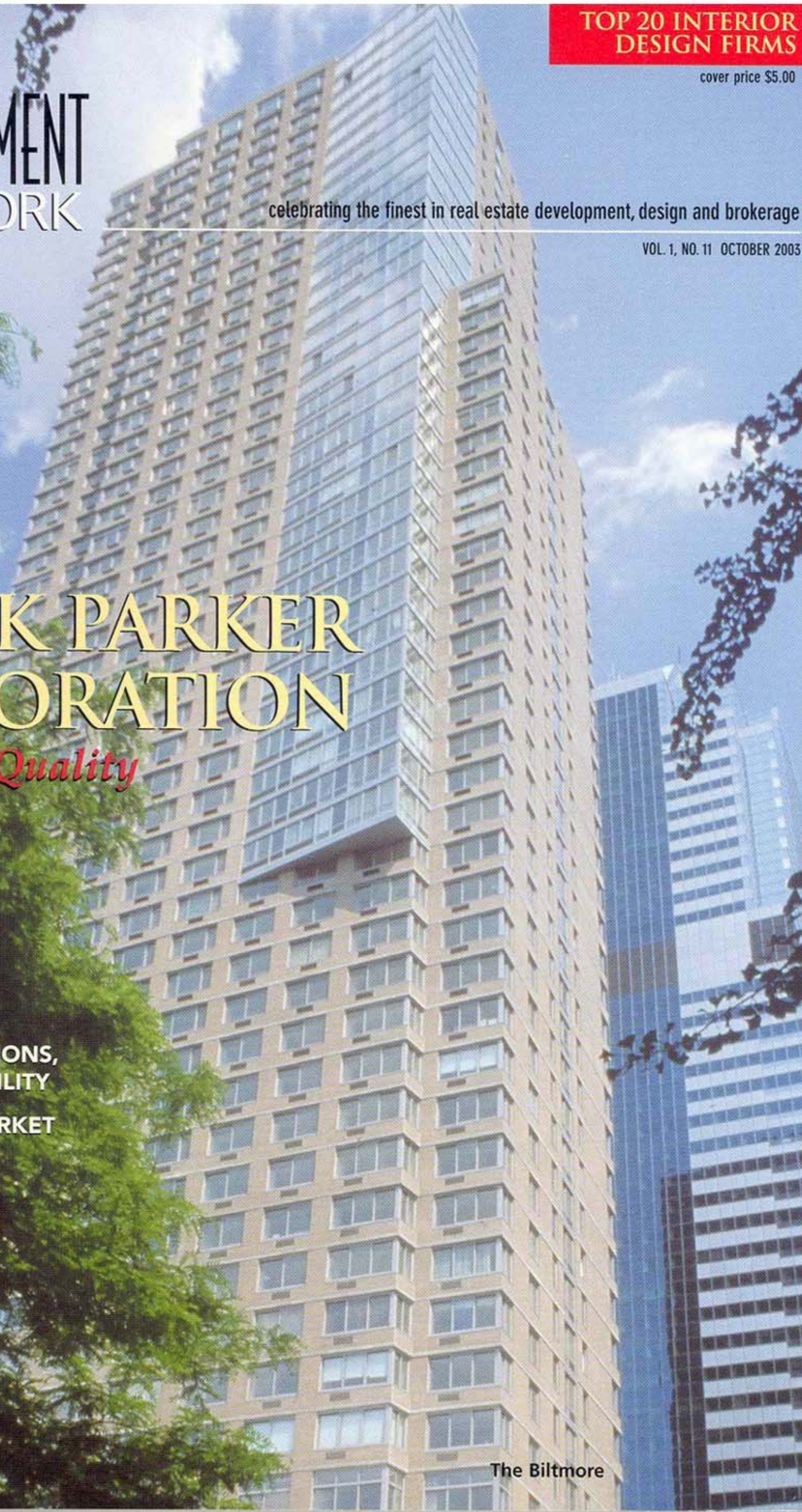


THE JACK PARKER
CORPORATION

Decades of Quality

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The Biltmore

The Biltmore

The Biltmore represents just one of a number of spectacular projects the firm has developed, built and managed. As one of New York City's newest luxury residential buildings, The Biltmore, a mixed-use residential tower located on 47th Street at Eighth Avenue, has brought new meaning to the term 'luxury residential living'. The project is a joint venture between The Jack Parker Corporation and The Moinian Group. The Jack Parker Corporation has been retained as the developer, builder and manager of The Biltmore. The Biltmore provides its tenants with the ultimate in convenience in residential living.

Rising 53 stories and containing 464 apartments, the apartment tower sits atop a three-story retail base of approximately 35,000 square feet. The luxury apartment tower is comprised of 63 two-bedroom units, 237 one-bedroom units, and 164 studios. While many apartments offer city skyline and Hudson River views, what truly sets The Biltmore apart is its provision of amenities. Drawing upon the best concepts utilized in The Jack Parker Corporation's impressive portfolio of hospitality properties, many hotel amenities have been incorporated into The Biltmore.

McCartan, the nationally-renowned design firm, brought their experience in creating cutting-edge hotel lobbies and recreational spaces for the hospitality industry to bear on



Woodruff & Brown Photography



this premiere project. "Our goal", said Colum McCartan, "was to create spaces that had the same quality and level of amenities that you would find in a five-star hotel." And they achieved it in spectacular fashion.

"5", the fifth floor club, comprised of over 13,000 square

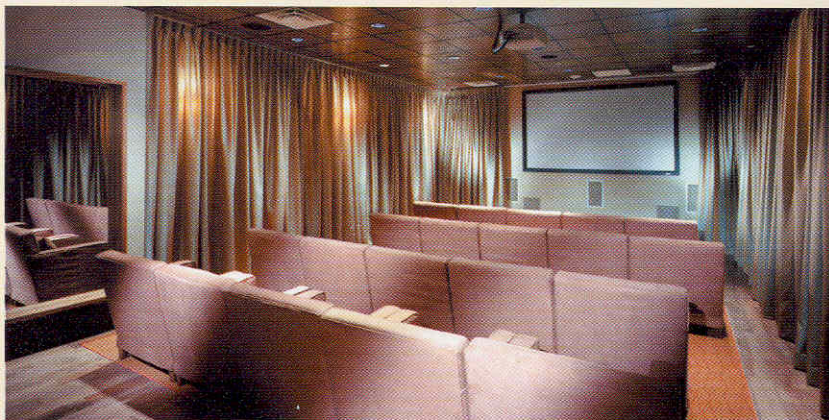


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**THE BILTMORE
PROJECT TEAM
INCLUDED:**

Architect: Schuman Lichtenstein Claman & Efron; **Public Area Designer:** McCartan; **Structural Engineer:** Cantor Seinuk; **Façade Consultant:** Israel Berger; **Exterior Stone:** Petrillo Stone; **Sheet Metal Contractor:** Triple S Air Systems; **HVAC Contractor:** Centrifugal Mechanical; **Construction Consultants:** Verrino Construction; **Carpentry & Drywall Contractor:** Woodworks Construction; **Millwork:** Mensch Mill & Lumber Corp.; **Plumbing Contractor:** Liberty Mechanical; **Wood Flooring:** VAL Flooring; **Elevators:** Serge Fujitec Elevators; **Bridge/Scaffolding:** High Rise Hoisting; **Cleaning Services:** Stuart Dean & Co.



feet, provides a juice and coffee bar and breakfast on-the-go where tenants can fill up their '5 Bag' on their way to work, a twenty-seat, private screening room (where tenants gather for Sunday afternoon football games and evening episodes of 'Sex and the City'), a billiards room, a completely outfitted fitness center, optional maid service, concierge, ATM machine and a dry cleaning/valet service. The Biltmore has indeed succeeded in combining the amenities of a fine hotel within a first-class residential tower. The fitness center, which rivals comparable stand-alone centers, was created and is operated by American Leisure Corporation, a leader in fitness clubs for over three decades and the operator of Gravity, the health club at Le Parker Meridien. In addition to all of the latest equipment, 5's health club features an Individual Entertainment System

(iTV) featuring bright 15" liquid crystal high-definition screens outfitted with a CD/DVD player on each piece of cardio-vascular equipment to allow for the maximum in 'exercise with entertainment'.

The inspiring lobby, designed by McCartan, provides an extraordinarily

warm and sophisticated appeal with its floor-to-ceiling, double height glass providing maximum natural light, with textured stone floors and walls wrapped in sandblasted walnut planks. Not satisfied with the typical approach of many developers, in which they have prospective tenants wend their way through a series of temporary tunnels and rooms during the construction phase, Bill Wallerstein, vice-president of construction, phased and managed the lobby and public corridor construction and fitup so it "was finished in advance of the leasing campaign. This provided the potential tenants with the true feel of the quality of The Biltmore at the moment they first entered the building."

The Biltmore's interior beauty is matched by its exterior elegance. Enveloped in a limestone and

stainless steel color palette, the floor-to-ceiling windows in many of the apartments extend above the building's 21st floor; a feature not often found in high rise residential towers. "We felt it would make each of the apartments more special and unique by providing floor-to-ceiling windows," Wallerstein explained. "The architecture is distinguished with an angled and sophisticated design that recalls the diagonal that Broadway travels through this part of Manhattan," said James Davidson, partner, Schuman Lichtenstein Claman & Efron (SLCE), the architects for The Biltmore.

"Many apartments, as a result, feature both southwest and northwest exposures, with others having living rooms having two exposures." Eight model apartments, luxuriously furnished according to McCartan's design specifications and furniture provided by Furnished Quarters, a Manhattan-based high end furniture dealer, provided prospective tenants with an instant picture of how magnificent these apartments would look when completed. This approach further contributed to the overall leasing program.



Ed Lederman Photography

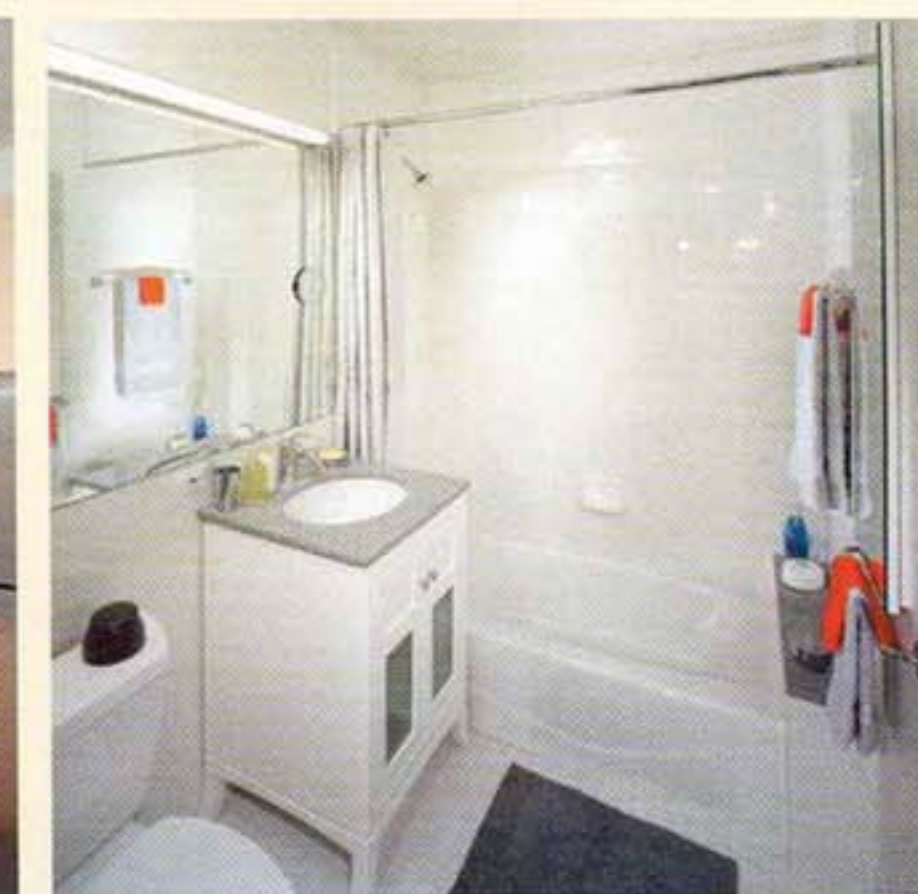
"We not only provided building amenities that do not exist anywhere else...we have created a property where everybody feels at home."



Woodruff & Brown Photography



Woodruff & Brown Photography



The successful marketing of the property also involved a 100' long x 12' high exterior sign wrapping the scaffolding along Eighth Avenue that listed the building's web site address, a weekly advertisement appearing in the Sunday New York Times, and 'E-vites' for model apartment previews sent to individuals who inquired about the property on their web site. "We realized that there are a number of competitive residential properties in the area," said Kimberly Cafaro, Vice President and General Manager of The Biltmore, "so we provided building amenities that do not exist anywhere else in a Manhattan luxury building."

The finished product and innovative marketing techniques achieved all of The Jack Parker Corporation's goals and

certainly contributed to the rapid leasing of the building. "We created a high quality building with the right combination of marketing approaches and we were 100% leased by Labor Day; less than six months from

when we put the apartments on the market," said Cafaro. "Through every single detail in the design and the amenities package that we offer, we provide a quality of ownership that fosters a real sense of community." And that is no small task as the majority of current tenants represent an eclectic mix from the first-time relocated New Yorker, to the mid-life professional, to the older couple who wants a mid-week getaway. "While the majority of our tenants are in their 20's and 30's," Cafaro adds, "we have created a property where everybody feels at home."

The final phase of The Biltmore is the leasing of the building's retail space, consisting of 35,000 square feet, which is being exclusively represented by Kim Mogull of Mogull Realty, Inc. "With the dramatic frontage combined with an 18-foot