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## Times Square Theater

NEW YORK, NY

**BBB is transforming the Times Square Theater into entertainment retail that combines historic and contemporary elements on New York City's 42nd Street.**

The Times Square Theater, designed in 1920 by Eugene De Rosa, has been vacant since 1990. Renovation will create a contemporary retail space spanning four floors, while showcasing the building's classic proscenium arch, plaster dome, and four ornate box seats alongside Neo-Classical limestone columns, decorative sgraffito frieze, and other restored and reintegrated historical elements. The classical facade fronting 42nd Street will be lifted up five feet to achieve higher ceilings. Visitors will enjoy stunning views of West 42nd street from the airy, cantilevered 23-foot tall second floor overlook. The third and fourth floors feature a double-height space to accommodate the relocated proscenium arch, sail vault, and dome, and will include outdoor terraces. The reimagined theatrical building will open in time for its centennial celebration in 2020.

**Client** Times Square 42 Development LLC, Stillman Development International

**Size** 52,000 SF

**Completion Date** Targeted 2020

**Construction Cost** Confidential