

# THE WALL STREET JOURNAL.

## TRIBECA

### Condos Will Offer Concierge Jet Service

The developer of 111 Murray St., a condo tower under construction in Tribeca, hopes to cater to buyers of its ultraluxury units with a unique amenity: concierge private-jet service.

Steve Witkoff, who broke ground on the building this summer, has teamed with private-jet service provider Blue Star Jets.

“We believe our buyer profile at 111 Murray is the type of demographic to use private aircrafts,” Mr. Witkoff said.

Residents will be able to call the building concierge to order a private jet to take them anywhere in the world. They also will get a 10% to 20% discount, according to Blue Star founder Todd Rome. For example, renting a “light” jet, such as a Hawker 400XP, will cost \$112,500 for 25 hours. A larger jet, like a Challenger, will cost \$250,000 for 25 hours.

Condo prices start at \$2 million for a one-bedroom apartment and \$17.5 million for a five bedroom. Although prices for the upper-floor penthouses haven’t been released, they will be higher than \$17 million, according to Mr. Witkoff.

Mr. Witkoff’s project isn’t the only new condo project offering top-of-the-line amenities. The tower at 432 Park Ave. includes a private restaurant for residents alongside a spa and screening room. At 252 East 57th St., another luxury tower under construction, the spa includes an ice room with a machine to make it snow.

“As developers, we’re always looking for the next generation of service, amenities and luxury,” said Mr. Witkoff.

—*Emily Nonko*