



Edison Properties and Gottesman R.E. secure two leases totaling 59,000 s/f

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The Hippodrome, 1120 Avenue of the Americas - Manhattan, NY

Manhattan, NY According to Edison Properties and Gottesman Real Estate Partners, Quantcast, a leader in machine learning technology and its application for brands, agencies and publishers, has signed a five-year, 23,000 s/f lease, and BBC Studios, the commercial arm of the British Broadcasting Corp., has renewed a five-year 36,000 s/f lease, both with The Hippodrome (1120 Avenue of the Americas).

After previously subleasing a portion of BBC Studios' space, Quantcast has made its own direct lease. These deals comprise the entire fifth floor.

The Hippodrome features a new mural by local artist Louisa Cannell celebrating the work of everyday heroes during this challenging time. The Hippodrome's new health and safety protocols include upgraded elevators, social distancing and health procedures throughout the office and retail spaces.

Rob Lowe, Michael Burgio and John Cefaly of Cushman & Wakefield represented Edison Properties. Lisa Kiell of JLL represented both tenants.

"Signing Quantcast and renewing BBC Studios is a testament to The Hippodrome's status as a premier, centrally-located midtown office building, as well as to the resiliency of New York City," said Andy Gottesman, principal of The Hippodrome and CEO of Chatham-N.J. based Gottesman Real Estate Partners.

"It proves leading companies still want, and need, a compelling office experience to work collaboratively and creatively. We're delighted to have BBC Studios continue building their business in our office tower, and for Quantcast to officially extend and sign its own lease, continuing to be part of The Hippodrome family."

"Our goal is and always has been to offer companies like Quantcast and BBC Studios an inviting

place for their employees to thrive, and for them to re-sign achieves that goal,” said Jon Dario, COO of Edison Properties. “We’re happy that we can continue to offer a safe and welcoming place at The Hippodrome for Quantcast, BBC Studios, and our full roster of commercial and retail tenants. The Hippodrome’s newly upgraded health and safety protocols have been implemented to ensure everyone a safe return to work.”

“We’ve had a presence in New York for almost a decade. Throughout that time, we’ve benefited from the city’s immense pool of diverse talent and its prominence as the media and advertising capital of the world,” said Konrad Feldman, co-founder and CEO of Quantcast. “At Quantcast, we believe that a shared space offers valuable opportunities for collaboration and innovation and we are happy to call The Hippodrome home. We’re confident in the resiliency of New York City and look forward to giving our team a space to work collectively and engage with our clients in the heart of the city, once it’s safe to do so.”

The Hippodrome is a 600,000 s/f, class A office building that was acquired by Edison Properties in 1978. Situated in Midtown, the Hippodrome offers access to public transportation, restaurants, shops, hotels, Times Square and Bryant Park. It also includes a parking garage managed by Edison ParkFast.

Other major tenants include Indeed.com, Bank Hapoalim, Perry Ellis, Institutional Investor and ElevatedNY, a sophisticated provider of serviced offices. Ground-floor retail tenants include Fidelity Investments, Chase Bank, TD Bank, FedEx, Gregory’s Coffee, Bluestone Café and Proper Food.