

CRAIN'S

Luxury buildings woo dog owners with promise of indoor walks in winter

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It was early Thursday when Ralph set out for his morning walk. The five-year-old, nearly 50-pound English bulldog resides with his owners at the Related Cos. building MiMA on the far West Side. But thanks to that building's exclusive pet spa, Dog City, Ralph was able to take advantage of the indoor treadmill, and thus avoid the chilly November air.

Though it's been growing for some 30 years, the pet care industry is still in its infancy, said Leya Ogihara, a canine expert who launched Dog City with Related in 2011. There are roughly 600,000 dogs living in the Big Apple, and demand for pet care services is growing, evidenced by the angry Yelp reviews from pet owners upset that Dog City is open only to residents of MiMA—where one-bedroom rentals start at \$3,915 a month—and an attached condominium building.

Several other high-end buildings are getting in on the action, including Silverstein-owned Silver Towers and Two Trees' Mercedes House—both on the far West Side—which have partnered with Spot Canine Club to expand their pet perks. Dog City also is opening a new location at the Caledonia, a luxury building in west Chelsea. Access starts at \$250 annually for residents, with day care and grooming services offered at additional cost.

MiMA is a rental building with rents starting at \$3,915 a month. A condo building owned by a different developer called Manhattan View at MiMA is located at the top of the building. This information was misstated in an earlier version of this article, originally published Nov. 14, 2016.