



**October 21, 2013**

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## **One Day, Seven Development Chiefs**

Has anyone made a Page-a-Day calendar featuring the Men & Women of Real Estate? If not, we found a whole week's worth of NYC development VIPs during our travels on Thursday.

Jay Cross



Related is scrapping Extell's 56-story design for One Hudson Yards (Related acquired the site in a land swap with Extell this summer) and is instead designing a 47-story, 1.3M SF office tower to be called 1 Hudson Blvd, Related Hudson Yards president Jay Cross told the NY Building Congress over breakfast at the Hilton. We snapped Jay, right, with the org's president, Dick Anderson. It'll be Hudson Yards' smaller-floorplate option for office tenants (Related is thinking law firms), as opposed to the 2.4M SF north tower's 70k SF lower-level floors. Jay says those were designed for financial services trading floors, and though that sector no longer is a likely tenant, the larger floors are still popular. Jay also says Related is looking for an artist to build a

monumental piece of art for the public square at Hudson Yards (think Chicago's Bean) and likely will announce one in six months.



Jay's ambitious timing: If the 7 line and south tower (the one with Coach, L'Oreal, and SAP, plus 250k SF available) deliver in 2015, 1 Hudson Blvd would arrive in 2017 and then the north tower in '18. 2 Hudson Blvd, with trading-floor size floorplates again and seven levels of retail (compared to four at Related's successful Time Warner Center), will arrive by the middle of 2019. Also on the way is a tower with 200k SF for a luxury hotel and 750k SF of residential (288 condos and 76 rentals).