

Redesigned 390 Madison Ave. snags another trophy tenant

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The law has spoken at 390 Madison Ave. — and developer L&L Holding Co. has for the second time snared a trophy tenant from an older East Midtown address.

Hogan Lovells, now at 875 Third Ave., has signed a lease for 206,720 square feet at 390 Madison, the unrecognizably redesigned tower that was previously known as 380 Madison.

The law firm will move its entire staff to 390 Madison when it's completed in 2018. The deal for floors 7-12 will include two of the all-new tower's eight major terrace areas.

L&L Holding, founded by David W. Levinson and Robert Lapidus, is carrying out the redevelopment in conjunction with Clarion Partners, acting on behalf of the New York State Common Retirement Fund.

Architects KPF re-imagined gloomy 380 Madison as a shiny, taller, more slender tower, reshaped to allow more space for tenants on higher floors. The complicated redesign required creative, needle-threading adherence to old zoning rules.

The resulting project will stand nearly 100 feet taller than the original, but will have the same 900,000 square feet of floor area.

Levinson, the CEO of L&L, called the lease signing “an important move that will set the tone for the exciting changes coming to Midtown East.”

Hogan Lovells' New York managing partner Oliver Amas added, "As we continue to grow our New York office, this is an ideal time for the firm to make the change to a larger and more collaborative workspace."

L&L is performing a similar unrecognizable transformation at 425 Park Ave., where hedge fund Citadel signed for 200,000 square feet.