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ALTA LIC, New York City's Most Dynamic New Residential Skyscraper, Launches Leasing

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Long Island City Tower Offers Coliving by Ollie and Expansive Private Residences Under One Roof, With Multiple Floors of Amenities

Developers Simon Baron Development and Quadrum Global today announce the start of leasing at ALTA LIC, a soaring new porcelain and glass tower in the thriving Queens Plaza neighborhood of Long Island City, Queens. Representing the evolving shift in the ways people choose to live in an urban setting, ALTA LIC is New York City's largest example to date of coliving residences being offered side-by-side with traditional residences. Situated on the tower's uppermost floors, the 297 private ALTA LIC residences—ranging from studios to three-bedroom apartments—feature oversized layouts and sweeping Manhattan skyline views. The shared microsuits, created and operated by Ollie, the fast-expanding coliving company, include hotel-like services, built-in custom furnishings and a robust calendar of community-building events. Ollie's 422 bedrooms for rent, called ALTA By Ollie, make ALTA LIC the largest ground-up, purpose-built coliving building in North America.

“With ALTA LIC we are meeting the needs and demands of today's renters, whether they are seeking the flexibility and social aspects of the burgeoning coliving movement, or a more customary home,” said Matthew Baron, President of Simon Baron Development. “We're firm believers and investors in both categories, and we're excited to help push rental housing in New York City to inventive new frontiers.”

“With a great diversity of available inventory and more than 27,000 square feet of state-of-the-art amenities, ALTA LIC provides an unmatched yet attainable luxury lifestyle that is dramatically elevating the neighborhood's residential experience,” said Oleg Pavlov, founder and CEO of Quadrum Global. “We look forward to opening our doors to renters this spring.”

The 43-story tower is designed by architecture firm Stephen B. Jacobs Group, and the ALTA LIC Residences boast uncommonly large floorplans for ground-up new rental buildings. Design hallmarks

include 9-foot ceilings, oak wood flooring, custom kitchens with Caesarstone countertops and porcelain tile backsplashes, stainless steel appliances, deep soaking tubs and in-unit washer and dryers.

The ALTA by Ollie microsuites occupy floors 2 through 15 and include two- and three-bedroom shared suites. A phonetic wordplay on “all inclusive,” Ollie units are fully furnished with high-end transforming furniture systems (including beds that convert into sofas) and receive weekly towel and linen service in addition to complimentary Wi-Fi, cable TV and regular replenishment of bath amenities from apothecary brand Malin + Goetz. Ollie members will have access to Ollie Social, unique events curated by live-in community managers—with experiences ranging from brunches and guest lectures within the building to local restaurant outings and weekend getaways.

“We are on the cusp of major disruption in the rental market,” Ollie co-founder and CEO Christopher Bledsoe added. “Renters want to spend less of their money on rent, less of their time on chores, and less of their living within four walls. By merging sharing economy principles with best practices of micro-housing design, and further leveraging Ollie’s full range of hotel-style services and technology solutions, ALTA by Ollie offers a complete coliving ecosystem at the forefront of this seismic shift in consumer lifestyle preferences.”

ALTA LIC offers one of the most dramatic and stylish amenities offerings in all of Long Island City, and the most comprehensive pet amenities and services in New York City. Designed by celebrated architect Andre Kikoski, who’s recent works include The Wright restaurant in the Guggenheim Museum, these amenities span multiple floors dedicated to wellness, community entertainment and pet services.

Situated on the fourth floor, ALTA+ RETREAT is a nearly 10,000-square-foot wellness center with concierge services by LIV, offering a state-of-the art fitness center, yoga and movement studio, indoor lap pool, and an 18-hole golf simulator lounge managed by Golf & Body NYC.

The second-floor ALTA+ CUBE is a coworking lounge, game hall with stadium seating, and event space equipped with Sonos controlled speakers, projector and immersive 11-foot screen. ALTA+ DECK, located on the 38th floor, features a landscaped outdoor deck with barbecue stations and dining areas, as well as an outdoor movie screen with lounge seating and a great lawn. The 43rd-floor ALTA+ LOUNGE includes a fireplace, a communal workspace table, party kitchen and events space, as well as a landscaped roof terrace with panoramic views.

For four-legged friends, there is ALTA+ PET CLUB with pet services managed by Throw Me a Bone. Services offered include dog-walking, pet sitting and a full grooming salon, along with a veterinary clinic, overnight care and a dog run. Other amenities include on-site indoor parking, bicycle storage, storage units and an additional laundry room with large-capacity machines.

With the best of Long Island City and Astoria in close proximity, ALTA LIC is conveniently located above the E, M, and R subway entrance at Queens Plaza, and proximate to the N, Q and newly extended 7 line, providing a 10-minute commute to Midtown Manhattan.

Net-effective pricing begins at \$2,375 for a studio, \$2,799 for a one-bedroom and \$4,025 for a two-bedroom. Two-bedroom microsuites start at \$3,224 per month (net), with coliving rents starting from \$1,376 per month. CitiHabitats is the exclusive leasing and marketing team for ALTA LIC. For additional information or to schedule an appointment, please email leasing@altalic.com, or visit www.altalic.com

ABOUT SIMON BARON DEVELOPMENT Led by Jonathan Simon and Matthew Baron, Simon Baron Development is a real estate firm controlling over \$1.7 billion of real estate primarily located in New York City and the surrounding areas. The company’s portfolio is over 1.5 million square feet and includes projects in both the residential and commercial real estate sectors. Originally founded in 1990 by Simon,

the firm focuses on opportunistic, value-add acquisitions and looks for opportunities that require development, redevelopment or repositioning. For more information, www.simonbaron.com.

ABOUT QUADNUM GLOBAL Quadrum Global is a global real estate development, investment and management firm focused on value-add opportunities. Since 2009, the group has invested over \$1 billion in equity capital in US real estate. For more information, visit www.quadrumglobal.com.

ABOUT OLLIE Ollie is the leading micro-housing and coliving platform. In partnership with institutional real estate investors and developers, Ollie revolutionizes the living experience for urban renters through an “all-inclusive living experience” that combines thoughtfully appointed furnished micro-studios and shared suites with extraordinary lifestyle-relevant services, abundant amenities, and unique community engagement activities. For more information, visit www.ollie.co.

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