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The Perk of Privacy

From New York to Miami to Hollywood and beyond, developers are offering exclusive access—to restaurants, social clubs, even speakeasies—to attract high-net-worth buyers

By MICHELE LERNER



If you want a reservation at an exclusive restaurant with meals prepared by a Michelin-rated chef, or access to an ultraluxurious members social club or speakeasy, you may want to make an investment in an upscale home. From New York to Miami to Hollywood and beyond, developers are offering novelty as a prime perk for high-net-worth buyers.

“We’ve noticed luxury buyers are seeking experiences that are different and more unique than what traditional resort or residential communities are offering,” says Mark Durliat, CEO and co-founder of Grace Bay Resorts, developers of Rock House, a resort community in Providenciales, Turks and Caicos. “Instead, the experience and

spaces need to feel like a private club.”

The amenities at Rock House center on the Beach Club, private ocean excursions, and trips to nearby sister beach resorts, while the perks in city condo communities tend to focus on wining, dining, and socializing.

Thousands of people have their names on a waiting list for admission to The Britely, an elite private social club that shares a property with the Pendry West Hollywood Hotel in Los Angeles. Buying a condo in the Pendry Residences West Hollywood allows you to bypass that list for instant membership.

“We have a dedicated staff that caters to customizing experiences, along with private residential amenities, hotel amenities and services, and the

Rock House Beach Bar at Rock House, a resort community in Providenciales, Turks and Caicos.

inclusion of a social club membership, which is accompanied by an additional suite of amenities,” says Tina Necrason, executive vice president, residential, for Montage International, developers of Pendry Residences.

At Central Park Tower at 217 West 57th St., the tallest residential tower in Manhattan, the 100th-floor residents-only Central Park Club includes 360-degree views of the skyline and Central Park from a grand ballroom with seating for more than 100 people, a private restaurant with menus created by Michelin-starred chefs Alfred Portale, Laurent Tourondel, and Gabriel Kreuther, and a corner lounge with a wine cellar and cigar humidor.

“There is no other private members club with views of this caliber in the world,” says Joaquin Stearns, senior vice president, development for Extell Development Co. “A resident’s experience within a building is equally as important as the service and amenities.”

Exclusive Access in Miami

In glittery cities such as New York and Miami, where the wealthiest expect the best of everything, something extra is required to capture attention.

“With the influx of wealth coming into Miami, today’s buyer demands more exclusive experiences at their new home,” says Camilo Miguel Jr., CEO of Mast Capital, developer of The Perigon in Miami Beach and Cipriani Residences in Brickell in Miami. “Our buildings look to elevate a resident’s life and instill a sense of exclusivity.”

The oceanfront Perigon, with architecture by OMA and interior designs by Tara Bernerd, a British interior designer known for luxury yacht and hospitality projects, includes a residents-only restaurant and speakeasy bar and a private beach club. Staff will learn the



culinary palettes and dining patterns of residents and give them an owners-only VIP experience, Miguel says.

Beaches, Boats, and More

Members-only access to the Harry Soffer dining room and celebrity chef Michael Mina's Bourbon Steak restaurant aren't the only perks at Turnberry Ocean Club Residences in Sunny Isles Beach, Fla.

Residents also have priority access to the full-service deep water private Turnberry Marina, which includes concierge services for boaters including cleaning and preparing their boats. Preferred services are also reserved for Turnberry residents at the Fontainebleau Aviation Luxe Facility at the nearby Opa-Locka Executive Airport.

"Residents have private dining options in their residences, by the pool, and at the beach," says Jim Cohen, president of residential for Fontainebleau Development. "The word 'no' isn't

in our vocabulary in this community."

While dining at a private oceanside restaurant or lounging on a daybed at the secluded white sand beach at the Beach Club at Rock House in Turks and Caicos will appeal to many buyers there, concierge services include private diving, fishing, and snorkeling trips. "We find that luxury buyers like to be around other owners," Durliat says.

In addition to socializing at the Beach Club at Rock House, the community's houseboat connects owners with sister properties at the Grace Bay Club and West Bay Club.

Multiple private beach clubs are located within Punta Mita, a residential and resort community on the Riviera Nayarit in Mexico. Buyers, who become part of the Club Punta Mita, gain access to two private Jack Nicklaus Signature golf courses, tennis, and pickleball courts along with the private beaches. But what makes this community

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Carl Emberson

unusual is that it includes a private medical clinic and an array of personalized ocean activities such as surf lessons, kayaking, and deep sea fishing.

"Luxury buyers expect to find exclusive amenities, but three other factors are key here: the community spirit, having a world class hospital within your gates, and privacy as well as security," says Carl Emberson, head of marketing and operations at Punta Mita.

Privacy is perhaps the ultimate amenity at the Tumble Creek Club, part of the Suncadia resort in Elum, Wash., in the Cascade Mountains about 80 miles from Seattle. While club members have access to social programs for adults and families, golf courses, fitness and aquatics facilities, features such as the wine club provide elevated experiences.

"The wine club brings a premier vintner and chef to the member's house to create a special meal and wine pairing," says Heather Rugh, membership director at Tumble Creek.

Also unique to Tumble Creek is the "glamping" site, a 10-minute drive up the mountain overlooking the river with furnished tents with walls, platforms for additional tents, and a communal tent with a kitchen and games.

"Members can reserve the site for a party or a wine dinner or for a family weekend," Rugh says. "You can host up to 32 people overnight there and either have a private event or share the space with multiple Tumble Creek families."

Space for private or exclusive recreational activities is a must for most buyers at Punta Mita, Emberson says.

"Is it a deal-breaker for them if they don't have something exclusive and special? For 80% of the cases, yes. For the fanatical golfer or surfer, having those options amplifies the appeal." **■**

Above: Cipriani Residences in Miami.
Below: Central Park Tower's 100th-floor club.

