



## McDonald's Flagship Times Square

Fast Facts	
Total Building Area	11,199 SF
Floors	3 dining room levels + basement storage
Seats	173
Order Points	21; including 18 self-order kiosk faces
Billboard	9,280 SF

## **Building:**

- Original McDonald's Times Square opened in 1984.
- The new McDonald's Flagship Times Square restaurant is located at the corner of 45<sup>th</sup> & Broadway. The Bow Tie Building completed a substantial repositioning in 2017. It contains approximately 140,000 SF of spectacular multi-level retail space.
- The new restaurant was designed by Landini Associates and Progressive AE is the Architect of Record.
- This flagship adopts a more composed and at the same time bold approach to design, creating a calm environment; one where it is the customer experience that stands to the front, while located in the center of one of the busiest cities in the world.
- The three-story glass curtain wall provides customers with spectacular dining room views out into the heart of Times Square.
- Two vertical transport systems send food from the kitchen up to the second floor.
- This new Flagship represents a commitment to building a better McDonald's, showcasing the Experience of the Future for our customers. Digital technology is reshaping customer interactions through models like table service, mobile order and payment, self-order kiosks and delivery focused on making delicious feel-good moments easy for everyone.
- With over 50 million visitors passing through Times Square annually, the flagship is designed to accommodate one of the largest volumes of customer transactions at a U.S. McDonald's restaurant.

## **Billboard:**

- Display size 73'-6" x 126'-3" or 9,280 SF.
- 3<sup>rd</sup> largest display in Times Square.
- LED components weigh over 82,000 pounds.