



107 West 57<sup>th</sup> Street  
(between Sixth and Seventh Avenues)

## Offering Memorandum

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The projections contained herein represent estimates based on assumptions considered to be reasonable by Sponsorship given known facts and conditions, as well as business judgments made as of the date of this request. Sponsorship makes no representations or warranties, express or implied, that the actual results will conform or be comparable to such projections.

# 107 West 57<sup>th</sup> Street

## Key Contacts



### JDS DEVELOPMENT GROUP / PROPERTY MARKETS GROUP

JDS / Property Markets Group  
5 E. 17<sup>th</sup> Street, 2<sup>nd</sup> Floor  
New York, NY 10003

Michael Stern  
Managing Partner  
w: 646.625.3649  
[mstern@jdsdevelopmentgroup.com](mailto:mstern@jdsdevelopmentgroup.com)

# 107 West 57<sup>th</sup> Street

## Representative View from Property





# 107 West 57<sup>th</sup> Street

## New York



- ★ More than 2/3 of units have Central Park views
- ★ Superior view corridor versus One57, which is blocked by the 44-story Jumeirah Essex House
- ★ Fifty Seventh Street is double-wide allowing for more light than a typical New York City street

# 107 West 57<sup>th</sup> Street

## I. Executive Summary



- I. Executive Summary**
- II. Development Overview
- III. Sponsorship & Development Team Overview
- IV. Financial Summary
- V. Residential Market Overview

# I. Executive Summary

## Marquee Financing Opportunity



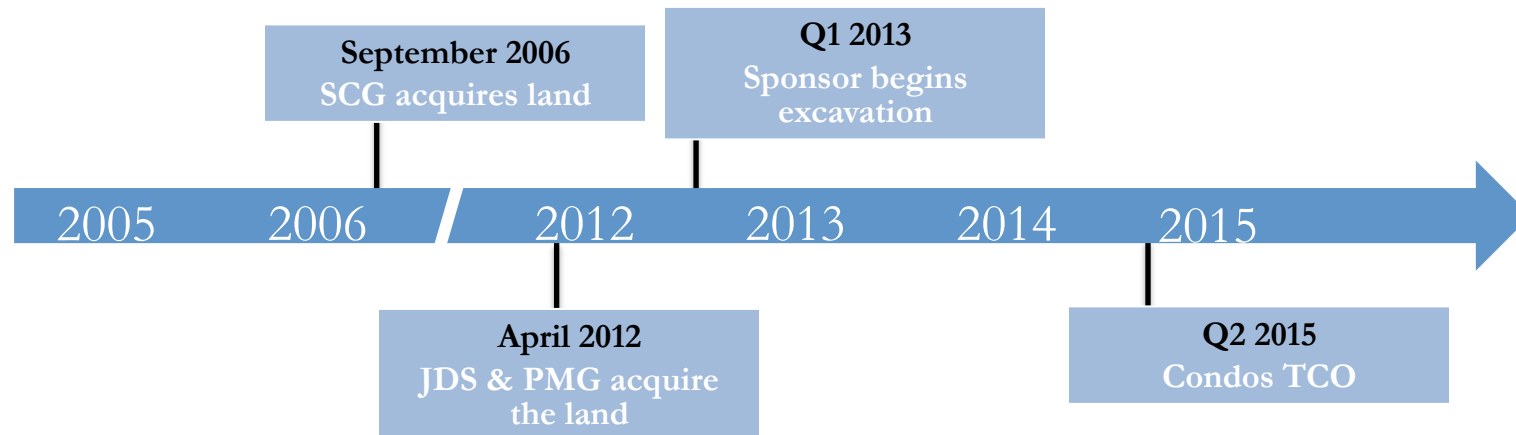
- ★ JDS Development Group and Property Markets Group (“JDS” and “PMG”, collectively, the “Sponsor”) are pleased to offer the opportunity to provide \$50 million of equity for the development of 107 West 57<sup>th</sup> Street Condominiums (the “Project” or “Property”).
- ★ The Sponsor has assembled and fully entitled a 107,100 GSF landmark development site at 107 West 57<sup>th</sup> Street (between Sixth Avenue and Seventh Avenue), located within walking distance of a wealth of New York City’s most notable leisure points of interests, including Central Park, Carnegie Hall, Radio City Music Hall, the Museum of Modern Art, and the world-famous Fifth Avenue and 57<sup>th</sup> Street shopping districts. The Property is located on a block that is undergoing a major transformation with similar ultra luxury properties such as One57, Park Hyatt Hotel, Willow Hotel and the newly renovated Buckingham Hotel.
- ★ The Project will be a 52-story, 687 foot tall tower comprised of luxury residences and commercial space featuring:
  - ★ 76,499 SF net sellable residential component comprising 26 ultra-luxury condominium units, including 14 duplexes and 15 units with outdoor space. Amenities designed to accommodate the specific needs of luxury buyers include a fitness center, pool, resident’s lounge and observation deck
  - ★ 11,107 SF of commercial retail space on the first four stories with approximately 4,000 sf of façade on West 57<sup>th</sup> Street
- ★ With 43 feet of frontage on 57<sup>th</sup> street, the Project will allow for a dramatic street presence and benefit from its prime Midtown location at the epicenter of Manhattan’s premier international shopping, tourist and commercial districts. Fifty Seventh Street is home to flagship locations for world renowned retailers such as Tiffany, Burberry, Brioni, Prada, Chanel, Coach and Louis Vuitton which are all within 1,000 feet from our site.
- ★ Total Project costs are anticipated to be approximately \$150 million.
- ★ The Sponsor is seeking a \$97.5 million (65% LTC) take-out and construction loan to retire an existing \$29.75 million land loan and to finance the balance of the development costs of the Project (the “Loan”).

# I. Executive Summary

## Transaction Background



- ★ September 2006 – SCG acquires the land valuing it at a \$52 million basis. Additional air rights are also purchased from adjacent property for \$8M.
- ★ April 2012 – JDS and PMG acquire ownership in the JV valuing the land at a \$46 million basis
- ★ July 2012 – Received unsolicited offer to purchase the land at a higher price than SCG's original basis
- ★ August 2012 – The site is currently vacant. Excavation work will commence in Q1 2013





# I. Executive Summary

## Site Overview



- ★ Located on the northern side of 57<sup>th</sup> Street between Sixth Avenue and Seventh Avenue in Manhattan's Plaza District, the lot is 100 ft x 43 ft.
- ★ The Sponsor purchased 27,250 sf of air rights from an adjacent property, to bring the total allowable zoning floor area to 92,021 sf as described below.



Lot Area Summary	
Block / Lot	1010 / 27
Site Dimensions	43' x 100.4'
Lot SF	4,318
FAR	15
Floor Area	64,771
Transferred Air Rights	27,250
<b>Total Allowable Area</b>	<b>92,021</b>

Note: Including basement and mechanical space, the gross building SF is 107,100

# I. Executive Summary

## Project Economics



- ★ Outlined below, total project costs are estimated to be \$150 million of which the Sponsor JV will invest \$50 - 60 million of equity prior to construction loan closing

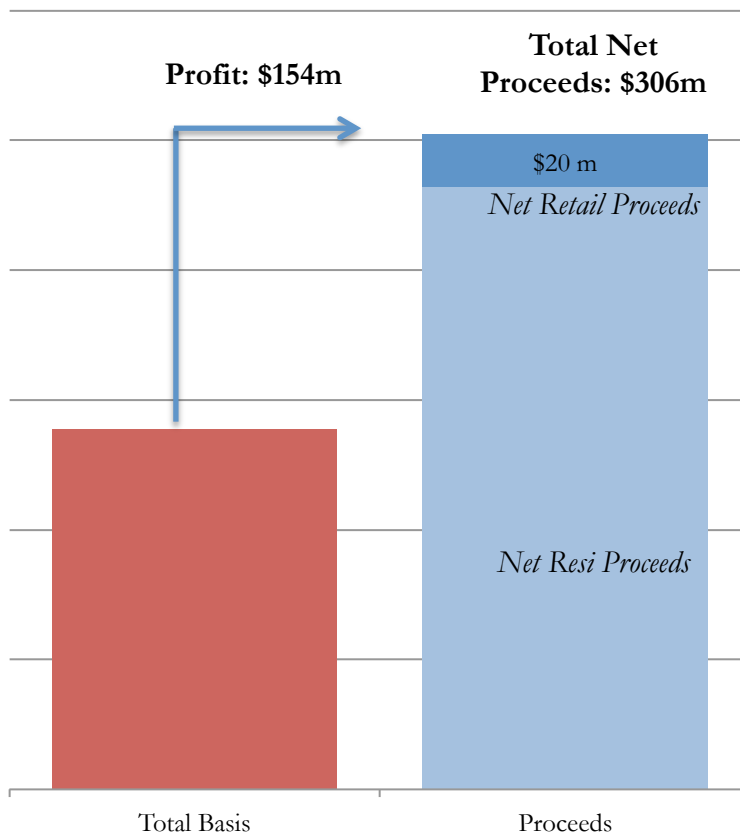
Sources and Uses							
Sources (Thru Construction)				Uses (Through Construction)			
	\$	\$ / GSF	% Sources		\$	\$ / GSF	% Total
Senior Loan	97,169,499	907	65.0%	Purchase Price	46,000,000	430	30.8%
Equity	52,322,038	489	35.0%	Closing and Other Costs	1,091,711	10	0.7%
				Hard Costs	80,981,276	756	54.2%
				Soft Costs	13,213,200	123	8.8%
				Seller Financing Costs	433,854	4	0.3%
				Construction Financing Costs	7,771,495	73	5.2%
<b>Total Sources</b>	<b>\$ 149,491,536</b>	<b>\$ 1,396</b>	<b>100%</b>	<b>Total Uses</b>	<b>\$ 149,491,536</b>	<b>\$ 1,396</b>	<b>100%</b>

# I. Executive Summary

## Project Economics



- ★ With a **sellout at \$4,000 PSF\***, the Sponsor anticipates that the Project will generate **gross proceeds of \$306 Million**, which is projected to produce a project level **gross profit of \$154 million**.
- ★ **One57**, located steps from the Project but with inferior park views, is over **60% sold out** at average pricing in excess of **\$6,500 psf**



Ave Price PSF		Profit
3500	\$	115,829,678
3750	\$	134,954,428
<b>4000</b>	<b>\$</b>	<b>154,079,178</b>
4250	\$	173,203,928
4500	\$	192,328,678
5000	\$	230,578,178

\* The net residential will be marketed as 76,499 sf consisting of 26 full floor units that include 13,846 sf of structure space. The \$4,000 psf pricing, \$306 million sellout, and the \$154 million profit above are based on the non-structural net 62,653 sf

# I. Executive Summary

## Highlights



- ★ Exceptional Location: The Property is located along the most desirable stretch of 57<sup>th</sup> Street, just steps from cherished cultural venues (Steinway Hall and Carnegie Hall), famous retail boutiques (Prada, Tiffany's, and Bergdorf Goodman) and high-end restaurants (Nobu and Per Se). Taken together, these elite denizens of 57<sup>th</sup> Street create an ultra-exclusive atmosphere and one of the most desired areas in NYC.
- ★ Sponsorship with a Proven Track Record: With over \$3 billion of transactions completed over the past decade, JDS and PMG is a highly seasoned New York City focused investment and development team. Recent and notable developments include the Walker Tower, 823 Park Avenue and Macdougall Lofts.

# I. Executive Summary

## Highlights (cont'd)



### ★ New York City Experience:

- ★ The Sponsors are currently redeveloping the 50 unit Walker Tower, a luxury residential condominium building with units that average 3,000 sf. Walker Tower had its official sales launch in June 2012 and has already sold more dollars than we have drawn on the loan.
- ★ The Sponsors are currently redeveloping 435 West 50<sup>th</sup> street, a luxury condo development with over 100,000 sf of residential space currently underway between 9<sup>th</sup> and 10<sup>th</sup> avenues.

★ Attractive Fundamentals: The high-end of the Midtown market has performed exceptionally well, driven in large part by a lack of quality product in the luxury segment. Residential pricing in Midtown NYC has steadily risen over the past 3 years, with pricing for high-end product eclipsing previous 2006 peaks. Competitive sales, as summarized below have averaged well north of \$4,000 psf (as compared to the projected \$4,000 psf in our underwriting). 107 West 57th benefits from a more affordable price point, excellent location and exceptional Central Park views.

★ Central Park View Premium: The residences will contain unparalleled Central Park views which commanded (over the last 18 months) a 77% and 66% premium over competing non-park view Tier 1 and Tier 2 Manhattan residential products respectively.



# 107 West 57<sup>th</sup> Street

## II. Development Overview



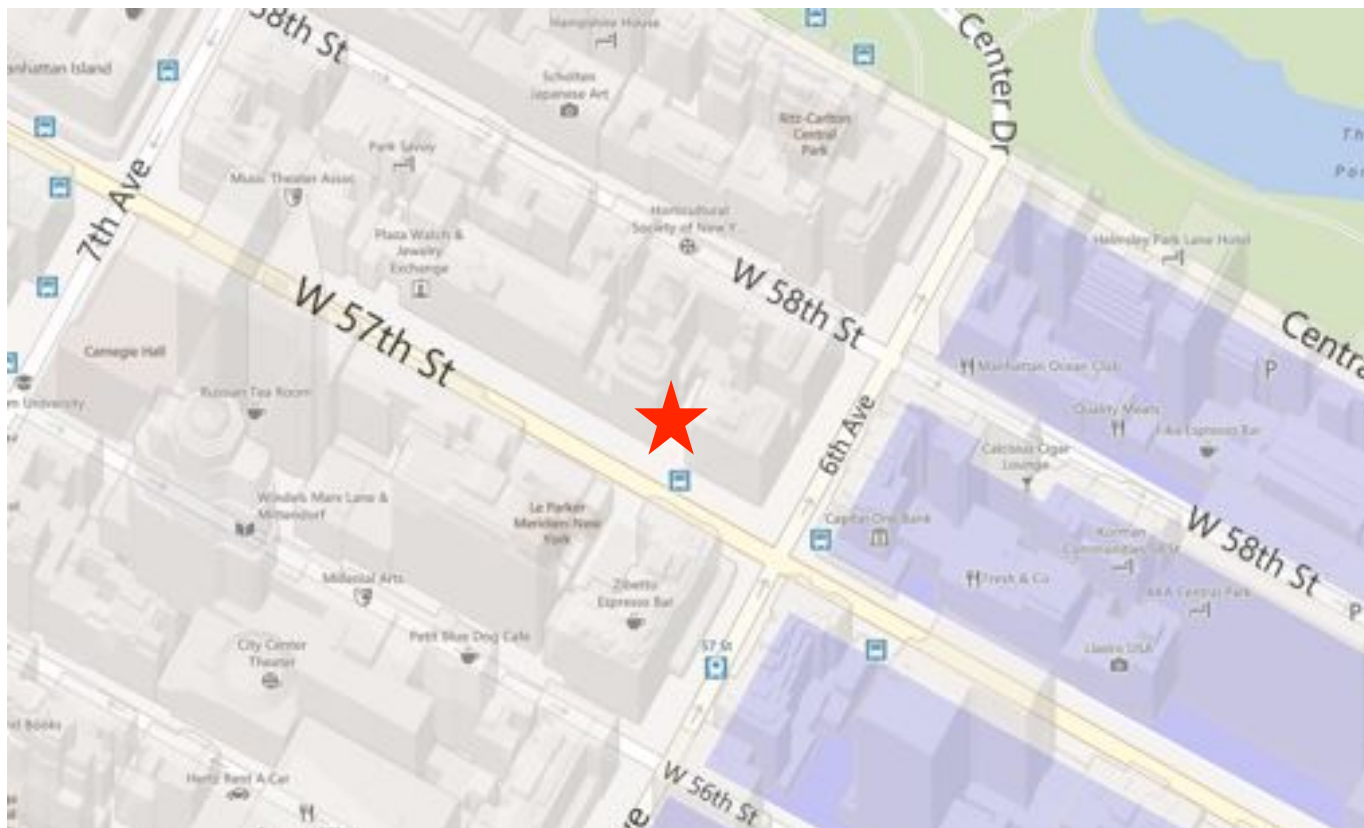
- I. Executive Summary
- ▶ **II. Development Overview**
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# II. Development Overview

## Exceptional Location



- ★ Located in the heart of the Plaza District, 107 West 57<sup>th</sup> Street is surrounded by Midtown's most prestigious office buildings and hotels. The Property sits on a 4,318 sf lot (43 feet of frontage on the north side of West 57<sup>th</sup> Street) and allows for unrivalled access to the city's finest shopping, dining, cultural, and corporate venues.



- ★ Adjacent properties include:
  - ★ North: Steinway Hall
  - ★ South: Le Parker Meridien Hotel
  - ★ West: Steinway Hall
  - ★ East: Buckingham Hotel

## II. Development Overview

### Exceptional Location



- ★ The Property is located in the heart of Midtown Manhattan's Plaza District and offers unparalleled access to cultural and entertainment attractions, including Central Park, Museum of Modern Art, Carnegie Hall, shopping on Fifth and Madison Avenues, and a plethora of world renowned restaurants. 57<sup>th</sup> Street is home to flagship locations for world renowned retailers such as Tiffany, Burberry, Brioni, Prada, Chanel, Coach and Louis Vuitton.

107 West 57 <sup>th</sup> Street Location Highlights				
<u>High-End Retail</u>		<u>Premier Restaurants</u>	<u>Price Office Towers</u>	<u>Destinations</u>
Tiffany	Hugo Boss	Nobu	9 West 57 <sup>th</sup> Street	Central Park
Barney's	Harry Winston	Per Se	Time Warner Center	Museum of Modern Art
Prada	Escada	La Bernardin	SONY Building	Carnegie Hall
Fendi	Burberry	Town	GM Building	Rockefeller Center
Saks Fifth Avenue	Louis Vutton	Jean Georges	Seagram Building	Steinway Hall
Gucci	Chanel	Four Seasons	135 E. 57 <sup>th</sup> Street	Columbus Circle
Bergdorf Goodman	Asprey	Park Avenue Café	IBM Building	Fifth & Madison Ave
Bloomingdales	Henri Bendel	Masa	712 Fifth Ave	St. Patrick's Cathedral

## II. Development Overview

### Exceptional Location



- ★ **Central Park:** Located just one block north of the Property, Central Park stands alone as New York's most cherished recreational destination. The beautiful 843-acre oasis provides a convenient amenity for the Property's future occupants while reinforcing the legendary cachet of the Plaza District neighborhood.
- ★ **Broadway Theaters:** Midtown's Broadway Theatre District is the City's most popular tourist attraction, offering more than 30 plays and musicals nightly. For office tenants or hotel guests, the proximity of this spectacular diversity of live entertainment provides a significant amenity.
- ★ **Fine Restaurants:** Capitalizing on the area's unrivaled concentration of corporate professionals, affluent residents and international tourists, 57<sup>th</sup> Street is home to many of Manhattan's most popular restaurants, including Le Colonial, Fifty Seven Fifty Seven, Brasserie 8 ½, Nobu Uptown, Red Eye Grill, Rue 57 and Trattoria Dell Arte. The Russian Tea Room bolsters the 57<sup>th</sup> Street Corridor's fine dining reputation.





## II. Development Overview

### Exceptional Location



- ★ **Cultural Destination:** The Property's status as a cultural icon is reinforced by the long history of 57<sup>th</sup> Street as Manhattan's premier location for musical institutions. Highlights include world renowned Steinway Hall (neighbor to the West), Carnegie Hall (located across 57<sup>th</sup> Street), New York City Center, Jazz at Lincoln Center, and Chickering Hall.



- ★ **Retail Boutiques:** International retailers such as Prada, Chanel, Tiffany's, Bergdorf Goodman, Louis Vuitton, Dior and Burberry occupy prime storefronts just east of the Property, establishing 57<sup>th</sup> Street as one of the most recognized international retail "brands". The elite boutiques of Fifth Avenue and Madison Avenue are also within easy walking distance, rounding out the City's triad of must-shop retail rows. This unrivaled concentration of exclusive retailers provides an important amenity and lends to the rarefied image of the neighborhood.



## II. Development Overview

### Expanded Aerial View





## II. Development Overview

### Perspective and Bird's Eye View



## II. Development Overview

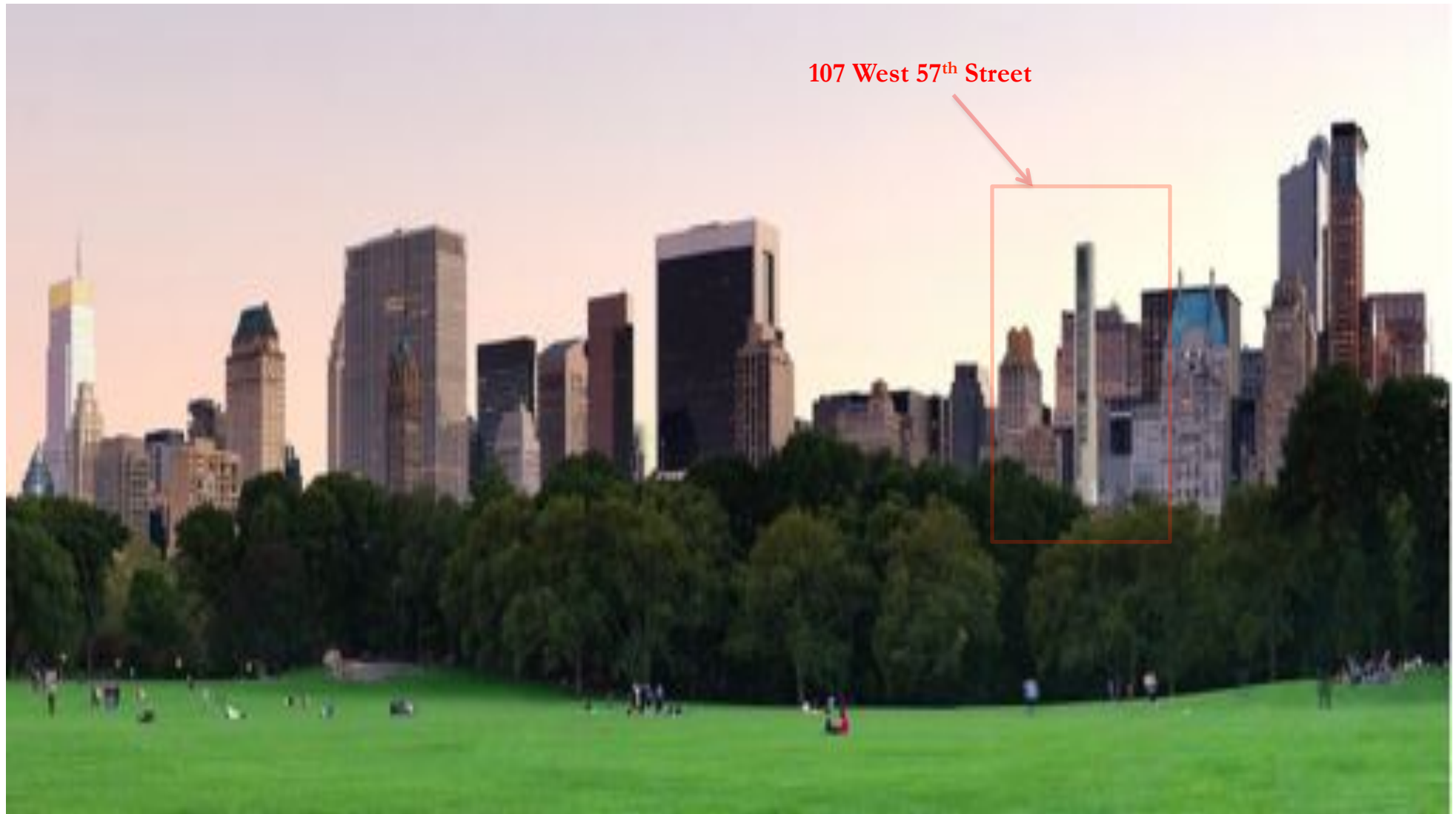
### Aerial Prospective from the South





## II. Development Overview

### View from Central Park



# II. Development Overview

## Program Summary



- ★ The 52-story, luxury project will feature unique residences from floors 7 through 50; current plans call for:
  - 11 single floor, two-bedroom units averaging 2,180 SF
  - 14 two-bedroom duplexes averaging 3,341 SF (plus a 90 SF balcony)
  - 1 three-bedroom, four story penthouse totaling 5,743 SF (plus a 90 SF balcony)

Program Description		
	Component	Anticipated Design
Massing/ Program	Gross Buildable Area	107,100 sf
	Number of Stories	52
Residential	Location	Floors 7-50
	Net Sellable Area	76,499 sf, as marketed to buyers
	Useable Area	62,653 sf
	Units	26
Commercial	Location	Floors 1-4
	Gross Area	11,107 sf
Amenities	Location	Floors 6, 51, 52
	Gross Area	4,057 sf Fitness center, pool, resident's lounge and observation deck



# II. Development Overview

## Development Milestones



Task	Duration	2013				2014				2015	
		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr
Foundation	7 Months										
Concrete	14 Months										
Hoist / Sidewalk Bridge	18 Months										
Exterior Façade	17 Months										
Interior Finishes	16 Months										
Start of Sales											
Substantial Completion - TCO											

# II. Development Overview

## Floors 1-17

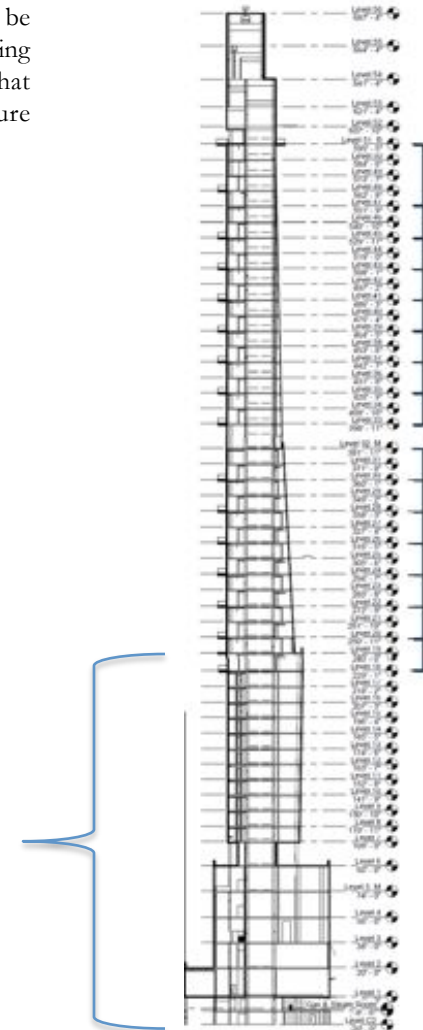


Floor Areas	SF
Net Residential	76,499
Commercial	11,107
Recreation	4,057
Core /Mechanical	15,437
<b>Gross Building</b>	<b>107,100</b>

Note: The net residential will be marketed as 76,499 sf consisting of 26 full floor units that include 13,846 of structure space

Unit Type	Location	Count	Bedroom	Avg SF	Balcony
Lateral/ Single Floor	Fl 7-17	11	2	2,180	No
Duplexes	Fl 18-46	14	2	3,341	Yes
Four Floor Unit	Fl 47-50	1	3	5,743	Yes
<b>Total/ Avg</b>		<b>26</b>		<b>2,942</b>	

Level	Use	Elevation (Ft)	Floor Height (Ft)	Net Floor Area	Unit Mix	Balcony Area
17	Residential	218.17'	10.92'	2,180 SF	2BR	
16	Residential	207.25'	10.92'	2,183 SF	2BR	
15	Residential	196.33'	10.92'	2,186 SF	2BR	
14	Residential	185.42'	10.92'	2,189 SF	2BR	
13	Residential	174.50'	10.92'	2,192 SF	2BR	
12	Residential	163.58'	10.92'	2,195 SF	2BR	
11	Residential	152.67'	10.92'	2,188 SF	2BR	
10	Residential	141.75'	10.92'	2,180 SF	2BR	
9	Residential	130.83'	10.92'	2,172 SF	2BR	
8	Residential	119.92'	10.92'	2,163 SF	2BR	
7	Residential	109.00'	10.92'	2,155 SF	2BR	
6	Recreation Space	92.00'	17.00'	2,139 SF		
5	Mechanical	74.00'	18.00'	3,458 SF		
4	Commercial	56.00'	18.00'	3,458 SF		
3	Commercial	38.00'	18.00'	3,458 SF		
2	Commercial / Residential	20.00'	18.00'	2,737 SF		
1	Commercial / Residential	0.00'	20.00'	4,318 SF		
Cellar	Mechanical	-10.00'	-10.00'	3,281 SF		
Ts-Cellar	Mechanical	-20.00'	-10.00'	4,318 SF		

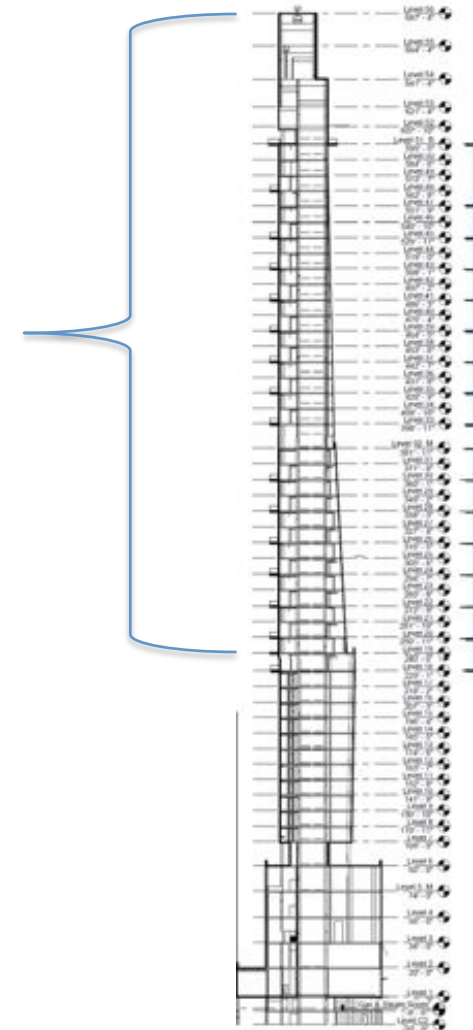


# II. Development Overview

Floors 18-52 – All Have Central Park Views

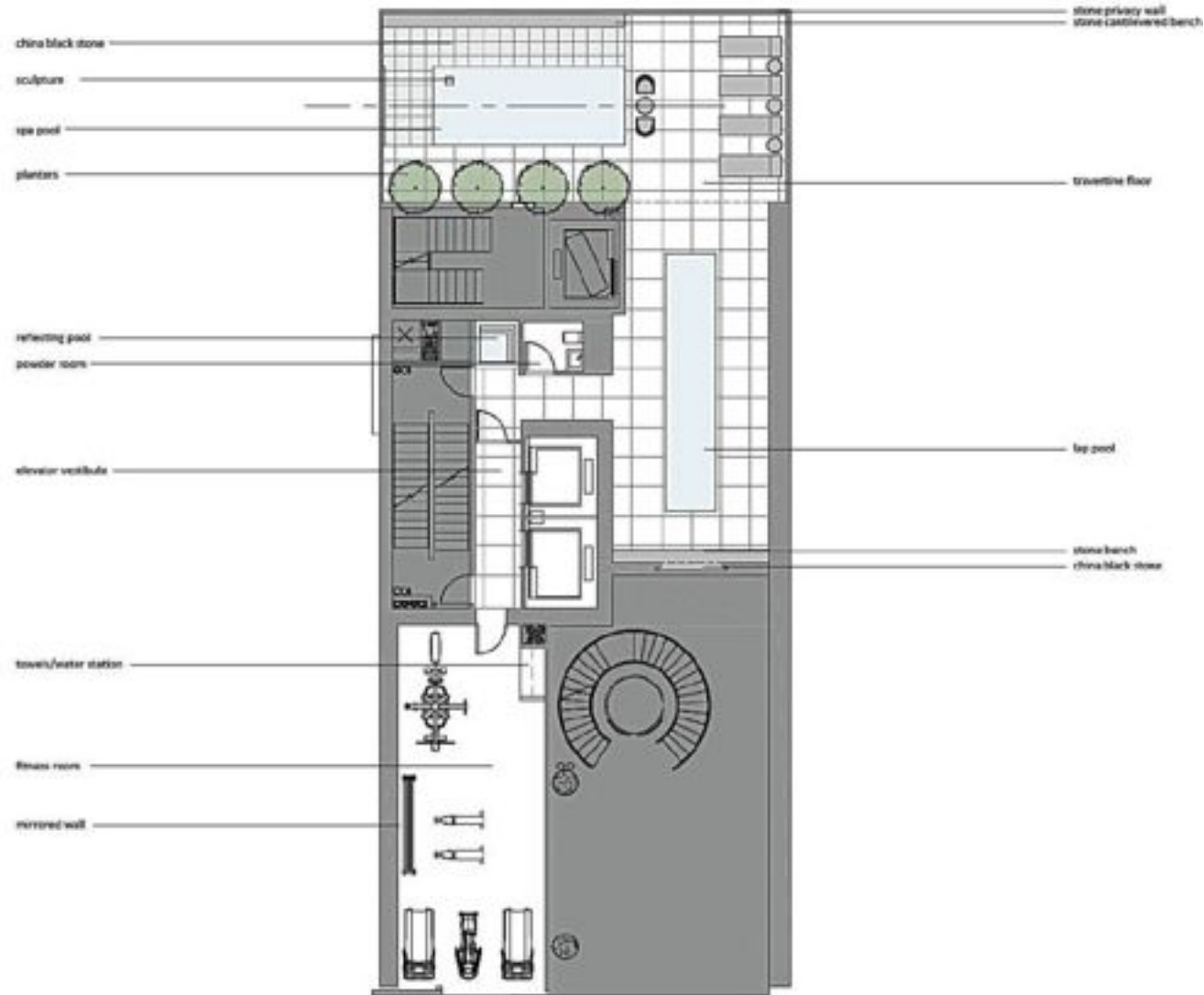


Level	Use	Elevation (Ft)	Floor Height (Ft)	Net Floor Area	Unit Mix	Balcony Area
58	Mechanical	607.34'				
57	Mechanical	604.34'	22.00'			
56	Mechanical	601.34'	22.00'			
55	Mechanical	601.34'	22.00'			
54	Restoration Space	602.64'	12.50'	1,279.19 SF		
53	Restoration Space	604.42'	12.42'	834.19 SF		
52	Residential	604.92'	12.52'	1,269.19 SF	4BR Four Floors	90 SF
51		607.13'	12.52'	1,234.19 SF		
50		609.61'	12.52'	1,237.19 SF		
49		611.74'	12.52'	1,222.19 SF		
48	Residential	611.34'	12.52'	1,443.19 SF	2BR Duplex	90 SF
47	Residential	609.92'	12.52'	1,281.19 SF	2BR Duplex	90 SF
46	Residential	609.30'	12.52'	1,287.19 SF	2BR Duplex	90 SF
45	Residential	608.59'	12.52'	1,281.19 SF	2BR Duplex	90 SF
44	Residential	607.17'	12.52'	1,287.19 SF	2BR Duplex	90 SF
43	Residential	606.21'	12.52'	1,270.19 SF	2BR Duplex	90 SF
42	Residential	606.34'	12.52'	1,274.19 SF	2BR Duplex	90 SF
41	Residential	604.42'	12.52'	1,280.19 SF	2BR Duplex	90 SF
40	Residential	604.92'	12.52'	1,288.19 SF	2BR Duplex	90 SF
39	Residential	602.71'	12.52'	1,299.19 SF	2BR Duplex	90 SF
38	Residential	602.94'	12.52'	1,302.19 SF	2BR Duplex	90 SF
37	Mechanical	601.92'	12.00'	1,514.19 SF		
36	Residential	601.92'	12.00'	1,321.19 SF	2BR Duplex	90 SF
35	Residential	602.00'	12.00'	1,320.19 SF	2BR Duplex	90 SF
34	Residential	606.17'	12.52'	1,723.19 SF	2BR Duplex	90 SF
33	Residential	608.28'	12.52'	1,742.19 SF	2BR Duplex	90 SF
32	Residential	607.13'	12.52'	1,752.19 SF	2BR Duplex	90 SF
31	Residential	608.42'	12.52'	1,767.19 SF	2BR Duplex	90 SF
30	Residential	608.92'	12.52'	1,807.19 SF	2BR Duplex	90 SF
29	Residential	604.92'	12.52'	1,884.19 SF	2BR Duplex	90 SF
28	Residential	603.61'	12.52'	1,912.19 SF	2BR Duplex	90 SF
27	Residential	602.71'	12.52'	1,938.19 SF	2BR Duplex	90 SF
26	Residential	601.83'	12.52'	1,981.19 SF	2BR Duplex	90 SF
25	Residential	600.92'	12.52'	1,987.19 SF	2BR Duplex	90 SF
24	Residential	599.00'	12.52'	2,012.19 SF	2BR Duplex	90 SF
23	Residential	597.08'	12.52'	2,176.19 SF	2BR Duplex	90 SF



# II. Development Overview

## 2<sup>nd</sup> Floor: Spa & Fitness





# II. Development Overview

## 2<sup>nd</sup> Floor: North Spa Pool Terrace

north spa pool terrace



plantings



edge detail of pool



furnishings



pool sculpture



floor and wall stone



privacy wall stone



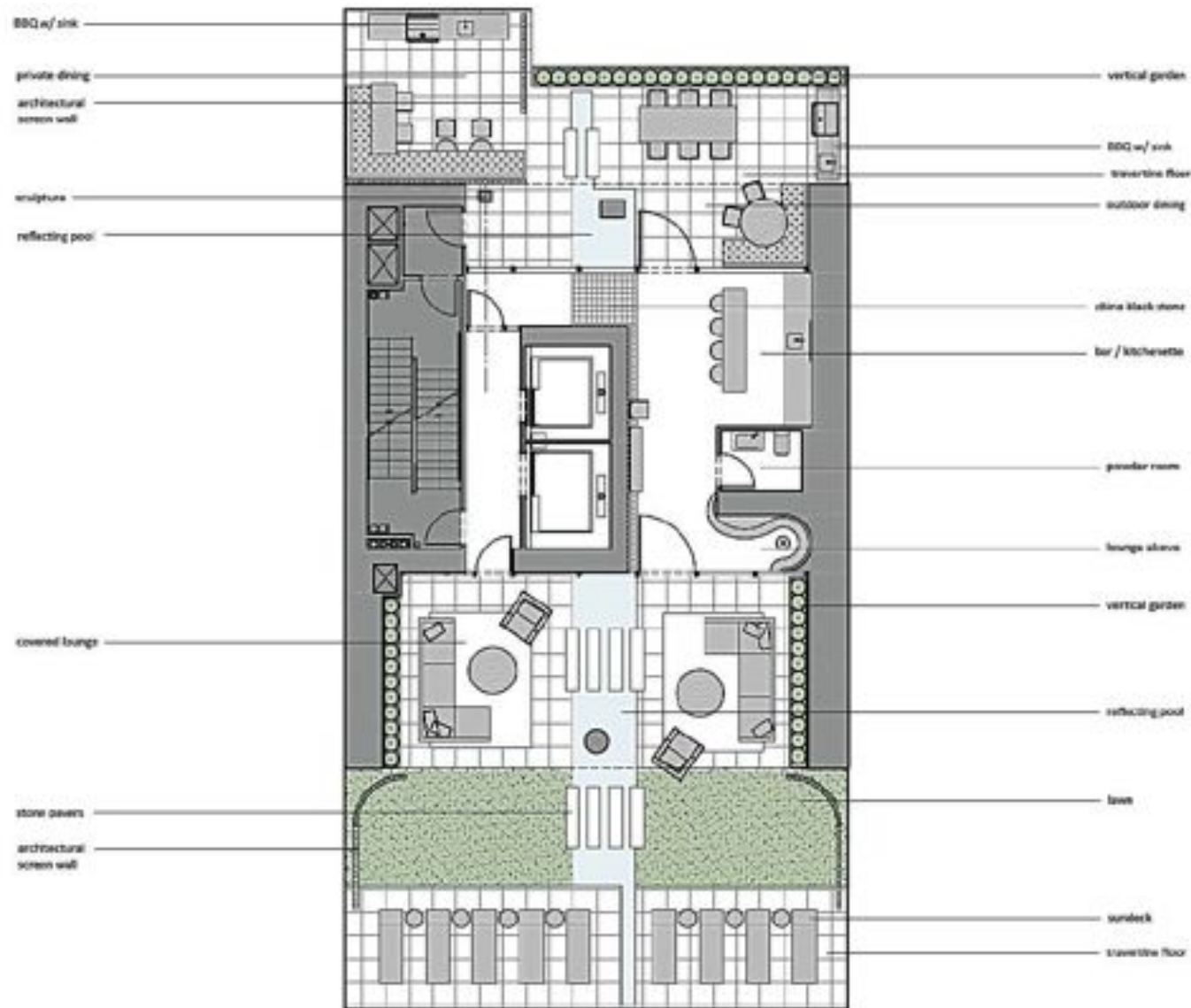
## II. Development Overview

### 2<sup>nd</sup> Floor: North Spa Pool Terrace



# II. Development Overview

## 6<sup>th</sup> Floor: Park, Entertaining, Dining



## II. Development Overview

### 6<sup>th</sup> Floor: Park, Entertaining, Dining



bar / kitchenette vibe



lounge alcove



walls at elevator vestibule



interior vibe



# II. Development Overview

## 6<sup>th</sup> Floor: North & South Exterior Terrace



vertical garden



covered lounge



stepping stone



water feature



sculpture



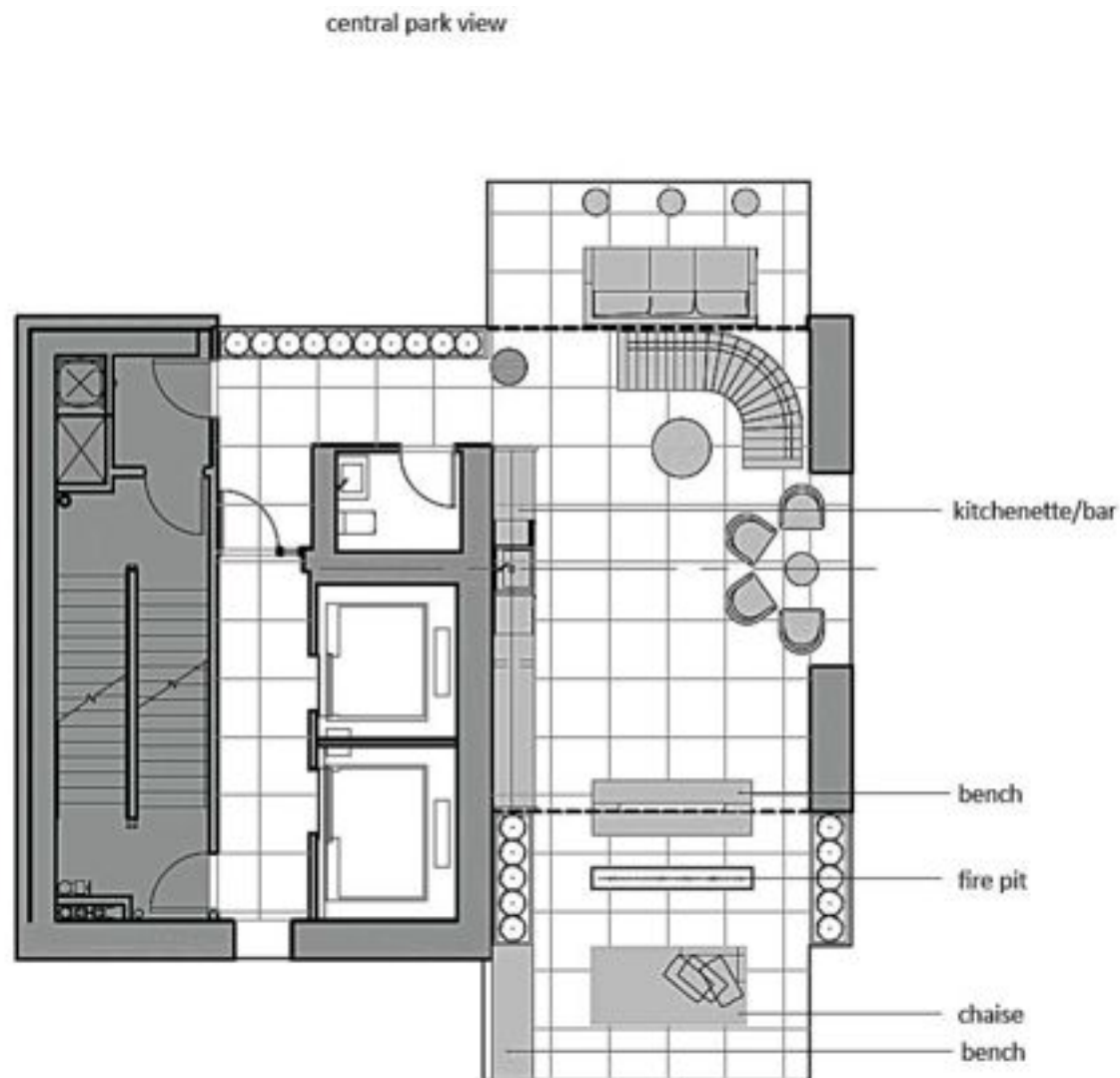
screen wall w/ lighting element



sundeck

# II. Development Overview

## 51<sup>st</sup> Floor: Observation Lounge



## II. Development Overview

### 51<sup>st</sup> Floor: Observation Lounge





# II. Development Overview

## Floor Plans – Representative Full Floor Unit



### Residence 12

2 Bedroom

2,195 SF



# II. Development Overview

## Floor Plans – Representative Duplex Unit



**Duplex A**  
2 Bedroom  
4,188 SF



**Lower Level**  
2,176 SF



**Upper Level**  
2,012 SF

## II. Development Overview

### Floor Plans – Penthouse



**Quadriplex**  
3 Bedroom  
5,743 SF



**Level 1**  
1,443 SF



**Level 2**  
1,437 SF

## II. Development Overview

### Floor Plans – Penthouse



#### Quadriplex

3 Bedroom

5,743 SF



**Level 3**  
1,434 SF



**Level 4**  
1,429 SF

## II. Development Overview

### Exceptional Retail Location



- ★ 57<sup>th</sup> Street is already home to flagship locations for world renowned retailers such as Tiffany, Burberry, Brioni, Prada, Chanel, Coach and Louis Vuitton.
- ★ **Prime retail is moving west on 57<sup>th</sup> Street.** Nordstrom's just signed a lease on 57<sup>th</sup> between 7<sup>th</sup> and Broadway. Additionally, One57 will command a high-end retailer just west of our site.

In late June 2012, Nordstrom signed a lease for a 7-level, 300K sf space at 225 West 57<sup>th</sup> Street. It is assumed that One57 will command a high-end retail tenant for its 90k sf space





# II. Development Overview

## Prime Retail Space



★ Retail Architectural Sectional Drawing:

**107 W 57<sup>th</sup> ST**

**FRONTAGE 43'**

**STORIES 5**



BUILDING SECTION

# II. Development Overview

## Retail Floor Plans



1ST FLOOR PLAN  
2,878 GSF



2ND FLOOR PLAN  
523 GSF



3RD FLOOR PLAN  
3,078 GSF



4TH FLOOR PLAN  
3,078 GSF

RETAIL  
COMMON  
RESIDENTIAL

## II. Development Overview

Many examples of similar luxury retail exist within proximity of site

### **BURBERRY /**

**9 E 57<sup>th</sup> ST**

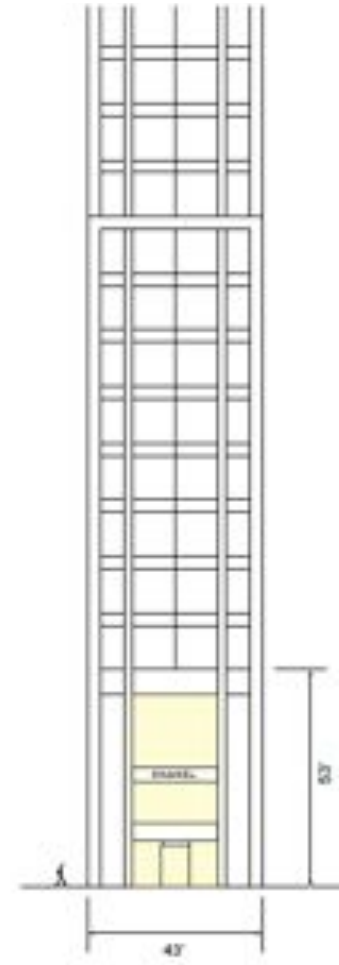
**FRONTAGE 53'**  
**STORIES 6**



### **CHANEL /**

**15 E 57<sup>th</sup> ST**

**FRONTAGE 43'**  
**STORIES 3**



### **ARMANI / 5th Ave /**

**717 5<sup>th</sup> Ave**

**FRONTAGE 40'**  
**STORIES 4**



# 107 West 57<sup>th</sup> Street

## III. Sponsorship & Development Team Overview



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# III. Sponsorship & Development Team Overview

## JDS and PMG



**JDS Development Group (JDS)** is a real estate development company formed by Michael Stern for the purchase and development of luxury residential real estate. Mr. Stern has a wide range of experience and unique expertise in the fields of design and construction, hands on project management, results driven sales and marketing, and real estate related financing stemming from his experience of development and construction of over 750,000 SF of property in various capacities in New York and Miami over the last several years.

**Property Markets Group (PMG)** is a full service real estate acquisition and development company that has been responsible for over 150 real estate transactions including over 80 residential buildings in Manhattan during its 20 year history. One of the leading converters of New York City rental apartments, PMG has distinguished itself over the last five years through its development of new construction condominium developments, both in New York City as well as Florida, South Carolina, Illinois, the Caribbean, and elsewhere.

JDS/PMG is currently developing Walker Tower, a \$150 million luxury condominium conversion of a former Verizon building in Manhattan in partnership with SCG. JDS/PMG is also developing 435 West 50<sup>th</sup> Street, a 65-unit luxury condominium conversion of a former Verizon building, 202 8th Street, a 51-unit multifamily rental building located in the Park Slope section of Brooklyn and 50 North 1<sup>st</sup> Street, a 46-unit multifamily rental building located in Williamsburg, Brooklyn.



202 Condo  
Park Slope, Brooklyn



823 Park Avenue  
New York, NY



173 Macdougall  
New York, NY



Walker Tower  
New York, NY

# III. Sponsorship & Development Team Overview

## JDS and PMG



### Highlighted Past Projects

<b>190 Riverside Drive</b>	Acquisition and condominium conversion of 78,400 net SF residential apartment building. 11 Stories, 51 Units. 38,900 SF was sold between 2000 and 2001 for \$27.3M in proceeds. Remaining units sold in bulk in January 2004 for \$47M.
<b>5 East 17th Street</b>	Acquisition and conversion of 8 story 50,000 SF commercial loft building into six residential and two commercial units. Sold all residential units for \$12.7M. Sold first floor/cellar retail space for \$9.7M gross. PMG retains one commercial unit.
<b>171 West 57th Street</b>	Acquisition and condominium conversion of 100,000 SF 12 story plus penthouse 36 unit residential building. Sold 25 condominium units for \$55.6M of gross proceeds (with air rights). Remaining 11 units sold in bulk for \$38M.
<b>43 Wooster Street</b>	Acquired January 2001. Converted to 10 residential units with street level and basement retail space. Sold all residential units. PMG retains the retail space.
<b>41 West 72nd Street</b>	Acquisition and condominium conversion of 120 units, 100,000 SF 17 story plus penthouse residential tower. Sold 60 units for proceeds of \$29.2M. Most of remaining units sold in bulk in 2004 for \$39M. PMG retains 4 penthouse units with a market value of approximately \$3M.
<b>500 West End Ave</b>	Acquired as 130,000 SF 12 story 89 unit residential building. Constructed 2 new duplex apartments (3,600 SF each) on top of existing building. Sold 33 units for proceeds of \$51M. Remaining units sold in bulk for \$50M.
<b>333 East 34th Street</b>	Acquired as 215 unit 193,999 SF 17 story residential apartment building. Sold 133 units for proceeds of \$69M. Additional units sold in bulk for \$80M.
<b>Herald Square/ 50 West 34th Street</b>	Acquisition of 690 unit 25 story 452,000 SF residential building.
<b>823 Park Avenue</b>	Acquisition of vacant 12 story plus penthouse residential building. Gut renovated and expanded to create a 12 unit 52,400 net SF residential condominium building. Sold all units for proceeds of \$160.1M.

# III. Sponsorship & Development Team Overview

## JDS and PMG



### Highlighted Past Projects

<b>22 Mercer Street</b>	Acquired 39,000 SF residential portion of mixed-use loft building. Gut renovated and converted to 16 residential units. All units sold for proceeds of \$44M.
<b>7 East 17th Street</b>	Acquired together with neighboring 5 East 17th street as an 8 story 48,000 SF mixed-use loft building. Converted to 14 residential condominium units and two commercial units. 2nd floor commercial unit was sold for \$3.2M. Retail space sold together with adjacent retail space.
<b>171-173 Macdougall Street</b>	Acquired as single 20,600 SF condominium unit comprising of the 2nd through 6 floors above a church. Gut renovated and converted to 8 residential condominium units. Sold 7 units for proceeds of \$34.8M. PMG retains one unit with a market value of \$3.8M.
<b>Park Slope, Brooklyn</b>	Acquisition of three adjacent lots. Demolition of existing commercial and residential structures. Construction of new 12 story 67,000 SF residential tower. 59 units plus indoor parking facility. Concrete superstructure and window wall construction. UNDER CONSTRUCTION
<b>Beachfront Estate Development</b>	Phase 1- Acquisition of two adjacent properties. Demolition of 7 existing residential structures. Construction of new residential community on a private road consisting of approximately 43,600 SF of residential space. Fireproof construction with automatic sprinklers. Completed 2005. Sold all units and full occupancy in 2006. Acquisition of residential property. Demolition of existing structure. Construction of new 6 unit 5 story residential structure. Construction complete. Partial occupancy.
<b>Beachfront Estate Phase II</b>	Acquisition of several adjacent properties. Demolition of existing structures. Construction of new residential apartment building consisting of approximately 37,000 S,F 44 residential units plus parking. DESIGN PHASE
<b>Park West Portfolio</b>	JDS acquired 5 adjacent vacant parcels in downtown Miami with 3.2M SF of “as of right” development entitlements. Purchased for \$87.5M and sold prior to development for \$105M to foreign investment group.
<b>Aventura, FL</b>	Construction of new 10 story mid-rise 116 unit residential condominium building. Amenities included indoor parking, fitness center and pool. Concrete superstructure. Stucco exterior with floor to ceiling laminated glass. Completed 2005.

# III. Sponsorship & Development Team Overview

## Team



### Architect – Cetra Ruddy

- ★ Cetra Ruddy provides comprehensive services in urban design, architecture, and interior design. Principals John Cetra and Nancy Ruddy have been providing quality design for over 22 years with a strong commitment to excellence and responsive service that enables the firm to meet the needs of today's most sophisticated clients.
- ★ Cetra Ruddy was selected in large part due to their skills and expertise from working on One Madison, a 50 story tall, slender residential tower.
- ★ Recent Cetra Ruddy residential projects include:



**Walker Tower**  
55 unit residential tower;  
210 West 18<sup>th</sup> St



**One Madison**  
50 story residential  
tower;  
22 East 23<sup>rd</sup> St



**Orion**  
60 story  
residential tower;  
350 West 42<sup>nd</sup> St



**Ariel Towers**  
40 story residential tower;  
2628 Broadway



# III. Sponsorship & Development Team Overview

## Team



### Structural Engineer- WSP Cantor Seinuk

- ★ WSP Cantor Seinuk has provided structural engineering services on billions of dollars' worth of construction projects throughout the world including the United States, Europe, Asia, South America, the Near, Middle and Far East.
- ★ Over the past 40 years, our practice has been singled out as the recipient of well over 100 prestigious awards for engineering excellence and achievement. We have consistently achieved top ranking among international structural design services firms and, as part of WSP Group, have been named the 2011 International Consultant of the Year by NCE (New Civil Engineer) magazine.
- ★ WSP Cantor Seinuk has the resources and capabilities to provide our clients with the full scope of structural engineering services from inception through sign-off. Our engineering teams have extensive experience throughout the world and are well versed in the local customs and practices of the regions we serve.



One World Trade Center



Two World Trade Center



Three World Trade Center



One57



56 Leonard Street



London Bridge Tower

# III. Sponsorship & Development Team Overview

## Team



### Vertical Transport Consultants- VDA

- ★ VDA® (Van Deusen & Associates) offers consulting services encompassing all phases of vertical transportation systems, and our diversified experience and skilled, professional personnel have earned the firm recognition as one of the world's finest independent specialty consultants. Since its founding in 1980, VDA has provided services for more than 15,000 projects worldwide.
- ★ VDA offers comprehensive design and engineering services for elevators, escalators, moving walks, dumbwaiters and lift systems in new and existing structures. The firm also provides design and specification services for cost-effective material and mail handling systems in commercial and healthcare facilities. Over the years, we have provided services for legal consulting, and for special equipment applications such as rack and pinion elevators, double-deck hydraulic elevators, turntables and vehicle lifts.
- ★ VDA performs evaluations of existing vertical transportation and material-handling systems' performance along with periodic quality control evaluation of elevators. One of our specialties involves the review and negotiation of new and existing maintenance contracts.



Bank of America Tower, NYC



W NY Downtown



ADIA Headquarters, UAE



Lotte World, Seoul

# III. Sponsorship & Development Team Overview

## Team



### Interior Design- Kara Mann Design

- ★ Kara Mann is a New York and Chicago-based interior and textile designer who has merged her background in fashion, art and design to create distinct interiors that re-imagine the possibilities of mixing the modern and traditional. Since opening her namesake firm, Kara Mann Design (KMD), in 2005, Kara has collaborated with clients nationally and internationally on both residential and commercial projects to achieve a balance of edgy yet attainable design, producing interiors that are both current and enduring.
- ★ Kara's work has appeared numerous times in such highly-regarded publications as *Architectural Digest*, *The New York Times*, *Traditional Home*, *House Beautiful*, *Metropolitan Home*, *Western Interiors and Design*, *Design Bureau Magazine* and *The Chicago Tribune*, to name a few.
- ★ *InStyle* has dubbed Kara an 'of-the-moment' designer and *Vogue* has appointed her as a member of 'The Vogue 100,' a group of influential decision makers and opinion leaders known for their distinctive taste in fashion and culture. She was honored by *Metropolitan Home* as a part of their 'Design 100,' was chosen as one of **domino** magazine's 'domino 10,' and received the Chicago chapter of **Fashion Group International's** 'Rising Star Award,' which recognizes those who've made a distinct mark in the local design community.





# III. Sponsorship & Development Team Overview

## Team



### MEP Engineer- Dagher Engineering

- ★ Founded in 2000, Dagher Engineering is a full-service firm specializing in mechanical, electrical, plumbing/fire-protection, technology design and consulting for new construction, renovations and adaptive re-use projects. We have experience in a wide-range of building types for both public and private sector clients including: Commercial/Office, Cultural, Education, Government, Healthcare, Hospitality, Mixed-use, Residential, and Retail.
- ★ Dagher Engineering has consistently received top awards from the American Council of Engineering Companies for engineering excellence. These awards are judged on Social Economic and Sustainable Design Considerations, Original or Innovative Application of New or Existing Techniques, Complexity, Exceeding Owner/Client Goals, and Future Value to the Engineering Profession



West 57<sup>th</sup> St, NYC



City Point, NYC



Heron & Pagoda Towers, WA



Eventi Hotel & Residences, NYC



# III. Sponsorship & Development Team Overview

## Team



### Façade Consultant- Buro Happold

- ★ Buro Happold is a global, integrated, multidisciplinary engineering firm able to offer a complete range of services dealing with the built environment. Originally established as a building engineering consultancy, it continues to offer the full range of engineering services; structural engineering, MEP engineering, environmental engineering, sustainability consulting, energy engineering, computation & simulation analysis, master planning, geotechnical engineering, façade engineering, fire and life safety engineering, lighting design, and project management services.
- ★ Buro Happold advises clients on the best way to develop, design and procure the building envelope, using our knowledge of the full supply chain to provide high level technical advice across the whole design process, including the choice of materials and systems. Our aim is to achieve a cost-effective, viable design solution that provides top performance at the lowest possible risk.



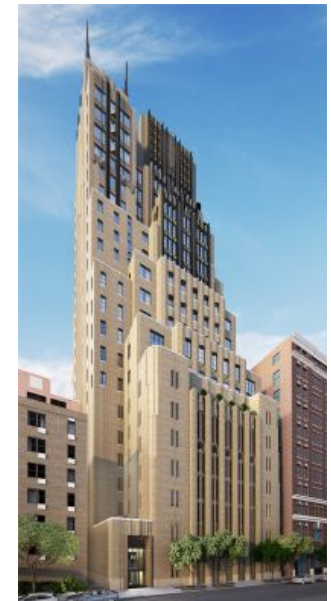
Tong Shan, Shanghai



Louis Vuitton, 5<sup>th</sup> Ave NYC



Columbia Uni Medical College, NYC



Walker Tower, NYC

# 107 West 57<sup>th</sup> Street

## IV. Financial Summary



- I. Executive Summary
- II. Development Overview
- III. Sponsorship & Development Team Overview
- ▶ **IV. Financial Summary**
- V. Residential Market Overview

# IV. Financial Summary

## Development Budget



- ★ Sponsor's all-in basis in the Project is expected to be \$1,396 / GSF.
- ★ Based on extensive diligence and estimates, hard costs are anticipated to be \$756 / GSF.
- ★ We have already received market place feedback, including hard bids verifying the vast majority of key construction trades that give us confidence in our budget, including:
  - ★ Excavation/ Foundation
  - ★ Superstructure
  - ★ MEP Trades
  - ★ Curtainwall

# IV. Financial Summary

## Development Budget (Con't)



TRADE	BUDGET AMOUNT
HOIST/SWB	\$1,500,000
FOUNDATION	\$3,000,000
CONCRETE	\$12,170,049
STRUCTURAL METAL FRAMING	\$2,000,000
METAL FABRICATIONS	\$500,000
STRUCTURAL DAMPER	\$4,500,000
TEMP PROTECTION	\$1,000,000
MILLWORK	\$2,500,000
INTERIOR DUPLEX STAIRS	\$700,000
MEMBRANE ROOFING	\$250,000
DOORS AND FRAMES	\$500,000
HARDWARE	\$200,000
GLAZING	\$400,000
EXTERIOR FAÇADE	\$14,000,000
BUILDING MAINTENANCE UNIT	\$800,000
RETAIL SPACE/SPECIAL FINISHES	\$1,000,000
LOBBY WORK/AMENITIES	\$1,100,000
CARPENTRY	\$2,200,000
STONE AND TILE	\$2,000,000
WOOD FLOORING	\$1,200,000
PAINTING	\$350,000
SIGNAGE	\$75,000
TOILET ACCESSORIES	\$100,000
WASTE HANDLING EQUIPMENT	\$200,000
RESIDENTIAL EQUIPMENT	\$750,000
ELEVATORS	\$1,800,000
FIRE PROTECTION	\$400,000
PLUMBING	\$2,200,000
HVAC	\$3,800,000
ELECTRICAL WORK, Incl. Façade Lighting	\$4,700,000
<b>TRADE SUBTOTAL</b>	<b>\$65,898,049</b>
General Conditions	\$3,953,703
Subcontractor Bonds	\$823,688
Insurance	\$3,250,000
Const. Contingency	\$6,589,505
<b>CONSTRUCTION TOTAL</b>	<b>\$80,511,944</b>
Development Fee	\$2,635,802
Real Estate Taxes	\$600,000
Sales and Marketing	\$2,000,000
Transaction Costs	\$1,000,000

<b>Owner Direct Work and FF&amp;E</b>	
Sales Center/Mock-Ups	\$750,000
F. F&E	\$250,000
Artwork	\$75,000
Final Cleaning	\$75,000
<b>Architecture and Engineering</b>	
Architecture/Interior Design	\$2,000,000
MEP Engineer	\$500,000
Structural/Wind Engineer	\$925,000
Geotechnical/SOE	\$350,000
<b>Consultants</b>	
Acoustical	\$25,000
Façade	\$235,000
Lighting	\$95,000
AV/IT/Security	\$100,000
Vertical Transportation	\$35,000
Logistics and Estimating	\$50,000
Code Consultant/Permitting	\$275,000
<b>Insurance (Builder's Risk/Contents, etc.)</b>	<b>\$500,000</b>
<b>Legal and Accounting</b>	<b>\$350,000</b>
<b>Soft Cost Contingency</b>	<b>\$641,290</b>
<b>SOFT COST SUBTOTAL</b>	<b>\$13,467,092</b>
Condo Mortgage Recording Tax	\$1,600,000
Construction Loan Commitment	\$825,000
Mortgage Broker Fee	\$412,500
Lender Due Diligence	\$150,000
Lender Legal	\$250,000
Borrower Legal	\$250,000
Appraisal	\$25,000
Title Insurance	\$250,000
Construction Loan Interest	\$5,750,000
<b>FINANCIAL COST SUBTOTAL</b>	<b>\$9,512,500</b>
<b>Aquisition</b>	<b>\$46,000,000</b>
<b>AQUISITION COST SUBTOTAL</b>	<b>\$46,000,000</b>
<b>CAPITAL STACK TOTAL</b>	<b>\$149,491,536</b>



# IV. Financial Summary

## Unit Pricing Summary



Projected Unit Pricing						
Floor	Unit Type	Bedrooms	SF	Price PSF	Price	View
47 - 50	Quadriplex	4	5,743	\$ 5,150	\$ 29,573,579	Full Park View
45 / 46	Duplex	2	2,899	\$ 4,600	\$ 13,335,400	Full Park View
43 / 44	Duplex	2	2,918	\$ 4,600	\$ 13,422,800	Full Park View
41 / 42	Duplex	2	2,937	\$ 4,600	\$ 13,510,200	Full Park View
39 / 40	Duplex	2	2,956	\$ 4,600	\$ 13,597,600	Full Park View
37 / 38	Duplex	2	2,976	\$ 4,600	\$ 13,689,600	Full Park View
35 / 36	Duplex	2	2,994	\$ 4,600	\$ 13,772,400	Full Park View
33 / 34	Duplex	2	3,013	\$ 4,600	\$ 13,859,800	Full Park View
30 / 31	Duplex	2	3,387	\$ 4,100	\$ 13,886,700	Full Park View
28 / 29	Duplex	2	3,468	\$ 4,100	\$ 14,218,800	Full Park View
26 / 27	Duplex	2	3,552	\$ 4,100	\$ 14,563,200	Full Park View
24 / 25	Duplex	2	3,691	\$ 4,100	\$ 15,133,100	Full Park View
22 / 23	Duplex	2	3,846	\$ 4,100	\$ 15,768,600	Full Park View
20 / 21	Duplex	2	3,948	\$ 4,100	\$ 16,186,800	Full Park View
18 / 19	Duplex	2	4,188	\$ 4,100	\$ 17,170,800	Full Park View
17	Lateral / Full Floor	2	2,180	\$ 3,100	\$ 6,758,000	57th St View
16	Lateral / Full Floor	2	2,183	\$ 3,100	\$ 6,767,300	57th St View
15	Lateral / Full Floor	2	2,186	\$ 3,100	\$ 6,776,600	57th St View
14	Lateral / Full Floor	2	2,189	\$ 3,100	\$ 6,785,900	57th St View
13	Lateral / Full Floor	2	2,192	\$ 3,100	\$ 6,795,200	57th St View
12	Lateral / Full Floor	2	2,195	\$ 3,100	\$ 6,804,500	57th St View
11	Lateral / Full Floor	2	2,188	\$ 3,100	\$ 6,782,800	57th St View
10	Lateral / Full Floor	2	2,180	\$ 3,100	\$ 6,758,000	57th St View
9	Lateral / Full Floor	2	2,172	\$ 3,100	\$ 6,733,200	57th St View
8	Lateral / Full Floor	2	2,163	\$ 3,100	\$ 6,705,300	57th St View
7	Lateral / Full Floor	2	2,155	\$ 3,100	\$ 6,680,500	57th St View
Total / Average			76,499	\$ 4,000	\$ 305,996,000	

- ★ Superior view corridor versus One57
- ★ Fifty Seventh Street is double-wide allowing for more light than a typical New York City street

# IV. Financial Summary

## Estimated Common Charges and Taxes



Estimated Common Charges and Taxes			
	Annual Cost	Annual Cost PSF	Monthly Cost PSF
Payroll	\$ 257,180.00	\$ 3.34	\$ 0.28
Steam (Heating)	\$ 200,200.00	\$ 2.60	\$ 0.22
Electricity	\$ 200,200.00	\$ 2.60	\$ 0.22
Water and Sewer	\$ 50,820.00	\$ 0.66	\$ 0.06
Insurance	\$ 49,280.00	\$ 0.64	\$ 0.05
Management Fees	\$ 26,180.00	\$ 0.34	\$ 0.03
Repairs, Maintenance, Professional & Administrative Fees and misc. other expenses	\$ 69,300.00	\$ 0.90	\$ 0.08
<b>Total Common Charges</b>	<b>\$</b>	<b>11.08</b>	<b>\$ 0.92</b>

Real Estate Taxes	\$ 1,155,000.00	\$ 15.00	\$ 1.25
<b>Total Real Estate Taxes</b>	<b>\$</b>	<b>15.00</b>	<b>\$ 1.25</b>

# IV. Financial Summary

## Cash Flow Projections



	2012	2013					
Asset Cash Flows	December	January	February	March	April	May	June
Development Costs							
Site Acquisition	(46,000,000)						
Closing Costs	(1,091,711)						
Hard Costs	(3,239,252)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)
Soft Costs	(7,204,671)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)
Financing Costs	(4,204,031)	(71,303)	(71,303)	(71,303)	(71,303)	(71,303)	(71,303)
Total Project Costs	(61,739,663)	(3,560,909)	(3,560,909)	(3,560,909)	(3,560,909)	(3,560,909)	(3,560,909)
Total Revenues							
Retail Space Sale	-	-	-	-	-	-	-
Residential Sales	-	-	-	-	-	-	-
Residential Carry Costs	-	-	-	-	-	-	-
Sale Fees	-	-	-	-	-	-	-
Total Project Net Revenue	-	-	-	-	-	-	-
<b>NET ASSET CASH FLOWS</b>	<b>\$ (61,739,663)</b>	<b>\$ (3,560,909)</b>	<b>\$ (3,560,909)</b>	<b>\$ (3,560,909)</b>	<b>\$ (3,560,909)</b>	<b>\$ (3,560,909)</b>	<b>\$ (3,560,909)</b>
Investor Equity	\$ (50,000,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Investor Pref 15%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
*December 13 equity entry							
Total Profit After Preferred Return and Equity Return							
Investor Profit @ 40%							
Investor Cash Flow	\$ (50,000,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Investor IRR							

# IV. Financial Summary

## Cash Flow Projections (Con't)



Cash Flow										
2013						2014				
July	August	September	October	November	December	January	February	March	April	May
(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)
(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)
(71,303)	(71,303)	(71,303)	(71,303)	(71,303)	(71,303)	(201,889)	(201,889)	(201,889)	(201,889)	(201,889)
(3,560,909)	(3,560,909)	(3,560,909)	(3,560,909)	(3,560,909)	(3,560,909)	(3,691,495)	(3,691,495)	(3,691,495)	(3,691,495)	(3,691,495)
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-
\$ (3,560,909)	\$ (3,560,909)	\$ (3,560,909)	\$ (3,560,909)	\$ (3,560,909)	\$ (3,560,909)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



# IV. Financial Summary

## Cash Flow Projections (Con't)



2014							2015		2015	TOTAL
June	July	August	September	October	November	December	January	February	March	
										(46,000,000)
										(1,091,711)
(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	(3,239,251)	-	-	-	(80,981,276)
(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	(250,355)	-	-	-	(13,213,199)
(201,889)	(201,889)	(201,889)	(201,889)	(201,889)	(201,889)	(201,889)	(241,008)	(241,008)	(241,008)	(8,205,349)
(3,691,495)	(3,691,495)	(3,691,495)	(3,691,495)	(3,691,495)	(3,691,495)	(3,691,495)	(241,008)	(241,008)	(241,008)	(149,491,535)
-	-	-	-	-	-	-	20,000,000	-	-	20,000,000
-	-	-	-	-	-	-	101,998,667	101,998,667	101,998,667	305,996,000
-	-	-	-	-	-	-	(497,244)	(497,244)	(497,244)	(1,491,731)
-	-	-	-	-	-	-	(6,977,852)	(6,977,852)	(6,977,852)	(20,933,556)
-	-	-	-	-	-	-	114,523,571	94,523,571	94,523,571	303,570,713
\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ (3,691,495)	\$ 114,282,563	\$ 94,282,563	\$ 94,282,563	\$ 154,079,178
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (50,000,000)
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,312,500	\$ -	\$ -	\$ 15,312,500
										\$ 88,766,678
										\$ 35,506,671
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 43,814,724	\$ 28,502,224	\$ 28,502,224	
										38.50%

**Total Investor Profit** **\$ 50,819,171**

# IV. Financial Summary

## Investor Profit Sensitivity



Sensitivity	
Ave Price PSF	Investor Profit
3500	\$ 35,519,371
3750	\$ 43,169,271
4000	\$ 50,819,171
4250	\$ 58,469,071
4500	\$ 66,118,971
5000	\$ 81,418,771

# 107 West 57<sup>th</sup> Street

## V. Residential Market Overview



- I. Executive Summary
- II. Development Overview
- III. Sponsorship & Development Team Overview
- IV. Financial Summary
- ▶ **V. Residential Market Overview**

# V. Residential Market Overview

## Luxury Residential Comps



- ★ The high-end of the Midtown market has performed exceptionally well, driven in large part by a lack of quality product in the luxury segment.
- ★ **Competitive sales**, as summarized below have averaged well **north of \$4,000 psf** (as compared to the projected trended \$4,000 psf in our underwriting).
- ★ West 57<sup>th</sup> benefits from a more affordable price point, excellent location and Central Park views.

	"Project"	Plaza Residences	One 57	15 Central Park West	Time Warner Center	Trump International	One Beacon Court
Submarket	Plaza District/ Midtown	Plaza District/ Midtown	Plaza District/ Midtown	Upper West Side	Columbus Circle/ Midtown	Columbus Circle/ Midtown	Upper East Side
Location	107 W. 57th St. at 6th Ave	1 CPS at 5th Ave	157 W. 57th bw 6th / 7th Ave	15 CPW at 61st St	25/80 Columbus Circle	1 CPW at Columbus Circle	151 E. 58th bw Lex/3rd
Construction Type	New Construction	Conversion	New	New Construction	New Construction	Conversion	New Construction
Developer	JDS	Elad Properties	Elad	Leckendorf/Goldman	Related / Apollo	Trump / GE Pension	Vornado Realty
Completed		1907/2008					2005
Stories	56	20	90	20-stories/43-stories	NA	52	55
Total Units	26	180	135	230	201	324	105
Average Unit Size	2,410	1,981	3,030	NA	NA	NA	NA
Units Signed / Closed	-	180 (100% Sold)	-	230 (100% Sold)	201 (100% Sold)	324 (100% Sold)	105 (100% Sold)
Average Monthlies \$psf	TBD	\$2.35	-	\$1.62	\$3.45	\$2.44	\$2.24
Park View	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Units Closed (10/10 - 3/12)	<u>Projected</u>						
Units Closed	26	23	-	20	10	10	10
Average Purchase Price	\$9,639,362	\$9,500,071	-	\$14,958,531	\$12,640,300	\$10,382,000	\$8,441,817
Average Purchase Price \$psf	\$4,000	\$4,287	-	\$6,904	\$4,788	\$4,080	\$3,956
Average Unit Size	2,410	2,216	-	2,167	2,640	2,545	2,134
Units Available (10/10 - 3/12)							
Units Available		11	9	3	10	7	6
Average Contract Price		6,425,000	21,485,000	24,631,667	22,529,500	16,726,083	10,220,833
Average Contract Price \$psf		4,243	6,207	8,669	7,790	6,567	4,679
Average Unit Size		1,514	3,461	2,841	2,892	2,547	2,185

Source: Corcoran



# V. Residential Market Overview

## Luxury Residential Comps

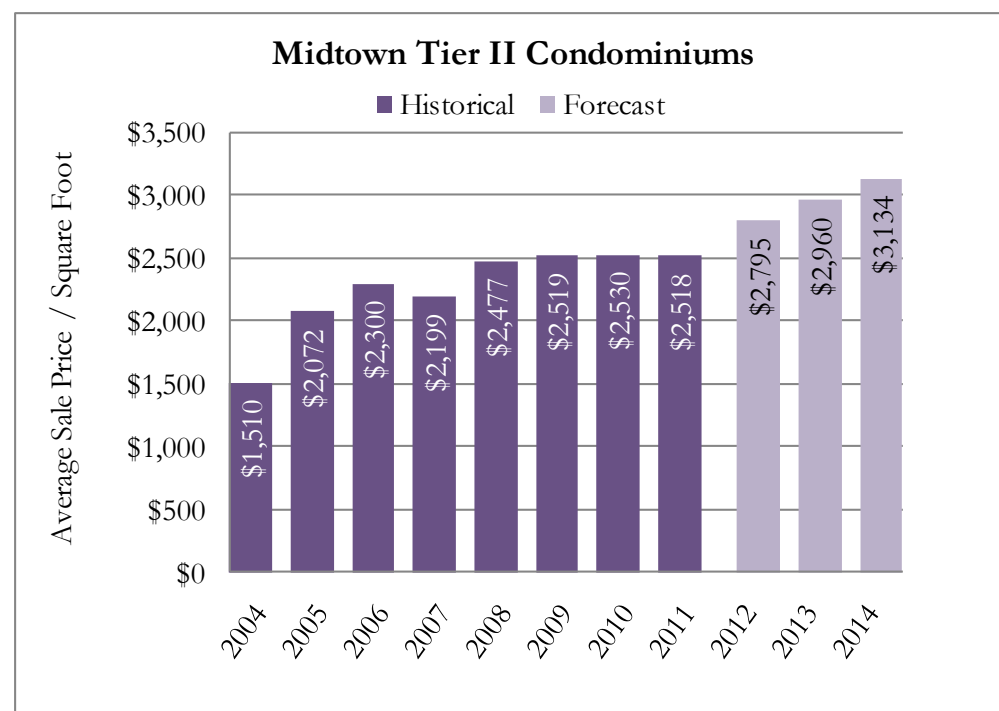
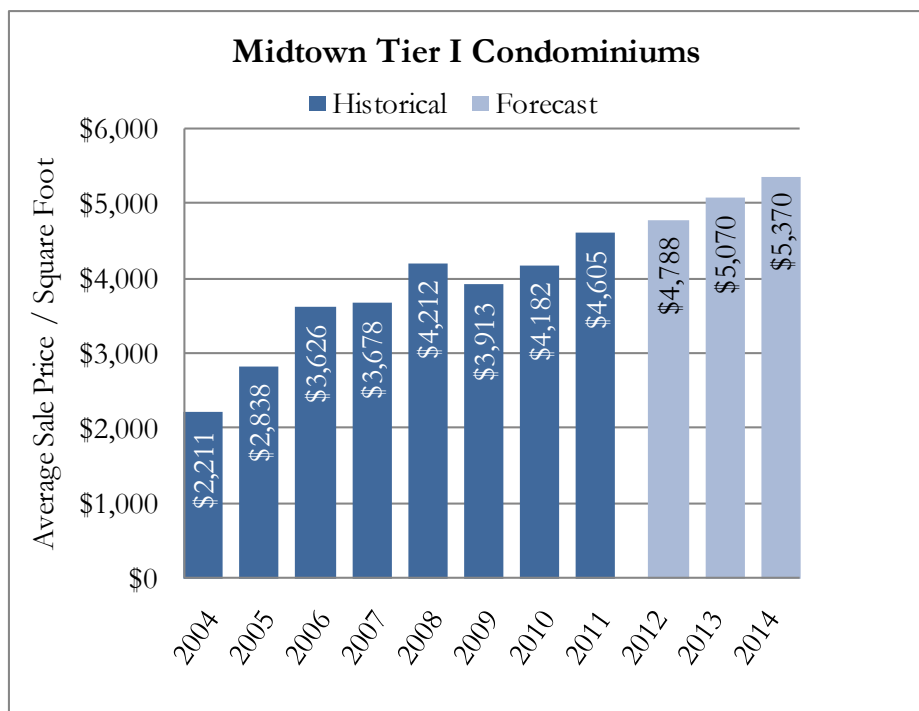


# V. Residential Market Overview

## Luxury Residential Comps



- ★ Residential pricing has steadily risen over the past 3 years, with pricing for high-end product eclipsing previous 2006 peaks
- ★ Based on limited supply, price appreciation is forecasted over the next three years



Source: Corcoran

Tier I Condominiums – 15 CPW, Time Warner Center, The Plaza, One Beacon Court, Trump International

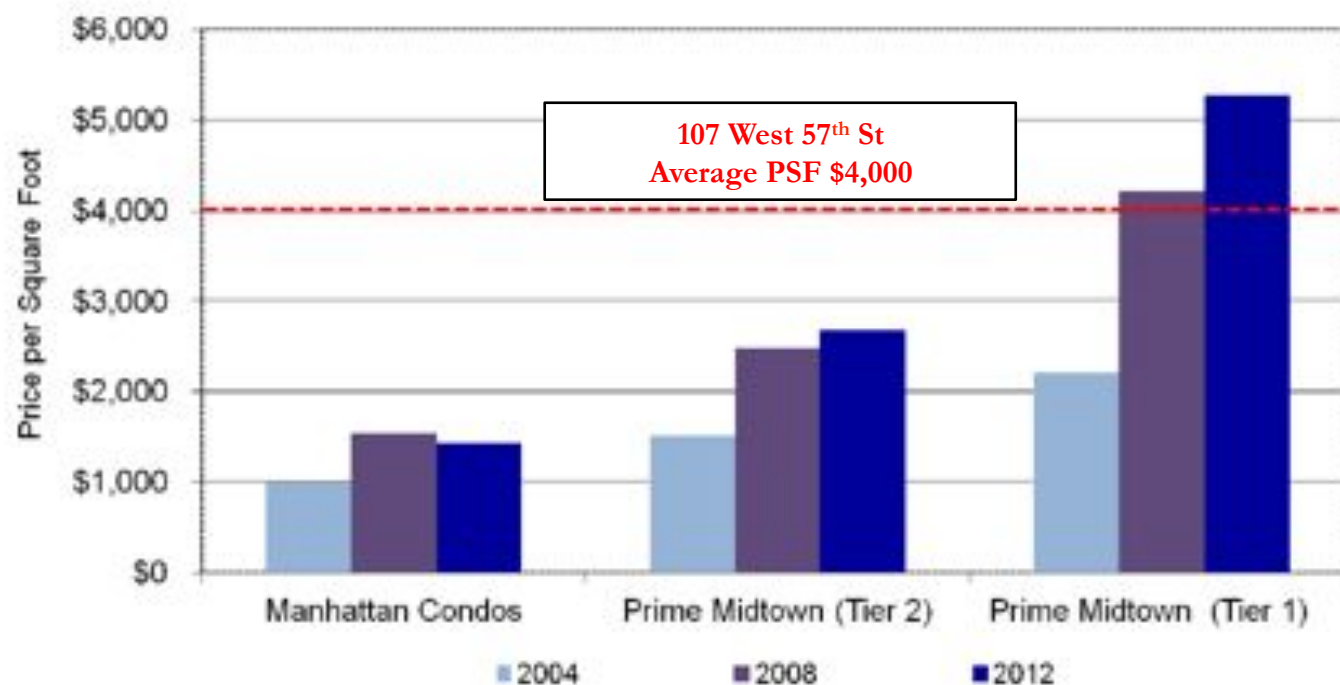
Tier II Condominiums – 515 Park, Park Laurel, Trump Tower, Trump Park Avenue, 110 CPS, Park Imperial, Olympic Tower, Essex House, Centurion and Metropolitan Tower

# V. Residential Market Overview

## Prime Midtown Condominium Pricing Over Time



- ★ Tier 1 and Tier 2 Prime Midtown submarkets are outperforming the Manhattan market overall and have now surpassed their previous 2008 highs.
- ★ Condominiums in the prime Midtown core (Tier 1 and Tier 2) sell at a premium of over 168% above Manhattan overall.
- ★ In 2004 this premium was 75%.
- ★ Resales at the five highest end properties within that subset averaged \$5,326 psf over the last 18 months.



Note: Prime Midtown (Tier 1) properties are 15 Central Park West, Ritz Carlton, Time Warner Center, The Plaza and One Beacon Court.

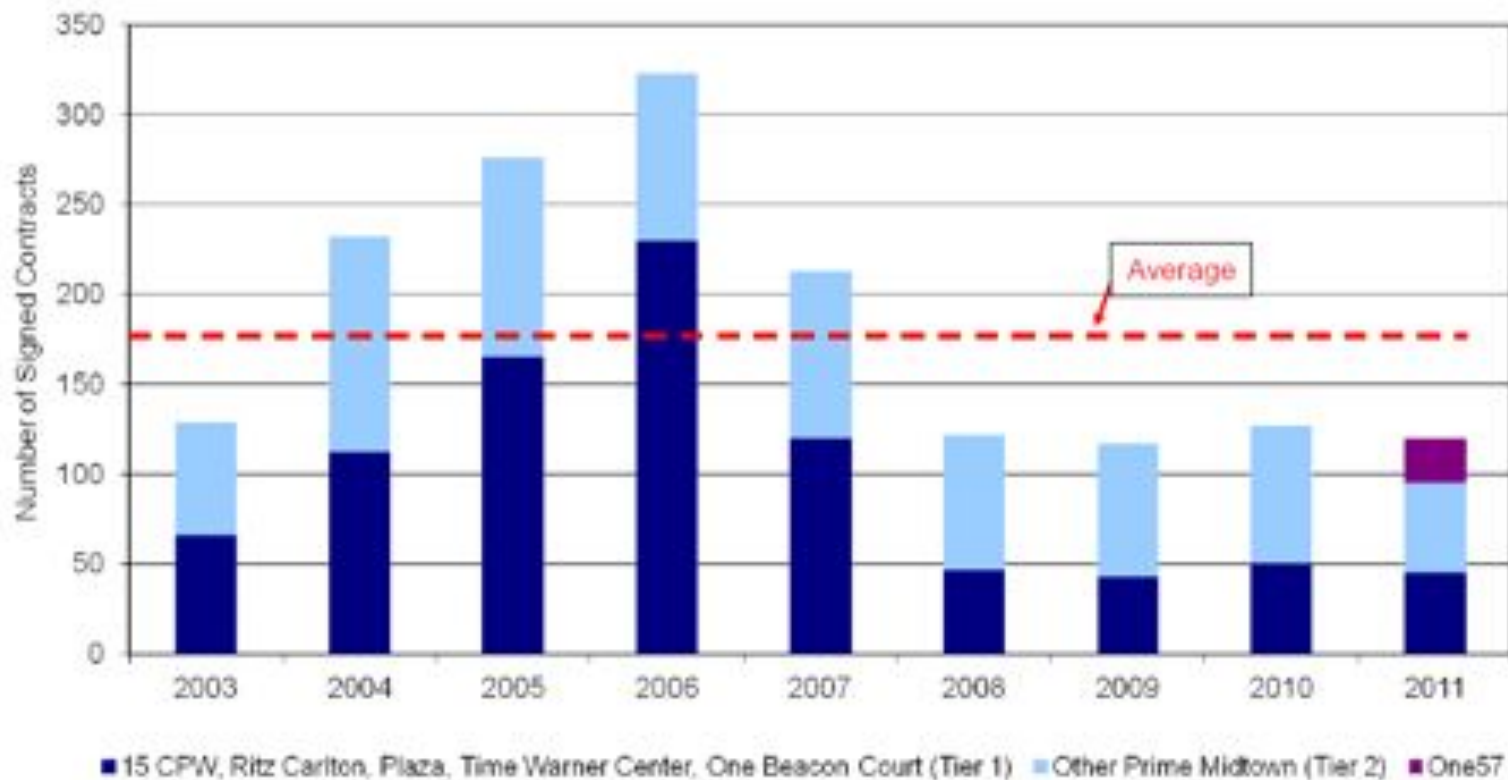
Source: Corcoran Sunshine

# V. Residential Market Overview

## Prime Midtown Condominium Sales Volume



- ★ The Prime Midtown corridor has averaged approximately 180 contracts signed annually since 2003
- ★ Prior to mid-2007, the sales volume was significantly higher due to considerable supply of new development sponsor units in 9 of 16 properties in the data set
- ★ Since mid-2007 nearly all transactions have been resales because of the dearth of new product



Note: One57 sales figures are estimated based on reporting from sales office but cannot be confirmed. One57 launched for sales in 4Q11.

Source: Corcoran Sunshine



# V. Residential Market Overview

## Key Comps



Property Name	Address	Last 18 Months Signed Contracts Average			
		Sales	Price	Size	PPSF
Tier One					
15 Central Park West	15 Central Park West	17	\$15,217,095	2,187	\$6,958
Ritz Carlton	50 Central Park South	2	\$50,000,000	8,388	\$5,961
Time Warner Center	25 & 80 Columbus Circle	14	\$12,504,077	2,551	\$4,901
The Plaza	1 Central Park South	18	\$7,426,486	1,897	\$3,914
One Beacon Court	151 East 58th Street	8	\$8,102,897	2,075	\$3,904
Average		59	\$12,454,716	2,339	\$5,326
Park View Average		37	\$17,220,000	3,025	\$5,693
Non Park View Average		22	\$4,066,536	1,267	\$3,211
Difference			323%	139%	77%
Tier Two					
515 Park Avenue	515 Park Avenue	1	\$14,500,000	3,257	\$4,452
Trump International	1 Central Park West	13	\$7,972,308	2,028	\$3,930
The Park Laurel	15 West 63rd Street	5	\$6,418,000	2,055	\$3,121
Park Imperial	230 West 56th Street	9	\$5,447,778	1,962	\$2,777
Trump Tower	721 Fifth Avenue	11	\$5,194,444	2,074	\$2,505
110 Central Park South	110 Central Park South	7	\$5,692,063	2,381	\$2,390
The Centurion	33 West 56th Street	5	\$3,839,358	1,794	\$2,140
Trump Park Avenue	502 Park Avenue	12	\$2,144,496	1,081	\$1,984
Essex House	160 Central Park South	11	\$1,948,400	1,080	\$1,805
Olympic Tower	641 Fifth Avenue	10	\$2,559,333	1,511	\$1,694
Metropolitan Tower	145 West 57th Street	12	\$2,275,833	1,351	\$1,685
Average		96	\$4,409,929	1,693	\$2,604
Park View Average		37	\$6,829,770	2,109	\$3,239
Non Park View Average		59	\$2,814,615	1,426	\$1,973
Difference			143%	48%	64%
Overall Average (Tiers 1 and 2)		155	\$7,891,174	1,946	\$3,961

### Notes:

- 1 Pricing includes \$10MM sale of PHCD at 15 CPW, without this sale average price drops to \$10,665,163 and price per square foot to \$5,808.
- 2 Excludes hotel condo units
- 3 With the exception of The Centurion all data are resales.

Source: Corcoran Sunshine

# V. Residential Market Overview

## Price Range



Price Range Summary		
Price Range	107 West 57 <sup>th</sup> Residences	Past Year Manhattan Sales
\$20M+	1	31
\$10-20M	14	91
\$5-10M	11	426
<b>Total</b>	<b>26</b>	<b>548</b>

*Source: Corcoran Sunshine*

# V. Residential Market Overview

## Limited Competitor Luxury Development Pipeline



Development	Developer	Architect/Designer	# Units	Type	Status	Notes
<b><u>High-End Condominium Developments Planned / Under Construction</u></b>						
20 West 53 <sup>rd</sup> Street (Baccarat Hotel and Residences)	SCG and Tribeca Associates	SOM / SLCE / Gilles and Boissier / Ingrao Inc	61 Condo, 114 Hotel	Condo and Hotel New	Foundation under construction	46 stories. Across from MoMA.
157 West 57 <sup>th</sup> Street at Sixth/Seventh Ave (One57)	Extell Development Corporation	Christian de Portzamparc, SLCE Architects / Thomas Juul-Hansen	136 Condo, 201 Hotel	Condo and Hotel New	Under Construction	953 Ft high, 73 Stories. 500K sf Park Hyatt at base with interiors by Yabu Pushelberg
680 Madison Avenue at 61 <sup>st</sup> /62 <sup>nd</sup> Street (Helmsley Carlton)	Extell Development Corporation, Angelo Gordo & Co.	Beyer Blinder Belle LLP	63	Condo-op and Mixed Use Conversion	Planning	Land lease. 16 stories. 63 units per recent DOB filing
432 Park Avenue at 56 <sup>th</sup> /57 <sup>th</sup> Street (The Drake Site)	CIM Group and Macklowe Properties	Rafael Vinoly / SLCE	116 Units (plus 26 accessory suites)	Condo / Mixed-Use New	Foundation under construction	81 floors (estimated 1,396'). Sales start in 2013

### **Other Potential Pipeline:**

220 Central Park South – Units TBD; Vornado Realty Trust  
 225 West 57<sup>th</sup> Street – Units TBD; Extell Development  
 250 East 57<sup>th</sup> Street – 84 Units; World-Wide Holdings  
 53 West 53<sup>rd</sup> Street (Tower Verre) – 150 Units; Hines Interests  
 520 Park Avenue – 30 Units; Zeckendorf Development

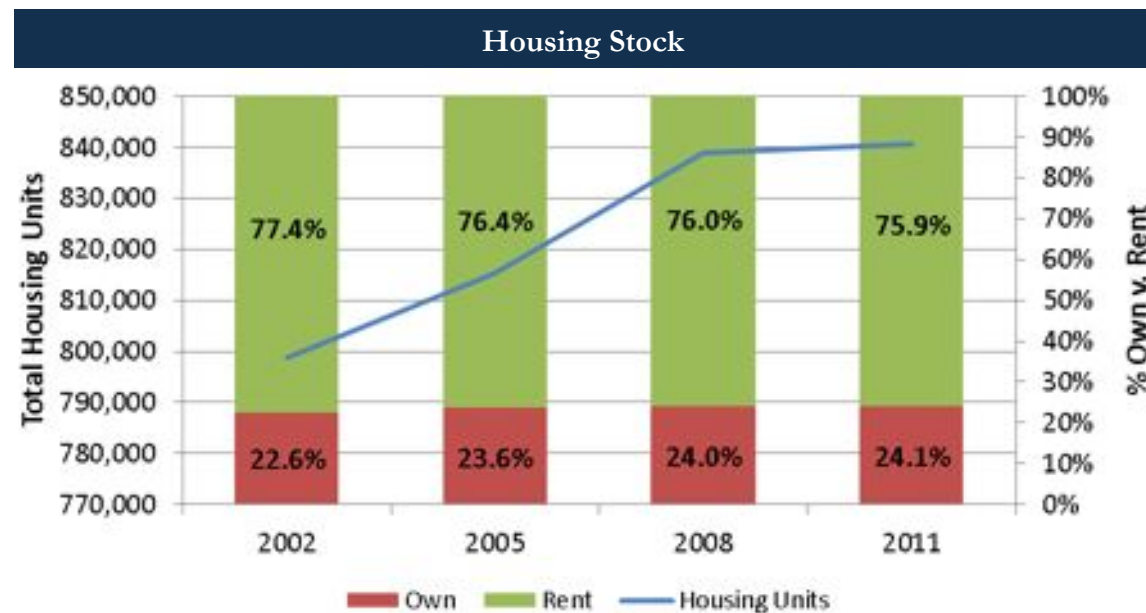
*\* Boundaries: North-62nd Street, South-42nd Street, East-Lexington Avenue, West-Eighth Avenue*

# V. Residential Market Overview

## Increasing Demand for Housing Stock



- ★ Home ownership has been trending upward, from 22.6% in 2002 to 24.1% in 2011.
- ★ New supply of housing units has been somewhat limited increasing from 815,265 in 2005 to 840,675 in 2011 (0.5% CAGR) over the period, suggesting that homeowners (versus renters) have accounted for most of the new housing supply.
- ★ Manhattan population has increased from 1,529,774 in 2005 to 1,601,948 in 2011 (0.8% CAGR) suggesting that population growth is outpacing housing growth.



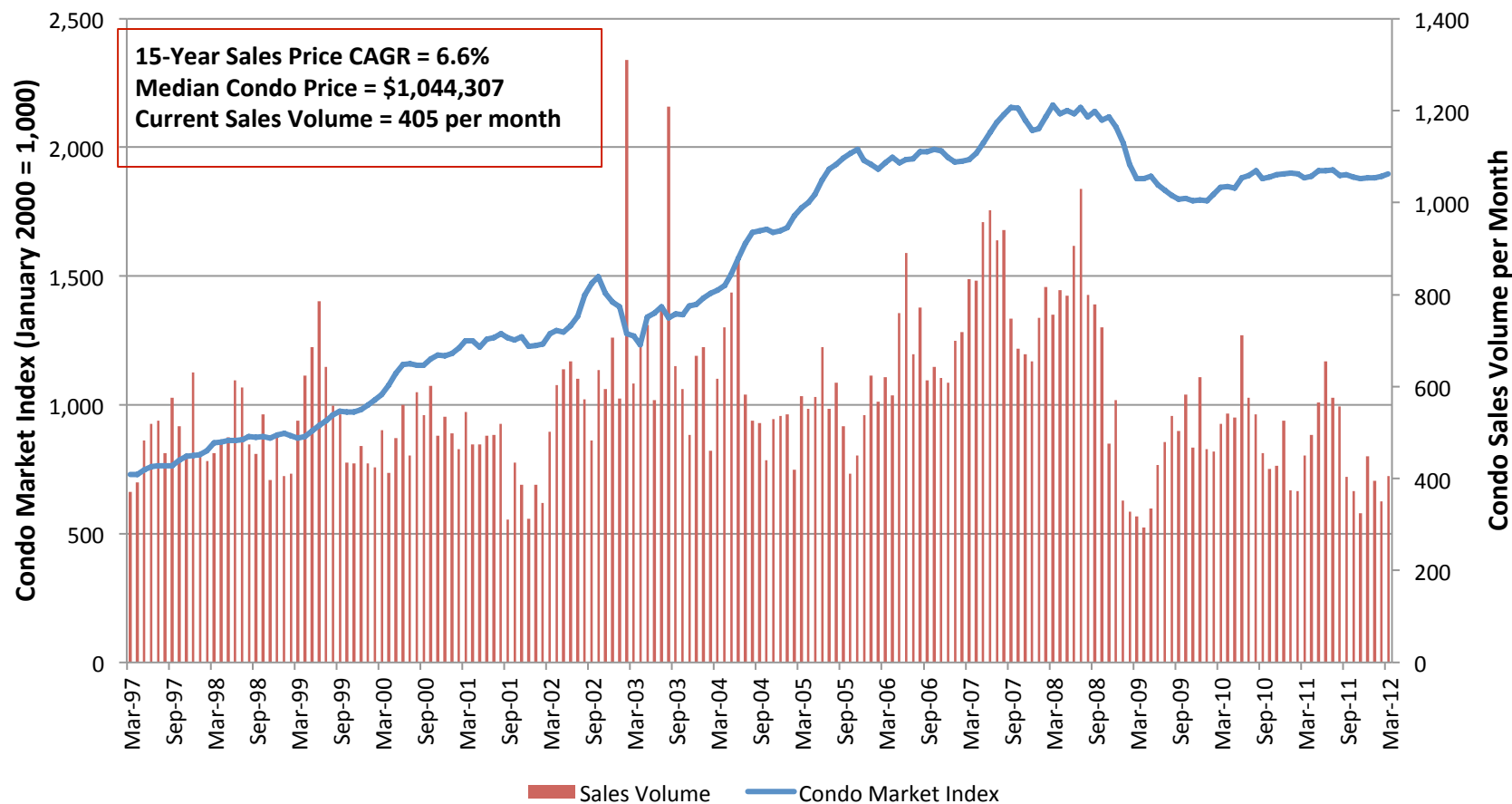
Source: US Census – New York City Housing and Vacancy Survey



# Over the past 15 years, condo prices in Manhattan have increased at a 6.6% CAGR



## Manhattan Condo Pricing and Sales Volume (1997 – Q1 2012)

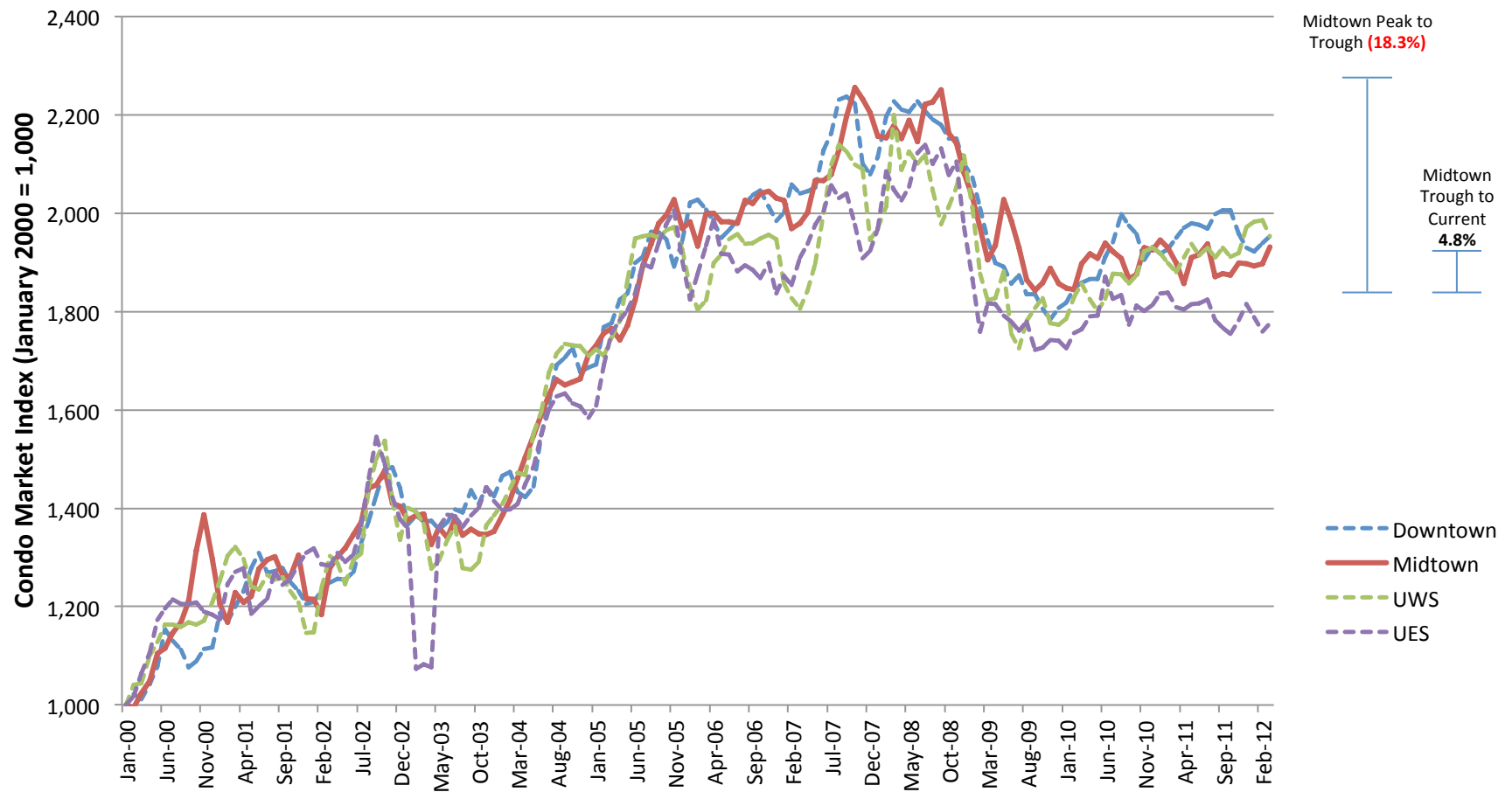


Source: StreetEasy

# The Midtown market has historically performed strongly with a 10-yr CAGR of 4.0%



## Condo Market Index by Submarket (2000 – Q1 2012)

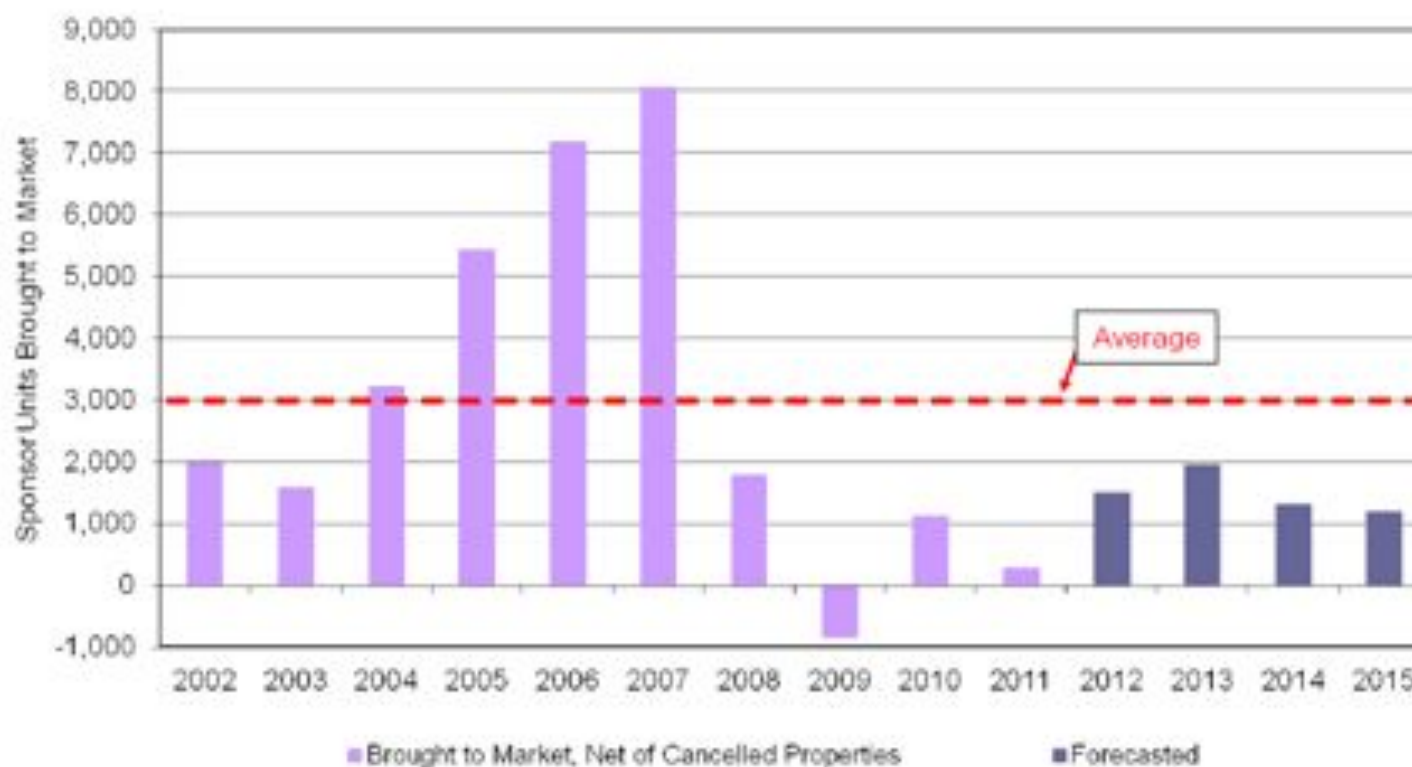


Source: StreetEasy

# Lack of For Sale Development Units Brought to Market



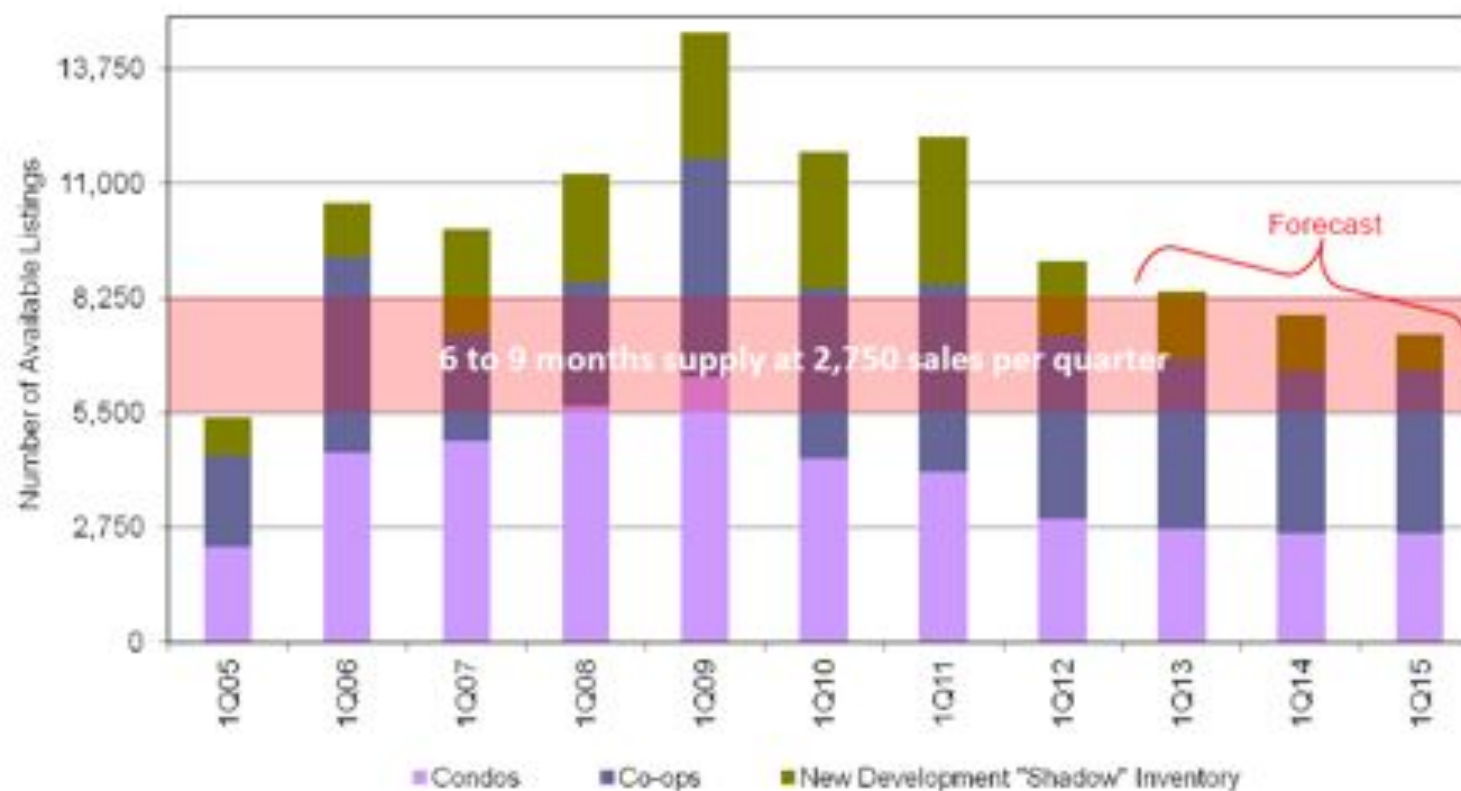
- ★ Number of new sponsor units brought to market for sale has dropped precipitously since peaking in 2007
- ★ The 1,497 units forecasted to be delivered annually represents half the average amount of new supply delivered annually from 2002 to 2011



Source: Corcoran Sunshine

# Not Much Available Unsold Inventory In Manhattan

- ★ Inventory peaked in 1Q09 and has since fallen 37%
- ★ Six to nine months supply is considered the supply-demand equilibrium
- ★ Manhattan is forecasted to reach this point in 2013



Note: "Shadow" figures are an estimate of unsold and unreleased new development inventory. Figures prior to 2010 do not include Upper Manhattan shadow inventory.

Source: Corcoran Sunshine