

155 East 42nd Street

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

MERCURY

A RARE RETAIL OPPORTUNITY IN THE HEART OF MIDTOWN MANHATTAN

155 East 42nd 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.

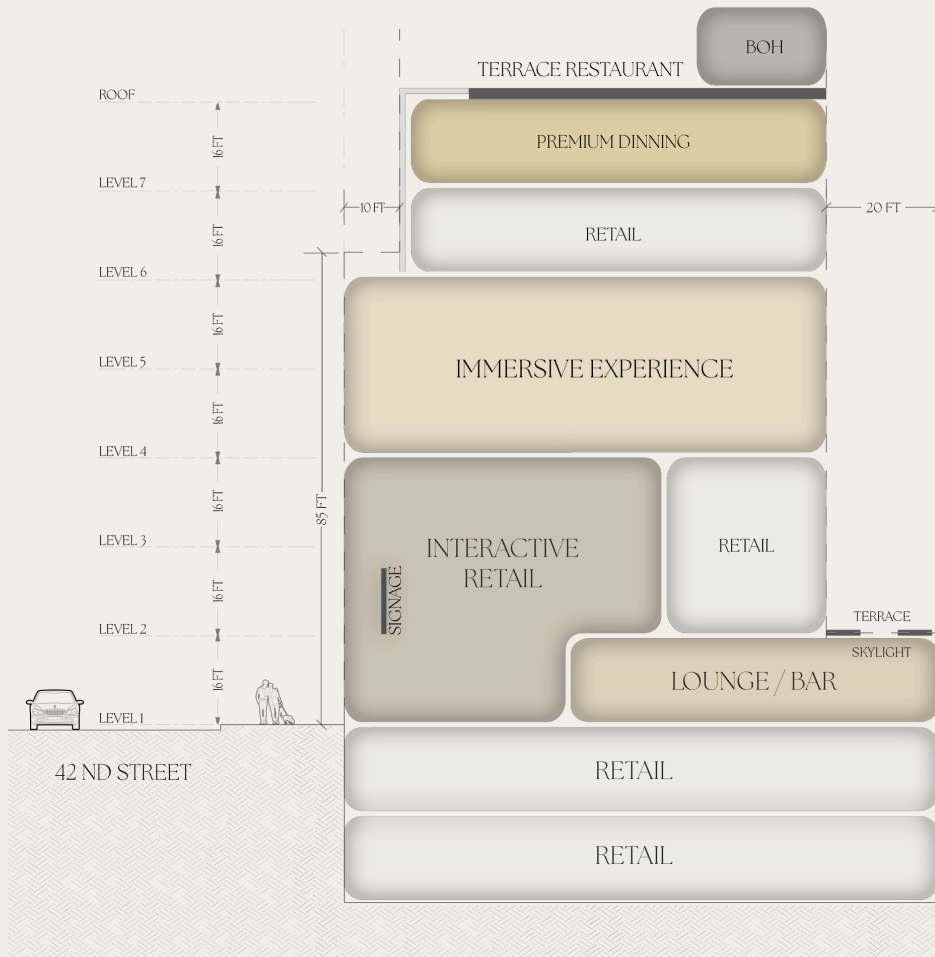
With an impressive **153 feet of frontage** along 42nd Street, the site provides exceptional visibility in a prime location.

155 EAST 42nd STREET

12,063 SF

153' FRONTAGE ON EAST 42nd STREET

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

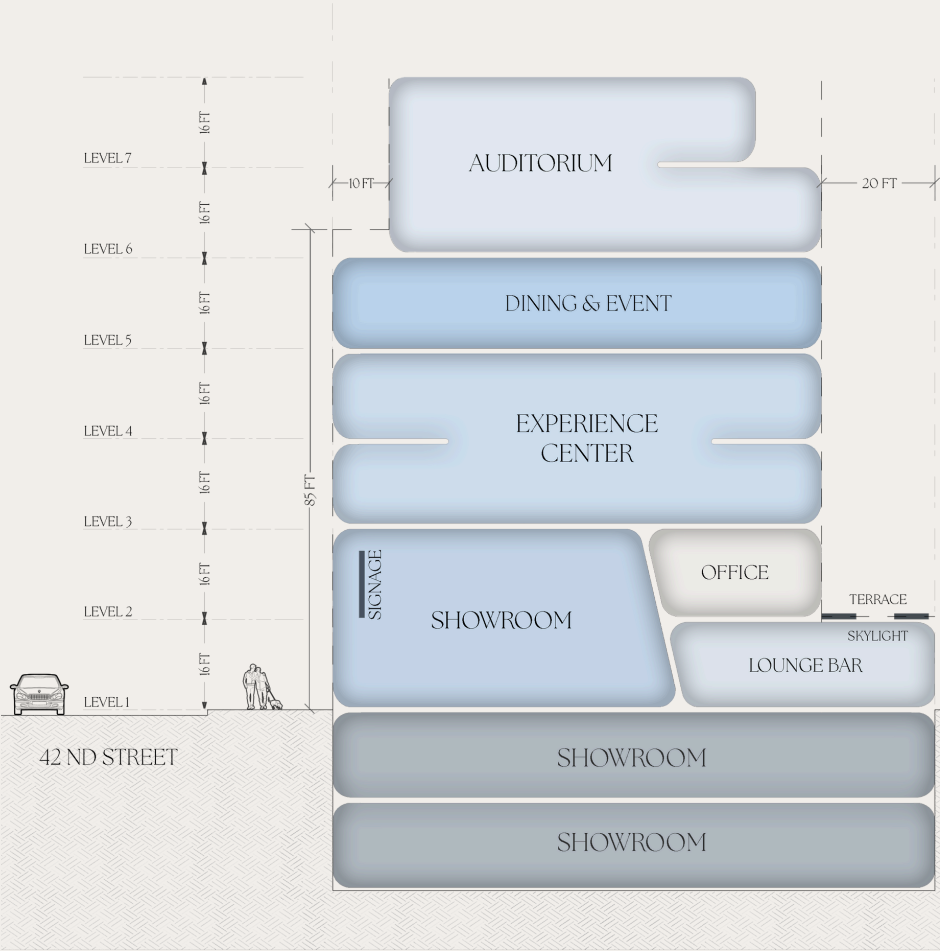
A flexible space designed for hospitality-driven dining venues where brand collaborations can engage a broad demographic of visitors.



COMMUNITY DRIVEN

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

POTENTIAL STACKING SCENARIOS ENVISIONED BY ROCKWELL GROUP



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

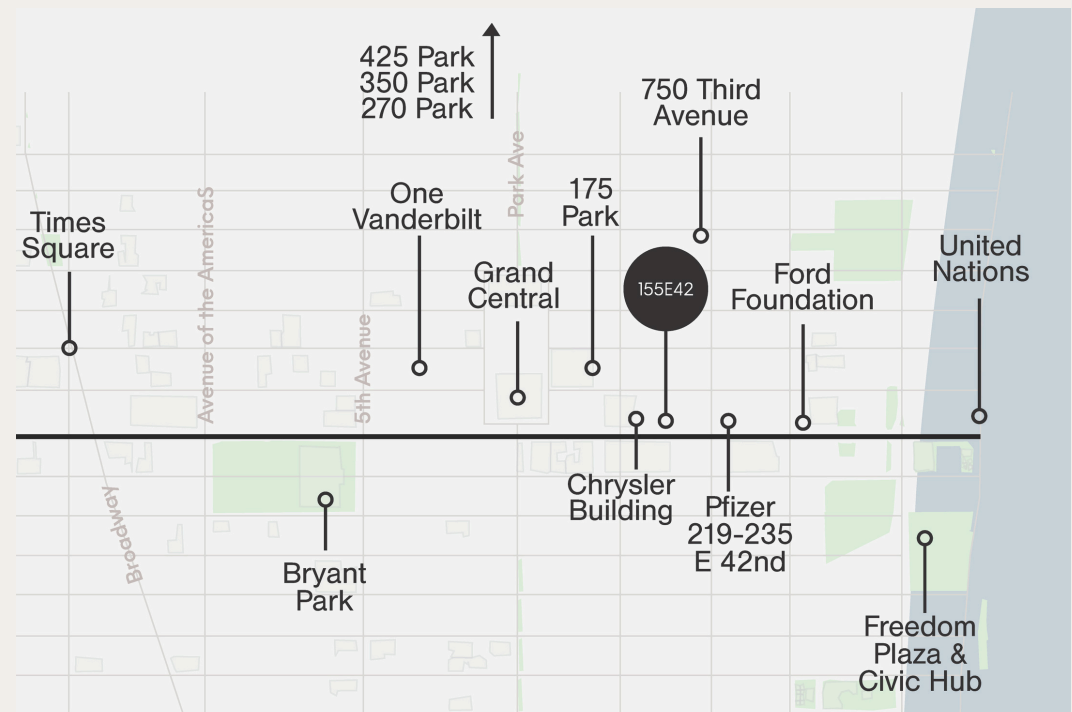
The completion of the East Side Access project in January 2023 introduced Long Island Rail Road service to the terminal via the new Grand Central Madison Corridor. This addition brings nearly 160,000 daily commuters, joining the 750,000 people already passing through the station each day—further solidifying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



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

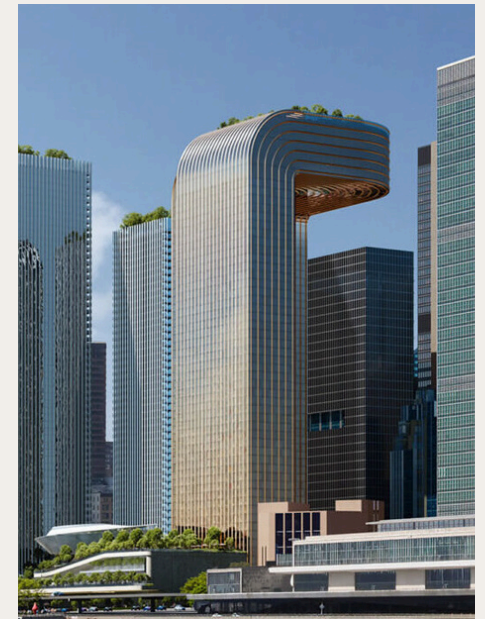


Developed by Vornado
Foster + Partners

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

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RFR

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