



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

June 26, 2014

Via E-mail

David T. Hamamoto  
Chief Executive Officer  
NorthStar Asset Management Group Inc.  
399 Park Avenue  
18th Floor  
New York, New York 10022

**Re: NorthStar Asset Management Group Inc.  
Registration Statement on Form 10-12(b)  
Filed February 5, 2014  
File No. 001-36301**

Dear Mr. Hamamoto:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Sonia Gupta Barros

Sonia Gupta Barros  
Assistant Director