club of New York
- 4 RiseNY
- 5 ZAZCorner / ZAZ10TS Gallery
- 6 New York Public Library

KEY

- M Subway Station
- Grand Central Terminal Entrances
- Grand Central Terminal: 8-minute walk
- Port Authority: 8-minute walk
- Times Square Transport Hub: 3-minute walk





# CORPORATE NEIGHBORS & KEY BUILDINGS

Many Fortune 500 companies have offices close to or in 1540 Broadway.

News Corp, Salesforce and Microsoft are among the building's many corporate neighbors.

## Corporate Neighbours

- ByteDance / TikTok
- BMO Capital Markets
- RSM US LLP
- Venable LLP
- Paramount Inc.
- Morgan Stanley Global Headquarters
- NBCUniversal Inc
- News Corporation and Fox
- Bank Of America
- Salesforce
- Thomson Reuters
- Manatt, Phelps & Phillips, LLP
- Microsoft
- Proskauer Rose LLP

## Key Buildings

- JP Morgan Tower (270 Park Ave)
- Rockefeller Center
- Morgan Stanley Global Headquarters (1585 Broadway)
- One Vanderbilt
- Grace Building
- Salesforce Tower



AN IMMENSE  
TALENT POOL  
AT YOUR  
FINGERTIPS

WITHIN 45-MINUTE AVERAGE NYC COMMUTE

**845,000**  
TOTAL POTENTIAL  
TALENT POOL

**89,000**  
LAWYERS  
>CHICAGO

**80,000**  
TECH  
WORKERS  
>HOUSTON

**81,000**  
FINANCE  
SPECIALISTS  
>DALLAS

AND IT'S EASY  
TO GET HERE

<10 MINS TO KEY TRANSIT HUBS



MIDTOWN EAST | DOWNTOWN |  
LOWER EAST SIDE | UPPER EAST  
SIDE | UPPER WEST SIDE  
BROOKLYN | QUEENS | THE BRONX  
LONG ISLAND | WESTCHESTER  
| NEW JERSEY | CONNECTICUT  
| PHILADELPHIA | BOSTON |  
WASHINGTON

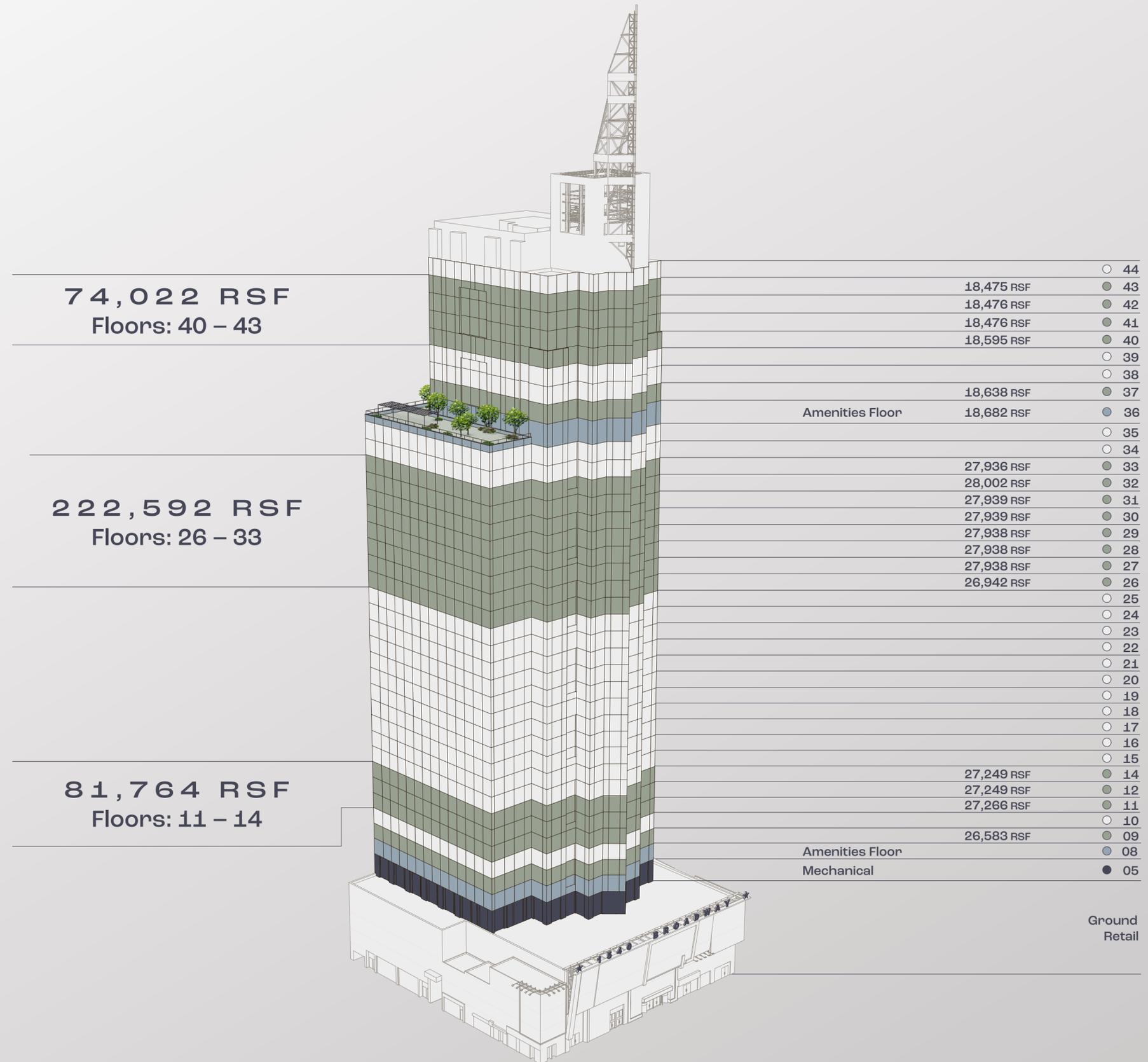
CONNECTING TO TALENT IN ALL  
FIVE BOROUGHS AND BEYOND



# AVAILABILITY

KEY

- Available
- Amenity
- Occupied
- Mechanical



1 5 4 0 BROADWAY

WEST 46TH STREET



# 8<sup>TH</sup> FLOOR AMENITY

## KEY

-  Reception
-  Social Space
-  Function Rooms
-  Gym
-  Support
-  Restrooms
-  Core



BROADWAY

WEST 45TH STREET



# MID-RISE TYPICAL FLOOR PLATE

27,938 RSF

## KEY

- Workspace
- Support
- Restrooms
- Core



1 5 4 0 BROADWAY

WEST 46TH STREET



# MID-RISE OPEN CREATIVE TEST FIT

27,938 RSF



## KEY

- Workspace
- Reception
- Collaborative
- Cafe
- Support
- Restrooms
- Core

## WORKSPACE

Executive Offices	4
Private Offices	7
Benching	151
Reception	1
<b>Total Seats</b>	<b>173</b>

## COLLABORATIVE

Conference Rooms	4
Boardroom	1
Breakout Rooms	4
Cafe	1

## SUPPORT

Phone Rooms	7
IT Room	1
Mail Room	1
Copy Room/Area	2
Storage Room	1
Wellness Room	1



BROADWAY

WEST 45TH STREET

1 5 4 0 BROADWAY

WEST 46TH STREET



# MID-RISE FINANCIAL TRADING TEST FIT

27,938 RSF



**KEY**

- Workspace
- Reception
- Collaborative
- Cafe
- Support
- Restrooms
- Core

**WORKSPACE**

Executive Offices	2
Private Offices	3
Benching	139
Reception	1
<b>Total Seats</b>	<b>145</b>

**COLLABORATIVE**

Conference Rooms	4
Boardroom	1
Breakout Rooms	6
Cafe	1
Coffee Bar	1

**SUPPORT**

Phone Rooms	4
IT Room	1
Copy Room/Area	1
Coat Closets	2
Wellness Room	1



BROADWAY

WEST 45TH STREET

1 5 4 0 BROADWAY

WEST 46TH STREET



# MID-RISE OFFICE INTENSIVE TEST FIT

27,938 RSF

## KEY

- Workspace
- Reception
- Collaborative
- Cafe
- Support
- Restrooms
- Core

## WORKSPACE

Executive Offices	9
Private Offices	39
Benching	69
Reception	1
<b>Total Seats</b>	<b>130</b>

## COLLABORATIVE

Conference Rooms	3
Boardroom	1
Breakout Rooms	2
Cafe	1
Coffee Bar	1

## SUPPORT

IT Room	1
Copy Room/Area	1
Coat Closets	4
Storage Room	1
Wellness Room	1



BROADWAY

WEST 45TH STREET

1 5 4 0 BROADWAY

WEST 46TH STREET



# MID-RISE TRADITIONAL LAW TEST FIT

27,938 RSF

## KEY

- Workspace
- Reception
- Collaborative
- Cafe
- Support
- Restrooms
- Core

## WORKSPACE

Partner Offices	12
Associate Offices	50
Workstations	14
Reception	1
<b>Total Seats</b>	<b>77</b>

## COLLABORATIVE

Conference Rooms	2
Boardroom	1
Breakout Rooms	1
Touchdown	5
Cafe	1

## SUPPORT

Phone Rooms	2
IT Room	1
Copy Room/Area	2
Coat Closets	2
Storage Room	1
Wellness Room	1



BROADWAY

WEST 45TH STREET

1 5 4 0 BROADWAY

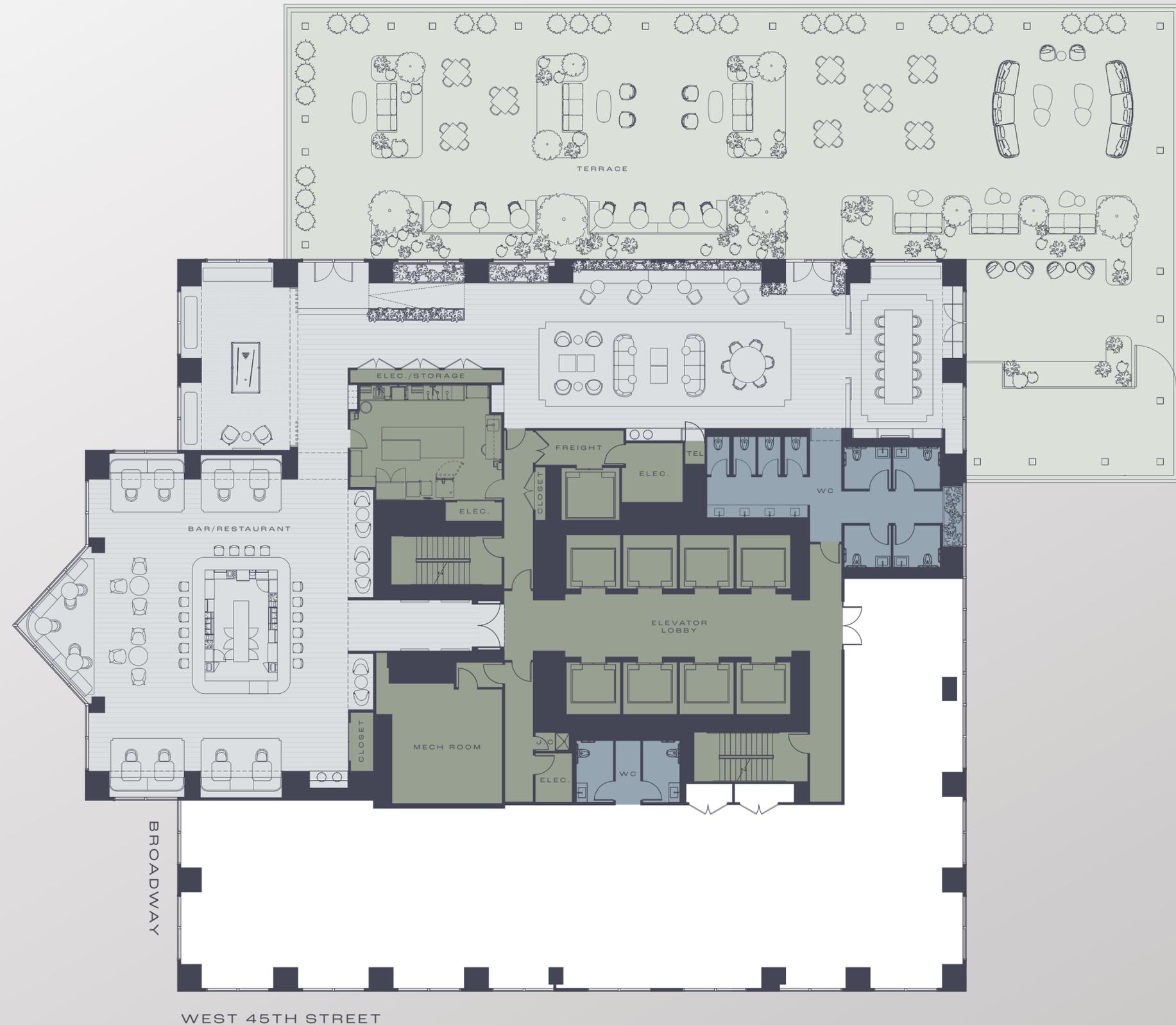
WEST 46TH STREET



# 36<sup>TH</sup> FLOOR AMENITY

## KEY

- Workspace
- Bar/Restaurant
- Terrace
- Support
- Restrooms
- Core



1 5 4 0 BROADWAY

WEST 46TH STREET



# HIGH-RISE TYPICAL FLOOR PLATE

18,475 RSF

## KEY

- Workspace
- Support
- Restrooms
- Core



BROADWAY

WEST 45TH STREET





# HIGH-RISE OPEN CREATIVE TEST FIT

18,475 RSF

KEY

- Workspace
- Reception
- Collaborative
- Pantry
- Support
- Restrooms
- Core

WORKSPACE

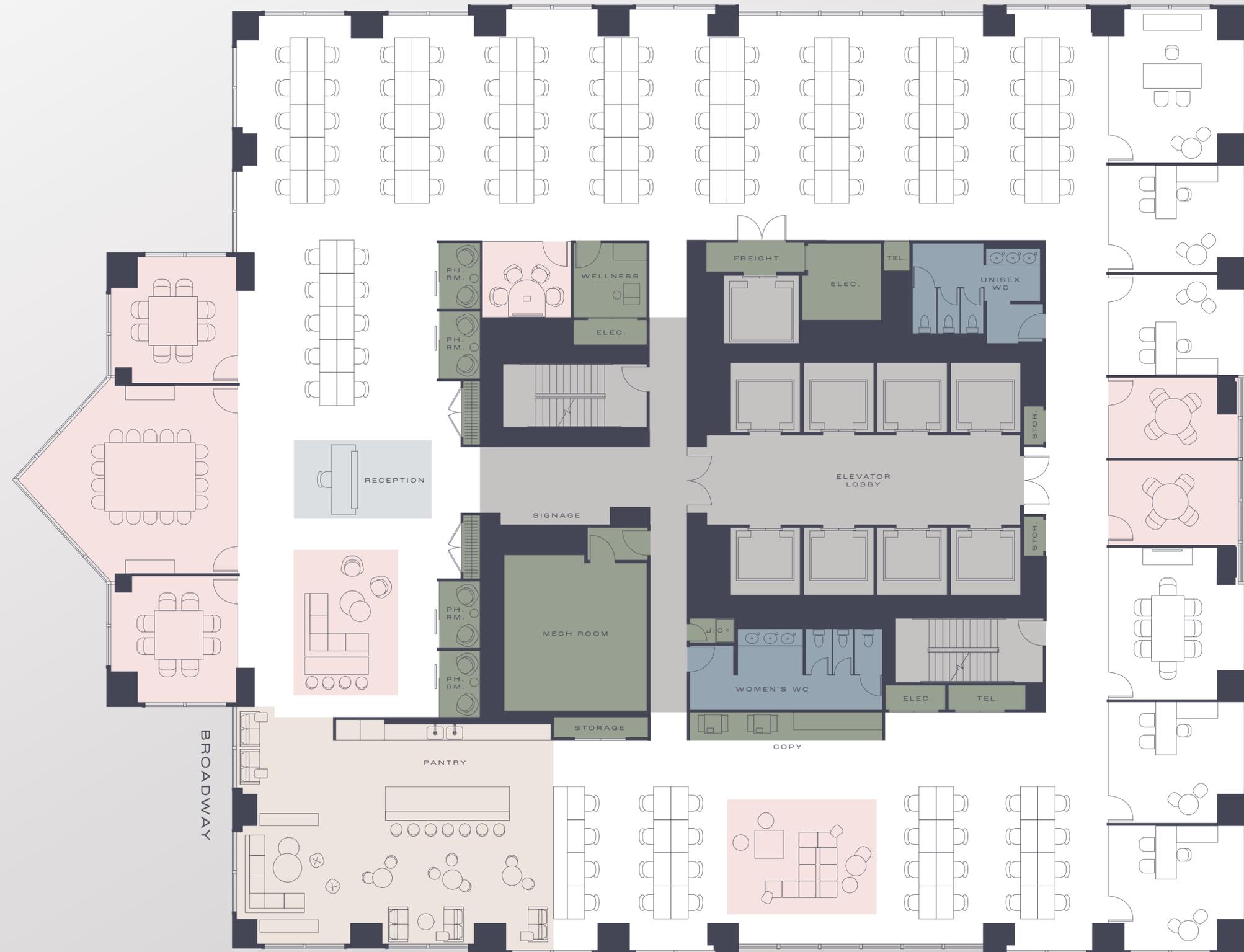
CEO Office	1
Private Offices	4
Benching	118
Reception	1
<b>Total Seats</b>	<b>124</b>

COLLABORATIVE

Conference Rooms	4
Meeting Rooms	3
Open Lounges	2

SUPPORT

Pantry	1
Phone Rooms	4
Copy Area	1
Coat Closets	2
Storage Room	1



BROADWAY

# BUILDING SPECIFICATIONS

**OVERVIEW** 1540 Broadway was developed by Bertelsmann AG., the International media giant, as its U.S. headquarters building and was designed by Skidmore, Owings and Merrill. The world class tower was designed in 1990 to exceed all market standards with exceptional tenant spaces, panoramic views of the Manhattan skyline and unmatched views of Times Square.

**ARCHITECT** Skidmore, Owings & Merrill

**COMPLETED** 1990

**TOWER** 907,427 RSF

**TYPICAL FLOOR AREA** Floors 8–35 averaging 27,421 RSF per floor  
Floors 36–44 averaging 18,562 RSF per floor

**FLOORS** 44 stories

**STRUCTURE** The Property's foundation is poured reinforced concrete columns, beams and slabs. It has a structural steel frame with masonry and concrete encasement. Property floors are concrete poured over metal decking and each floor is bridged by structural steel beams.

**FAÇADE** The exterior surface is an aluminum and glass curtain wall, with architectural features, including Indigo blue and white spandrel glass, and green tinted vision glass, with setback panels creating a unique visually interesting facade, topped by a nearly 6-story spire over Broadway. Granite and stainless-steel features surround the 24' atrium lobby entrance on West 45th Street.

**CEILING HEIGHTS** Slab-to-slab heights average 13'-0"  
Standard floor to finished ceiling height is 9'-6"

**DESIGN LOAD** Floor loads are typically 50 pounds per square foot

**BUILDING AUTOMATION AND ENERGY MANAGEMENT SYSTEM** Primarily VAV equipment and ceiling hung perimeter FPB units. The Property completed a BMS system upgrade from Automated Logic Systems (ALC) to a more advanced and efficient Delta Controls System utilizing Enteli WEB software in 2019. The system controls and monitors temperature reset control for cooling and heating equipment, automation control of parts of the gas heating system and combined heat and power (CHP) cogeneration plant, critical alarm systems and power demand monitoring.

The Property also installed a Nantum system which is a cloud-based, secure building operating system utilized to optimize energy consumption and increase tenant comfort, while providing cost savings. Installation of infrared cameras at passenger elevator lobbies enable occupancy counts to determine and deliver high-efficiency cooling for each floor. NANTUM learns the rhythm of existing building systems, memorizing today's operations so that it can positively predict, and prescribe tomorrow's performance. NANTUM's algorithms continuously improve building efficiency over time.

**LOBBY** The lobby walls are comprised of a flamed granite which contrast against the Bianco Grecale polished marble flooring. The high ceilings and accent lighting is showcased on the street through the floor to ceiling glass facade. Natural light floods the space through the glass canopy. As part of a comprehensive \$8 million renovation completed in 2018, the building underwent extensive base building and finish upgrades, including the installation of integrated card and Bluetooth access turnstiles and a modernized elevator destination dispatch system. Additional ground floor lobby enhancements, targeted for completion in Q1 2027, will include upgraded reception area and refined design elements to further elevate the arrival experience.

# BUILDING SPECIFICATIONS

## STAIRWELLS

The Property contains two fine stairwells that extend from the roof to the ground level. Stairwell A goes from the 45th floor to the street level, exiting onto 45th Street. Stairwell B runs from the 46th floor roof mechanical areas to the street level, exiting on 46th Street. Both stairwells have re-entry floors as per code, and can be used for interfloor travel for multi floor tenants.

## PASSENGER ELEVATORS

The Property contains 14 Otis 401 Elevonic electric traction geared passenger elevators. The elevators are comprised of six low rise and eight high rise cars. There is one service/freight elevator that is Otis 401 Elevonic electric traction geared. The Building completed an elevator modernization of 14 passenger elevators and 1 freight service elevator in 2021. The elevator modernization consists of new elevator door operators and relating door equipment, controllers, new roller guides, new emergency brakes, new traveling cable, new governors and new elevator interior fixtures. All passenger elevator lobbies are equipped with a Compass Plus dispatching system which reduce passenger waiting times and minimize any disruptions.

## COOLING

The building is equipped with a 6 cell Marley cooling tower setup, which was completely refurbished in 2018 including new fills with drift eliminators, walls pressure washed and coated with zinc protectant, hot water basin pan covers replaced, new nozzles and a new electric Marley level sensor package connected to the Building's BMS. The cooling towers service dedicated DX units on each floor as well as tenant supplemental AC units. The condenser water pipe system is an open design water pipe system. The fan drive assembly consists of a single-speed 40 hp motor in each cell, a propeller shaft and a gear reducer. The cooling tower is scheduled to provide 4200 tons of condenser water. The water make-up service to the cooling tower is provided by a 3-inch direct feed into the cooling tower supply header via duplex pump system. There is also a manual emergency fill makeup. The mechanical system consists of variable air volume boxes (VAVs) at the interior and fan powered terminal boxes (FPBs) at the exterior which are served by a water source self-contained package unit on each tenant floor connected to a roof top cooling tower. Building cooling is provided by individual self-contained package air handling units (SCUs) manufactured by Daikin (installed in 2019) on each tenant floor. Floors 8 to 36 have an 80-ton unit, floors 36 to 43 have 60-ton units and floor 44 is served by a 70-ton unit. Each SCU has four scroll type compressors (15-20 tons each) cooling with R-410a refrigerant equipped with variable frequency drives and waterside/ainside economizer cooling.

## HEATING

Heating for the property is derived from natural gas. There are (3) Viessman Vitocrossal 300 CU3B natural gas fired boilers (installed in 2018), which provide 6Mbtu each (total of 18Mbtu) and serve as a backup to the CHP cogeneration plant, which provides 5.5Mbtu of heating. These serve as the primary heating loop, which flows through heat exchangers to heat the secondary loops and are distributed to fan power boxes.

## ELECTRICITY

Building-standard power consists of 265/460-volt, 3 phase, 4 wire service from Con Edison.

- Four sub-sidewalk transformer vaults and adjacent network protectors, provide 265/460 volt, 3 phase, 4 wire service to the Building from Con Edison
- Building is equipped with a new CHP cogeneration plant which will produce 1.5 megawatts of power to the Building electrical distribution
- Power is distributed via a system of plug-in buss duct and conduit and cable riser feeders run in the electric rooms on each floor.

## ELECTRIC CLOSETS

Power is distributed via a system of plug-in bus duct and conduit and cable riser feeders run in the electric rooms on each floor.

# BUILDING SPECIFICATIONS

<b>PLUMBING</b>	Domestic water is supplied via two 4" services and two 6" fire services from the City water main. There are three sets of domestic water zones fed from the 5th floor mechanical room which feed floors 5–37. Each of these domestic water risers are fed by a set of duplex pumps. Floors 38–44 are fed from the rooftop tanks and a duplex pumping system on 45th floor.	<b>MONITORED FIRE PANEL</b>	Installed in 2006, fully addressable automatic Class E fire alarm system with speaker/strobe devices operates as a speaker/strobe indicator.
<b>LOCKS &amp; KEYING</b>	The Property is implementing a new Factory managed Schlage Primus Restricted Keying System which is a restricted keying system to enhance Building security.	<b>SMOKE / HEAT DETECTION</b>	The building's fire detection consists of smoke detectors in the elevator lobbies and common corridors, pull stations at doors to exit stairs and exits, duct smoke detectors and flow and tamper switches on the fire sprinkler system.
<b>ACCESS CONTROL</b>	HID key card access and Bluetooth security protocols monitor and control entry at the lobby Orion barrier turnstiles (Optical Barrier Swing Arm-Double Arm with 1 lane at ADA compliance). In addition, the lobby desk is manned 24/7 by security personnel and supported by CCTV.	<b>EMERGENCY GENERATOR</b>	The building has one emergency generator, an 800 kW Detroit Diesel that is located in the fifth-floor mechanical room. It provides life safety service that powers emergency lights, three elevators at one time (1 in each bank), the fire alarm system and the building fire pumps.
<b>FIRE PROTECTION</b>	1540 Broadway is fully sprinklered with a wet pipe automatic fire sprinkler system.	<b>AMENITY FLOOR</b>	The building offers two full floors of premium amenities designed for work, wellness, and social connection. The expansive 27,000 SF 8th floor features a grab and go cafe with barista service, stylish lounges, a state of the art fitness center, golf simulator, and modern conference and meeting spaces, while the 16,000 SF 36th floor showcases an upscale dining and bar experience, outdoor terrace, and refined lounge and den areas. Opening Q1 2027.

# TEAM

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## BDT & MSD PARTNERS



BDT & MSD Partners is a merchant bank with an advisory and investment platform built to serve the distinct needs of business owners and strategic, long-term investors. They hold decades of experience advising at the intersection of founders, families, and businesses, as well as by their differentiated capital base and culture of aligned investing.

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## GFP REAL ESTATE



Over three generations and nearly seven decades, the Gural Family has worked to build a better New York City through its ownership and management of commercial real estate, work with non-profit organizations and dedication to the community. Formerly Newmark Holdings, the newly renamed GFP Real Estate is defined by its commitment to its tenants, partners and property.

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## JLL



JLL (Jones Lang LaSalle) is a leading global commercial real estate and investment management firm, offering services like leasing, property management, investment sales, and capital markets, all driven by a focus on technology, data, and sustainability.

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## FOGARTY FINGER (INTERIORS)



Fogarty Finger is an interdisciplinary architecture and interiors studio dedicated to placemaking within the urban built environment.

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## MKDA (ARCHITECT)



MKDA is a full-service design firm with studios in New York, Stamford, and Miami.

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## WORDSEARCH



Wordsearch is a global creative agency specializing in real estate marketing, placemaking and branding with offices in seven countries and over 80 employees.





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