1369 BROADWAY

New York, NY 10018

HIGH-PROFILE HERALD SQUARE CORNER ASSET

with Retail, Antenna, & Billboard Income

within the Midtown South Rezoning District

CBRE

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EXECUTIVE SUMMARY

CBRE, as the exclusive agent, is pleased to present for sale 1369 Broadway (the "Property"), a six-story mixed-use commercial building prominently positioned at the southwest corner of 37th Street and Broadway in the heart of Midtown South's Herald Square.

The 23,437 GSF building features over 110 feet of wraparound frontage, delivering exceptional visibility on one of Manhattan's most vibrant commercial corridors. The Property includes five floors of office space, four ground-floor retail units, three antennas and billboard infrastructure.

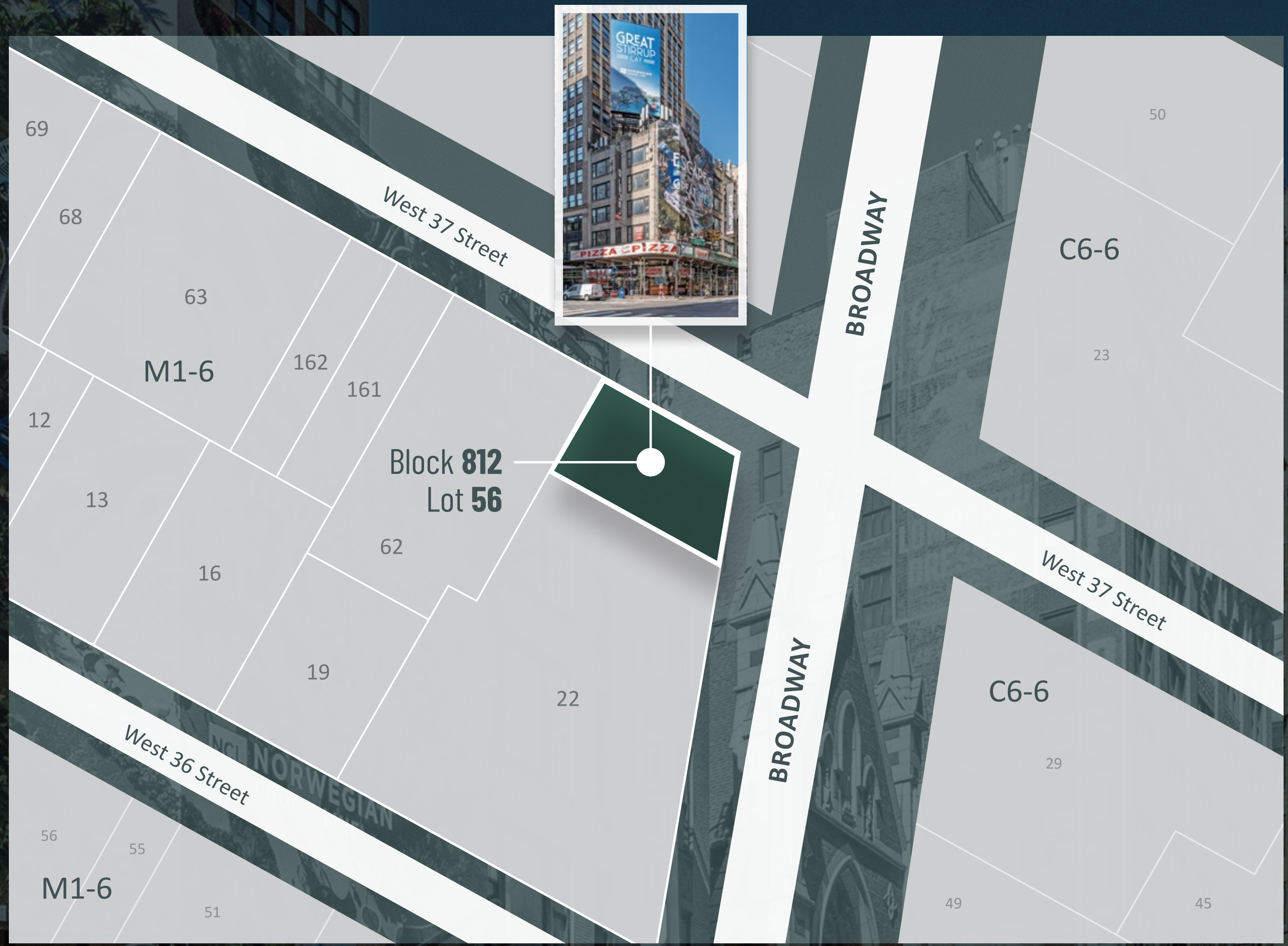
Current retail tenants include the credit-rated international brand, Dunkin' Donuts (franchisee), City Souvenirs, and Little Italy Pizzeria – all with prime frontage along Broadway. A fourth retail unit, located along 37th Street, is currently vacant, offering upside potential.

In addition to rental income from office and retail tenants, the Property generates supplementary revenue from the three antenna leases and credit rated, Outfront Media (B+), further enhancing its investment profile.

The property's position along Broadway — a key north-south artery — places it in the heart of Midtown South, where 300,000+ pedestrians pass daily, driven by both local workforce activity and steady tourism footfall.

Herald Square also offers unrivaled transportation connectivity, with immediate access to 12 subway lines, Penn Station, the PATH, and Port Authority, making it one of the most accessible transit hubs in the city. Ongoing investment in the public realm — including the Midtown South Mixed-Use Plan and the Port Authority's $10 billion bus terminal redevelopment — further enhances the long-term value and appeal of the neighborhood, positioning 1369 Broadway to benefit from both near-term leasing demand and sustained growth.

TAX MAP



INVESTMENT HIGHLIGHTS

Located Within the Midtown South Mixed-Use Plan

The Property lies within a transformative rezoning initiative projected to deliver:

- 9,500+ new housing units
- $340 million in public investments, including new parks, plazas, and transit improvements

Premier Corner Location

Over 110 feet of wraparound frontage at the prominent intersection of Broadway and West 37th Street, offering unmatched street-level visibility.

Billboard Income; Prime Visibility

Equipped with infrastructure to support eye-catching signage along one of Manhattan's busiest pedestrian corridors, enhancing branding and tenant exposure.

Massive Pedestrian Foot Traffic

Positioned in a vibrant commercial hub with 300,000+ daily pedestrians, providing exceptional visibility and consistent footfall for retail tenants.

Unmatched Transportation Access

Ideally located near major transit hubs and serviced by 12 subway lines: 1 2 3 7 B D F M N Q R S and W, facilitating unparalleled connectivity across Manhattan and beyond.

Proximity to Top Retail Destinations

Surrounded by iconic retail anchors including Macy's Herald Square, H&M, Victoria's Secret, and more. Steps from Penn Station, Herald Square, and major shopping corridors.

Diverse Income with Value-Add Potential

Tenanted by national and local retailers, with additional income from billboard and antenna leases. One vacant retail unit provides immediate upside and leasing opportunity.

37th Street View

PROPERTY INFORMATION

Property Information	
Address:	1369 Broadway, New York, NY 10018
Submarket:	Midtown South
Block & Lot:	812-56
Building Dimensions:	41' × 86' irr.
Stories:	6
Above Grade Gross SF (approx.):	19,206
Below Grade Gross SF (approx.):	4,231
Total Gross SF (approx.):	23,437
Above Grade Retail RSF (approx.):	2,447
Below Grade Retail RSF (approx.):	3,142
Above Grade Office RSF (approx.):	20,553
Total Above Grade RSF (approx.):	26,142
Tax Information (25/26)	
Land Assessment:	$1,809,000
Total Assessment:	$8,178,660
Annual Property Tax:	$880,187
Tax Class:	4
Tax Rate:	10.7620%
Zoning & Lot Information	
Lot Dimensions:	43' × 72' irr.
Lot SF:	3,105
Zoning:	M1-9A / R12 / MSMX
Historic / Special District:	GC
Commercial FAR (MSMX):	15.0
Residential FAR (MSMX / MIH):	18.0
Total Comm. ZFA (MSMX):	46,575
Total Resi. ZFA (MSMX / MIH):	55,890
Total ZFA (MSMX / MIH):	55,890
Existing Structure:	19,206
Available Air Rights (MSMX / MIH):	36,684
Property Notes	
Date Purchased:	3/25/2015
Purchase Price:	$38,900,000
Date of Debt:	11/15/2018
Debt Amount:	$30,300,000
Lender:	BDS III Mortgage Capital J

•The REBNY Loss Factor is calculated using a 15% loss factor to get the usable square footage then grossing up 27% to get the rentable square footage

Broadway View

FINANCIALS

Retail Revenue

Tenant	Unit	Above Grade RSF	Basement RSF	Lease Exp.	Base Rent (Monthly)	Base Rent (Annual)	Above Grade $ / SF	Total Contrib.	Total Annual Revenue
Dunkin'	ST1	280	500	Jan-29	$13,500	$162,000	$579	$32,040	$194,040
City Souvenirs	ST2	612	459	May-31	$15,000 (in negotiations)	$180,000	$294	-	$180,000
Little Italy Pizza	ST3	1,101	630	Sep-30	$20,000	$240,000	$218	-	$240,000
TBD	ST4	429	1,553	Vacant	$13,500	$162,000	$378	-	$162,000
Total / W.A.		**2,422**	**3,142**	**4.1 Yrs.**	**$62,000**	**$744,000**	**$307**	**$32,040**	**$776,040**

*Tax reimbursements; 2011/2012 Base Tax Year

Projected Office Revenue

Tenant	Unit	RSF	Lease Exp.	Base Rent (Monthly)	Base Rent (Annual)	$ / RSF	Total Annual Revenue
TBD	Mezz	4,111	Vacant	$11,000	$132,000	$32	$132,000
TBD	2nd Fl	4,116	Vacant	$12,500	$150,000	$36	$150,000
TBD	3rd Fl	4,107	Vacant	$12,500	$150,000	$37	$150,000
TBD	4th Fl	4,111	Vacant	$12,500	$150,000	$36	$150,000
TBD	5th Fl	4,108	Vacant	$12,500	$150,000	$37	$150,000
Total		**20,553**		**$61,000**	**$732,000**	**$36**	**$732,000**

Other Revenue

Tenant	Unit	Lease Exp.	Base Rent (Monthly)	Base Rent (Annual)	Total Annual Revenue
New York SMSA (Verizon)	501	Jul-28	$8,305	$99,665	$99,665
Cellular Telephone (AT&T)	A1	Dec-26	$6,737	$80,839	$80,839
Omnipoint Comm. (T-Mobile)	A2	Sep-31	$3,535	$42,415	$42,415
Outfront Media	B1	Jul-32	$33,333	$400,000	$400,000
Astound Broadband	UNK		$41	$492	$492
Tax Reimbursements		Projected	-	-	$236,466
Total		**$55,523**	**$51,951**	**$623,411**	**$859,877**

Broadway & **37th Street** Corner

PENN DISTRICT

A multi-billion-dollar project led by Vornado Realty Trust, redefining the area into a premier hub for next-generation office, retail, and transit connectivity

$5B	$750M	4.4M SF
Public & Private Investment	Penn 2 Redevelopment	Class A Office

20 Train Lines

Amtrak, 15 subway lines, Long Island Rail Road, New Jersey Transit, PATH, Metro-North (coming 2027)

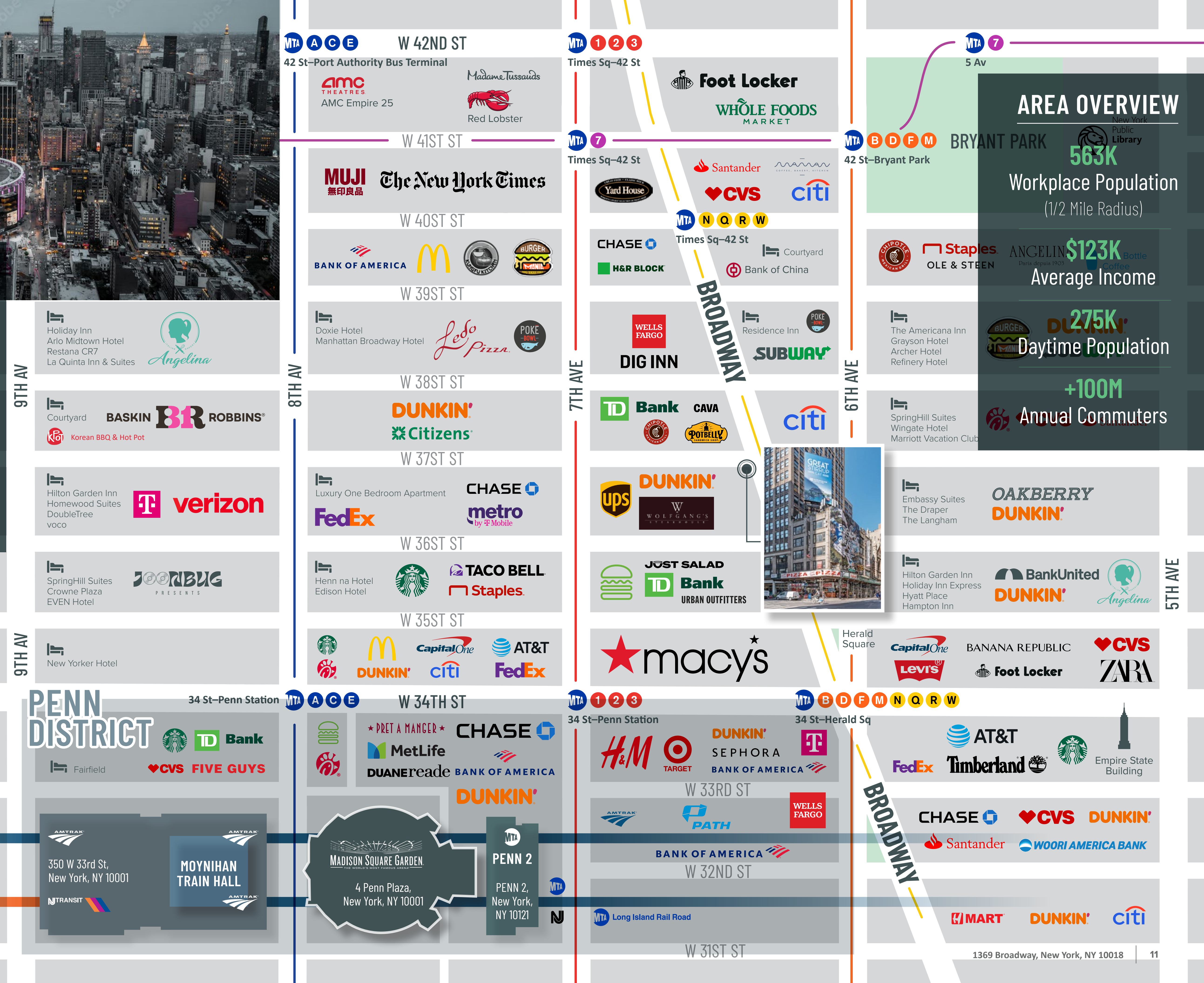
AREA OVERVIEW

563K Workplace Population (1/2 Mile Radius)

$123K Average Income

275K Daytime Population

+100M Annual Commuters

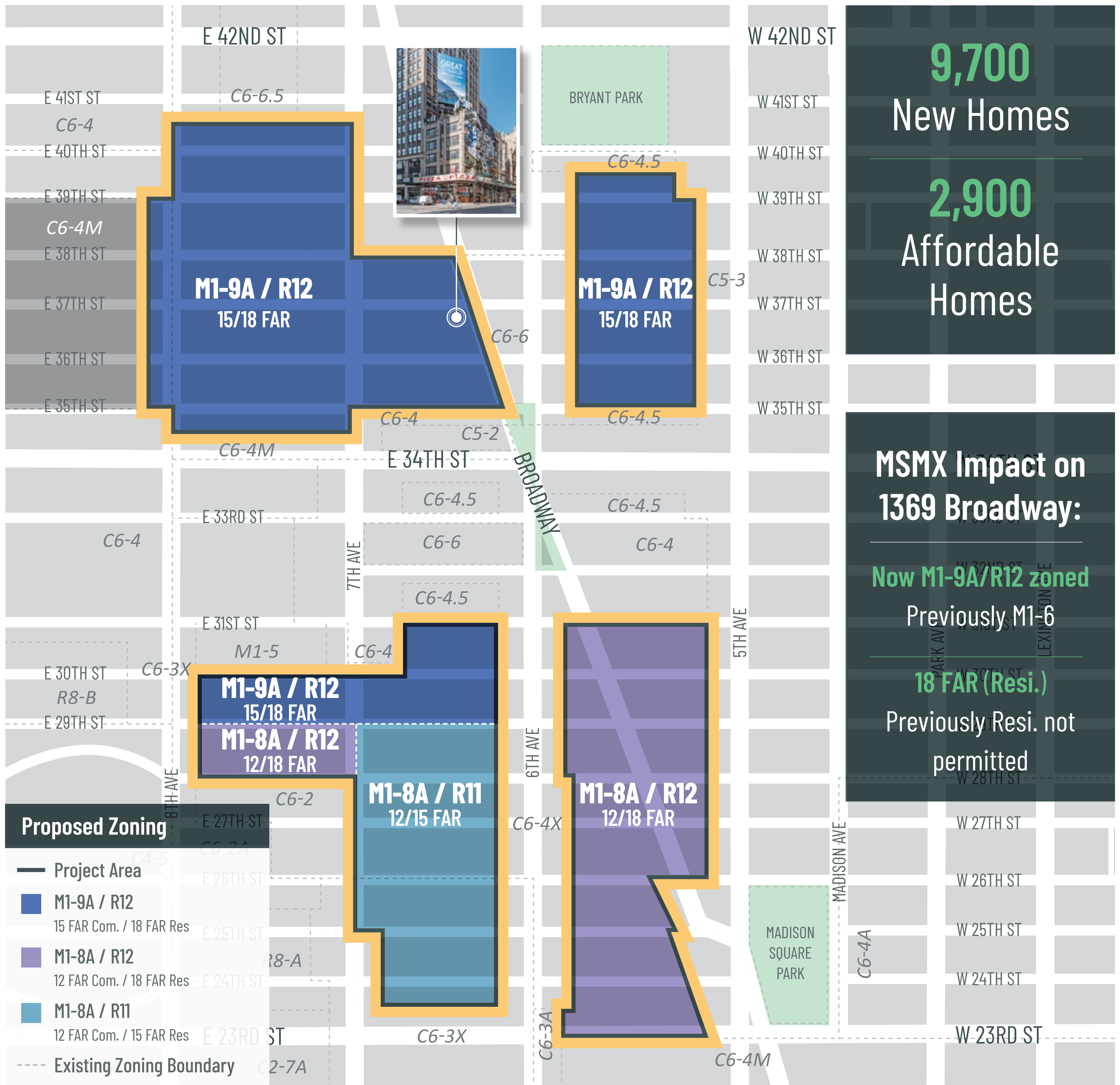


ZONING INFORMATION

Midtown South Mixed-Use Plan

The Midtown South Mixed-Use Plan (MSMX) seeks to foster vibrant, 24/7 mixed-use neighborhoods across 42 blocks of Midtown South by updating decades-old zoning that prohibits new housing. By allowing housing alongside businesses, the plan will help Midtown thrive and give New Yorkers more opportunities to live near everything it has to offer.

By applying new higher-density R11 and R12 districts with Mandatory Inclusionary Housing, the plan would create 9,700 new homes, including up to 2,900 permanently affordable homes.



CITY OF YES

The "City of Yes" initiatives are part of New York City Mayor Eric Adams' comprehensive plan to revise zoning regulations to stimulate **to stimulate housing and economic growth**.

3 MAIN COMPONENTS TO THIS PLAN

CITY OF YES FOR ECONOMIC OPPORTUNITY (COYEO) GOALS:

- Modernize citywide zoning rules to support business growth and fill vacant storefronts.
- Implement 18 proposals to update zoning regulations, enabling businesses to open and expand in previously restricted areas.
- Promote job creation and strengthen small businesses across the five boroughs.

CITY OF YES FOR HOUSING OPPORTUNITY (COYHO) GOALS:

- Incentivize the construction of 58,000 to 109,000 new homes over 15 years.
- Contribute to the mayor's goal of adding 500,000 new housing units within a decade.
- Simplify and modernize zoning rules to facilitate housing development.
- Propose new residential districts with mandatory affordable housing requirements and high-density zoning.

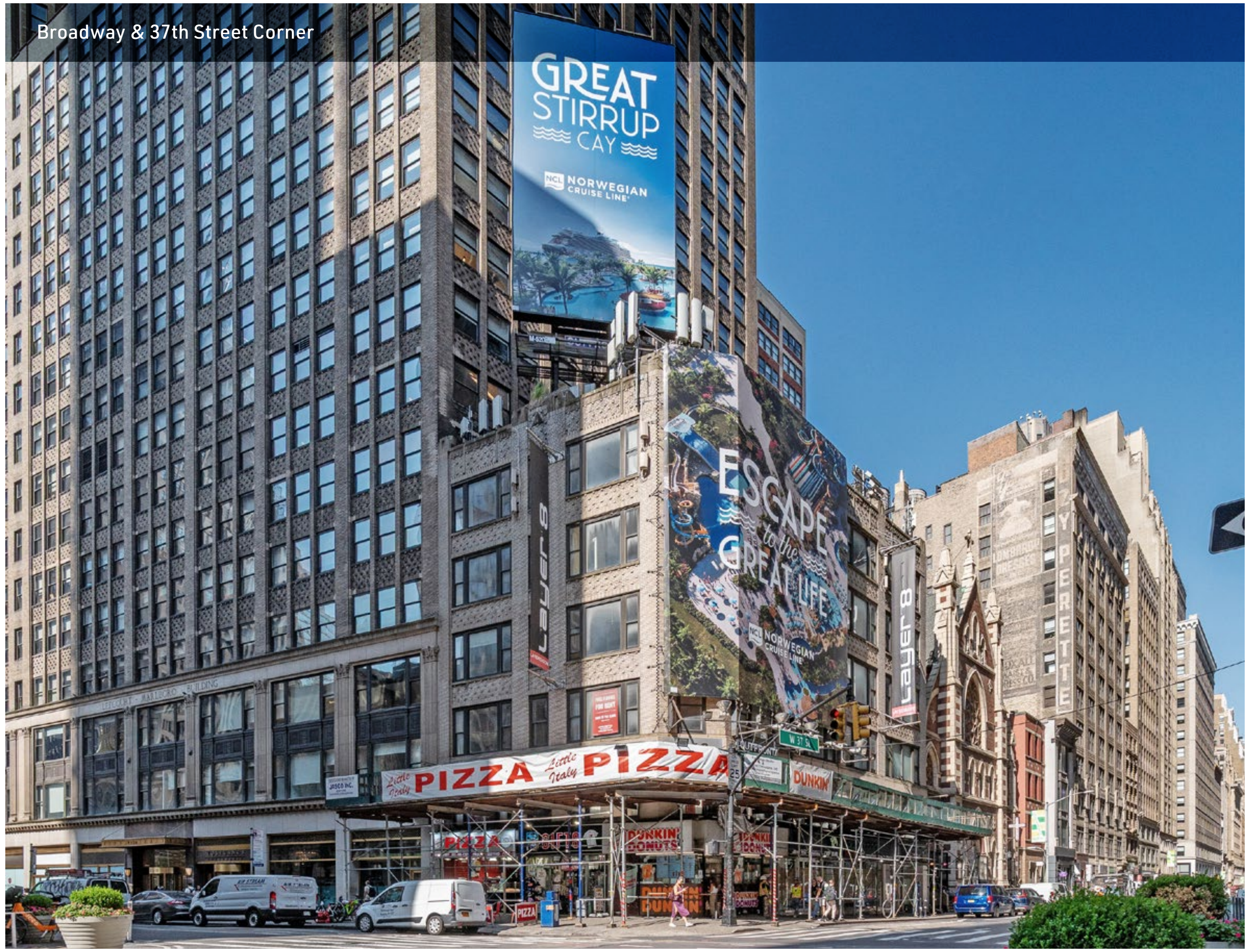
CITY OF YES FOR CARBON NEUTRALITY GOALS:

- Remove zoning barriers to sustainable development and promote green infrastructure.
- Encourage eco-friendly practices, such as rooftop solar installations and other sustainable technologies.
- Support the city's broader efforts to achieve carbon neutrality and enhance environmental sustainability

485-X INFORMATION

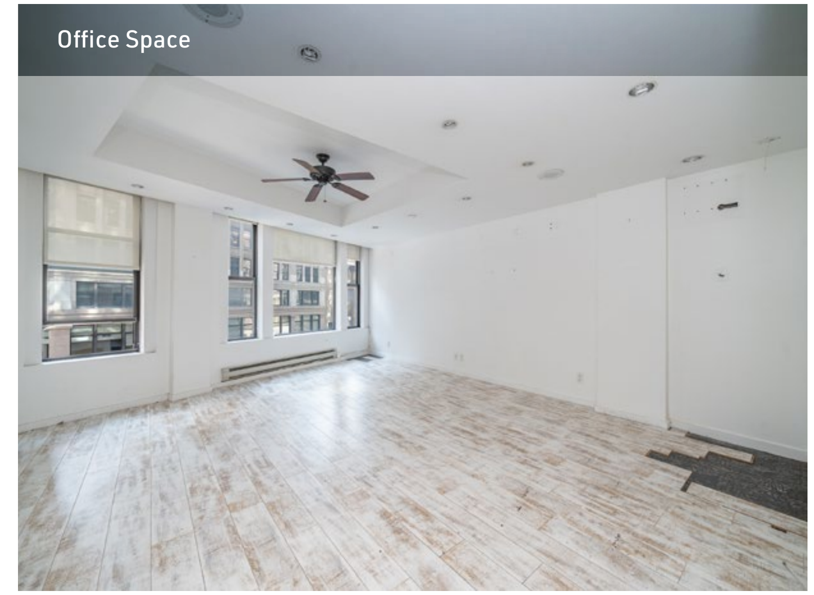
Size	Affordability Required	Construction Benefit	Benefit Lenght	Structure	Wage Requirement
100+ Units	25% @ 80% AMI 3 income bands, none to exceed 100% AMI	3-Years 100% exempt + mini tax	35 Years	Years 1-35, 100% exemption	Minimum Construction wage: $40 per hour increasing 2.5% annually
6-99 Units	20% @ 80% AMI 3 income bands, none to exceed 100% AMI	3-Years 100% exempt + mini tax	35 Years	Years 1-25, 100% exemption Years 26- 35, 20% exemption	None

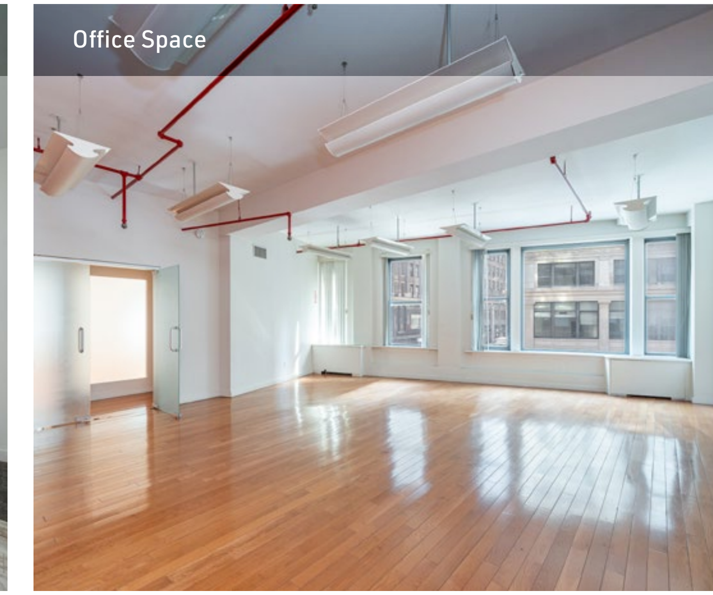
PROPERTY PHOTOS



Broadway & 37th Street Corner


Little Italy Pizza


Office Space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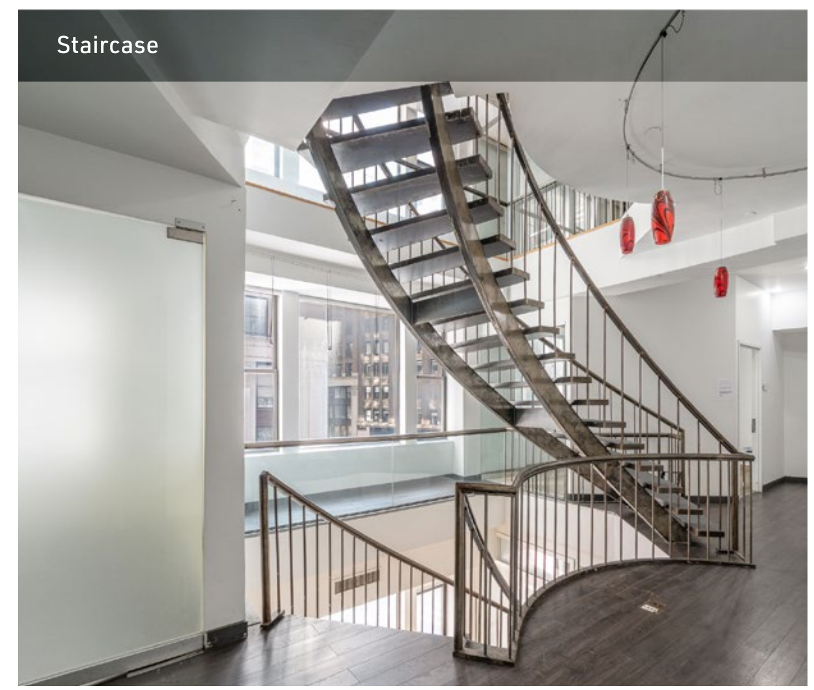
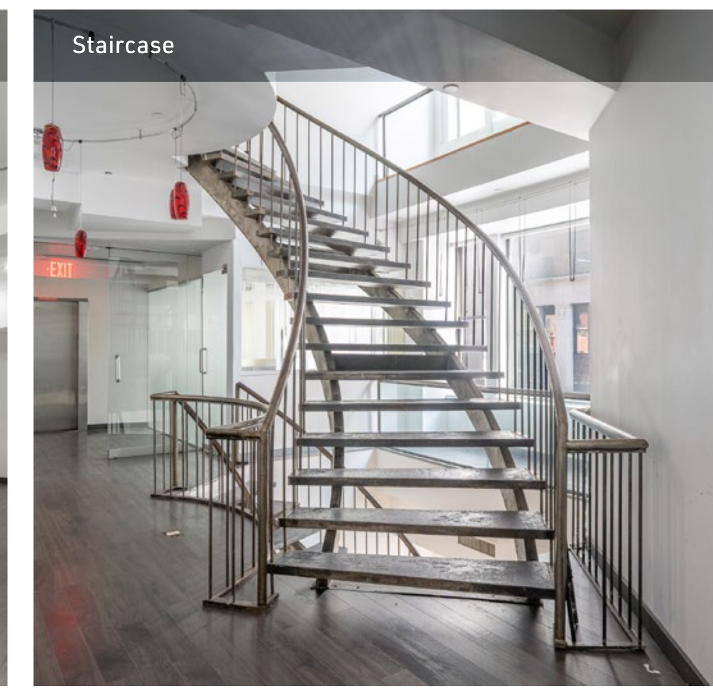

Staircase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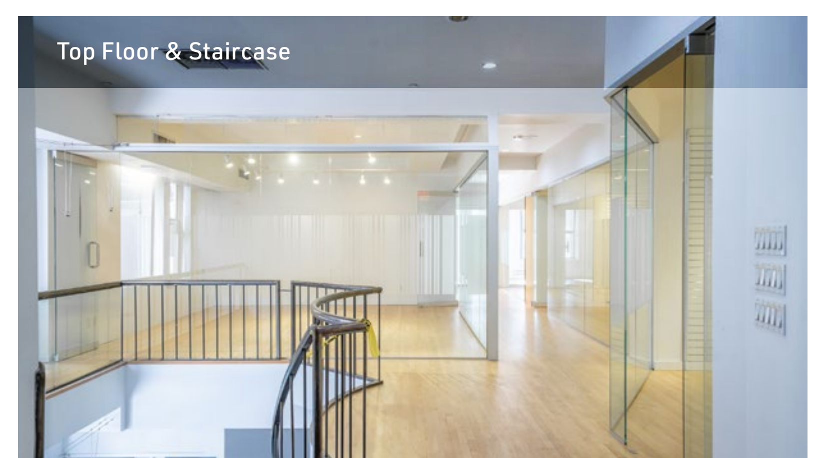
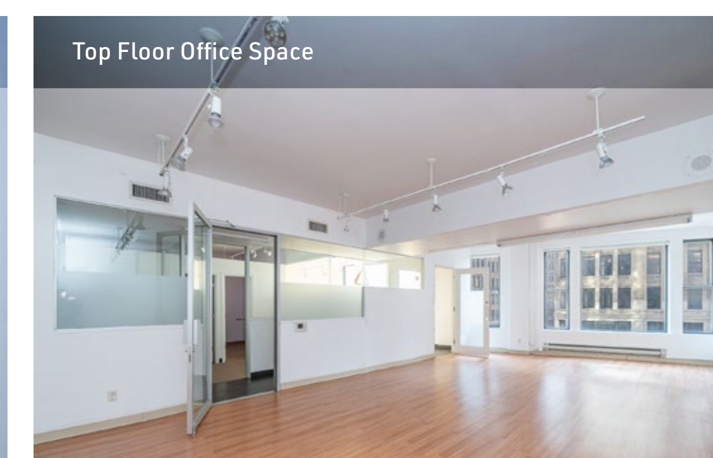
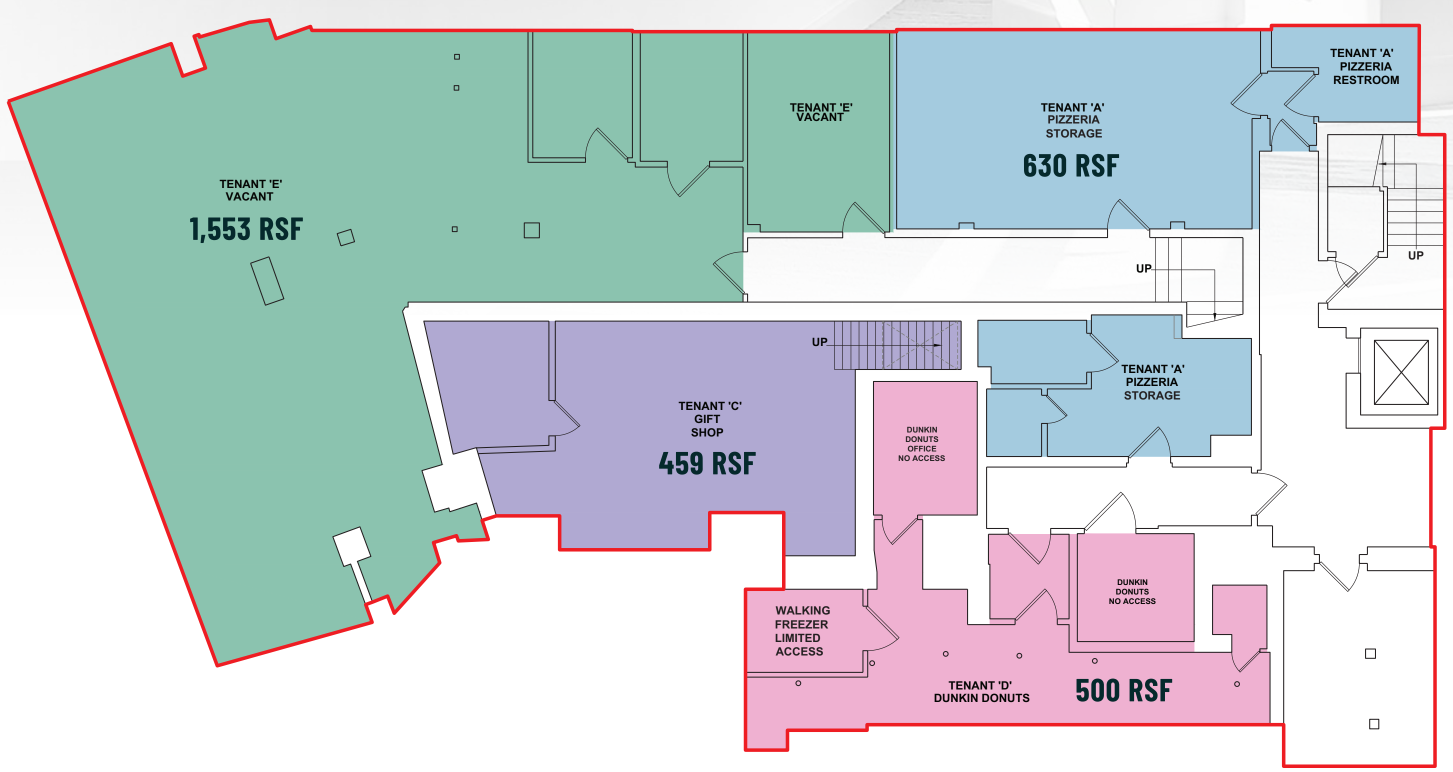

Top Floor & Staircase


Top Floor Office Space

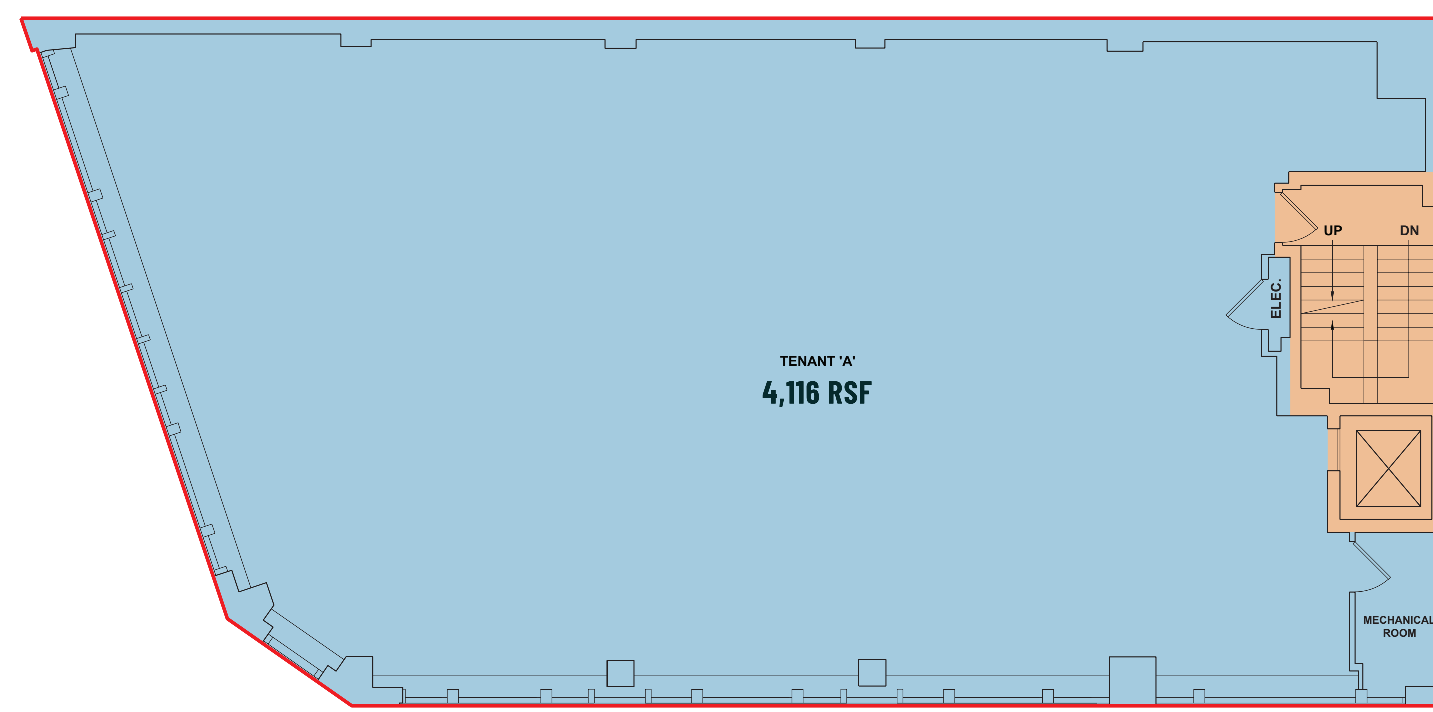
FLOOR PLANS

GROUND FLOOR | GROSS SF – 3,186

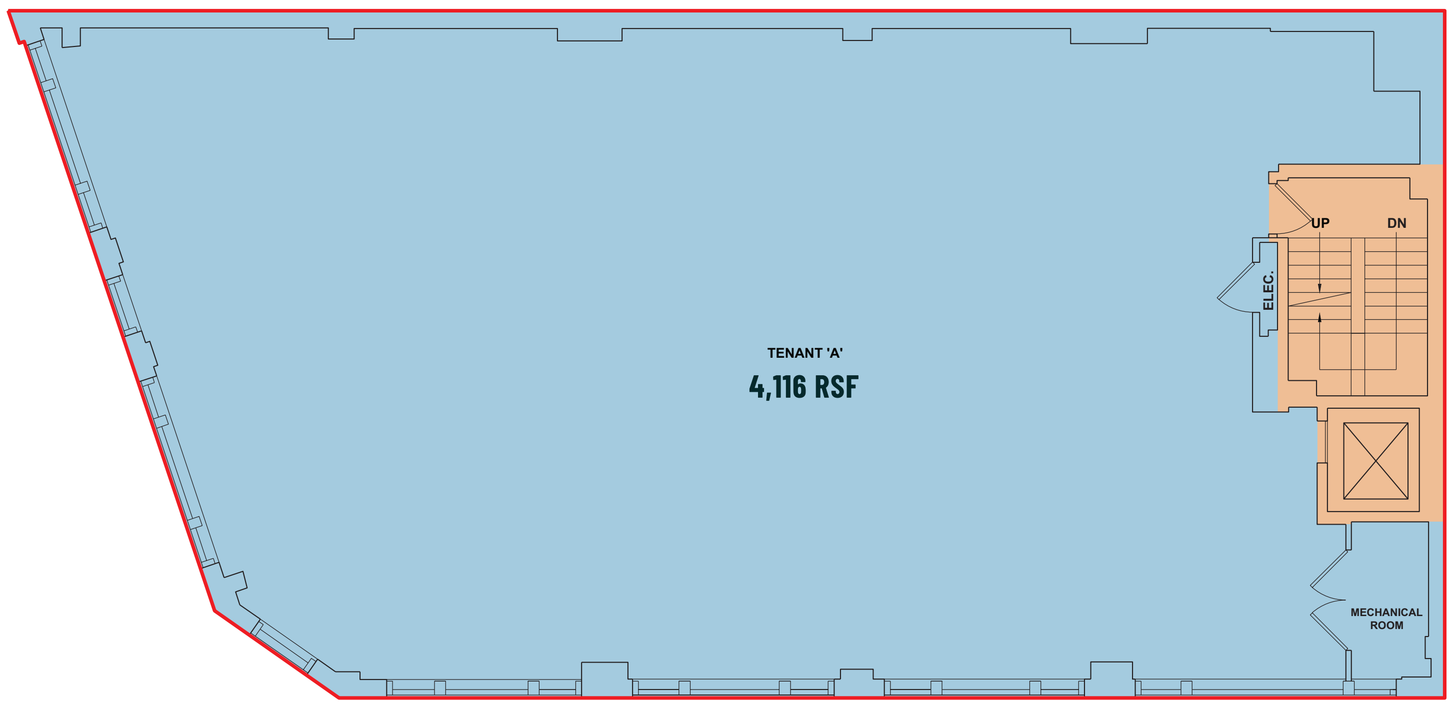
BASEMENT | GROSS SF – 4,231



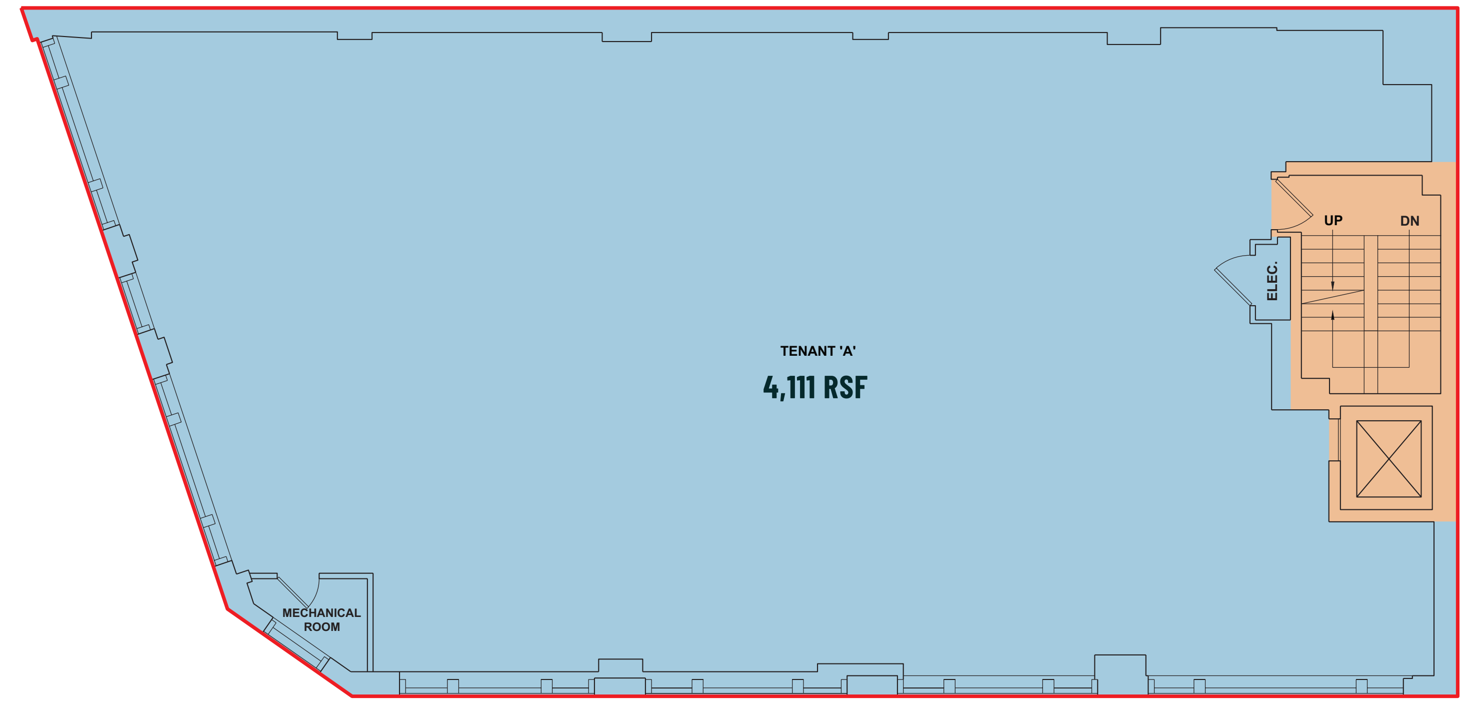
MEZZANINE LEVEL | GROSS SF – 3,204



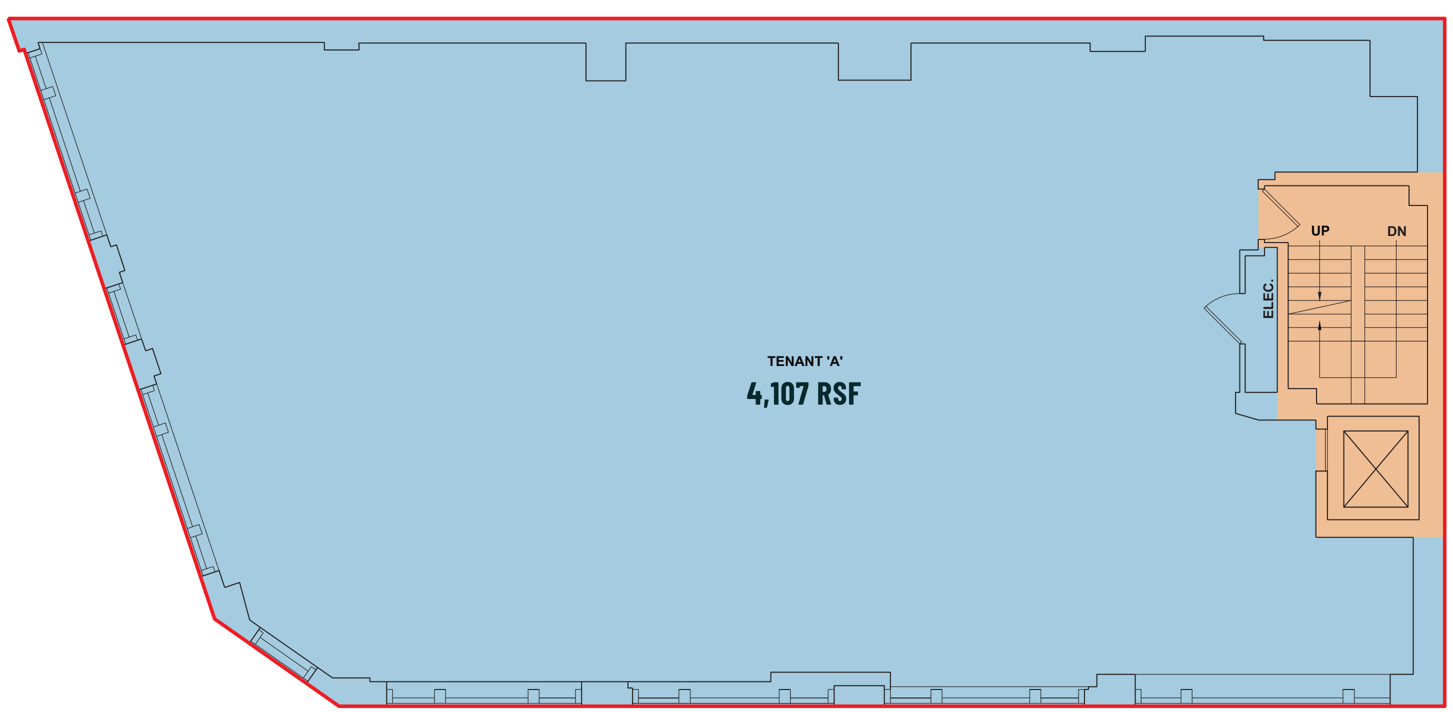
SECOND FLOOR | GROSS SF – 3,204



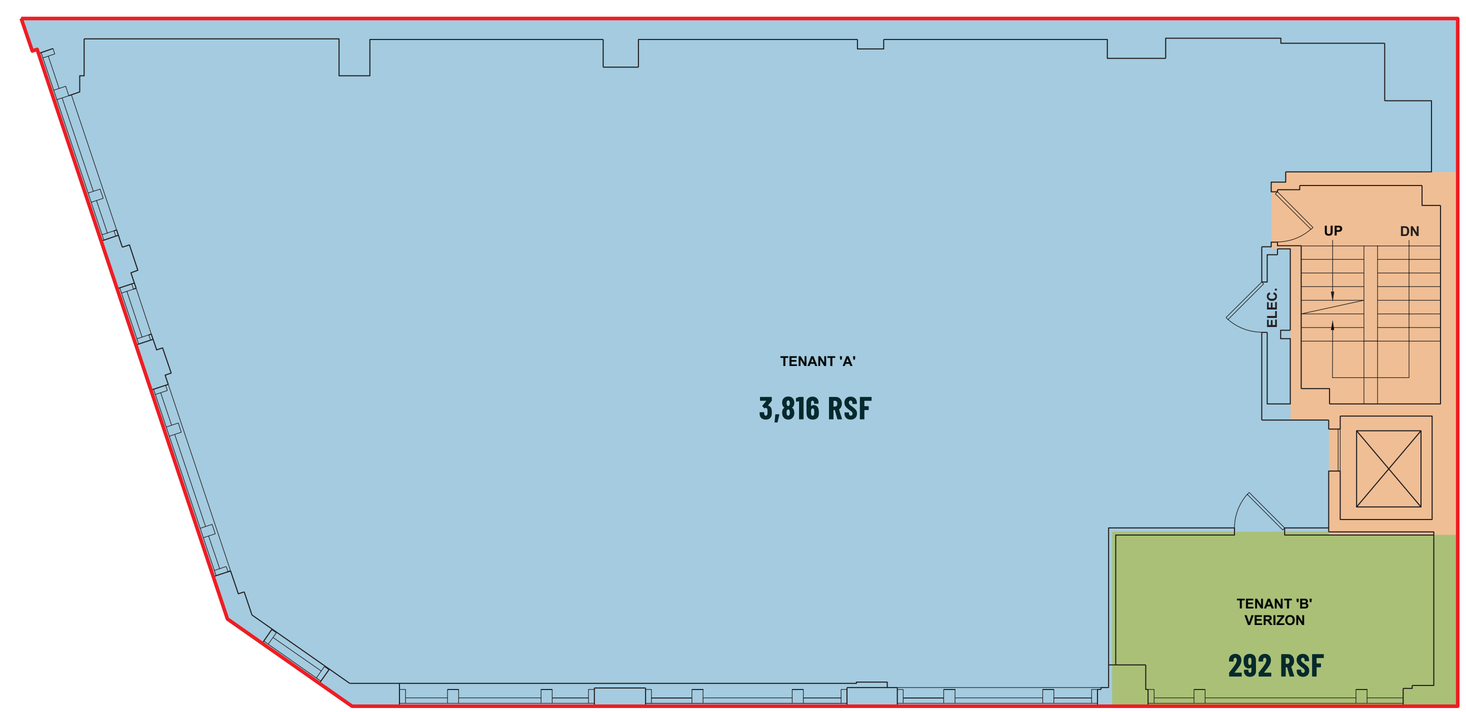
FOURTH FLOOR | GROSS SF – 3,204



THIRD FLOOR | GROSS SF – 3,204



FIFTH FLOOR | GROSS SF – 3,204



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