

REAL ESTATE WEEKLY

December 12, 2013

Moinian shows off 3 Hudson Boulevard



New rendering of 3 Hudson Boulevard

The Moinian Group today unveiled four new renderings for its 1.8 million square foot LEED Platinum tower, located on 11th Avenue between West 34th and West 35th Streets, which is designed by architect Dan Kaplan FAIA of FXFOWLE.

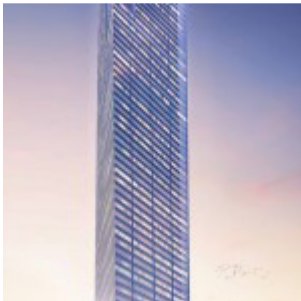
The new state-of-the-art, high-performance building will occupy a premiere location in the heart of the

dynamic Far West Side, anchoring the new tree-lined Hudson Boulevard Park.

3 Hudson Boulevard will also provide direct access to the No. 7 Subway via the MTA's new 34th Street subway station at the building's entrance.

The new renderings of the sustainably progressive 3 Hudson Boulevard include:

- A dramatic image of the building looking west on 34th Street from the intersection with Hudson Boulevard Park;
- A Hudson River view, looking east, with the building prominently featured along the West Side skyline;



3 Hudson Boulevard

- A 40th floor office view looking east towards the Empire State Building; and,
- An interior view of the open 2nd floor sky lobby looking east above the tree tops of Hudson Boulevard Park.

Moinian released the new images as discussions have accelerated with several high-end tenants looking to occupy large blocks of space at the tower. The property is being leased by Avison Young.

In addition to approximately 1.5 million square feet of Class A office space and 22,000 square feet of retail space, on the uppermost floors 3 Hudson Boulevard is set to include another 350,000 square feet of Class A office or up to 14 floors of luxury residences.

Given 3 Hudson Boulevard's design to maximize sunlight and views throughout the building — with the physical structure enhanced with a



The lobby of 3 Hudson Boulevard

'twist' — the tower will also provide 360 degree views of the Hudson River, High Line, Hudson Boulevard Park, Central Park, Times Square, and the Empire State Building.

The location also provides access to the Jacob K. Javits Convention Center for clients to host and attend major events.

"We are set to deliver a truly spectacular building at 3 Hudson Boulevard — the pinnacle of the new Far West Side," said Joseph Moinian, founder of The Moinian Group. "These new renderings wonderfully present the elegance and

sophistication we are bringing to our tenants and the neighborhood."

"These renderings of 3 Hudson Boulevard express the spirit of the design: open, gracious, connected to greenery, and filled with sunlight," Kaplan said. "They convey a stunning transformation of a large but underutilized block into a vibrant and sustainable addition to Manhattan"



Rendering of a tower office

"There is no question that tenants are responding to this world-class project, as we are actively speaking with several major companies who are considering 3 Hudson Boulevard as their new headquarters," said Arthur Mirante, president of Avison Young's Tristate Region. "The new renderings further illuminate just how stunning and sophisticated their new home will be."

The building includes 48,000-square-foot floor plates on the podium level, 30,000- to 35,000-square-foot, column-free floor plates in the tower office floors, with 11-foot-high ceilings and with floor-to-ceiling windows.

An anchor tenant at 3 Hudson Boulevard will also have a branding opportunity. The tenant's logo can be prominently displayed on the corner LED screen walls along the 11th Avenue and 34th Street frontages of the base floors, with day/night visibility. The tower will exceed LEED Platinum sustainability standards.

Office space at 3 Hudson Boulevard is being made available to tenants either as a direct lease or as an office condo. Tishman Construction is the lead construction partner on the project.