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RETAIL

390 Madison re-massing should spark Grand Central resurgence

Discussing the possibilities of as-of-right redevelopment and the revitalization of the Grand Central neighborhood, L&L Holding Company chairman & CEO David Levinson and Kohn Pedersen Fox Associates' (KPF) Chairman A. Eugene Kohn spoke about the transformation of 390 Madison Avenue in a special presentation during the 6th Annual MAS Summit for New York City at the TimesCenter last week.

Levinson and Kohn addressed approximately 1,200 executives from across real estate, business, government, academia and advocacy during the conference, which features dynamic talks covering the topics of urban innovation, resilience, infrastructure and the future of cities.

The presentation, entitled "An Ambitious Re-Massing of a New York Office Building," featured a slideshow of the forthcoming project.

Through the "re-massing" of the property, millions of pounds of steel and concrete are being removed from the base of the building,

and eight new floors are being added to the top. Upon completion, the original 291-foot tall, 24-story structure will rise to 373 feet and 32 stories, though the square footage will remain the same – 850,000 square feet total.

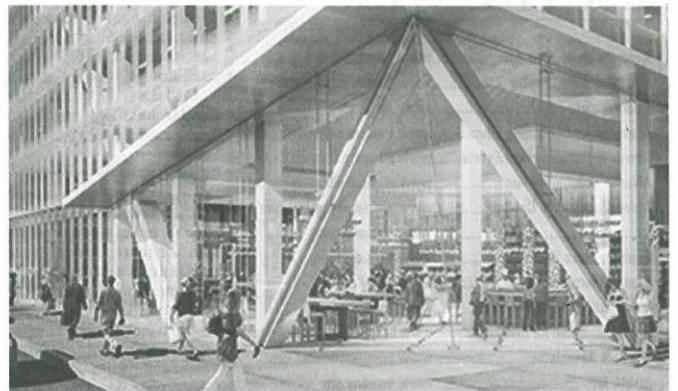
"This is the most ambitious re-massing of a New York office building ever," Levinson said.

"390 Madison Avenue stretches the possibilities of as-of-right redevelopment in Midtown Manhattan."

Kohn added that the building's unique design elements will differentiate the property from the pack.

The new construction floors will include column free spans, high ceilings and bright, sunlight spaces, while the skin of the building – once opaque – will now be transparent with floor-to-ceiling glass.

"This transformation reflects a deep understanding of how today's companies want to work, recruit, collaborate and thrive," he said.



L&L is aiming to cultivate a mix of eclectic retail to serve the neighborhood's office and visitor population.

"When L&L put Eataly into 200 Fifth Av-

enue, it caused a resurgence of the Madison Park neighborhood," Kohn said. "The retail at 390 Madison will have the same effect on the area surrounding Grand Central."