210

AT 31st & 7th

MADISON SQUARE GARDEN

ICONIC RETAIL BRANDING
VISIBILITY SIGNAGE

Newmark Grubb Knight Frank
Retail

www.ngkf.com/retail

ONYX
Equities, LLC

PROPERTY HIGHTLIGHTS

750 SF of unobstructed signage visible from Madison Square Garden, Penn Station, and Seventh Avenue

Rare build-to-suit opportunity with up to 30,000 SF of retail, restaurant or entertainment space

135 feet of frontage on 31st Street

Open layout with high ceilings on all levels

Roof-top patio as-of-right

70 feet of height available for merchandising

LOCATION, LOCATION, LOCATION

210 *is located in*
PENN STATION DISTRICT,
one of the busiest **tourist** *and*
transportation hubs
in the **world**.

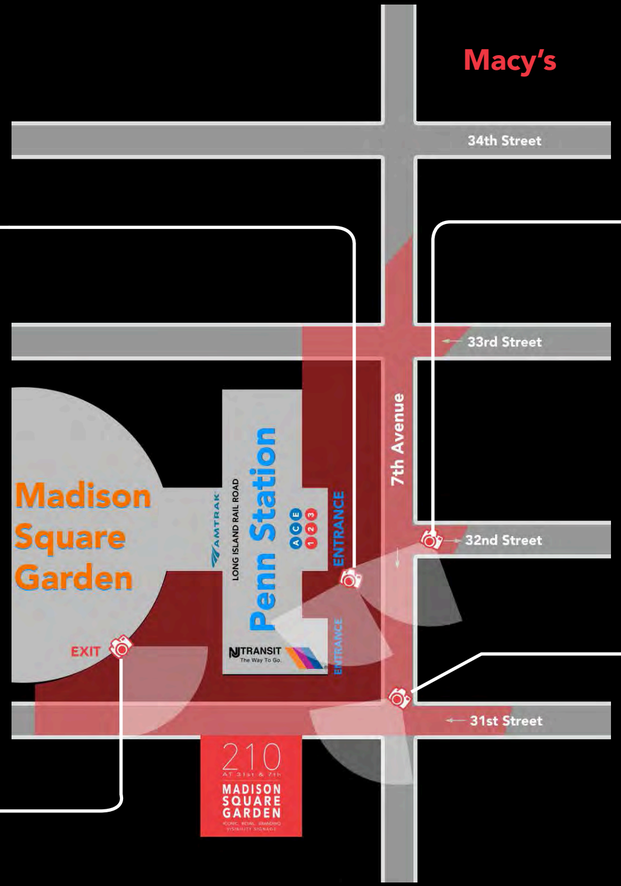
$3.5 billion *SPENT ANNUALLY ON RETAIL GOODS & SERVICES WITHIN A 1/4 MILE*

106,000 *PEOPLE WORK WITHIN IN A FEW BLOCKS*

28 million SF *OF OFFICE SPACE WITHIN A 1/4 MILE*

VIEW FROM ENTRANCE OF PENN STATION & MSG

VIEW FROM INSIDE MSG



VIEW FROM 32ND STREET

VIEW FROM CORNER OF 31ST & 7TH

24/7 SIGNAGE & BRANDING

750 SF OF SIGNAGE SEEN BY OVER 20,000,000 PEOPLE ANNUALLY

DRIVERS

MADISON SQUARE GARDEN

4 Million visitors
350 events annually
19,000 seats

PENN STATION

600,000 daily commuters
63,000,000 annual subway riders
5 different lines

SEVENTH AVENUE

35,000 vehicles daily
3 blocks of visibility
34th street tourists

SIGNAGE EXPOSURE

Visible by over
20,000,000 people
every year

A	**Non-Illuminated** 21′-4″ x 12′-3″	261 SF
B	**LED Blade Signs** 1′-6″ x 30′	45 SF
C	**Primary Sign** 21′-3″ x 20′-8″	439 SF
	Total Signage **(Max)**	**745 SF** **(750 SF)**
D	**LED Behind Glass** 21′-3″ x 59′-2″	1,257 SF

FULL BUILDING SCENARIO

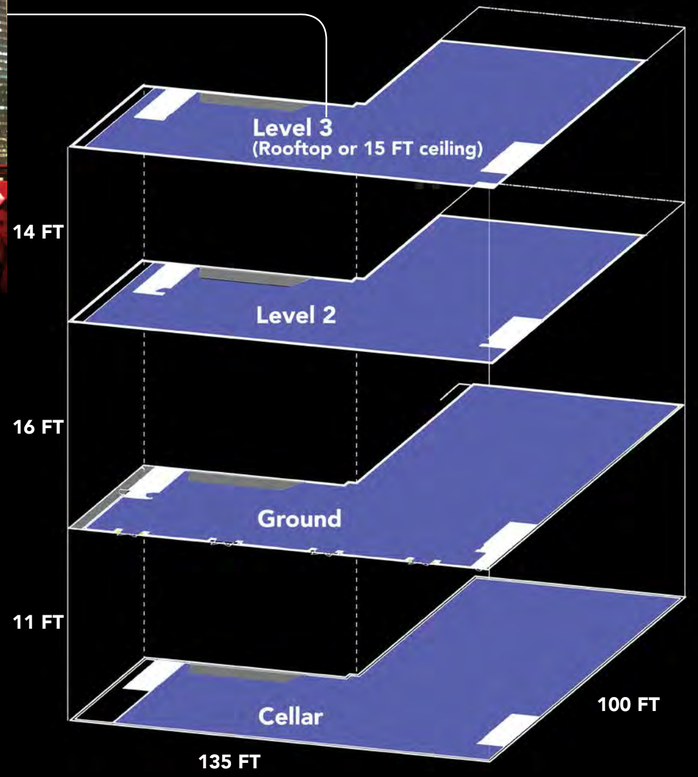
Up to 30,000 sf of retail, restaurant or entertainment space

Approx. 135 feet of frontage per floor

Build-to-suit opportunity

Wide column spacing

Roof-top patio as of right



PROPOSED DIVISIONS

SPACE A

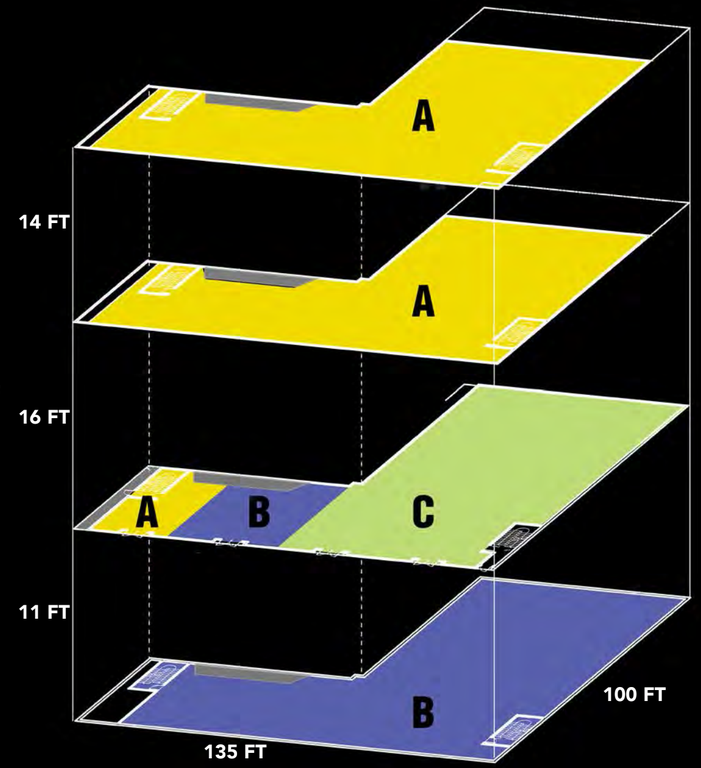
Ground Floor:	Approx. 810 SF
Second Floor:	Approx. 6,868 SF
Third Floor:	Approx. 6,868 SF
Total:	**Approx. 14,546 SF**

SPACE B

Ground Floor:	Approx. 1,110 SF
Lower Level:	Approx. 7,577 SF
Total:	**Approx. 8,687 SF**

SPACE C

Ground Floor:	**Approx. 5,742 SF**



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ONYX Equities, LLC

Procuring broker shall only be entitled to a commission, calculated in accordance with the rates approved by our principal only if such procuring broker executes a brokerage agreement acceptable to us and our principal and the conditions as set forth in the brokerage agreement are fully and unconditionally satisfied. Although all information furnished regarding property for sale, rental, or financing is from sources deemed reliable, such information has not been verified and no express representation is made nor is any to be implied as to the accuracy thereof and it is submitted subject to errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice and to any special conditions imposed by our principal.