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Spirited sales activity at Liberty Harbor grand opening

Years of public anticipation flowed into spirited sales activity during the recent grand opening of Liberty Harbor, a new residential community rising along the Jersey City waterfront.

Homebuyers intrigued by the community's 21st-century urban living environment snapped up more than 40 percent of the community's first phase of 215 architecturally distinctive homes in less than one month, according to Liberty Harbor's developers. All five of the community's housing types are included in the initial offering, priced from the mid-\$300,000s.

Ultimately, 7,000 to 10,000 homes and 250,000 square feet of retail space will occupy a 28-block site bounded by Grand Street, Luis Marin Boulevard, Jersey Avenue and the Tidewater Basin in the Van Voorst Historical District.

"By adopting a more traditional approach to urban development than what is commonly found in today's marketplace, we've given buyers a clear and dramatic alternative to the typical gated communities and high-rise buildings that have sprung up in recent years," notes longtime Jersey City developer Peter Mocco, who was named master developer of the ambitious project in 1985. "Liberty Harbor is an entire neighborhood designed and built from

scratch, where amenities, diverse housing styles and infrastructure reflect an effort to create a true neighborhood atmosphere brimming with outdoor pedestrian activity, while also attracting a wide variety of residents. That we've enjoyed such a strong sales opening validates our contention that the public will embrace a community of this nature."

Essential to the developer's vision of producing a traditional urban neighborhood was avoiding a cookie-cutter similarity among so many residences. Master architect Andre Duany, one of the country's foremost advocates of New Urbanism architecture, who developed the basic conceptual plan for the community, recommended commissioning different architects for different housing products.

This team of architects has developed five-story luxury townhouses, single-level townhome suites in three-story buildings, four-story brownstones with three residential levels above ground-floor retail, conventional eight-story condominium buildings and loft rental buildings.

"The luxury townhouses have private elevators," says Adrienne Albert, president of the Marketing Directors Inc., Liberty Harbor's exclusive sales, leasing and marketing agent. "The top floors of the townhome suites and the brownstones are duplexes. A parking garage is contained within a block and wrap-

ped by homes so it's hidden, while a large, open market area, suggestive of European piazzas and passive recreational areas, encourage outdoor interaction. Other building amenities include attended lobbies, resident lounges with catering kitchens, fitness centers, billiard and yoga rooms, screening rooms, and an outdoor deck with hot tubs."

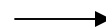
Found among the numerous floor plans are hardwood floors; Bosch washers and dryers; oversized windows; kitchens with granite and marble counters, and top-of-the-line Viking and KitchenAid appliances; and master bathrooms with oversized soaking tubs, separate

glass-enclosed showers, double Kohler sinks, Villefort limestone and ebony black walnut cabinets.

With construction of many of the buildings under way, initial occupancy is expected in the early Spring.

Liberty Harbor also represents an unprecedented level of state-of-the-art technology. From security to environmental control to amenities, residents will be transported into 21st-century "smart home" living.

For example, every home and all of the public areas feature wire-



less capabilities, allowing residents to enjoy a WiFi experience in the parks, entertaining areas or any of the retail locations. In addition, all public areas and streets have closed-circuit cameras in carefully selected locations to provide residents with video access to the outside from their homes, offices or even their PDAs.

"This is probably the most technologically advanced residential community in the nation," says Mocco. "Everything from HVAC, lighting, computers and TV to

kitchen and bath appliances can be remotely controlled from outside the home—say, in your car while coming home from work. In addition, residents of Liberty Harbor will be able to see computer views of what's going on inside and outside their home from any place in the world. There are really no limitations to what this system can do. More importantly, it will not become obsolete."

For more information, visit Liberty Harbor's on-site sales office at 333 Grand St. in Jersey City. ◆



Liberty Harbor in Jersey City redefines urban living with five distinctive product types, retail offerings, comprehensive amenities, state-of-the-art technology and a wealth of public transportation options.