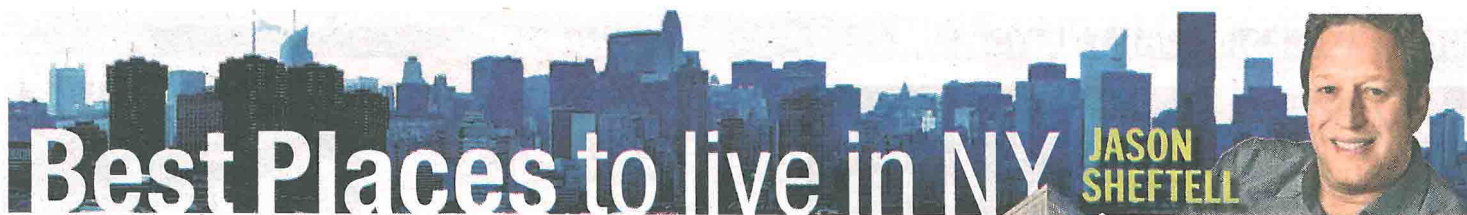


February 17, 2012



Best Places to live in NY



JASON SHEFTELL

CENTER OF ATTENTION

Five years ago, no one would have imagined it. The highest-priced, top-quality rental in the U.S. is on 42nd St. and 10th Ave.

One MiMA Tower, from Related Companies, is a boutique hyper-luxury section of the 63-story complex where rents are more than \$100 per square foot. Junior one-bedrooms start at \$4,595. Corner two-bedrooms starting at the midtown skyline rent for \$16,000. Double-height penthouses have yet to be released.

An internationally known TV personality rents here. Actors have looked. Knicks point guard Baron Davis allegedly rents in One MiMA tower, where apartments begin on the 51st floor. Carmelo Anthony and other Knicks (yes, maybe Jeremy Lin) have used the building's indoor hoops court, just one component of the 44,000 square feet of amenities. In just two months, 17 units in One MiMA have been rented.

"This is an intimate property perched on the top of what is one of the top amenity-filled buildings in the city," says Daria Salusbury, senior vice president at Related, who has led all of the New York-based company's residential leasing efforts since 1986. "You're like an eagle with the views. There aren't better finishes available in a rental apartment anywhere in the country. Sure, you can find a one-off to rent with higher quality, but they won't have this service."

They won't have Mario Gonzalez, either. (See sidebar.) The Williamsburg-raised Gonzalez leads the service team after leaving his post as the daytime concierge at 15 Central Park West, known in real estate circles as the top condominium in the world.

Related puts a premium on tenant services. It's a major part of the marketing campaign and amenity package. They have an on-site move-in coordinator. Gonzalez and staff wear the latest technology in ear communication devices (the same as the Secret Service) and use a sophisticated video system, which they call "access control." Leaving a bag with them, as I did, doesn't require a stub.

"This project is

42nd St. project stakes a claim to be the top-luxury rental in the country

about maximizing lifestyle within the parameters of a rental," says Salusbury, who handles Related's rental properties nationwide. "The idea is to put a stake in the ground for what can be achieved in a rental. It's our goal, each time out, for people to say, 'Wow, this is where I live.'"

Literally, One MiMA Tower sits on top of MiMA, a 600-plus rental unit building designed by Architectonica with interiors by the Union Square-based Rockwell Group. It has a building-only Equinox, a pet spa, an indoor hoops court, an outdoor screening area, party rooms with catering kitchens and outdoor barbecue pods, an Internet Café with iMacs, and a game room with billiard and card tables.

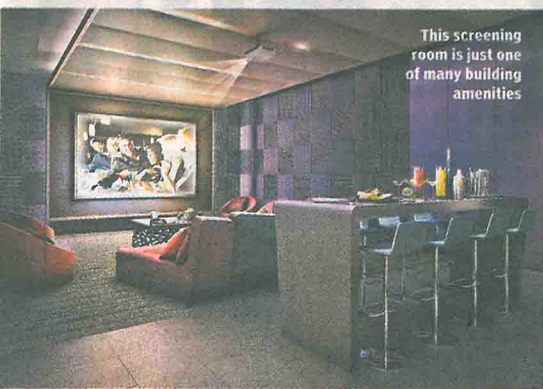
Yotel, the fashionable new urban hotel chain, and the Frank Gehry-designed Signature Theatre share the complex with the two rental properties, creating an entertainment, cultural and residential anchor West 42nd St. hasn't seen before.

According to Salusbury, One MiMA Tower was originally designed as a hybrid rental and condo tower. After construction, Related began considering a more refined and intimate rental project to be placed on top of the MiMA rental project. Higher-end finishes, including Wolf and Sub Zero appliances and Calcutta marble in the bathrooms, larger layouts,

Continued on next page



Above, One MiMA Tower from Related Companies is a boutique rental property perched above a larger rental project. From l. to r., Tom Brady lived in Related's Time Warner Center, Hilary Swank in their Superior Ink, Roy Hibbert at MiMA, and Knicks' Baron Davis allegedly rents at One MiMA Tower



This screening room is just one of many building amenities

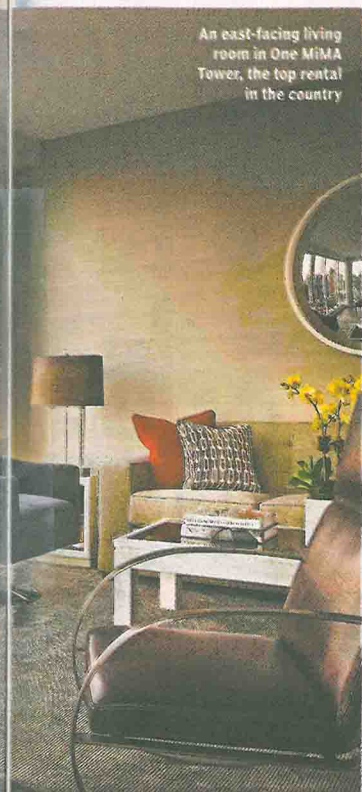


The pool at Equinox in the building, which also has an on-site pet spa called Dog City

DBOX

DBOX

\$4,595-\$20,000 per month
Starts on 51st floor



An east-facing living room in One MiMA Tower, the top rental in the country

SCOTT FRANKS

Continued from previous page
the private entrance, and a more-focused approach to service and security separate One MiMA from MiMA, where renters pay about 20% less than at the higher-end product. Studios rent for \$4,000. The two projects share the amenity offerings.

After 95% of MiMA rented in eight months, Related went ahead with the decision to make One MiMA Tower the high-end rental project it is today. "We were getting close to \$80 per square foot at MiMA, while the competition was getting \$60 down the street," she says. "We thought we could push it even further at One MiMA Tower to see if there was a market who could and would pay \$100 per square foot. There is. This is a realistic business. We took a risk and we found the market wants a rental of this quality. This wasn't 'Chicken Little we're afraid to build condos.' This was a strategic decision to deliver the best rental available — period."

Salisbury is a no-nonsense real estate executive. Like most Related personnel, she is fully committed to creating the top product on the market. As a company, they don't like being second best. Stephen Ross, their founder and chairman, owns the Miami Dolphins. Ross started out in affordable housing in 1972.

Ross runs Related with partners Jeff Blau and Bruce Beal Jr. The company's recent successes are Time

Warner Center (Jay Z, Tom Brady, and Ricky Martin lived there), the Caladonia on the High Line (considered downtown's top rental) and Superior Ink in the West Village (Marc Jacobs, Hilary Swank and Jimmy Johnson call it home). They are the lead developer on Manhattan's Hudson Yards. MiMA exemplifies its "no-builder better" strategy.

'B'elieving in details is our DNA," says Salisbury. "We want our service to be so good that if someone calls and says they're arriving at 6 p.m. to the airport and need a certain blue suit pressed for an event that night, they know we'll get it done. If they want apples sliced and put in a certain yellow bowl on their counter, we'll do it."

Critics of the project speculated the

neighborhood lacked the services high-end renters needed. Renters don't feel that way. David Sandgrund was introducing Buddy, a rescued Greyhound-Labrador mix, to Dog City, the on-site pet spa with walking, grooming, feeding and watching services. Sandgrund recently returned to New York with his family from Charlotte, N.C.

"I was looking in the Flatiron and Gramercy area," says the lawyer. "I found this building online, so I came to walk the area as I wasn't sure about 42nd St., which I hadn't seen in six years. The neighborhood is not bad, but the building is incredible. It really is like living in a hotel. They take care of everything here."

Nearby, Salisbury waits by the elevator. A tenant walks to the computer lounge, where they have Dunkin' Donuts and Starbucks coffee machines.

"I gave it to you straight," she says.

"This place is not hyperbole; it's reality." When we reach Gonzalez by the front desk, he has my bag in his hand.

"What, you saw me on the video monitor in the elevator?" I ask.

"We don't give away secrets," he says. "We were ready. That's what matters."

But who will live here?

"This is a unique product for a unique person," says Salisbury. "They aren't apologetic for their success. They don't want to deal with a difficult co-op board. This is for the serious, A-list actor shooting a film in New York for a year; for the Grammy winner cutting a record. It's for the businessman or woman who doesn't want to waste money paying \$2,200 per night for a suite at the Mandarin Hotel. This is worry-free living. We want to make people's dreams come true with where they live. A rental can do that too."

For more, go to 1MiMATower.com.



Related senior VP Daria Salisbury runs all rental projects

ENID ALVAREZ/
DAILY NEWS



A common area terrace for renters

BEST IN THE BUSINESS: Mario Gonzalez runs the show at One MiMA

If there were free agency in the world of the residential concierge, it would be the year of Mario Gonzalez.

The man behind the desk at One MiMA Tower recently left his job at 15 Central Park West to run the show at 460 W. 42nd St. He was lured away by Related.

That's how good he is. At his former job, he handled the comings and goings of Alex Rodriguez, Denzel Washington, Russian oligarchs and Wall Street power players.

"When these highly successful people come home to a building like this, they want to be treated like a regular person," says Gonzalez, raised in South Williamsburg. "That means they want to talk about the weather, the Giants, their daughter's dance recital. It's our job to make them feel at home. But we have to perform our job so well that we give them everything they want when they want it. There is no margin for error."

Gonzalez's picture-perfect résumé dates back to the mid-1970s, when he started as a doorman at Olympic Towers, the Aristotle Onassis-owned luxury mixed-use complex on Fifth Ave. and 51st St. Arms dealer Adnan Khashoggi lived in the condo portion of the building.

"I remember when Mr. Khashoggi was brought home for house arrest," says Gonzalez. "He asked for a specific building staff to be there when he came home at 2 a.m. He wanted people he liked and trusted there for his arrival."

Attracted to the ornate uniforms worn

by doormen and building staff, Gonzalez applied to Olympic Towers and was quickly promoted from doorman to concierge. At 15 CPW, he dealt with paparazzi almost weekly. He also had to train new building staff not to go gaga when a celebrity comes and goes.

"This job is like being a quarterback," he says. "You have to know where everyone is, how they're acting, what they're doing, and you have to be alert at all times. Some people would call down to ask how the building entrance is looking that day. You have to be prepared to say, 'Not so good. Let's take you out the side garage door.' With the new guys, you just got to tell them to stay cool. If A-Rod walks by, it's because he lives there and you have to act with respect. It's an honor to work at this level at these buildings."

Related, according to Gonzalez, has the best training of any real estate company he has

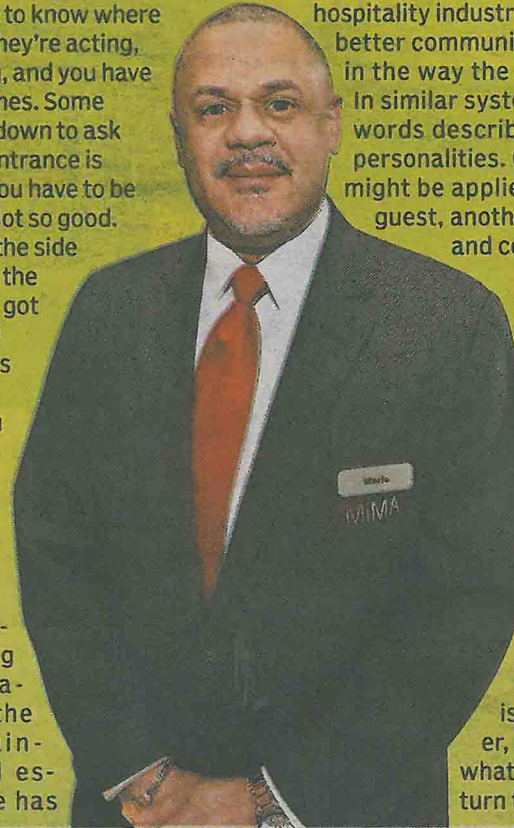
worked for. They are constantly updating systems and upgrading to state-of-the-art security and communication tools. One training seminar teaches building staff to identify residents by specific types of personalities and how they like to be greeted and engaged.

The training is modeled after the hospitality industry and allows staff to better communicate with residents in the way the individual prefers. In similar systems, colors or code words describe guests and their personalities. One color or phrase might be applied to a high-energy guest, another to someone calm and cordial.

"These are very helpful for us because we want to make sure we treat people exactly how they want to be treated," says Gonzalez.

And when something goes wrong?

"You have to be apologetic," he says. "If someone isn't a happy camper, it's our job to do whatever we can to turn them into one."



JEFFERSON SIEGEL