

# The Star-Ledger

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## A Thriving Commuter Town

**Affordability and location are at the heart of Harrison's success story**

Harrison has emerged as Hudson County's next Gateway Region hot spot.

Increasingly, developers, investors and residents alike are drawn to the multicultural community due to its exceptional transportation infrastructure; proximity to Manhattan; and burgeoning downtown dotted with shopping, dining, and services.

Harrison's transformation from a post-industrial town to a thriving commuter municipality is one of New Jersey's most notable real estate development success stories. Repurposing an area of approximately 275 acres requires the dedication of several individuals, government officials, and businesses that believe in the project — BNE Real Estate Group is one of those believers.

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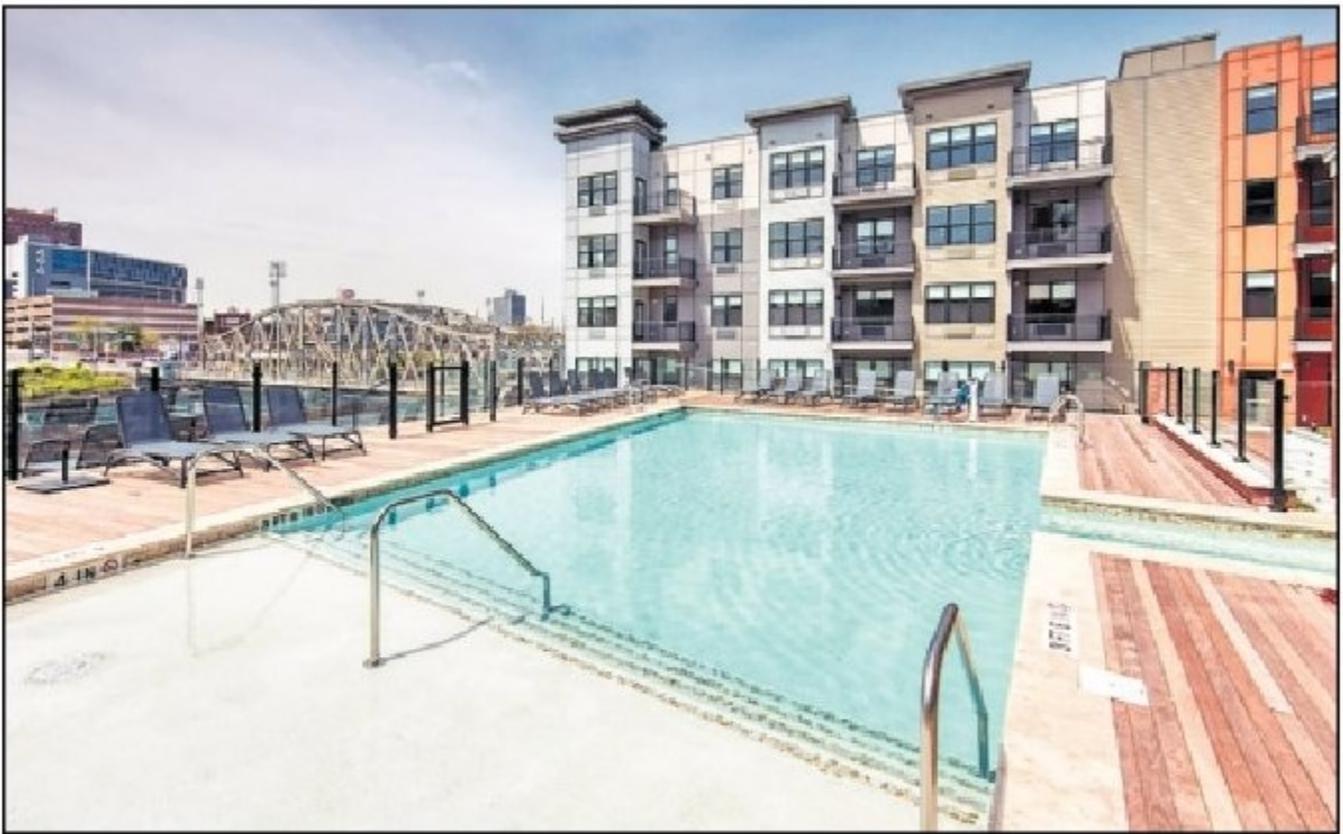
**One Harrison's modern kitchens boast white quartz countertops, stainless-steel appliances, gas ranges, wine racks, abundant cabinetry and customized storage.**

The company, based in Livingston, was an early proponent of Harrison's transformation and has been a major player in the town for more than a decade. To date, BNE has completed three residential projects in Harrison. These include River Park at Harrison, 172 luxury condominiums overlooking the Passaic River that opened for sale in 2007; and Water's Edge, comprised of 141 luxury rental units with a full complement of amenities and services, opened next door to River Park in 2014 and was 100% leased in about seven months.

"We recognized the development potential of Harrison years ago when we built River Park, and the town remains a good investment today," said David Pantirer, a partner at BNE Real Estate Group. "The location is perfect for commuters. The lifestyle is like what you will find in brand-new buildings in Hoboken and Jersey City, but in Harrison we are able to offer everything at a much more affordable price point."

BNE's most recent Harrison project, One Harrison, is a collection of 257 luxury residences and more than 30,000 square feet of indoor/outdoor amenities that opened last June and completely leased in about six months. BNE partnered with Hornrock Properties on the project.

In 2019, BNE broke ground on its latest development in Harrison, a 242-unit luxury apartment development located on the waterfront with its partner Hornrock Properties. The project continues BNE's and Harrison's collective vision for the town's future.



## **One Harrison residents enjoy a multilevel pool deck overlooking the waterfront with a bar and lounge.**

One Harrison attracted renters due to its modern design, style, function and amenities. Apartments boast exquisitely crafted interior spaces that include details such as custom modular closets, 9-foot ceilings, in-home washers and dryers, window treatments, and balconies and patios in select homes. One Harrison's modern kitchens boast white quartz countertops, stainless-steel appliances, gas ranges, wine racks, abundant cabinetry and customized storage.

The property's 30,000 square feet of club-style amenities is unrivaled in the marketplace. From a 24-hour concierge to five bespoke lounge spaces, a two-level fitness studio with yoga and spin room to a vintage-inspired library with private meeting rooms, every space has been designed and tailored to optimize residents' free time in the most inspiring settings.

Outside, One Harrison residents enjoy a multilevel pool deck overlooking the waterfront with a bar and lounge, barbecue grills, a fire pit, an open lawn area and bocce ball court. The pet-friendly building also features a dog spa, lobby lounge with fireplace, coffee lounge with private dining, resident clubroom, retro game lounge, children's playroom, Amazon package lockers, bicycle storage and covered garage parking.

Another developer to recognize Harrison's potential is Ironstate Development Co., which is in the midst of a redevelopment that will ultimately comprise 2,250 luxury residences, 80,000 square feet of retail space and an Element Hotel by Starwood Hotels with a retail concourse on a 27-acre site.

Harrison Urby, located at 777 South Third St., one block from the Harrison PATH Station, is the latest component of this multiphase project and encompasses 679 apartment units with additional rental residences in the pipeline. Ironstate's Urby projects are being developed with partner Brookfield.



**One Harrison offers a curated collection of 257 studio, one- and two-bedroom apartments. Residents enjoy more than 30,000 square feet of indoor and outdoor amenities, a hotel-style ambience, and convenient shuttle service to the Harrison PATH station.**

“Urby is designed as a modern approach to urban apartment living that aims to create a far more inspired rental experience than what is currently offered by the existing apartment industry,” said David Barry, CEO of Urby. “Similar to how boutique hotels eclipsed corporate brands as the new standard in the hotel industry, we are confident that Urby will become the new standard for rental apartment living.”

Harrison Urby’s architecture and interiors are designed by Amsterdam-based firm Concrete, best known for the designs of citizenM Hotels around the world. Paying homage to the neighborhood’s industrial heritage, Urby’s façade is inspired from the design of iron bridges. Comprised of a series of buildings, beautifully landscaped geometric green spaces connect each one and form a network of courtyards together at the heart of the complex.

Apartments at Harrison Urby are available in studio, and one- and two-bedroom layouts. Each apartment features large windows to maximize natural light, built-in closets with drawers for storage and sustainable bamboo flooring. With smart technology systems, including keyless smart phone entry, smart phone remote HVAC and lighting controls, and Amazon package lockers, residents at Harrison Urby have unprecedented access to mobile connectivity.

Social spaces include a community garden with individual farm plots; the Urby Kitchen, a chef’s kitchen used to host a continual program of events; a heated saltwater swimming pool and patio, fire pits, barbecue grills and lawn games; an on-site dog park; and two-story 6,000-square-foot fitness center. The heart of Harrison Urby is the two-story entrance café which provides a warm welcome.