

September 4, 2012

## Related Companies Achieves LEED Gold for Manhattan Mixed-Use Tower



*By Keith Loria, Contributing Writer*

New York—Related Companies was awarded LEED Gold certification by the U.S. Green Building Council for MiMA, a 63-story mixed-use glass tower located in Midtown Manhattan.

"We were targeting silver initially, and we went through a very deep design analysis and in looking at every aspect of the project, we found that energy efficiency in this market had a tremendous value, so we kept investing in it," Charlotte Matthews, Related's vice president of sustainability, tells *MHN*. "Once the design team saw we were really invested in energy efficiency, they started looking for more opportunities and the mechanical contractor brought some ideas for the table and we did a couple of things and secured gold."

The 1.2 million square foot tower consists of a blend of luxury apartment homes, plus culture and lifestyle offerings, including the Frank Gehry-designed Pershing Square Signature Center, a live theatre complex, and the innovative hotel YOTEL New York.

MiMA is New York City's first mixed-use building to earn four Energy Performance points under the LEED v2.2 New Construction rating system, which accounts for an over 21 percent improvement in energy performance over energy code.

"MiMA's first-to-market construction practices, energy performance and LEED Gold ratings are reflective of Related's continuous advancement of our building design, construction and operations practices and our steadfast commitment to environmental health and performance," Matthews says. "Our residents who upgraded from other luxury rental buildings in the city cannot believe how much lower their electricity bills are at MiMA. We offer all the creature comforts."

The building contains high performance features such as a hybrid heat pump, accounting for nearly 40 percent more energy efficiency than a through the wall air conditioner; LED lamps, which shine as bright as halogen spot lights with just a fifth of the energy; and photo sensors that automatically dim the lobby and common area lighting when natural sunlight is detected.

MiMA also offers dual flush toilets and other water smart features, including rainwater collection for irrigating the tower's expansive landscaped roof terraces.

“Water collection reuse is one of the strategies in green buildings, at least in New York City, that doesn’t pay for itself,” Matthews says. “When we were looking on reducing cost of this building, it was hard to justify it in an economic way, but it’s hard to justify having landscaping on your roof if you’re not watering it with collected rain water. It’s so important to the city to reduce storm water runoff so we felt it was something this building could contribute and environmentally, it was a priority.”

Additionally, the building has Zipcars parked in the garage, for which Related residents receive favorable rental rates, and electric vehicle charging stations.

MiMA provides two distinct multi-family opportunities: MiMA Rentals, on floors 7 to 50 and One MiMA Tower, a boutique collection of ultra-luxury rental residences and penthouses.

Residents of the multi-family units can also make use of community-wide amenities such as a dog spa, screening room and health and recreation center.