

# 155 East 42<sup>nd</sup> Street



**CUSTOM BUILT RETAIL FLAGSHIP OPPORTUNITY  
UP TO 100,000 SQUARE FEET**

# A RARE RETAIL OPPORTUNITY IN THE HEART OF MIDTOWN MANHATTAN

**155 East 42<sup>nd</sup> Street** presents a rare built to suit development opportunity in the heart of Midtown Manhattan. The site offers 100,000 square feet of developable space next to iconic landmarks like the Chrysler Building, Grand Central Terminal, and One Vanderbilt.



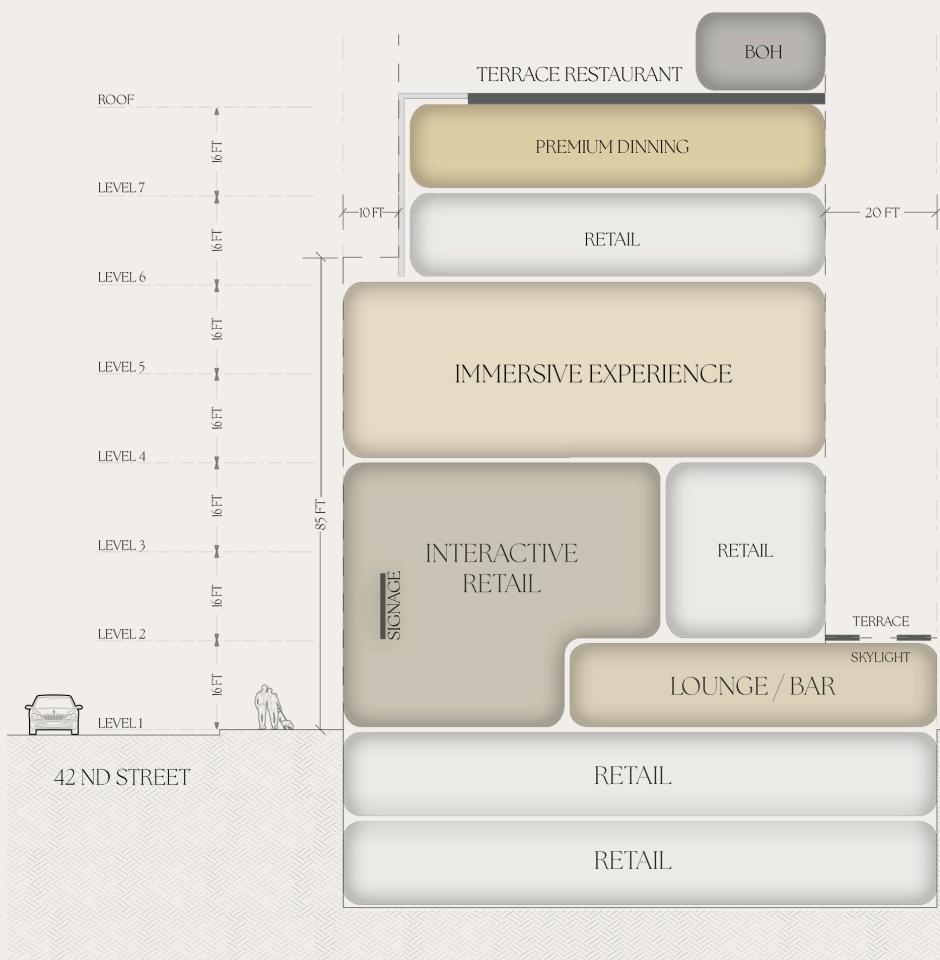
**A Unique Opportunity for Visionary Development  
up to 100,000 SF**

Bring your vision to life through a fully **customized  
branded building** showcasing your identity.

With an impressive **153 feet of frontage** along 42nd Street, the site provides exceptional visibility in a prime location.



# POTENTIAL STACKING SCENARIOS ENVISIONED BY ROCKWELL GROUP



## BRANDED BUILDING

A custom built opportunity offering a blank canvas to express your brand through every element.

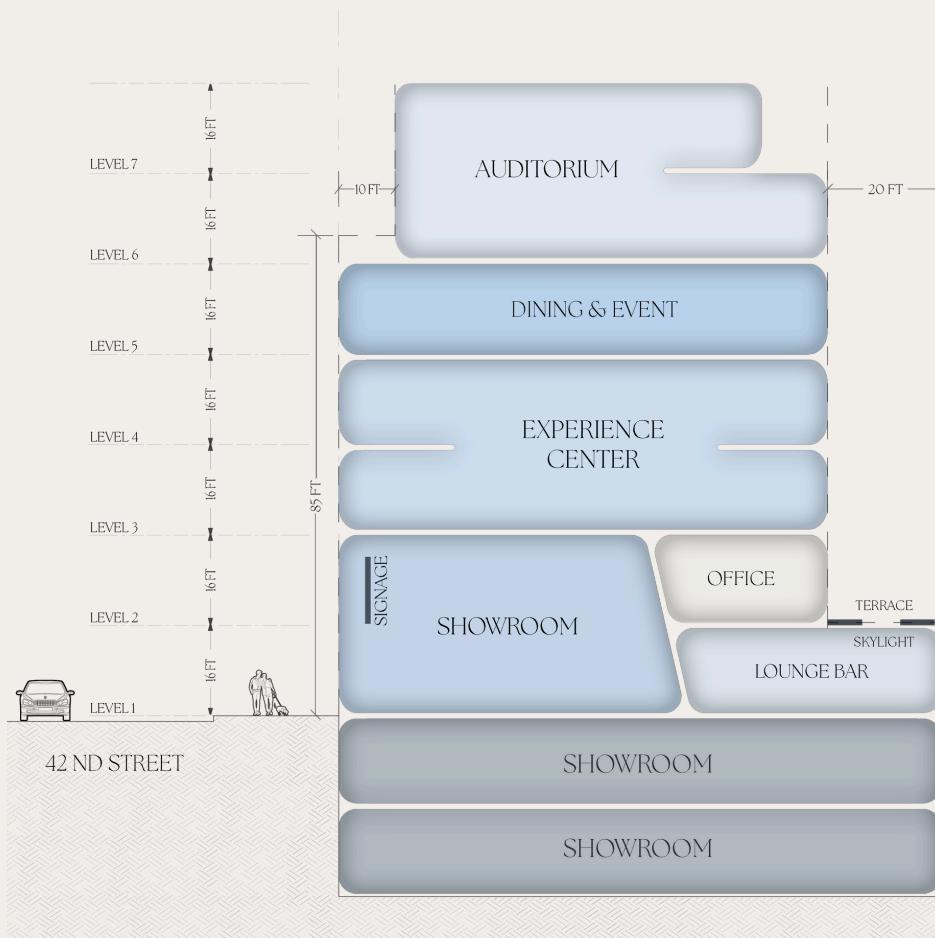
## HOSPITALITY DRIVEN

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

## COMMUNITY DRIVEN

A welcoming, open-access showroom for retail activations and collaborative brand experiences.

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## IMMERSIVE EXPERIENCE

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



## LUXURY DINING

Destination dining offering exclusive culinary experiences for potential clients, loyal customers, and corporate members.



## PREMIER EVENT SPACE

A flexible, refined space ideal for events—from intimate gatherings to larger functions. Its jewel-box design and stunning views of surrounding architectural landmarks make it an ideal venue.

# RETAIL CO-TENANCY



# MIDTOWN EAST'S TRANSFORMATION

Midtown East is undergoing a remarkable transformation, with several major developments and significant public realm improvements, reshaping the district's skyline and economic landscape.

## Fifth Avenue Transformations

The city plans to invest \$152.7 million to transform Fifth Avenue between Bryant Park and Central Park into a pedestrian-friendly boulevard.

- Reducing traffic lanes
- Widening sidewalks
- Adding new trees and seating areas

## Continued Improvements of Grand Central Terminal

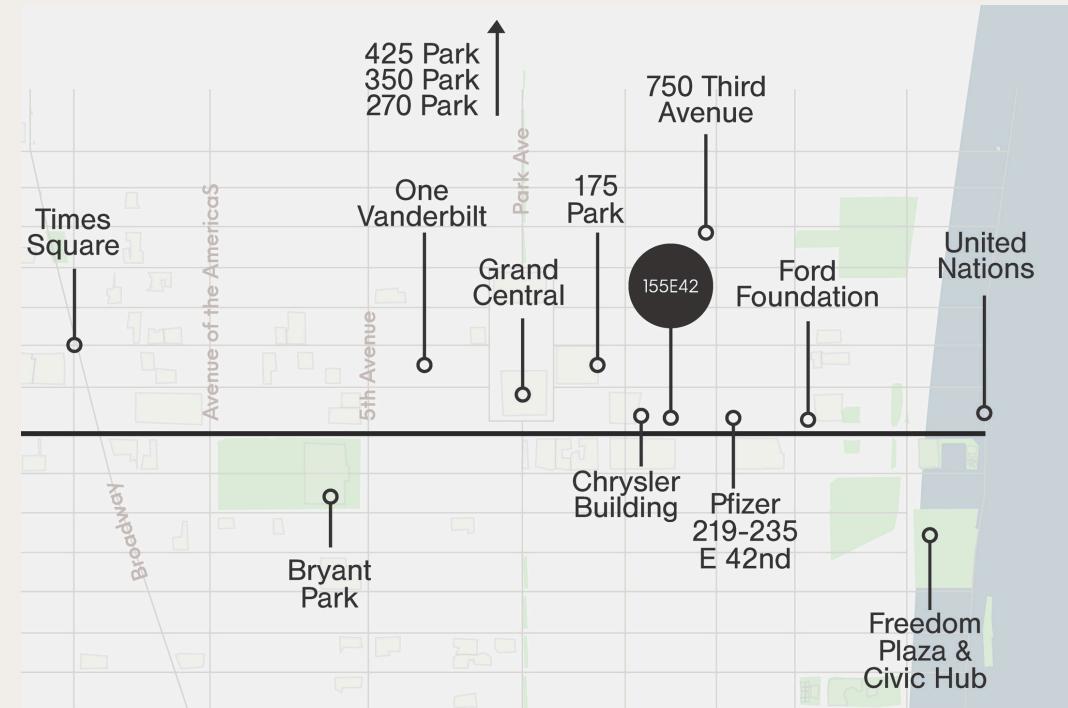
The completion of the East Side Access project in January 2023 introduced Long Island Rail Road service to the terminal via the new Grand Central Madison Corridor. This addition brings nearly 160,000 daily commuters, joining the 750,000 people already passing through the station each day—further solidifying the area's role as a major transportation hub.

## Planned Freedom Plaza

The Freedom Plaza project on the East River will add an exciting dimension to Midtown East's development.

- \$4 billion mixed-use development by the Solovief Group, in partnership with casino operator Mohegan Gaming.
- 6.7-acre site south of the United Nations complex.
- The Site includes plans for a casino, a 1,200-room hotel, two residential towers with affordable housing, a museum and a 4.77-acre public park featuring a Ferris wheel along the East River.

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



# SURROUNDING BUILDING ACTIVITY

**ONE VANDERBILT**



**425 PARK AVENUE**



**270 PARK AVENUE**



**219-235 EAST 42<sup>nd</sup> STREET**



Developed by SL Green  
KPF Architects

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

Anchor Tenant: TD Bank

Developed by L&L Holdings  
Foster + Partners

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

Anchor Tenant: Citadel

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

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**



**175 PARK AVENUE**



**350 PARK AVENUE**



**FREEDOM PLAZA**



Developed by SL Green  
Gensler

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

Developed by RXR  
Skidmore, Owings, & Merrill

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

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

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

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[155E42.com](http://155E42.com)

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