



BOMA/NY Pinnacle winner SL Green wins 2 Regional TOBY Awards for properties 461 fifth Avenue and 1515 Broadway

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BOMA/NY's Pinnacle representatives batted 1,000 in this year's BOMA Middle Atlantic Conference TOBY Award competition held March 22nd in Baltimore. BOMA/NY's two entries, 461 Fifth Ave., managed by John Flaherty, SMA/SMT and 1515 Broadway, managed by Kevin Reade, RPA, won in their categories. SL Green Realty Corp. is the owner/management firm of both properties. 461 Fifth won the operating office building category for buildings from 100,000 to 249,999 s/f, the first ever win in this category for a BOMA/NY entry and 1515 Broadway extended NY's winning streak in the corporate facility category to three years in a row. In addition, 461 Fifth Ave. property manager Flaherty, SMA/SMT, became the first NY manager to win in two different categories in the last ten years.

In 2009 he took 100 Park Avenue all the way to a TOBY International win in the renovated building category.

"We are always proud of our Pinnacle winners when they move forward to compete in the Regional TOBYs and go head-to-head with outstanding properties from Boston to Washington, DC. But this year we take particular pride in maintaining our dominance in the corporate facility category, and winning for the first time ever in the operating office building category of buildings from 100,000 to 249,999 s/f," said BOMA/NY president Louis J. Mantia.

Operating Office Building (100,000-249,999 s/f) - 461 Fifth Avenue

Owner/management firm: SL Green Realty Corp.; property manager: John Flaherty, SMA/SMT

One of New York's most architecturally distinctive office towers, whose design has remained an original since it burst on the scene in the late 1980's, 461 Fifth Ave. blends classic motifs with contemporary sensibilities in a design now considered a Post-Modern landmark. The 27-story boutique tower rests on a base that pays tribute to its historic neighbors with an articulated limestone facade and retail storefronts featuring classic black granite pediments and bronze detailing. Its entrance is one of the most unique in Manhattan—a tree-filled, secluded courtyard that carries forward the elegant detailing of the base, as does the two-story, light-filled lobby accented in marble, granite, wood and polished bronze. 461 Fifth Ave.—now in its third decade of service—maintains its reputation as one of Manhattan's best Post-Modern developments.

Corporate Facility

- 1515 Broadway

Owner/manager: SL Green Realty Corp. property manager: Kevin Reade, RPA

From its sizzling, show business base to its iconic white crown, 1515 Broadway has been a pioneer in development on the Great White way since it debuted in 1972 as the boulevard's first corporate headquarters in the post-war era. And it has been rewriting its role ever since. Today it has returned to its corporate roots as the world headquarters for Viacom, a leader in global multimedia

entertainment, which occupies 85% of the space. It incorporates not one, but two theaters into the building, and to accommodate these requirements, the building has a 6-story, 188,378 s/f glass curtainwall base, containing the Minskoff and Best Buy Theaters, 33,500 s/f of trendy, flagship retail and 72,355 s/f parking garage. A \$60 million renovation repositioned the soaring tower from lobby to roof, and as 1515 enters its fifth decade on Broadway, it is in its strongest position to date, well-suited for its leading role. This year's winners will go on to compete for the ultimate TOBY at the BOMA International Annual Conference in San Diego, June 23rd to 25th.

EDITORS: Photos are of John Flaherty (461 Fifth) and Kevin Reade (1515 Broadway) accepting their awards on march 22 and are identified in the document name.

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