

NYC Renters Move Across the Hudson

100 House Luxury Rental Community in Jersey City Wins NYC Renters



Located directly across the Hudson River from downtown Manhattan, Jersey City often draws the attention of New York City residents looking to upgrade their home and amenity space at a better value. The growingly popular city has gained recognition for its vibrant arts and cultural setting, diverse dining and nightlife scene, scenic waterfront promenade with abundant parks, and convenient mass transportation options into New York City. All these sought-after attributes have caught the attention of even the most casual new renters.

Such was the case for Sheila Arias and Pablo Angeles. The couple had been living in The Bronx with their 7-year-old daughter and were informally researching apartments in the New York metro area for their next home. Like many others, they found luxury New York City rentals that met their lifestyle needs exorbitantly priced. Wanting a location near Mr. Angeles' work in Brooklyn, they narrowed their search to Westchester County, NY and Jersey City, Harrison, and Hackensack in New Jersey. The initial plan was to make a move to a new rental home in 2021. That timeline quickly changed when they discovered 100 House, a brand-new collection of 137 apartments that recently opened along the Hoboken border of Jersey City.



"We were trying to get a better idea of what we wanted in an apartment with the intent of moving next year," said Ms. Arias. "100 House appeared on my Instagram feed. We felt it was exactly what we wanted and decided to go for it."

Developed by BNE Real Estate Group, Hoboken Brownstone Company and McKinney Properties, 100 House features spacious studio, one and two-bedroom homes, a full suite of amenities and a desirable location that is tucked slightly away from the more hectic downtown scene, but still near PATH trains and NY Waterway ferry service into Manhattan. Monthly rents at the building start from the mid-\$1,800s with new, limited-time incentives that offer a better value than ever before.

"We were looking for a new home that had more living space and a washer and dryer," said Ms. Arias. "With remote learning and remote working going full time, amenities were also a priority. My husband and I are very active, so we wanted a full gym, as well as a lounge area and outdoor space. 100 House had all of that, and the co-working spaces and game room for our daughter really stood out."

Sold on the community, the couple selected a two-bedroom layout with a much-desired in-home washer/dryer and other stylish features found throughout all of 100 House's residences. These include nine-foot ceilings, plank flooring, white quartz countertops in the designer kitchens and baths, stainless steel appliances, gas ranges, side-by-side refrigerators, wine racks and coveted private outdoor space in select homes.

"100 House has a great location that's close to transportation, shopping and amenities," Ms. Arias continued. "We also appreciate that the apartment itself is brand new and we don't have to worry about previous tenants living there."

The family is also looking forward to the community's 35,000 square feet of impressive indoor and outdoor social and recreational spaces. These include an elegant lobby lounge featuring 24/7 concierge service and a coffee bar, resident lounge with screening room, game lounge, bowling alley, multi-sports simulator, movie theatre, resident dining room, and a fully equipped fitness center with virtual exercise programs. A co-working lounge with private offices makes working from home ideal, while the pet-friendly building also features a dog spa. For much-needed outdoor space, a sprawling second-floor sun terrace boasts a private barbeque and dining area, outdoor bar, games, fire pits and lounge seating. Additional conveniences include Amazon package lockers, complimentary shuttle service to the Hoboken PATH Station, covered onsite parking, a dedicated Lyft spot and nearby Citi Bikes.

100 House residents also have access to shared amenities located in its sister building next door at The Enclave, including a rooftop heated pool, private poolside cabanas, fireside seating, and more.

Located at 100 Hoboken Avenue, 100 House lies in what is fast becoming Jersey City's most popular new neighborhood, where upscale rental homes in modern residential buildings come together with retail, services and the impending introduction of parks, walking paths, and playgrounds to create a complete lifestyle community. At the social and recreational heart of the neighborhood will be the 1.5-acre Coles Street Park. Currently under construction, the professionally landscaped park will include an enclosed playground, two separate dog runs, open areas, and a performance stage. A second park – called Emerson Park – is also planned.

At residents' fingertips is also a wealth of shops, services, and nightlife in neighboring Hoboken, as well as the dining, entertainment, and cultural scene in downtown Jersey City.

The Marketing Directors, the exclusive marketing and leasing agent for 100 House, has opened the building's leasing program from an on-site leasing office with fully furnished model homes merchandised by renowned interior designer Childs Dreyfus Group of Chicago.

For more information and to schedule a private tour of the building's model homes and amenities, please call 201-659-0095 or visit www.100HouseJC.com.