



The 40-story Century in Los Angeles.

# Related Companies

by Steve Cutler

**H**aving built or acquired more than \$15 billion in properties, most of them in New York City, since it was founded in 1972 by Stephen Ross, Related Companies is in the midst of building another \$9 billion worth, including some stunning new residential towers that will raise the standards of urban luxury lifestyle to an even higher level.

“But I remember when doing a million-dollar deal was a very big deal for us,” says David Wine, president of Related Residential Development.

Wine says that despite his undergraduate degree in economics from Columbia and MBA from New York University, he started as a gofer when he joined the company 30 years ago. “I would have started in the mailroom,” he says, “but Related was so small we didn’t have a mailroom.”

The company was expanding when Wine came on. “There was a soft-core pornographic movie theater next

door which had gone out of business,” he recalls, “so Related opened up a doorway and set up three desks in the projection room. That was where my first desk was.”

“We were hardworking, entrepreneurial, and opportunistic,” says Wine, accounting for the unremitting success of the company, “and were willing to spend a little more to distinguish our properties.”

The company started as a developer of government-subsidized housing. Two pivotal projects in the early days included foreclosed garden-apartment complexes in Riverhead, Long Island, and Roselle, New Jersey, which Related bought from banks and renovated under affordable-housing guidelines. “They had fallen into a death spiral for lack of maintenance,” recalls Wine. “We went in and applied a new branding. We spent money on landscaping, put down sod, not just grass seed. And we decorated public and amenity spaces, so people coming in would recognize that this was something new and different.



“We adopted the attitude,” says Wine, “that if we tried to remove the stigma of affordable housing we would attract the best qualified applicants who had a broad range of incomes even within 100 percent affordable housing developments.”

Related pioneered the “80/20” program popular in New York City today, which offers financing with tax-exempt bonds for projects that build 20 percent of units for low- or middle-income residents.

### Renting Luxury

In the mid 1980s, the company took the leap into luxury residential development with Carnegie Park, a rental tower. To compete with the highly amenitized condos of the day, recalls Wine, “we built a fantastic health club, private park with sculpture garden, playground, and a lot of private outdoor space.”

Carnegie Park was the first of 15 luxury rental buildings Related has built in Manhattan, including its first green building, Tribeca Green in Battery Park and the recently completed One Carnegie Hill at 215 East 96th Street, an innovative “hybrid” project, with interiors by David Rockwell, containing 200 condominium and 260 rental luxury apartments.

With its first luxury condominium, the 32-story Chatham at 181 East 65th Street, built in 1999, Related began a collaboration that continues to this day with

celebrated architect Robert A.M. Stern. The building’s limestone base and Georgian-inspired brick façade and stone accents complement the classic architecture of its Upper East Side locale.

Other collaborations with star architects have produced the iconic Time Warner Center at One Columbus Circle, designed by David Childs, and One Astor Place, designed by Gwathmey Siegal Architects. At Time Warner Center, both the condominium apartments and the condo/hotel units, called the Residences at Mandarin Oriental, offer groundbreaking “Five-Star Living” ultraconciierge service.

Committed to amping up the lifestyle components of their residential projects, Related bought elite fitness giant Equinox in 2006.

“People really value high-quality health clubs and fitness areas,” says Jeff Blau, president of Related Companies. “You see advertisements for wine cellars, screening rooms, and every amenity possible. If you ask people what they want, they say they want all those things. But when you ask them what they’d actually pay incremental dollars for, they really want high-quality health clubs.”

### The Caledonia

The first Related project to incorporate an Equinox club with special “Lifestyle by Equinox” services will be The Caledonia at 450 West 17th Street. The first residential tower to be constructed on the High Line in West Chelsea,



The Caledonia will offer 190 studio and one- to three-bedroom condominium apartments from the 10th to 26th floors, with luxury rentals below.

In addition to membership in the 30,000-square-foot Equinox fitness club and spa and private access through the building, residents will be offered outdoor yoga classes in the courtyard, private VIP rooms, a fitness concierge, and in-home and sundeck spa treatments. The Equinox includes a juice bar and kids' club.

The Caledonia is designed by architect Gary Handel, with interiors by Clodagh. "We call it Zen luxury," says Wine. The interiors blend feng shui and natural and primitive materials with high-tech elements. The lobby is a kind of indoor garden with metal and steel finishes against textured sandstone walls and blue stone flooring, containing a reflecting pool with cascading waterfall and an overhead skylight that reveals a bamboo garden.

Related's newest collaboration with Robert A.M. Stern is The Harrison, at 250 Amsterdam Avenue at 77th Street, on the site of the very first Equinox club. Expected to be completed in about two years, the 16-story Romanesque brick building will have 40,000 square feet of retail space with giant arched windows at ground level and an Equinox health club. Ismael Leyva will design the apartments.

The 34-story Veneto, at 250 East 53rd Street, goes for a classic, refined image, befitting its Sutton Place locale. The design communicates "elegance, warmth, luxury, and European sophistication," says Wine. "It's finely finished, but contemporary. You can be modern and still be warm."

The 34-story condominium's interior designer, Adam

D. Tihany, has worked with Related before, with the Park Imperial, the 70-story mixed-use glass tower at 230 West 56th Street. The Veneto's Tihany-designed resident's club will feature a Terzo Piano entertainment lounge with adjacent outdoor garden, private fitness center with Equinox concierge, and children's playroom.

Related is also about to launch The Brompton at 205 East 85th Street, designed by Robert A.M. Stern. A sister building to The Chatham, the Gothic-inspired, 22-story, red brick and limestone condominium will offer 206 studio through five-bedroom apartments, plus two townhomes and a penthouse.

The Brompton contains a children's playroom outfitted by Dragons' of Walton Street in London with adjacent outdoor play area, Equinox fitness center, and entertainment lounge with outdoor terrace. The English-themed building will be manned by a doorman sporting a Burberry trench coat and umbrella.

### Expanding Westward

Taking its ultraluxury high-rise-living concept westward, Related is developing the 40-story Century in Los Angeles. When New Yorkers David Wine and Susan deFranca, president of Related Residential Sales, made their initial exploratory visits to Century City in West L.A., "we went pleading ignorance," recalls Wine. "We didn't want to go with preconceived notions of bringing a New York building to L.A."

Dwellings built there traditionally "were built by people whose expertise was in low- and midrise housing," he found. "They didn't have the experience in developing an all-encompassing luxury lifestyle within a condominium building. They have a single-family mindset."

But the time is right in Los Angeles for New York-style vertical living, they figure. "When you take the long-term view," says Wine, "and see the impact of traffic and commuting and the cost of land and environmental constraints on the West Coast, the movement is toward higher-density housing."

To appeal to a buyer accustomed to single-family estate living, The Century will have nearly four acres of gardens, designed by landscape architect Pamela Burton, with expansive lawns, mature trees 32 to 68 feet tall, and drought tolerant plantings. Outdoor amenities will include an elevated 75-foot swimming pool, private cabanas with ocean views, and a restaurant providing poolside service.

The curved modern condominium, designed by Robert A.M. Stern in the tradition of the glamorous architecture of nearby Beverly Hills circa 1930 and 1940, will offer open vistas of the mountains, ocean, and cityscape from spacious balconies. The 147 two- to four-bedroom residences, some as large as 12,000 square feet, will feature great rooms for entertaining; master suites with his-and-her bathrooms, dressing areas, and fireplaces; media rooms; libraries; and home gyms.

Meanwhile, back home, Related continues to upgrade luxury apartment living for an ever more sophisticated and pampered buyer. "Because New York City is so driven by Wall Street, people in New York are very attuned to good



The fitness center at One Central Park

value and good investment,” observes Wine. “And they’re very particular about what buildings they want to live in, what locations they want, what kind of architecture they want to be in, and what services really matter to them.”

### Real Estate Savvy

Everybody’s a real estate maven in New York. “How can people not talk about real estate?” says Wine. “It’s one of our hometown industries.”

True to its roots as a developer of affordable housing, even while it is focused on the ultraluxury market, Related continues to work with local government to maintain diversity within the city. For example, as part of an agreement with the city on plans for The Harrison, Related will build 40 units of low-cost housing on the Upper West Side.

“One of the themes Stephen Ross has sounded as president of the Real Estate Board of New York,” says Wine, “is that we have to work collaboratively with government to insure that we produce an economically sound and vibrant city.”

During this time of massive development, with a hands-on real estate-friendly city government administration at the helm, says Wine, “we have the opportunity to do what was unthinkable 20 years ago: to plan for the future, think about what’s important in building New York — preserving the neighborhoods, providing a place where people are drawn by the magnet of opportunity, and making sure New York remains geared toward all different New Yorkers.” ■

## Related Companies New York Portfolio

### Rentals

Tribeca Green, 325 North End Avenue, 2005  
 The Westport, 500 West 56th Street, 2003  
 The Tate, 535 West 23rd Street, 2003  
 The Sierra, 130 West 15th Street, 2002  
 The Lyric, 255 West 94th Street, 2000  
 One Union Square South, 1999  
 Tribeca Park, 400 Chambers Street, 1999  
 The Ventura, 240 East 86th Street, 1998  
 The Sagamore, 189 West 89th Street, 1998  
 The Strathmore, 400 East 84th Street, 1996  
 The Monterey, 175 East 96th Street, 1992  
 Tribeca Tower, 105 Duane Street, 1991  
 Carnegie Park, 200 East 94th Street, 1986

### Condominiums

One Carnegie Hill, 215 East 96th Street, 2006  
 Riverwalk Place, Roosevelt Island, 2006  
 Astor Place, 445 Lafayette Street, 2005  
 Time Warner Center, One Central Park, 2004  
 Park Imperial, 230 West 56th Street, 2003  
 Chatham Condominiums, 181 East 65th Street, 2000

### Condominiums Under Construction

The Harrison, 350 Amsterdam Avenue, 2009  
 The Caledonia, 450 West 17th Street, 2008  
 The Brompton, 205 East 85th Street, 2008  
 The Veneto, 250 East 53rd Street, 2007