

21st century 'town' getting thumbs up from buyers

An unusual offering of multiple architectural styles, exciting retail services, pedestrian-friendly open areas and a wealth of mass transportation options has quickly distinguished Liberty Harbor as the prototypical 21st century urban living environment.

The spectacular new community rising on a 28-block site along Jersey City's historic downtown waterfront district reflects an innovative approach to today's urban living requirements, and the public is responding in quick order.

More than 50% of the community's first phase of 215 architecturally-distinctive homes have been sold in less than a month at prices starting in the mid-\$300,000s, reports the developer.

Liberty Harbor will ultimately feature seven-to-10,000 homes and 250,000 s/f of retail space just steps from Ferry, PATH and Light Rail service to Manhattan and throughout the "Gold Coast."

"We're delighted with the public's response to this exciting new community," notes long-time Jersey City developer Peter Mocco, who was named master developer of the ambitious project in 1985.

"We set out to give buyers a decidedly new alternative to the typical gated communities and high-rise buildings that dot this city's land-

scape, and they've clearly embraced it. Living at Liberty Harbor will mean enjoying a true neighborhood atmosphere where vibrant street activity, upscale amenities, diverse housing styles and inconceivable technological benefits come together in a most dramatic fashion."

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 celebrated 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," indicates Adrienne Albert, President of The Marketing Directors, Inc., Liberty Harbor's exclusive marketing, sales and leasing agent. "The top floors of the townhome suites and the brownstones are duplexes.

"A parking garage is contained

within a block and wrapped 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, billiards and yoga rooms, screening rooms and an outdoor deck with hot tubs."

With construction of many of the buildings well underway, initial occupancy is expected in the early spring of next year. 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 "smart home" living.

"This is probably the most technologically advanced residential community in the nation," said Mocco. "Everything from HVAC, lighting and TV to kitchen and bath appliances can be remotely controlled from outside the home and residents will be able to see computer views of what's going on inside and outside their home."





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