



Revamped Madison Avenue office tower lands first tenant

Law firm Hogan Lovells is close to taking 200,000 square feet at 390 Madison Ave.

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By Daniel Geiger

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Law firm Hogan Lovells is negotiating to become the first tenant at 390 Madison Ave., a vacant office building that is in the process of being dramatically overhauled.

The firm is in talks to take more than 200,000 square feet at the nearly 900,000-square-foot property, according to sources. Owners Clarion Partners and the New York State Common Retirement Fund are upgrading the building so it can compete with newly constructed office space.

A spokesman for Hogan Lovells did not immediately respond to a request for comment.

The property's renovation is set to be completed by early next year, a time frame that appears to coincide with the the expiration of Hogan Lovells' current lease at 875 Third Ave., where it occupies about 110,000 square feet, according to real estate database Costar. Hogan Lovells' lease on Third Avenue expires at the end of July 2017.

The rent being negotiated for its Madison Avenue office wasn't immediately clear, but Clarion has been seeking rates above \$100 per square foot for upper floors in the 32-story property.

Clarion, who manages the property on behalf of the retirement fund, tapped L&L Holding Company to lead a redevelopment of 390 Madison after a ground lease of the building, which had previously been controlled by landlord Sheldon Solow, expired in 2014. Among the first changes Clarion instituted after taking back ownership of the property was a change of its previous address, 380 Madison Ave., to rebrand the building.

L&L has overseen substantial renovation work, including reskinning the building with a new glass facade and removing entire floors to increase the ceiling heights of the once-cramped office spaces. Several new floors were also built on top of the building, which was previously 24 stories tall.