



Three centuries of buildings take home BOMA/NY Pinnacle Award

April 04, 2008 - Owners Developers & Managers

The winners at the February 6, BOMA/NY Pinnacle Awards, held at Chelsea Piers continued:

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 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 recognizes 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.

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