

120 BROADWAY

CLASSIC STYLE | MODERN LUXURY



The new EQUITABLE BUILDING, the planning of which began a few short months after the old Equitable structure was destroyed by fire.

As a matter of fact, the new Equitable Building may be said to have started far back of the date when actual construction began. Within a few months after the old Equitable Building had passed into the limbo of dead and forgotten things, we were busy planning the building which is now under way. But we were taking our time in the planning that there should be no ultimate need for regrets.

We could not afford to rush the biggest building in the world. Blunders are aggravated by the size of the proposition in which they occur, a leak in a liner being of far graver concern than a leak in a rowboat. Stupendous enterprises require stupendous care. It was imperative that we should go slowly. And we had to remember, after all, that the new Equitable Building was to be the foremost structure in the world, not in size alone, but also and more particularly in its convenience and comforts for tenants.

And that is where those seventeen months went, between the burning of the old building, January 9, 1912, and the beginning of the new building last June. They were given to the study of a business people's needs, and to a constant interchange of ideas as to the best means of meeting those needs. And the result will be a building as replete with comfort and convenience as a steam yacht, and as practical as a battleship closed for action.

The biggest building in the world—but the biggest for service and not alone in size.

Equitable Building

Temporary Office 27 Pine Street

This is the first of a series of advertisements which will appear once weekly in this and in other New York newspapers. Read them and you will ultimately know as much about the Equitable Building as we do. And when you do know as much about it as we do, you will be as anxious to locate in the Equitable as we are to have you.



THE (RE)BIRTH OF COOL

WITH SOARING VAULTED CEILINGS, gold leaf accents, marble floors, and hand-carved architectural detail, 120 Broadway has been an icon of classic style for over a century. This Beaux-Arts masterpiece, located in the heart of Lower Manhattan, is widely considered Downtown's original symbol of power and stature.

~2 MILLION RSF

40 STORIES

50,000-57,000 RSF FLOOR PLATES

LONG-TERM STABLE OWNERSHIP

1914

120 Broadway was the first office tower to have its cornerstone laid into place by the Mayor of New York City

1915

The Bankers Club of America opened at the top of the building serving Queen Elizabeth, Winston Churchill, & members of the Federal Reserve Bank of New York

1915

Designed by Ernest Graham, 120 Broadway is constructed as the headquarters of the Equitable Life Assurance Co.

1916

The building was the first place that a woman ever operated elevators, during World War I

1978

The property is designated a National Historic Landmark

1980

120 Broadway is purchased by Silverstein Properties

1996

The property is designated a New York City landmark

2014

120 Broadway received the U.S. Environmental Protection Agency (EPA) EnergyStar rating.

2018

Commencement of \$50M major capital improvement program

2019

Completion of building-wide major capital improvements



Clockwise from far left:

Original advertisements for The Equitable Life Assurance Society of the United States, the company for which 120 Broadway was constructed in 1915.

A ticker-tape parade along the "Canyon of Heroes," viewed from the third floor lightwell of 120 Broadway.

One of many speculative leasing ads published in newspapers, promoting the flexibility of the Equitable Building.

A promotional postcard featuring 120 Broadway as it appeared upon completion in 1915.



AT 103, YOU'D NEED A FACELIFT, TOO

Silverstein Properties has begun a \$50M major capital improvements program to update and amenitize 120 Broadway from ground floor to rooftop, restoring its original beauty while creating a superior experience for our tenants.

- Rooftop terrace
- Tenant lounge & café
- Bike storage with locker room & showers
- New elevator cab finishes
- Adding turnstiles at the elevators
- Retail renovation and activation
- Grand entryway updates



The existing marble (left) will be replaced by an arched glass entryway inspired by the building's original 1915 design (above)

WE KNOW HOW TO MAKE AN ENTRANCE

New exterior lighting and a restoration of the original limestone and terra-cotta facade will infuse 120 Broadway with new life from the outside in. An arched glass entryway inspired by the original 1915 design will fill the lobby with natural light and create a stunning welcome experience for tenants and guests alike.



LET THE LIGHT IN

In addition to the cosmetic updates to the lobby, we're welcoming lifestyle and luxury to the ground level with new retail activations throughout.



An illustration of "The Equitable Arcade" as it appeared in 1915. The lobby restoration will once again turn 120 Broadway into a thoroughfare, brimming with life and flooded with natural light.



EAT WELL

In addition to retail, the lobby provides ample opportunity for high-end restaurants and bars, bringing unique food and drink experiences to the tenants of 120 Broadway.

The Café Savarin was an popular dining establishment located at 120 Broadway over a century ago. And yes, those prices are listed in cents, not dollars!





*The gilded elevators at
120 Broadway as seen in the
early twentieth century*



ELEVATED STYLE & SECURITY

The elevator lobbies are being restored to echo their original 1915 look and feel. Bronze grilles with LED panels will replace the gray metal plates above the elevator doors, extending the building's refined style into the elevator banks while further illuminating the area.



GET ON UP

The new 40th-floor occupies the space of the former Banker's Club of America, a premiere lunch destination dating back to the building's opening in 1915. The lounge will offer a unique street-inspired food hall experience, curated by a designated James Beard Foundation chef. Powering through a deadline on your lunch break? No worries—with building-wide food delivery, tenants can enjoy one of our premium, curated meals from the comfort of their desks.



Glimpses of the former Bankers Club, located on the 40th floor of 120 Broadway.



Glimpses of the former Bankers Club, located on the 40th floor of 120 Broadway.

ON YOUR TIME

—

An inviting space and comfortable seating offers tenants the perfect place to take a break or get inspired. A grab-and-go café serves up breakfast and lunch, while a full-service cocktail bar delivers post-work relief (or some extra creative fuel for those “working lunches”).



STEP ON OUT

Just outside the 40th floor lounge, tenants will find a rooftop retreat featuring two terraces, stunning panoramic city views, flexible workspaces, and a lively scene for evening gatherings and events.



*Views from the
Equitable rooftop, 1917.*





THE TIMES THEY ARE A-CHANGIN'

The needs of the modern office are constantly evolving, and the Equitable Building was designed to maximize the opportunity flexibility and adaptability, even way back in 1915. With 50,000 RSF floor plates, the open spaces offer limitless possibilities. From traditional elegance to offbeat creative, the offices at 120 Broadway can easily adapt to fit your own distinct style.

FLEXIBLE FLOORPLATES | 300 EMPLOYEES

UPSCALE CREATIVE



REFINED LUXURY



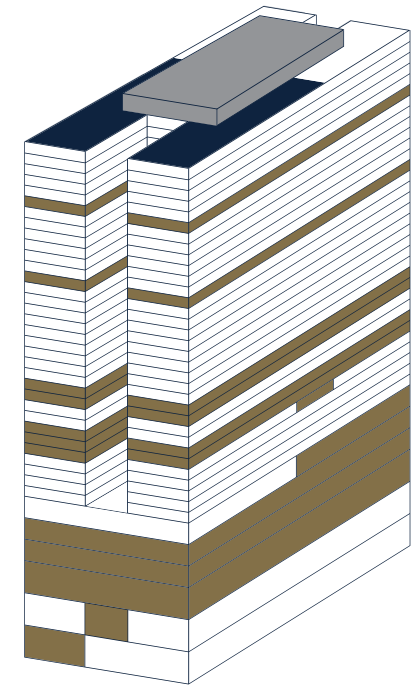
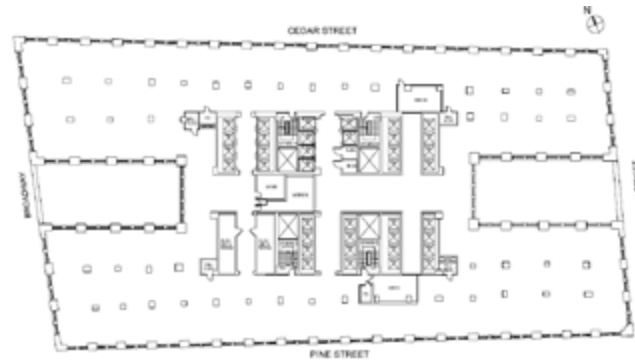
LET'S TALK AVAILABILITIES

Floors 7-39

50,000 RSF

Floors 2-6

57,000 RSF



EMPLOYEES WILL BENEFIT FROM



IN-BUILDING ACCESS TO 6 SUBWAY LINES



TENANT ROOFTOP RETREAT



TENANT EXPERIENCE PROGRAM



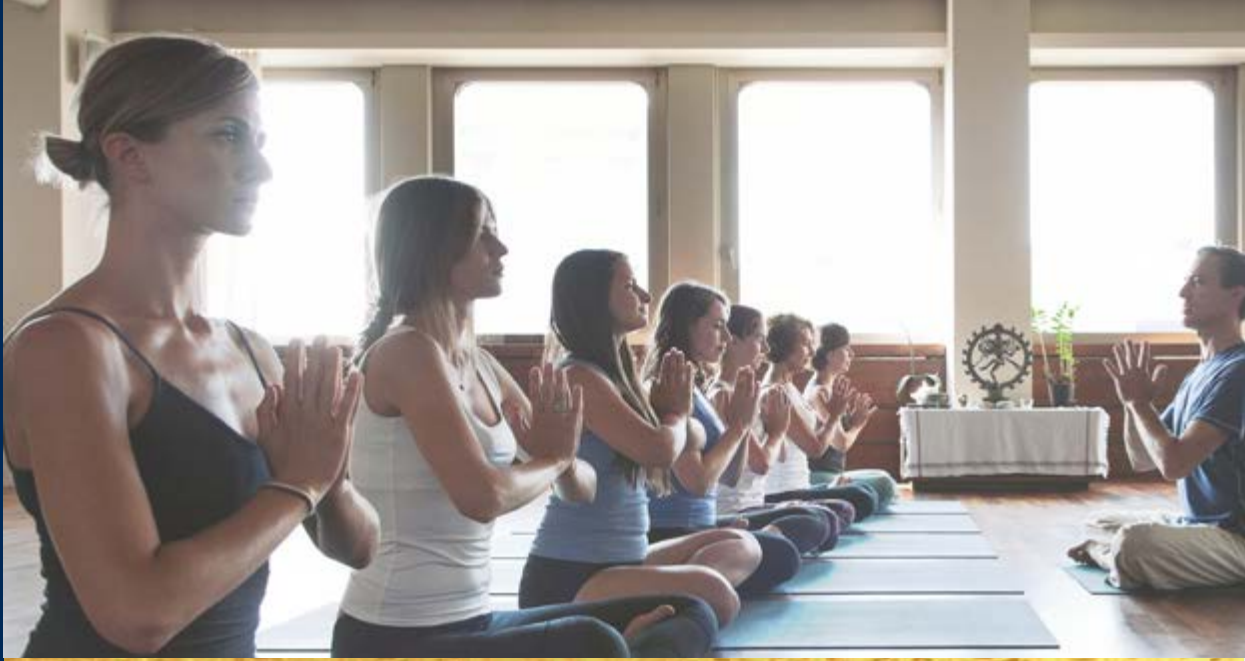
ON-SITE RESTAURANT



BIKE ROOM + LOCKERS & SHOWERS



TENANT LOUNGE & BAR



A SUPERIOR TENANT SERVICE EXPERIENCE

The Tenant Experience Program is the key to unlocking all that Silverstein Properties has to offer. The program aims to enhance the overall tenant experience while cultivating a greater sense of community across all of SPI's New York properties. Promoting wellness, beauty, learning, and culture, the Tenant Experience Program by Silverstein hosts tenant-exclusive events, from professional headshots and lectures from industry leaders to mid-day yoga and after work movies. Tenants can manage events and be kept up to date with our exclusive app, where they can also receive daily discounts at featured local businesses. See what your building holds, with the Tenant Experience Program by Silverstein.



A VIBRANT NEIGHBORHOOD

Lower Manhattan is in the midst of a rebirth. With major train lines never more than five minutes away, it may be hard to resist heading home early, but the new downtown boasts enough world-class eateries, retail experiences, and nightlife to keep tenants sticking around long after the clock strikes 5:00.



Since 2005, over 17.1 million square feet of new firms have relocated downtown

OTHER DOWNTOWN NEIGHBORS INCLUDE

T.A.M.I.

AP Associated Press

HarperCollinsPublishers



SPORTSNET

EDUCATION



SUCCESS ACADEMY CHARTER SCHOOLS

FASHION

FULLBEAUTY BRANDS



REVLON

F.I.R.E.



CME Group
A CME/Chicago Board of Trade Company



JPMORGAN CHASE & Co.

Morgan Stanley



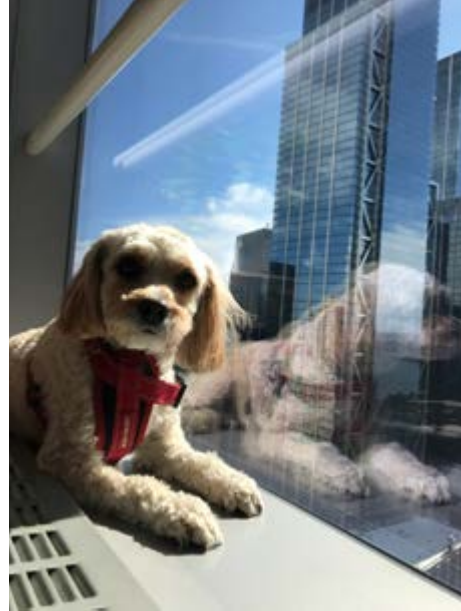
LAW

CLEARY GOTTlieb

CADWALLADER

FRIED FRANK

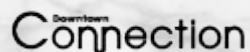




DIRECT IN-BUILDING ACCESS TO



NEARBY TRANSIT
OPTIONS INCLUDE



5-MINUTE WALK TO
WORLD TRADE CENTER
TRANSPORTATION HUB



5-MINUTE WALK TO
FULTON CENTER HUB



3.6M

CONNECTED

TO LOWER MANHATTAN
VIA A SINGLE-SEAT RIDE

COMMUTE TIMES TO MAJOR TRANSIT HUBS THROUGHOUT THE CITY

Penn Station | 18 Minutes

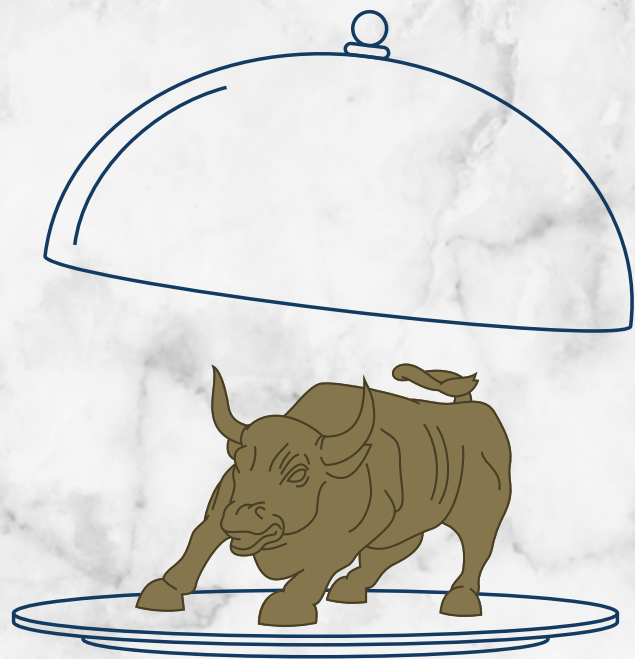
Port Authority Bus Terminal | 19 Minutes

Grand Central Terminal | 20 Minutes

Atlantic-Barclays Center (Brooklyn) | 12 Minutes

Hoboken PATH Station (New Jersey) | 20 Minutes

St. George Ferry (Staten Island) | 30 Minutes



HOPE YOU'RE HUNGRY!
THE NEIGHBORHOOD HAS

540

BARS & RESTAURANTS

KEEPIN' IT QUICK & CASUAL



HUDSON EATS



KICKING BACK AFTER WORK

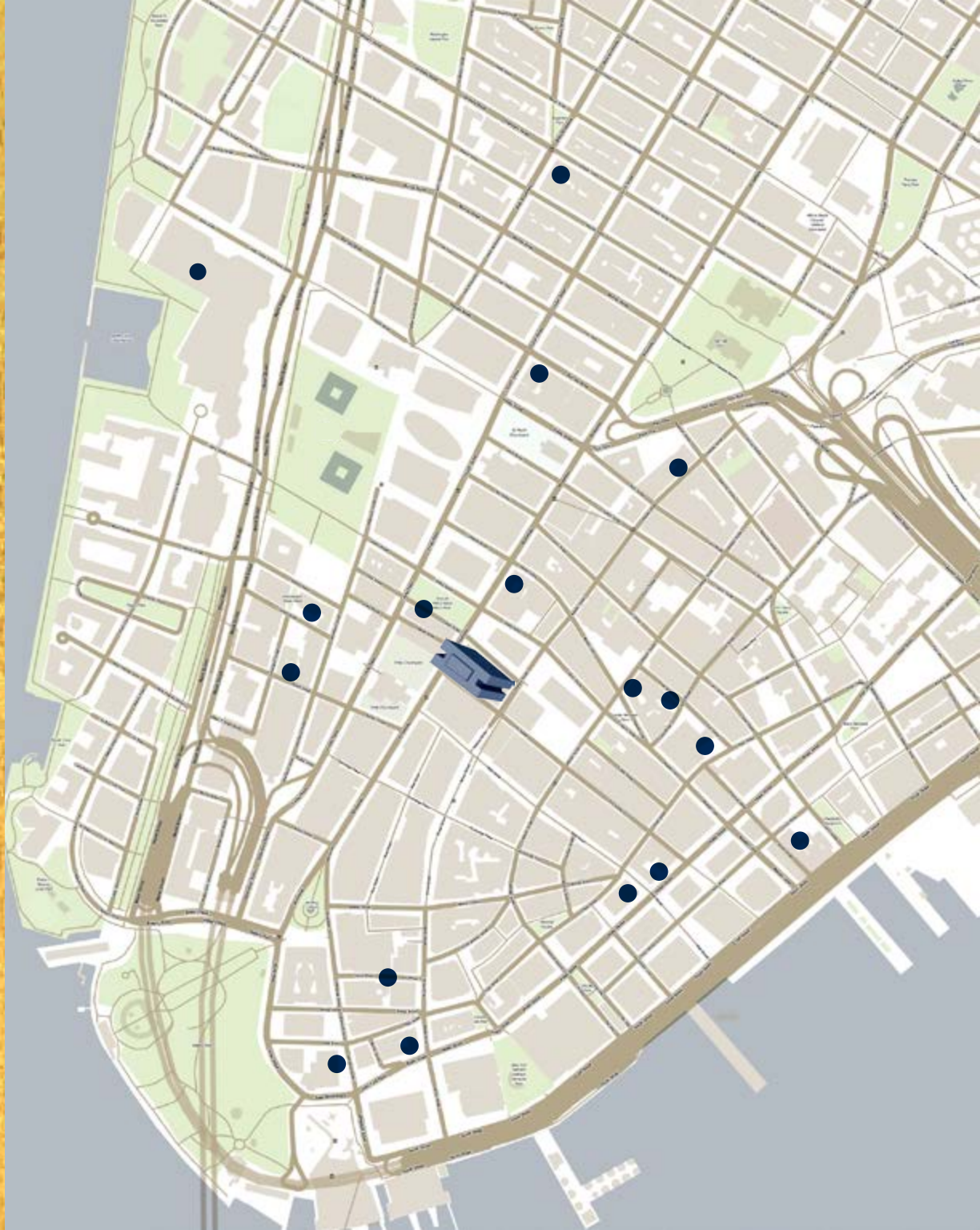


IMPRESSING THE CLIENTS



BE THE HOST WITH THE MOST

LOCAL HOTELS INCLUDE





WITH NEW AND RESTORED FEATURES, NOW READY TO LEASE

A NATIONAL HISTORIC LANDMARK AND NEW YORK TREASURE, 120 BROADWAY IS A PREMIER OFFICE DESTINATION. KNOWN AS THE EQUITABLE BUILDING, THE PROPERTY IS REGARDED AS DOWNTOWN MANHATTAN'S FIRST EMBLEM OF POWER AND STATURE.

ADDRESS

120 Broadway,
New York, NY 10271

ARCHITECT

Ernest R. Graham

YEAR BUILT

1915

HEIGHT

40 floors

SIZE

Approximately 1,900,000
rentable square feet

LOBBY

Vaulted ceiling consisting
of a coffered veining with
gold leaf accents and carved
rosettes, marble walls and
marble flooring

FLOOR PLATES

Floors 2-38: 48,054-56,00 rsf
Floor 39: 22,620 rsf
Floor 40: 8,700 rsf

CEILING HEIGHT

Slab to Slab: 10'7"-12'5"
Finished minimum 8'6"

ELEVATORS

BANK 1

floors 2-10

BANK 2

floors 10-18

BANK 3

floors 19-25

BANK 4

floors 25-33

BANK 5

floors 33-40

BANK 6

consists of: 4 service elevators serving floors 1-40, 2 freight elevators
serving floors 3B-40, Sidewalk freight car serving floors 1, 1B, 2B and
3B. Service elevator serving 1 and 3B. Three automatic passenger
elevators in tenant controlled space.

INFRASTRUCTURE

HVAC: condenser water
system with 24/7 capacity
Electricity: sub-metered

SECURITY

Lobby desk attended by
security personnel 24/7
Access via security stations
and ID card system Security
cameras throughout

TELECOM

Abovenet Communications
Cablevision Lightpath
Cogent Communications
Rainbow Broadband Inc
RCN
Sidera Networks
(formerly Con Edison
Communications)
Teleport Communications
Time Warner Telecom of NY
Verizon Fios
XO Communications

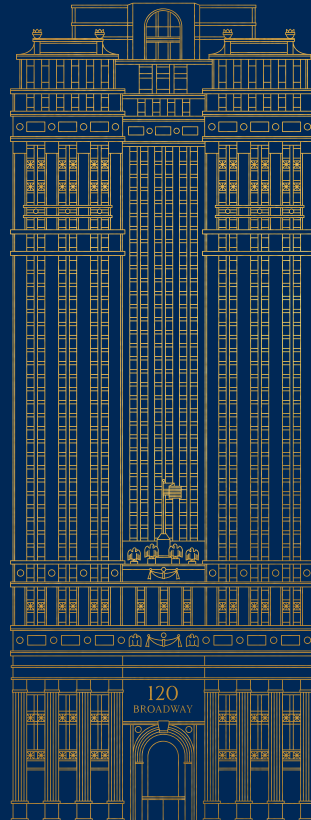
120Broadway.com



SilversteinProperties



SilvProp



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