



L&L Holding Company tops out TSX Broadway in Times Square

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Manhattan, NY L&L Holding Company celebrated the topping off of TSX Broadway, a 46-story mixed-use development in Times Sq. that reimagines hospitality, experiential retail, dining and entertainment.

TSX Broadway is a 550,000 s/f, \$2.5 billion development led by L&L Holding Co. with Fortress Investment Group. Since the start of construction in 2019, the project has progressed through the height of the pandemic, sustaining thousands of jobs for crew and industry trade members. The project will deliver hospitality, entertainment and technology assets to 47th St. and 7th Ave., the most heavily trafficked street corner in the Western Hemisphere, including:

A 669-key hotel;

An indoor/outdoor performance stage overlooking Times Sq.;

100,000 s/f of retail and entertainment space;

The historic Broadway Palace Theatre lifted 30 ft. above street level;

Times Square's largest outdoor food and beverage terrace; and

A full-building, interactive LED signage program that runs to the top of the 580-ft. structure;

"We are proud to announce the topping off of TSX Broadway, a project that is revitalizing Times Square and emerging as a symbol of hope for NYC in one of its most iconic destinations," said David Levinson, chairman and CEO, L&L Holding Co. "While the vision for this project has remained the same since its inception, the world around it has drastically changed – making TSX Broadway even more relevant for what a new development should look and feel like in our current moment."

"TSX Broadway is a development unlike anything the world has ever seen – one you really have to experience to comprehend," said Robert Lapidus, president and chief investment officer, L&L Holding Co. "A full-building promotional platform located in the single best branding location in the world, TSX Broadway will exceed the needs and desires of tourists, locals, brands and consumers, and reimagine the way the world views hospitality, retail, and entertainment."

"Today marks an incredibly exciting milestone for a one-of-a-kind project," said Robert Israel, executive vice president, L&L Holding Co. "Through the challenges of the past few years and the extensive design process, it is an honor to have watched this building rise above Times Square. I am proud to work alongside our design and construction teams every day. I thank them for their immense dedication and for working diligently to bring this project to life."

At the beginning of 2022, L&L Holding Co. celebrated the first day of the Palace Theatre lift. One of the most exciting and highly anticipated aspects of the project, TSX Broadway is defying conventional engineering with the lift and restoration of the historic Palace Theatre. The theatre is in the process of being lifted 30 feet above Times Square to unlock valuable ground floor retail space, utilizing a mechanism that is a hybrid between a structural steel shoring post and a hydraulic jack. Once the lift is complete, the 1,700-seat Palace Theatre will undergo a \$50 million renovation and restoration project, including refurbishing the theatre's landmarked interior and upgrading and expanding the lobby, restrooms, dressing rooms, and backstage.

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