



EXTRAORDINARY DELIVERED

FOX TELEVISION AT 7272 WISCONSIN AVENUE

Bethesda, Maryland
Agency Leasing

OPPORTUNITY

A Transwestern leasing team including Phil McCarthy, Keith Foery and Cricket Cleary was retained by Carr Properties to provide leasing services for The Wilson, the office portion of 7272 Wisconsin Avenue, a planned 358,000-square-foot trophy office building in downtown Bethesda, Maryland. This development, which is part of an approximately 937,000-square-foot mixed-use project, is scheduled to deliver in fourth quarter 2020.

SOLUTION

Early on, the leasing team pursued local Fox Television affiliate Fox 5 WTTG, which was in the market for an updated space. The team emphasized the advantage Fox would have as one of the earliest tenants to design a space to suit their unique requirements for a TV studio, such as high clear ceiling heights and backup generators.

More broadly, the team marketed the project as the future home of the Bethesda Metro Station and the Purple Line light rail, a major economic development in the Washington metro area that will, for the first time, create public transportation between Prince George's County and Montgomery County, Maryland. The team also emphasized the property's trophy amenities unavailable at any other property in Bethesda, including a multipurpose rooftop terrace, private tenant terraces on five floors, a second-story fitness center, below-grade bicycle, and a covered traffic hub in the garage offering a convenient pickup/dropoff area for tenants.

RESULTS

Less than a year after winning the leasing assignment, Fox 5 WTTG signed a 59,172-square-foot lease for its new offices and studio.