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150 FIFTH AVENUE

Video Reveal For 150 Fifth Avenue's Impending Addition



150 Fifth Avenue

BY: [NIKOLAI FEDAK](#)

Fifth Avenue continues its piecemeal evolution, and with legitimate supertalls now set to sprout as far south as the upper 20s, the blocks to the south are following suit with their own changes. 150 Fifth Avenue has been owned by L&L Holding Co. since 2000, and the firm is now renovating and expanding the building with an attractive two-story rooftop addition, for which [YIMBY now has the video reveal](#).

The expansion atop the original building will be achieved with terra cotta piers, and is being designed by Studios Architecture. Architect David Burns helped alongside Cas Stechelberg of Higgins Quasebarth & Partners, who together secured Landmarks approval for the design, and OC Development Management is the construction manager for the project.

The entirety of the redevelopment will offer 227,500 square feet of space, with L&L targeting tenants seeking corporate headquarters. The site's project manager Chris Levinson described the situation to YIMBY,

explaining “There are only sixteen companies in Manhattan that have their own building, and of those, most are one million square feet or more, so 150 Fifth Avenue is an extraordinary branding opportunity for a company of a smaller size to have an entire headquarters to themselves.”



In detailing the process behind the expansion and refurbishment, Levinson said “We wanted to maintain the integrity of the building, while enhancing the floorplates and the outdoor space to accommodate the way 21st century companies work today. We’re going to be eliminating walls and filling in a staircase to create more open, efficient floorplates with better lines of sight across the entire floor.”

As for the changing neighborhood, Levinson noted L&L’s placement of Eataly at 200 Fifth Avenue, and said “it’s exciting to see our vision come to fruition.”

The redevelopment of 150 Fifth Avenue is expected to begin in February of 2018, and the project has an anticipated duration of about 18 months.