

# INDUSTRY

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he rise of "smart growth" in New Jersey has resulted in one high-concept project after another, attracting NYC ex-pats and others back to revitalized urban centers.

Ease of commuting, modern design, resort-like amenities, green spaces, technology integration, and either development-inclusive or nearby social, cultural, and leisure pursuits, the result is what real estate experts refer to as "place-making," and it's working.

Join us on an excursion to some of the premiere projects propelling the Garden State to a promising future.



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“Forward-thinking, world-class amenities in an urban lifestyle” describes the vibe at Soho Lofts, 377 new apartment homes in Jersey City’s fast evolving SoHo West (South of Hoboken, West of New York City) community by developer Manhattan Building Company.

Within the industrial-inspired project are contemporary lounges, including a retro arcade, tech lounge, fully-equipped demonstration kitchen and party room, surround-sound media room, private conference rooms, children’s playroom, dog grooming suites, a fitness center with a sauna, and an indoor/outdoor yoga room. Valet parking and a 24-hour concierge are ensconced in the two-story lobby.

“We utilized resident feedback in our existing apartment portfolio and market research to create an amenity package that provides the kind of leisure time activities today’s renter expects, creating a stylish and inviting atmosphere that strongly encourages social interaction,” said Louis Mont, Manhattan Building Company COO.

Outdoor recreation is focused around an expansive deck featuring an Infinity edge pool with



private poolside cabanas, children’s misting system, fireside seating, movie theater, Zen garden, gas grills, a dog park, and a playground.

Homes, many with Manhattan and Jersey City skyline views, have ten-foot ceilings, expansive windows, exposed duct work, white oak flooring, and designer kitchens and baths. One-, two-, three- and four-bedroom apartments and a limited number of private town-homes are available. Monthly rents begin in the \$2,000s.