

36 CENTRAL PARK SOUTH — PARK LANE

中央公园柏宁豪宅 新世纪贵族典范



世界级巅峰之作 重新定义曼哈顿

纽约市的魅力无与伦比，其所吸引的人流，创造的机会令世界上任何一个城市都望其项背。而正是这样一座世界之都，定义了品位，启发了梦想。时代不断变迁，而纽约市的影响力和诱惑力却是永恒的。

任何一个时代都会缔造一个传奇，**柏宁豪宅**将在全球最金贵的地段打造最非凡的项目。这是一个让那些坐拥全球90%资产的1%的精英人士努力攀登的金字塔尖。



全球最昂贵的街区——中央公园南路

- 项目地址为中央公园南路36号，该地址正是世界之都纽约最昂贵、独特的街区中的最佳位置
- 由于该街直面中央公园，同时受到土地规划政策的保护，可以建设任意高度的大楼，于是，柏宁豪宅是全纽约罕见的可以尽享中央公园以及纽约市全景的公寓。这是全纽约中唯一一处无论城市如何发展也绝不影响其景观的住宅大楼。
- 国内外富豪对纽约房地产的价值以及稳定性都十分认可，除了可以安家于全世界最好的地段之外，同时也是为子孙后代延续财富的最佳方式。

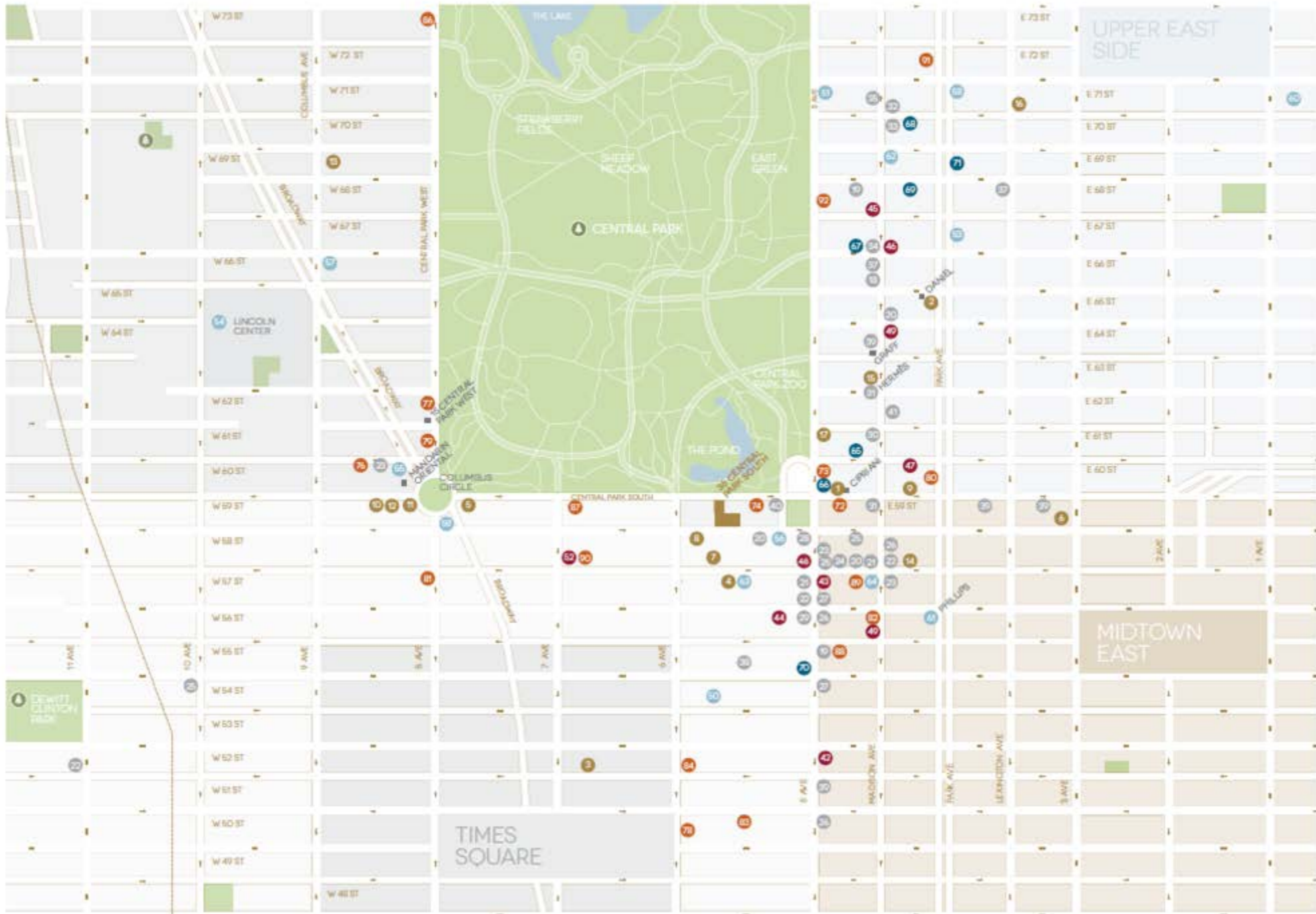




项目位于全纽约最昂贵的两条街——第五大道以及中央公园南路交界口，象征着上层社会的奢华生活区。无论是久负盛名的广场大酒店(the plaza hotel), 还是全美最高级百货商店Bergdorf Goodman都汇聚于此。Harry Winston, 巴尼百货, 现代艺术博物馆, 大都会歌剧院等等等等都缔造了全纽约最好的社区。

柏宁豪宅的住户出门即可获得最好的一切。





顶级生活品质

RESTAURANTS

Cipriani
Daniel
Le Bernardin
Nobu57
Marea
Le Cirque
Betony
Quality Meats
Le Bilboquet
Masa
Per Se
A Voce
Telepan
L'Atelier de Joel Robuchon
(Four Seasons)
Nello
Sette Marzo
Sirio (The Pierre)

SHOPPING

18 Loro Piana
19 Bottega Veneta
20 Chanel
21 Dior
22 Prada
23 Armani
24 Saint Laurent
25 Louis Vuitton
26 Giorgio Armani
27 Gucci
28 Bergdorf Goodman
29 Henri Bendel's
30 Barney's New York
31 Hermès
32 Tom Ford
33 Chloé
34 Oscar de la Renta
35 Celine
36 Valentino
37 Ralph Lauren
38 Manolo Blahnik

39 Jimmy Choo
40 The Shops at The Plaza
41 Brunello Cucinelli

FINE JEWELERS

42 Cartier
43 Tiffany & Co.
44 Harry Winston
45 Ippolita
46 Fred Leighton
47 Graff
48 Verdura
49 Kwiat

CULTURAL

50 MoMA
51 The Frick Collection
52 Carnegie Hall
53 Park Avenue Armory
54 Lincoln Center
55 Time Warner Center

56 Paris Theater
57 American Folk Art Museum
58 Asia Society
59 Museum of Arts and Design
60 Sotheby's Auction House
61 Phillips de Pury & Company
62 Hauser & Wirth
63 Marian Goodman
64 The Pace Gallery

MISC

65 The Metropolitan Club
66 Doubles
67 The Lotus Club
68 The Explorer's Club
69 Harold Pratt House
70 The University Club
71 The Union Club

SIGNIFICANT BUILDINGS

72 GM Building
73 The Sherry-Netherland
74 The Plaza
75 The Ritz
76 Time Warner
77 15 Central Park West
78 9 West 57th Street
79 Trump International
80 Trump Park
81 The Hearst Building
82 The Sony Building
83 Rockefeller Center
84 Radio City
85 Citicorp Building
86 The Dakota
87 Essex House
88 The St. Regis
89 IBM Building
90 One57
91 740 Park Avenue
92 860 Fifth Ave

项目可行性分析

纽约市以及世界级豪宅对比



柏宁豪宅与纽约近期销售的几处公寓楼对比，包括中央公园西路15号，One57，公园大道432，没有一处的景观设计以及视野可以与本项目相比。

项目预计售价暂定为\$8500/平方英尺，该定价还不包括项目中52,500平方英尺（4877平方米）的空中花园。鉴于项目本身的配置以及独一无二的地理位置，完成时的真实售价将远高于\$8500/平方英尺。



纽约顶级公寓楼对比

NEW YORK CITY COMPARABLES



36 Central Park South



15 Central Park West



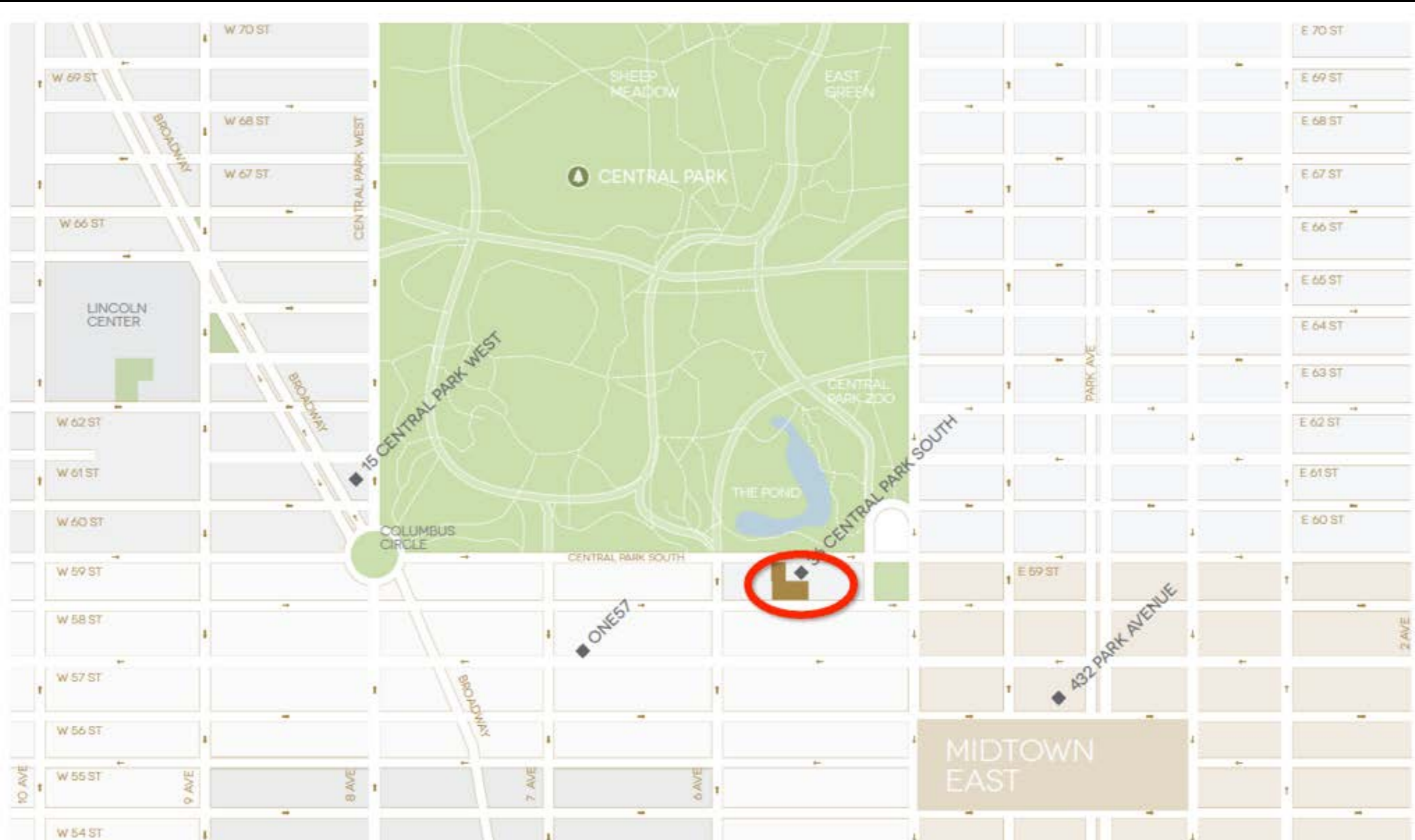
432 Park Avenue



One57

LOCATION	36 Central Park South	15 Central Park West	56th Street and Park Avenue	57th Street and Seventh Avenue
YEAR BUILT	TBD	2007	2015	2014
TOWER HEIGHT	1,210 ft	550 ft	1,396 ft	1,004 ft
FLOORS	TBD	21 (in House); 46 (in tower)	84	90
# OF UNITS	Approx. 88	202	122	95
SALES LAUNCH	TBD	2005	2012	2011
CONSTRUCTION COMPLETION	TBD	2007	2015	2014
NET SP	350,000	585,591	402,496	340,457
AVG \$/SQF	TBD	\$8,932	\$7,500	\$7,325
SELECT AMENITIES	<ul style="list-style-type: none"> 24-hr concierge and doorman, On-site parking, Private porte-cochere, Winter garden, Fitness center, Children's playroom, 100 ft pool, Branded spa, Library, Event room, Movie theater, Estate manager/security offices, Private restaurant 	<ul style="list-style-type: none"> Fitness Center 75 foot pool Library 20 seat private theater 24-hour concierge and doorman Porte-Cochere 	<ul style="list-style-type: none"> Fitness Center Outdoor Pool Library Outdoor Garden 24 hour concierge and doorman Private restaurant 	<ul style="list-style-type: none"> Fitness Center Swimming Pool Library 24-hour concierge and doorman On-site parking Private restaurant
OUTDOOR TERRACE	Every Residence	Partial	None	One Residence (700 SF)
PROXIMITY TO CENTRAL PARK	On Central Park South	On Central Park West	2 Blocks, 2 Avenues	2 Blocks
WINDOW SIZES	Approx. 10 x 14 ft	Approx. 9 x 13 ft	Approx. 10 x 10 ft	Approx. 10 x 13 ft
CEILING HEIGHTS	15'	10'-12' 6"	12' 6"	TBD
AMENITIES SQ. FT. TOTAL	Approx. 40,000	14,000 sq. ft.	35,000 sq. ft.	20,000 sq. ft.

项目分布图



全球顶级公寓对比



One Hyde Park



Tour Odeon



Opus



The Shard

LOCATION	London	Monaco	Hong Kong	London
TOWER HEIGHT	162 ft	558 ft	140 ft	1017 ft
FLOORS	14	49	12	95
UNITS	86	73	12	10
CONSTRUCTION COMPLETION	2011	2014	2012	2013
NET SF	375,000	100,000	105,000	65,000
CURRENT \$/PSF	\$8,800	\$9,500	\$7,000	\$6,400
SELECT AMENITIES	Services offered through Mandarin Oriental. Pool, 2 saunas, 2 steam rooms, Gym, Squash Court, Virtual game room, Private Spa via Mandarin Oriental, "Serpentine Suite", Private cinema, Private library, Wine cellars, Parking Garage, Storage, Car valet and cleaning	Wellness Center, Spa, Gym, Swimming Pool, Lap Pool, 24/7 Concierge, Business Center, Housekeeping, Laundry, Valet and Car Wash, Integrated touch screen in each residence	Two communal pools and one private pool for the penthouse. Gym, ground level gardens and a full level of underground parking	Vertical city of high quality offices, world-renowned restaurants, the 5-star Shangri-La hotel, Fitness Center, Garage, Private access to all hotel amenities and services.

全球顶级公寓对比



No. 23 Boulevard de Belgique

Monaco
142 ft
15
21
2011
15,000
\$6,500
Private Fitness Center, Parking Garage, Private Concierge



Bulgari Residences

London
111 ft
10
5
2012
22,400
\$11,200
Banquet & Catering Facilities, Business Centre, Fitness Centre, Indoor Sauna/Spa/Pool, Library, Lounge/Bar, Conference Rooms, Restaurant(s) Spa



Audley Square

London
100 ft
9
24
2016-2017
176,000
\$8,800
Swimming Pool, Gymnasium, Roof Terraces, Green Roof and Solar Collectors, Car parking and Cycle parking



Hermitage Plaza

Paris
1060 ft
93
540
2012
N/A
N/A
Room service on demand, Wellness Center and Spa, well-being, beauty, concierge services, juice bar, business center, conference rooms, guest rooms, special member areas.

全纽约最昂贵的私宅售价



*50 Central Park South
Ritz-Carlton*

\$70,000,000

Steve Wynn

30/31

4

5.5

10'-15"

812 sq. ft.

10,882

\$6,433

*15 Central Park West
Jeff Gordon (seller)*

\$25,000,000

Unknown

7C

3

3.5

12'

N/A

3,454

\$7,238

*828 Fifth Avenue
Howard Ronson (seller)*

\$75,000,000

Roman Abramovich

2, 3 & 4

8

10.5

12'

Juliet

9,720

\$7,716



全球富豪保险天堂

- 去年，全球个人资产超过一亿美金的富豪增长了5%。
- 这些所有富豪的资产总和也增长了2%，预计到2020年将从5660亿美金增加到26万亿美金。
- 在接下来的十年内，全球范围内资产超过一亿美金的富豪人数将会达到285,655位。
- 经历了金融危机之后，纽约市更被公认为全球资产保险天堂，许多海外买家在纽约有形资产中置业以逃避货币、经济以及政治风险。此趋势已经在2012年以及2013年得到了证实。

全球最领先的独立房产资讯公司 2013年财富统计报告



- 全球范围内85%的十亿万富翁将从2012年的2198位增长到2022年的4076位；
- 全球范围内50%的高资产人士（资产超过一亿美金）将从2012年的189,835增长到285,665；
- 25%的高资产人士希望在2013年购置新房产
- 纽约市是全球超级富豪最心仪的城市，拥有7580位高资产人士，居全球榜首；并且在接下来的十年内，纽约市的高资产人士将增长36%，达到10306人。

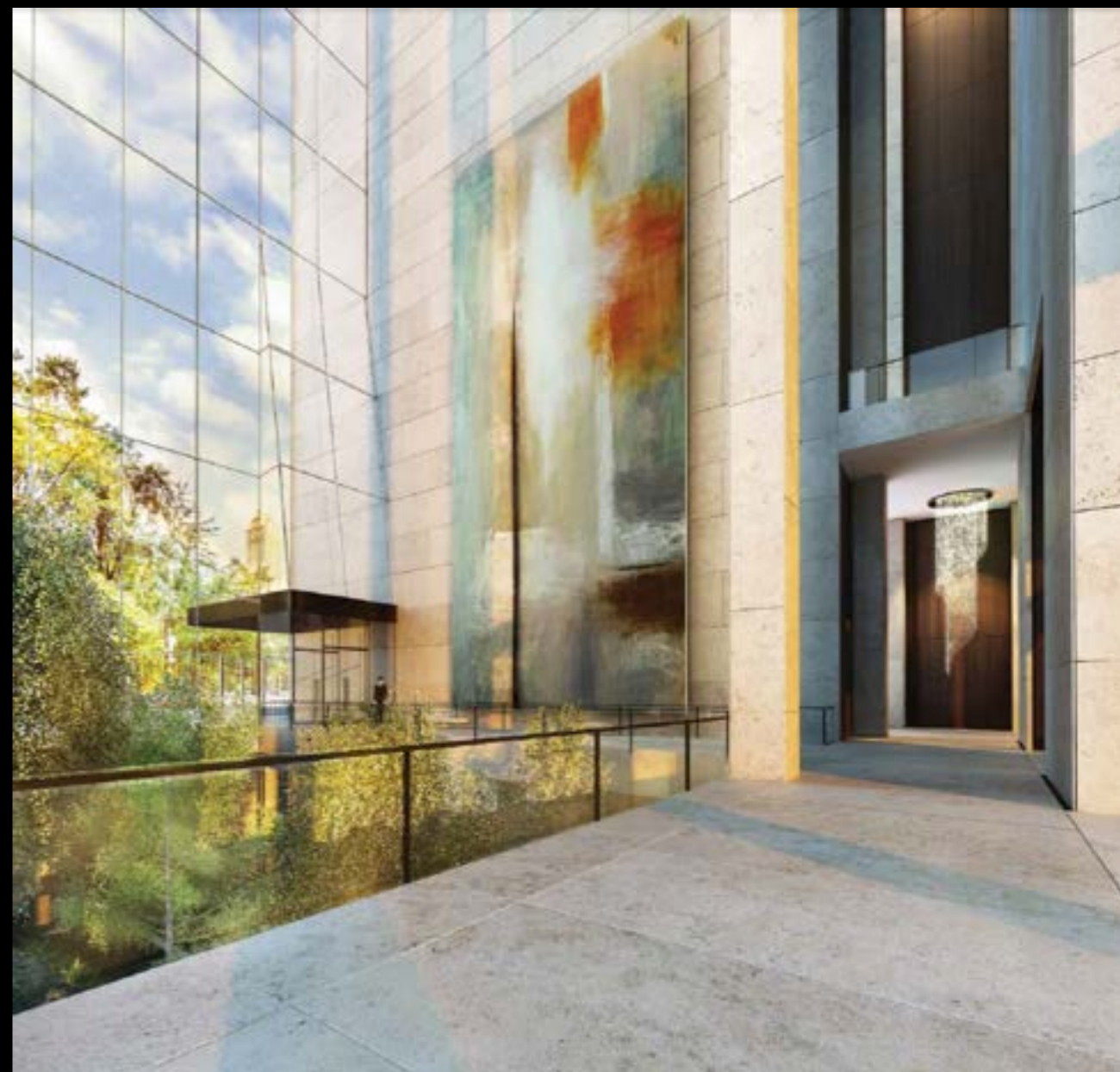
THE CITIES THAT MATTER TO HNWIs: THE GLOBAL CITIES SURVEY TOP 10

CITY	REGION	OVERALL RANK	ECONOMIC ACT.	POLITICAL POWER	QUALITY OF LIFE	KNOWLEDGE & INFLUENCE
New York	North America	1	1	7	6	2
London	Europe	2	2	5	8	1
Paris	Europe	3	4	8	11	4
Tokyo	Asia	4	3	6	23	13
Hong Kong	Asia	5	7	10	26	6
Singapore	Asia	6	8	23	22	3
Sydney	Australia	7	17	12	3	7
Washington, DC	North America	8	14	1	19	23
Toronto	North America	9	12	15	4	15
Zurich	Europe	10	11	24	1	22

GLOBAL CITIES SURVEY: CATEGORY WINNERS FACT FILE

NEW YORK		LONDON		ZURICH		WASHINGTON DC	
Economic activity	1	Knowledge & Influence	1	Quality of life	1	Political power	1
Overall Global Cities Ranking	1	Overall Global Cities Ranking	2	Overall Global Cities Ranking	10	Overall Global Cities Ranking	8
Political power	7	Economic activity	2	Economic activity	11	Economic activity	14
Quality of life	6	Political power	5	Political power	24	Quality of life	19
Knowledge & influence	2	Quality of life	8	Knowledge & influence	22	Knowledge & influence	23
Population (m)	18,9	Population (m)	8,6	Population (m)	1,2	Population (m)	5,6
Nominal GDP (\$bn)	1,243	Nominal GDP (\$bn)	536	Nominal GDP (\$bn)	87	Nominal GDP (\$bn)	399
Fortune 500 companies	26	Fortune 500 companies	20	Fortune 500 companies	7	Fortune 500 companies	5
Weekly international flights	11,667	Weekly international flights	4,186	Weekly international flights	2,319	Weekly international flights	420
Google search results (bn)	6,5	Google search results (bn)	2,2	Google search results (bn)	0,1	Google search results (bn)	0,97
Globally renowned think tanks	13	Globally renowned think tanks	20	Globally renowned think tanks	3	Globally renowned think tanks	41
HNWI population	7,580	HNWI population	6,015	HNWI population	1,805	HNWI population	2,395

顶级奢华配置







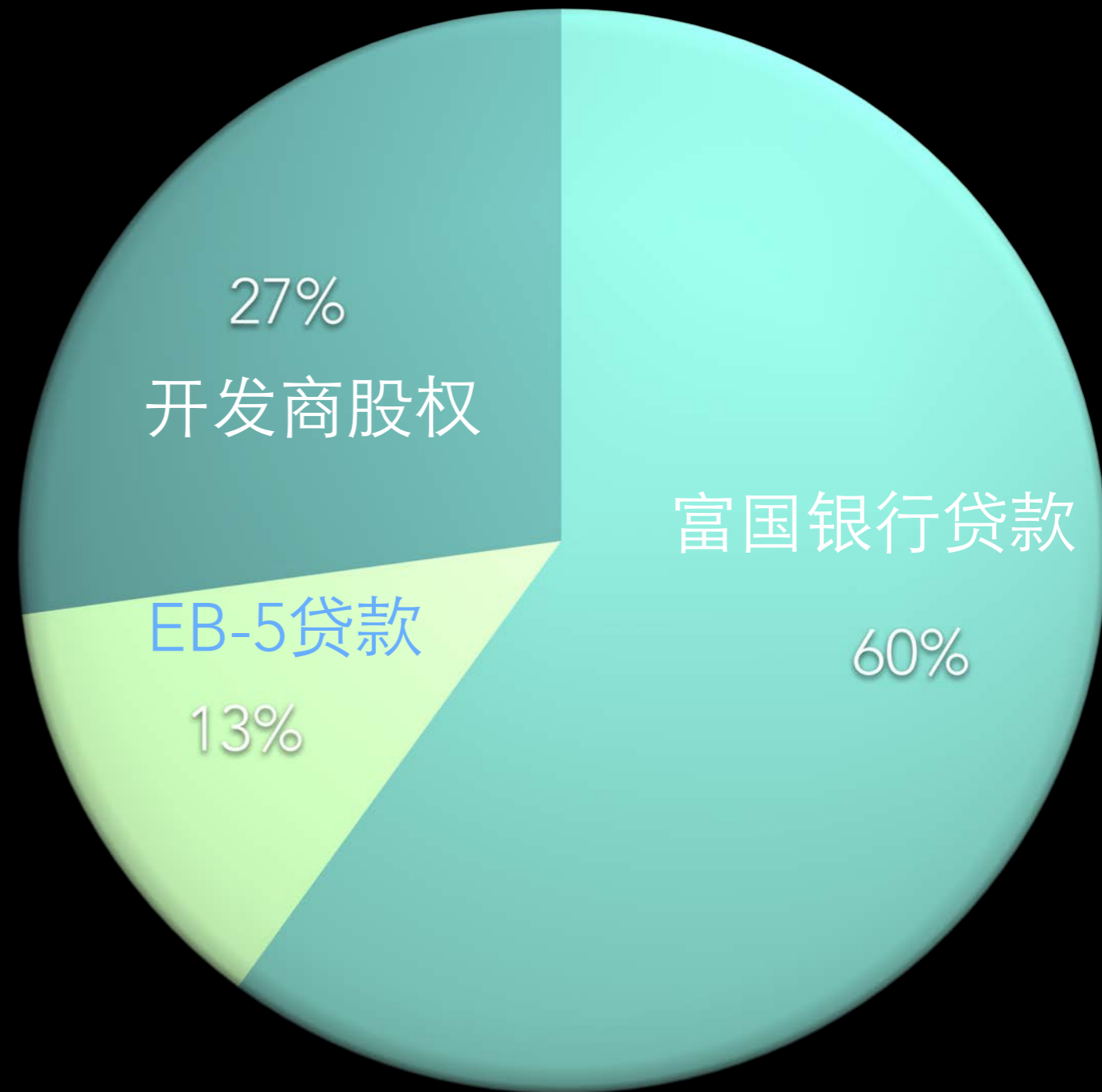


静谧的港湾



项目资金结构

- 富国银行贷款:
\$1,020,000,000
- EB-5贷款: \$219,000,000
- 开发商股权: \$462,000,000
- 总成本: \$17亿美金



项目就业报告分析

盈余率：27.6%

- EB-5贷款总数(\$).....219,000,000
- EB-5投资人总数.....438
- 美国移民局要求创造的就业数量.....4,380
- 根据就业报告所创造的就业机会.....5,590
- 超出要求.....1,090个多余的就业机会, 27.6%的盈余率

WITKOFF GROUP

1997年成立

在过去的15年间，Witkoff置业60多处

- 拥有超过1800万平方英尺的写字楼空间、酒店以及超过12000处住宅
- 4万平方英尺的绿色园林开发

10 Madison Square West



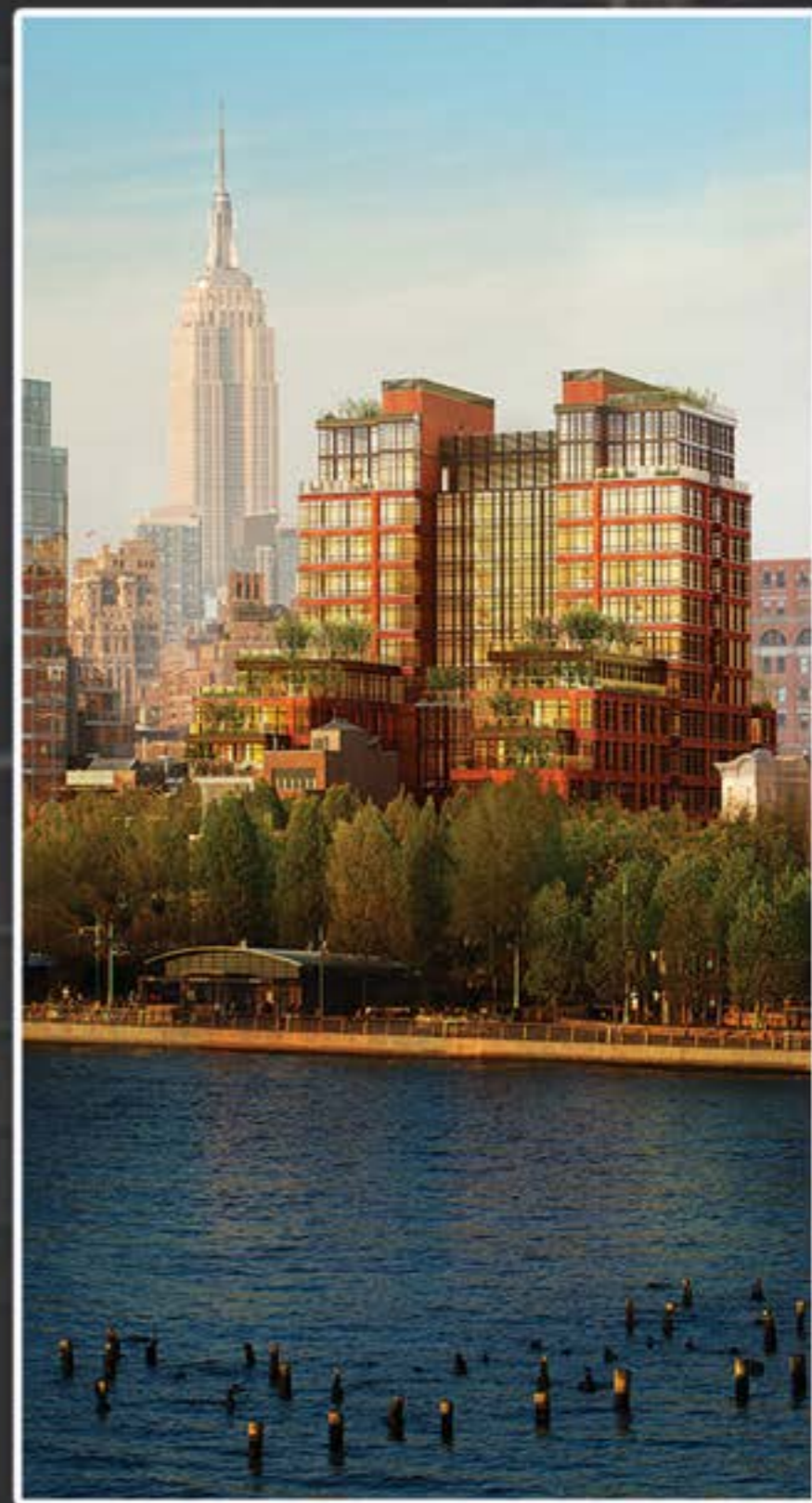
1745 Broadway



The Woolworth Building



150 Charles Street



项目五年后的返现能力

- 公寓在建设过程中就会开始面向世界范围预售
- 只需售出三套公寓就足以偿还全部EB-5资金