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By: Joshua Burd

Joint venture rounds out redevelopment, unveils new luxury rentals in Jersey City



One Ten House, a 238-unit luxury apartment building at 110 Hoboken Ave. in Jersey City — Photos courtesy: BNE Real Estate Group, McKinney Properties and Hoboken Brownstone Co.

A development group has launched leasing at a collection of 238 luxury apartments in Jersey City, marking the final phase of a high-profile redevelopment effort.

The six-story complex, located at 110 Hoboken Ave., is now open for immediate occupancy in a neighborhood just south of Hoboken and west of the Holland Tunnel. Its developers — BNE Real Estate Group, McKinney Properties and Hoboken Brownstone Co. — are touting floorplans including studios with more than 600 square feet and monthly rents starting at \$1,695, with grand opening incentives.

The property known as One Ten follows its two adjacent sister properties, The Enclave and 100 House. The three buildings account for more than 600 apartments and more than 100,000 square feet of amenity space for its residents.



The lounge at One Ten in Jersey City

“It’s rewarding to see the vision for this well-located neighborhood realized,” said Jonathan Schwartz, a partner at BNE Real Estate Group. “The combination of new residences, modern amenities, retail services and conveniences and coveted outdoor space has attracted thousands of new residents to the area and made this one of the fastest-growing and most popular neighborhoods in downtown Jersey City. Its desirability has been reflected in how quickly The Enclave and 100 House leased up, and we’re excited to now introduce One Ten which provides renters with even greater flexibility in choosing the right floor plan that work for them.”

Designed by Minno & Wasko Architects and Planners, the property features high-end interiors and finishes across its mix of studio, one-bedroom and two-bedroom apartments, the developers said. Amenities include a landscaped outdoor patio with grills and fire pits, a dog run, a resident lounge and a modern fitness center with virtual fitness programs, among others.

The developers also noted that renters at One Ten have access to the amenities at the other two buildings within what’s known as The Enclave Collection, including a rooftop pool deck with private cabanas, a bowling alley and a screening room. Other offerings include complimentary shuttle service to the Hoboken PATH Station and nearby Citi Bikes.

“We have a large number of spacious studio floor plans to choose from, most featuring sleeping alcoves,” said Jacqueline Uργο, president of The Marketing Directors, the property’s leasing agent. “These residences are significantly larger than studios found at other Jersey City and New Jersey Gold Coast rental buildings.”