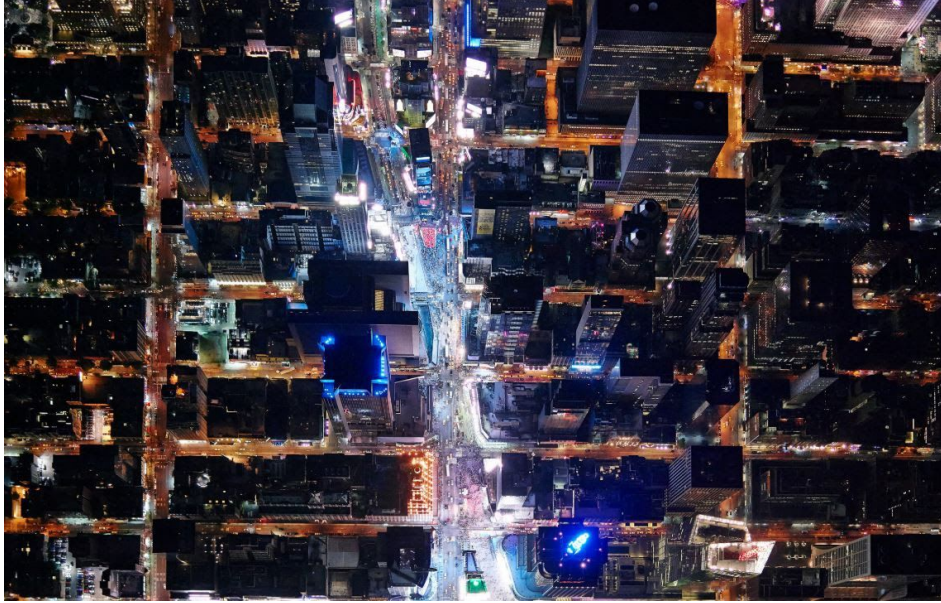


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Times Square tower will light up new tomorrow for Manhattan



L+L Holding Company is pushing ahead with its landmark Times Square development, TSX Broadway.

With an entire facade embedded with LED lights, the building is set to become the world's largest billboard when it opens in 2022.

Located in one of the world's most visited tourist destinations, drawing some 50 million visitors a year, the development could serve as a beacon of light to a post-COVID New York as it works to recover from a pandemic that has grounded both locals and tourists that were the lifeblood of Times Square.



DAVID OROWITZ

“While Times Square is quiet today as the City continues the hard work of recovering from COVID-19, significant ongoing construction progress at TSX Broadway serves as a reminder that Times Square has a bright future,” said David Orowitz, Managing Director at L&L Holding Company.

“The addition of Times Square’s first outdoor stage, coupled with a 580-foot tall sign display, innovative experiences to be revealed inside TSX Broadway and new performances at the renowned Palace Theatre will usher in Times Square’s next era in the post-pandemic world.”

The existing 29-year-old building at 1568 Broadway is being demolished using a technique that requires hardening of the building's elevator shafts to create debris chutes to allow for easy removal of the structure.

Demolition of the former DoubleTree Hotel has reached the 23rd floor level and the installation of the T5 truss, the far western X brace, has commenced and is currently at level 4.

Excavation and foundation activities, as well as caisson drilling, are ongoing in both the hotel and theater cellar areas to prepare to lift the historic Palace Theatre to 30-feet above street level, overlooking Times Square.

The building is being deconstructed to preserve and elevate the theater and create the first and only permanent outdoor stage in Times Square. Structural bracing installation is also ongoing at multiple podium levels.

Designed by PBDW Architects, Mancini Duffy, and Perkins Eastman, and developed by L&L Holding Company, Maefield Development and Fortress Investment Group, the \$2.5 billion TSX Broadway will feature 75,000 s/f of retail space spanning the first ten stories, a 4,000 s/f performance venue with the outdoor stage cantilevering out above the sidewalks along Seventh Avenue, 30,000 s/f of dining space, and a 669-key hotel above it all.

Check out the photos below for the latest construction update:



