



Three centuries of buildings take home BOMA/NY Pinnacle Award held February 6

March 10, 2008 - Owners Developers & Managers

Part 1 of 2

NEW YORK, NY Two 19th century landmarks, a 20th Century revolutionary and 21st Century groundbreakers were among the winners at the February 6, 2008 BOMA/NY Pinnacle Awards, held at Chelsea Piers before an audience of 550 real estate professionals.

In a gala ceremony celebrating the 24/7/365 world of building management, BOMA/NY president Angelo Grima set the tone for the evening: "If our management teams are not on the job, there's no opening bell on Wall Street, currency ceases to flow, broadcast studios go dark and three million tenants are left without a way to make a living. We are vital to the economic health of this amazing city. Tonight we celebrate the accomplishments of the men and women who keep our skyline running like a finely-tuned watch."

The awards, which judge management performance on 80+ criteria in areas ranging from energy management and environmental compliance, to training and tenant relations, are given for operational excellence in a number of building categories. Awards are also given for the outstanding local member, manager of the year and civic betterment, and two awards honor special achievement: the Muller Award, for vision for New York, and the Earth Award, for sustainability and green practices. The Pinnacles are the New York round of the BOMA International TOBY Award, the most prestigious award of its type in real estate. The winners are:

Outstanding Local Member: Louis Mantia

Managing Director, Cushman & Wakefield, Inc.

Three decades of experience crystallized into one focused moment for Louis Mantia on 9/11, when he had to give the order to evacuate at 130 Liberty St., and he credits BOMA/NY training as helping all involved to deal with that catastrophic event. A BOMA/NY member since 1989, Mantia has been at the forefront of another major crisis of our time—energy and climate change, as vice chair of BOMA/NY's energy committee and chair of BOMA International's energy and environment committee. He has been BOMA/NY's voice on the issue, an advocate at all levels of government and a champion of the BOMA BEEP curriculum. He currently serves as BOMA/NY's Treasurer.

Historical Building: 375 Park Avenue—The Seagram Building

Owner: 375 Park Avenue LP

Management Firm: RFR Realty LLC

Building Manager: Frank Farella, RPA/CPM/FMA/SMA

Architecture was never the same after The Seagram Building. Created by the legendary Mies van der Rohe at the age of 71, "The Building" epitomized his life-long search for perfection, and the richly sleek and soaring result single-handedly launched the International Style. His quiet revolution began at the curb, where he created a 90-foot plaza with reflecting pools—an unprecedented use

of valuable space at the time. The tower soars 38 stories skyward, its revolutionary facade of I-beams soaring unbroken to the roofline. The building's global impact on architecture, and its ability to span gothic and modernist styles caused The New York Times to name it "Building of the Millennium." Named a landmark only 25 years after its completion, "The Building" today remains a global architectural treasure.

Government: U.S. Post Office & Courthouse (271 Cadman Plaza East, Brooklyn)

Owner/Management Firm: US General Services Administration/Post Office

Building Manager: Jeffrey Sussman

This Romanesque Revival gem, landmarked by both New York City and the federal government, was completed in the late 1800s when Brooklyn rivaled Manhattan as a city in its own right and center of commerce. Meticulously restored and now connected to a newly-constructed courthouse, it functions admirably for the 21st Century while remaining the centerpiece of downtown Brooklyn's historic Civic Center and a skyline landmark.

New Construction: 731 Lexington Avenue

Developer: Vornado Realty Trust

Management Firm: Vornado Office Management

Building Manager: Bert Lok

This spectacular mixed-use tower rose above the 25-year controversy that surrounded its site—the former Alexander's department store—to become a spectacular addition to the Midtown skyline. Today 731 Lexington brings 54 stories of premier retail, office and residential space to an upscale market, while serving the public at its base with a dramatic, curvilinear courtyard that has rapidly become one of the East Side's most popular atriums.

Civic Betterment

If art is the universal language, then Publicolor has proven that it speaks with caring, power and success. Through inner city Paint Clubs in public schools, students learn the marketable skill of commercial painting, and experience something far more rare in their world—success. Their talent is molded by working with hundreds of volunteer, working painters, who mentor them in both work and study habits after hours.

Earth Award: The Hearst Tower

Owner: Hearst Communications, Inc.

Management Firm: Tishman Speyer Properties, L.P.

Building Manager: Siro Gonzalez

Not content to rest on its Gold LEED laurels, the Hearst Tower continues to search for programs, technologies and equipment to make this green icon even greener. With the building's many innovations functioning smoothly, management and ownership are now focusing on implementing technology and equipment that have improved since the building's 2001 development. The tower has become both a metaphor and inspiration for the company, which began this century dedicated to reducing the carbon footprint of its home, and now lives its mission of being environmentally responsible and sustainable world-wide.

Henry J. Muller Achievement Award, Recognizing Vision for New York: Silverstein Properties

As New York began to rise from the tragedy of 9/11, one name stood out above all others in the redevelopment of Ground Zero—Silverstein Properties. By 2012, the firm will have been instrumental in transforming Lower Manhattan into a showcase for the world, demonstrating how this four-century old market can lead in the 21st Century. It will feature the area's first true transportation

hub, a mix of residential, retail and commercial space not seen since the pre-Revolutionary War days, and green, world-class architecture that will be a model for future generations.

Manager Of The Year 3-10 Years: Jose Toro

Riverside Church, Grubb & Ellis Management Services

Managing Riverside Church extends far beyond operating the ecumenical space of New York City's most well known interdenominational house of worship. Jose Toro's daily regimen includes all operations, communications, construction and long-range planning for a community unto itself, including the 450,000 s/f church, a 77,000 s/f parking garage, a public cafeteria, two schools and one of the largest musical instruments in the world.

Manager of the Year 10+ Years: Javier Lezamiz

885 Third Avenue/292 Madison Avenue, CB Richard Ellis, Inc.

Javier Lezamiz's responsibilities far exceed day-to-day operations—he also acts as the asset liaison for ownership, contributing his financial expertise, construction oversight, budget preparation skills and leasing support. He has also reduced operating costs by more than \$1psf, instituted long overdue maintenance on equipment and greatly improved tenant relations with a highly demanding clientele.

To be continued in the April 8 ODM edition of The New York Real Estate Journal.

Corporate Facility: 1585 Broadway (Morgan Stanley)

Owner: Morgan Stanley & Co., Incorporated

Management Firm: Hines Interests Limited Partnership

Building Manager: Brian McCarthy

Its signature pyramidal crown soars 685 feet above Broadway to become Times Square's tallest building. At the base, its award-winning video boards showcase cylindrical world maps and 110-foot long tickers broadcast financial news round the clock. Everything about it says financial powerhouse and appropriately so—it is the global headquarters of Morgan Stanley and it runs non-stop. Yet despite the exterior glitz, frenetic trading floors and 24/7/365 operations, it has made energy efficiency a priority and been honored for dramatically reducing its peak energy demand.

Renovated Building: 100 Park Avenue

Owner: SL Green Realty Corp. and Prudential Real Estate Investors

Management Firm: SL Green Realty Corp.

Building Manager: John Flaherty

100 Park garnered headlines after World War II as New York's first post-war skyscraper. Fifty years and \$70 million in capital improvements later, it is making history again as the first building to achieve \$100+ psf rentals south of 42nd St. The transformation, which took place while the building was fully-occupied eliminated the faded brick and aluminum spandrel curtainwall, cramped and dated lobby, dual entrance and buildings systems past their prime. In their place is a sophisticated, state-of-the-art corporate environment with a stunning new façade and crown; all-new windows, HVAC, power systems and elevators; major security upgrades, and a spectacular, double-height lobby.

Operating Office Building (100,000-499,999 s/f): 215 West 125th Street

Owner/Management Firm: CRG Management, LLC

Building Manager: Wayne A. Gordon

Just steps from the historic Apollo Theater, this 36-year-old, 167,000 s/f building is now the cornerstone of Harlem's revival as a result of a roof-to-basement renovation. With an

all-encompassing investment in new building systems and a sleekly designed lobby that doubles as an art gallery for the community, 215 West 125th St. succeeded in attracting such tenants as Columbia University, the Renaissance Health Network, New York State agencies and former President William Clinton.

Operating Office Building (500,000-1,000,000 s/f): 522 Fifth Avenue

Owner: Morgan Stanley Financing Inc.

Management Firm: Cushman & Wakefield, Inc.

Building Manager: Sandra Hahn

Time is told by a landmark and the century-old limestone facade is detailed in antique bronze. But step through the pillared portico at 522 Fifth Ave., and one steps into the future. Home to four Morgan Stanley divisions, the 695,000 s/f building has been transformed into the US cornerstone of the company's global green commitment. Its recent green renovation met the prerequisites for LEED-EB certification, with a Silver LEED rating as its ultimate goal. And in a 21st Century spin on "bringing work home," employees are encouraged to employ green practices at home so that they become natural in the workplace.

BOMA/NY is the greater New York area Association of BOMA International, with more than 860 members active in all areas affecting the industry—from continuing education to advocacy, to codes and regulations updates. BOMA/NY was instrumental in having the International Building Code adapted by New York City and its voice has been increasingly influential on issues and programs ranging from local scaffolding regulations and Emergency Action Plans to terrorism insurance. It is the sponsor of the real estate industry's most prestigious awards—the Pinnacles—which recognize excellence in operations and personal contribution. BOMA/NY is the major source for the profession's continuing education and is the exclusive provider of the BOMI coursework required for the RPA, FMA, SMA and SMT designations.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540