

REAL ESTATE WEEKLY

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And the winner is ...

Linda O'Flanagan

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BOMA honors its own at annual Pinnacle Awards

There were no red carpet fashion faux pas. In fact, the carpet wasn't even red. But there were plenty of stars at the annual BOMA Pinnacle Awards – dubbed the Oscars of the management business – held at Chelsea Piers last night (Wednesday).

The men and women who turn on the lights – and keep New York's buildings running – came out en masse to honor the standout players who have achieved the level of excellence in the property management profession that earns them the right to a Pinnacle.

During an "envelope please" ceremony, 14 winners were handed a Pinnacle, the New York round of the BOMA International TOBY (The Outstanding Building of the Year) Award, the leading ownership/management award in the real estate industry and widely considered one of the most difficult industry awards to win.

Larry Giuliano Snr., Tishman Speyer's senior property manager at Rockefeller Center was crowned Manager of the Year (over 10 years experience) while Bill Vazquez the CBRE manager at 4



New York Plaza earned the accolade in the 3-10 years experience category.

During the opening ceremony, Sandy Hahn, chair of the Pinnacle Awards committee, welcomed three new contenders to the competition.

“With so many advances in our industry, this competition has only gotten more competitive. Yet this year, three new and highly prestigious ownership companies threw their hats into the ring. L&L Holdings, Jack Resnick & Sons and the Paramount Group. They have helped raise the level of competition and the excellence of the standards these awards set.”

L&L’s transformation of the 102-year-old former Toy Center at 200 Fifth Avenue earned the BOMA newcomer the Renovated Building of the Year nod.

Rebuilt virtually from the rafters to the foundations and now home to Grey Advertising and Tiffany and Co., 200 Fifth has been hailed as a model of 21st century sustainability.

Monday Properties’ 230 Park Avenue – originally built in the 1920s as part of Terminal City – was named Operating Office Building of the Year (over 1 million square feet).

Monday has spent \$70 million modernizing the 1.3 million square feet tower while becoming the first and oldest building to be Gold LEED-EB and Energy Star certified.

Malkin Holding’s 1350 Broadway, managed by a Newmark Knight Frank team lead by Diane Fields, won Operating Office Building of the Year (250,000 to 499,999 s/f).

450 Lexington, owned by a partnership and managed by CB Richard Ellis under Terry Fisher, was named Operating Building of the Year in the 500,000 to one million square feet category.

Other winners on the night were Morris Wiesenberg, senior managing director at RFR Realty, LLC, who was named Outstanding Local Member of the Year.

30 Rockefeller Plaza, managed by Tishman Speyer, earned the Historical Building Pinnacle.

575 Fifth Avenue was named Corporate Office Building of the Year. Owned by MetLife and managed by Bob Singleton and his team from Cushman & Wakefield, the 35-story office tower that serves at the headquarters for cosmetics giant L'Oreal, has just completed a 4-year renovation that BOMA considers has set the standard for a new generation of Fifth Avenue properties and restored the viability of the avenue as a headquarters destination.

The Durst-built Bank of America Tower at One Bryant Park scored a double whammy, winning both the New Construction the Earth awards.

One of the most environmentally advanced skyscrapers in the world, One Bryant Park is a Platinum LEED trailblazer that is managed by Royal Realty Corp. under the leadership of Don Parry.

The Henry J. Muller Achievement Award went to The High Line and BOMA-NY selected HeartShare Human Services to receive its 2011 Civic Betterment honor. The non-profit helps children and families in New York gain access to services and housing and it recently partnered with Con Edison to offer

energy grants that help individuals and the environment.

In summing up the event, and echoing the sentiment of many who spoke during the celebrations, BOMA-NY president Ed Fallon, vice president of operations at Brookfield Properties, said the Pinnacles this year celebrated teamwork.

“Only through teamwork can any of us produce the results that raise a building to the Pinnacle level of excellence,” said Fallon.

“This year’s exceptional nominees and their teams have raised the bar of excellence even higher and have much to teach us.”

Photo: 200 Fifth Avenue, Renovated Building of the Year