



SINCE 1952



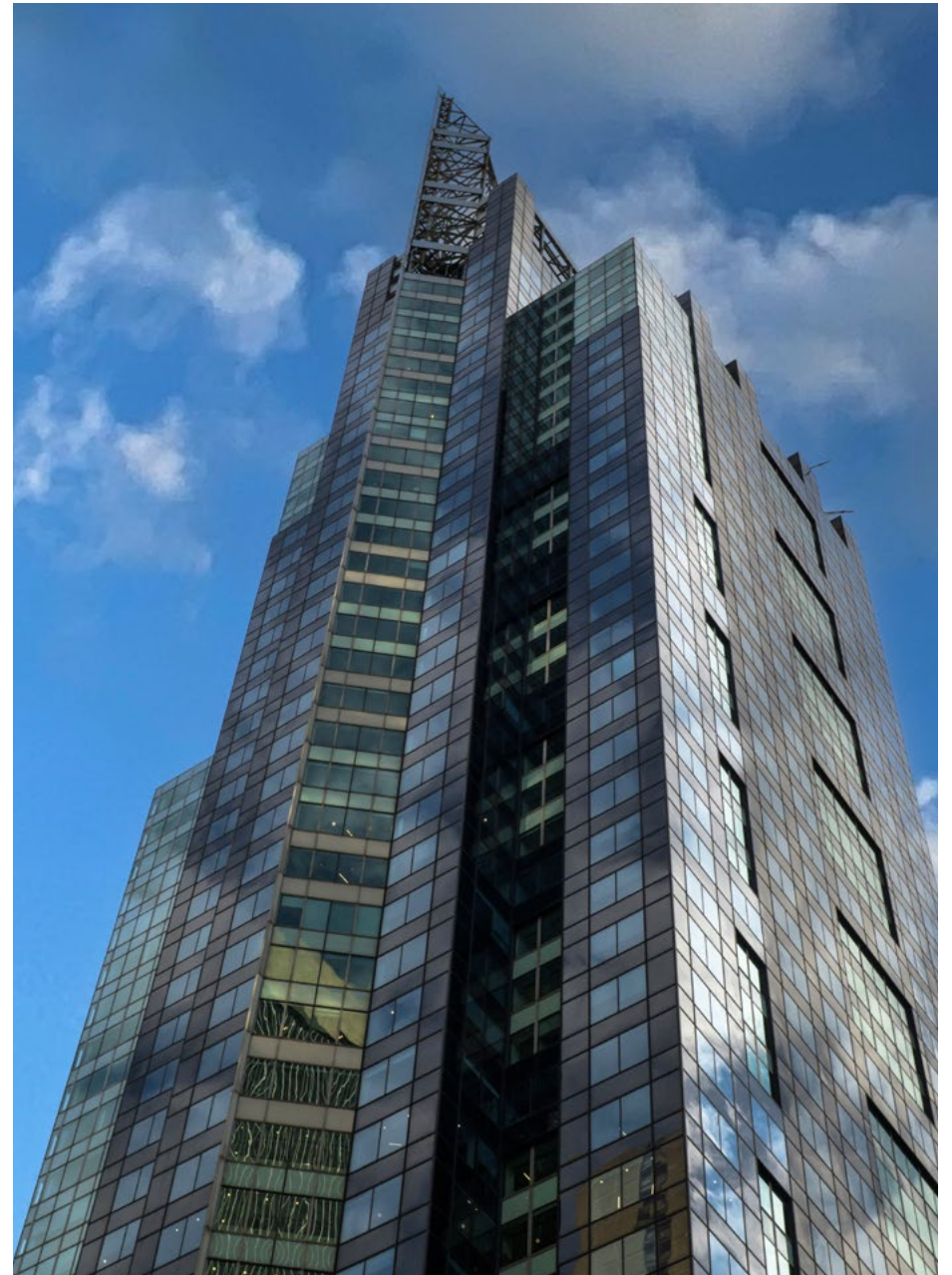
1540 BROADWAY

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Rising 44 floors above Midtown Manhattan, 1540 Broadway offers 900,000 square feet of premium office space reimagined for today's businesses. A \$150 million capital program has transformed the building from the ground up — delivering a redesigned lobby, new elevators, and a suite of hospitality-inspired amenities that draw on the warmth of luxury residential design, with natural materials, rich tones, and spaces purpose-built for collaboration and culture.

Tenants benefit from light-filled, flexible floor plates alongside an on-site bar, fine dining, grab-and-go dining, and outdoor terrace space — an elevated work environment well beyond the typical Midtown offering. With Fortune 500 neighbors including NewsCorp, Salesforce, and Microsoft, and some of the city's best transit connections just steps away, 1540 Broadway positions businesses at the center of New York's commercial, cultural, and creative life.

thenew1540broadway.com



THE BUILDING

Location
West 45th Street between
Sixth Avenue and Broadway

Year Built
1990

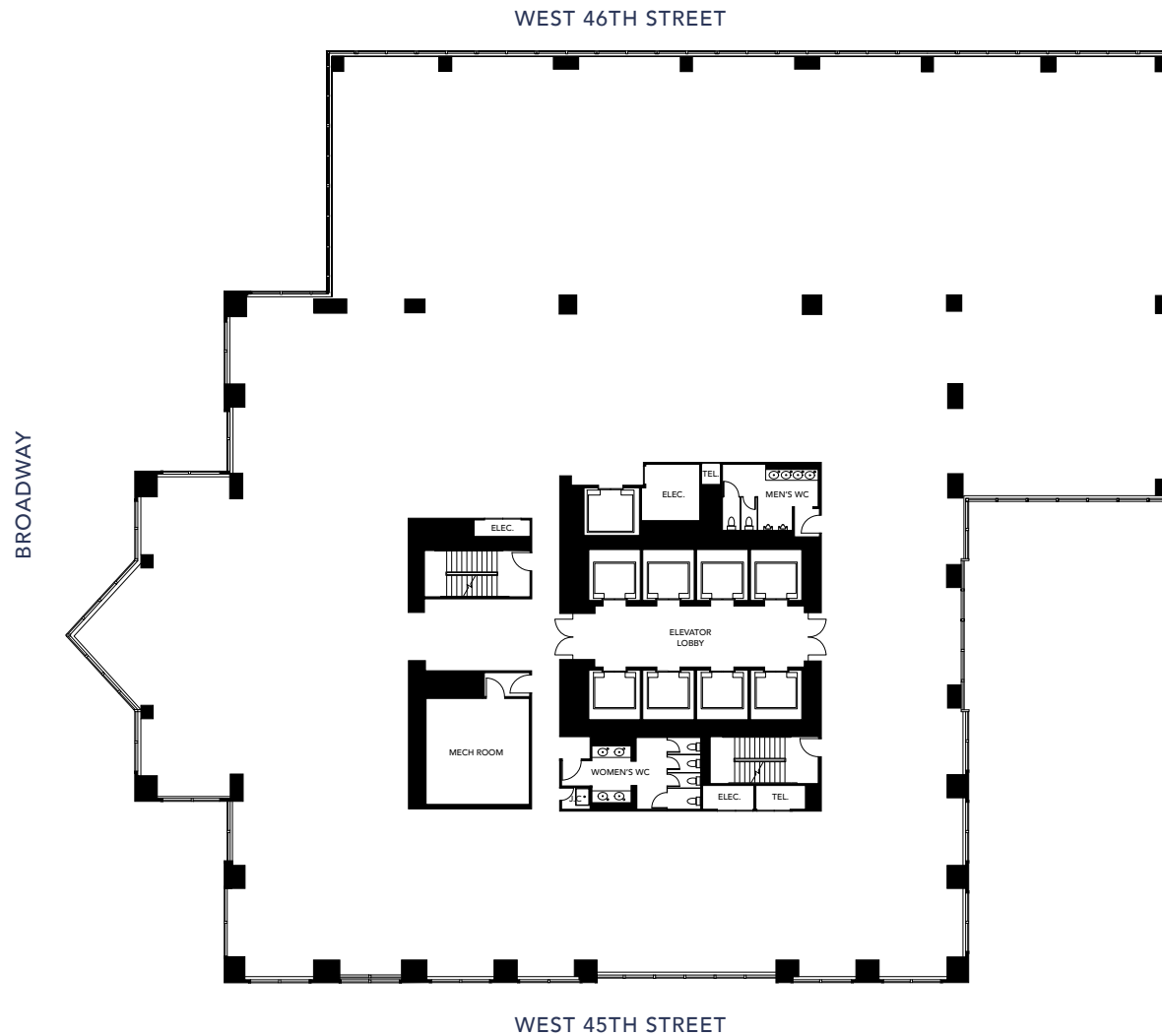
Renovations
2026

Building Size
907,427 SF

Floors
44



TYPICAL FLOOR PLAN 18,475 RSF



BUILDING SPECIFICATIONS

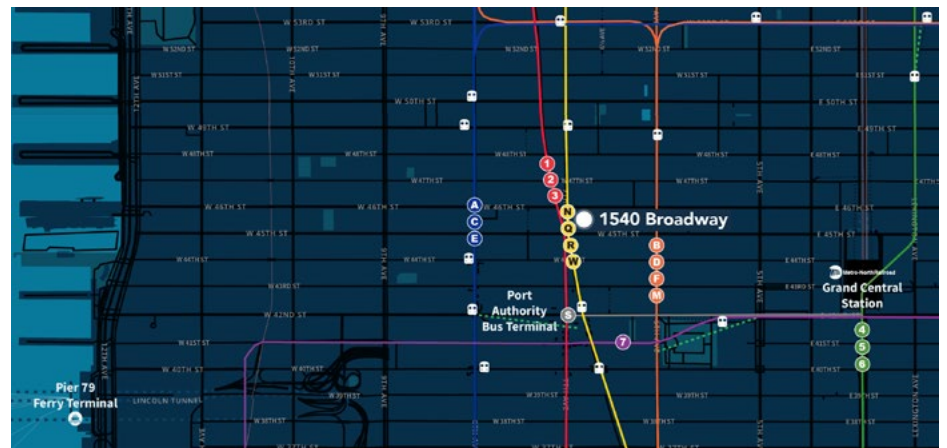
Location	West 45th Street between Sixth Avenue and Broadway
Year Built	1990
Architect	Skidmore, Owings & Merrill
Building Size	907,427 RSF
Typical Floor Area	Floors 8–35 averaging 27,421 RSF per floor Floors 36–44 averaging 18,562 RSF per floor
Floors	44
Design Load	Floor loads are typically 50 pounds per square foot
Ceiling Heights	Slab-to-slab heights average 13'-0" Standard floor to finished ceiling height is 9'-6"
Construction	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
Elevators	14 passenger, 1 freight
Electrical	265/460-volt

HVAC	The building is equipped with a 6 cell Marley cooling tower setup
Fire & Life Safety Systems	1540 Broadway is fully sprinklered with a wet pipe automatic fire sprinkler system
Plumbing	Domestic water is supplied via two 4" services and two 6" fire services from the City water main
Security Access	24/7 attended lobby, key card access, closed-circuit cameras
Building Hours	24/7 with guard
Amenity Floor	The building offers two full floors of premium amenities designed for work, wellness, and social connection.
Bicycle Storage	None
Transportation	Subway lines N, Q, R, W from 49th St Subway Station; lines B, D, F, M from 47-50 St-Rockefeller Center Station; lines 1, 2 from 50th Street Station and line 7 from Times-Square-42 Street
Amenities (Neighborhood)	Edition and W Hotels, extensive shopping, dining and entertainment with all that Midtown has to offer. A short walk to Bryant Park.

MIDTOWN

Located in the heart of Midtown Manhattan, 1540 Broadway places tenants at the center of one of the world's most connected transit corridors. The Times Square Transit Hub — serving the 1, 2, 3, 7, N, Q, R, W, S, A, C, and E lines — is steps away, offering direct access to virtually every borough and beyond, as are the B, D, F and M lines on Sixth Avenue. Port Authority Bus Terminal, the busiest bus terminal in the Western Hemisphere, is a short walk west on 42nd Street, providing regional and interstate connections throughout the tri-state area. Grand Central Terminal, with its Long Island Railroad and Metro-North rail networks and the 4,5,6,7,S subway lines, is easily reached on foot 8 minutes to the east — making the building a rare convergence point for commuters arriving from every direction.

Beyond transit, the location rewards daily life. Bryant Park sits just a couple blocks south, offering a welcome green respite in an otherwise dense urban environment — a venue for outdoor programming, seasonal events, and the kind of lunchtime pause that tenants actually use. The surrounding blocks are dense with dining, retail, and hospitality options, with Avenue of the Americas and the side streets off Broadway offering a full range of amenities within a few minutes' walk.



ABOUT MANAGEMENT

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Committed to building a better New York since 1952, GFP Real Estate is a vertically integrated owner, operator, property manager and developer of commercial real estate in the New York Tri-State Region. With 57 buildings and more than 13.8 million square feet under Ownership, GFP's portfolio includes some of the City's most iconic real estate assets, including the Flatiron Building (175 Fifth Avenue), The Film Center Building (630 Ninth Avenue), 515 Madison Avenue, 1560 Broadway and 40 Worth Street. In addition to managing and leasing its own properties, GFP also provides management and leasing services to third-party building owners, representing additional buildings that cover more than 5 million square feet. The combined GFP portfolio of both owned and managed properties includes 70 buildings with over 17.5 million square feet, cementing the firm's reputation as one of New York City's premiere real estate owners and operators.

Helmed by three generations of the Gural family over six decades, the company is steeped in the tradition of doing business the family way. GFP Real Estate delivers unparalleled service to their over 2,500 tenants, one-third of which are not-for-profits. The company employs more than 600 full-time professionals to oversee every element of real estate management. Their dedication results in a remarkable 90% tenant renewal rate and 99% occupancy rate.