



Laura Pomerantz Real Estate, LLC appointed exclusive agent for 1557 Broadway

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Laura Pomerantz Real Estate, LLC, a global real estate firm providing customized retail, office and investment real estate strategies that enhance brand equity, has been appointed the exclusive leasing agent for 1557 Broadway, in cooperation with David Escava.

"We are thrilled to represent this landmark building located in the center of Times Square," said Laura Pomerantz, founder and president. "With its extensive amount of divisible space, the building offers a unique opportunity for smaller retailers to finally enter the Times Square market, while it also provides the ideal space for a larger retailer looking to open a flagship in the area."

At the heart of the Bow-tie, 1557 Broadway totals 21,292 s/f (ground floor, second floor, third floor and basement) and offers the only divisible space on the market in Times Square. In addition to the Times Square address, tenants are offered three levels of illuminated signage, including lower and upper billboards, a stand-up on top of the building and a street-level zipper. With 30 million visitors to the area every year, the building is located opposite the new TKTS Booth at Duffy Square and new pedestrian plaza. Only steps away from the theater, neighboring hotels include The Marriott Marquis and The W, with retailers including American Eagle Outfitters, Levi's and Forever 21.

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