



November 23, 2011



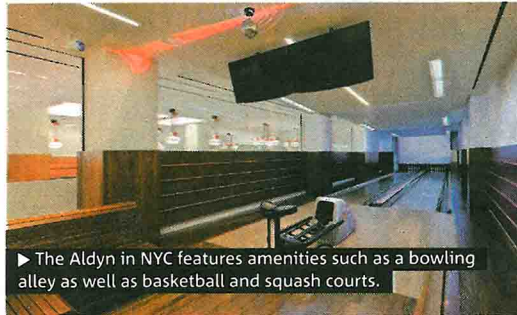
SUPERSIZE AMENITIES

- ▶ Forget laundry, doorman or a gym – these days, a building isn't balling without a spa or rock climbing wall
- ▶ 'Generally, developments are going toward roof decks and lounges'

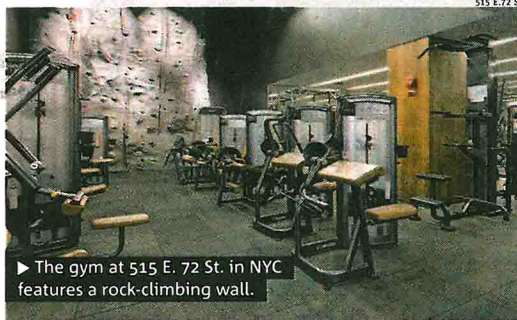
When it comes to condominium amenities, private luxury spas seem a long way from such basics as on-site laundry. But the past few years have seen spas become almost as normal an apartment addition as a fully stocked gym and swimming pool. In Manhattan, 515 E. 72nd St. opened its in-house Elements Spa in September, offering residents (and visiting friends and family) everything from massages to nail treatments. In Philadelphia, Waterfront Square features a luxury Eu-

ropean Spa boasting treatment rooms as well as a sauna and steam room. In Boston, 45 Province's Exhale spa is also exclusively for residents. Besides a spa, fitness facilities and heated pool, 45 Province offers valet parking, a screening room, fireside library and onsite Montessori pre-school.

But the supersize amenities aren't stopping there. New York's The Aldyn has a bowling alley — plus basketball and squash courts, a rock-climbing wall and a golf simulator. Never mind the yoga, Pilates and other fitness initiatives onsite —



▶ The Aldyn in NYC features amenities such as a bowling alley as well as basketball and squash courts.



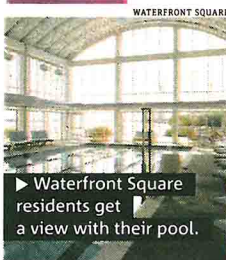
▶ The gym at 515 E. 72 St. in NYC features a rock-climbing wall.

all of which is exclusive for residents.

"Amenities have become the in-building entertainment," says Larry Kruysman, sales director for The Aldyn, which is part of Extell Developments portfolio. "People are looking for opportunities to socialize and experience quality time with friends and family."

However, Kruysman doesn't think huge facilities like the Aldyn will become the norm. "It made sense for Extell to do it here. We had the empty space and 700 apartments to share the expense and make it affordable for residents. Generally, developments are going toward studio and one-bedroom apartments with outside areas where residents can entertain friends, like roof decks and lounges. Smaller developments will remain the norm."

The cost



▶ Waterfront Square residents get a view with their pool.

- ▶ Amenities are reflected in monthly common charges.
- ▶ 515 East 72nd St. has one-bedroom condos starting at at \$724,500 and monthly common charges are \$1,400. Spa prices, however, are comparable to any commercial luxury spa: around \$125 for a 60-minute massage.

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