



A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

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BUILD WITH STRENGTH NEW JERSEY MARKET INTELLIGENCE REPORT

Analysis of property architecture, construction, and management projects

UPDATED 8.23.2016

The mission of Build with Strength is to educate the building and design communities and policymakers on the benefits of ready mixed concrete, ensuring it remains the material of choice for low-to mid-rise structures. There is no other material that can replicate concrete’s advantages in terms of strength, durability, safety, and ease of uses.

Based upon a review of publicly available information, our analysis shows at least 16 current property development companies, including real estate, architecture, and construction firms, with projects in various planning phases throughout New Jersey. Several newsworthy structures are expected to open to tenants as soon as this fall, while others by 2018. The projects range from residential complexes, commercial, and mixed use development properties. They also range in size from over 10 stories to at least 80 stories.

These projects, highlighted in the real estate market for their designs, offer tremendous opportunity—we now have insights and familiarity with upcoming plans that we can leverage to bring awareness to the benefits of building with concrete so that New Jersey can continue to be a state built to withstand the test of time. New Jersey has already proven its people are strong and resilient; let’s make sure your buildings are too.

This high-level analysis is meant to provide general awareness of the market and direct resources and efforts to highlight the use of ready mixed concrete and to educate others on the benefits of building with ready mixed concrete.

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LIST OF COMPANIES

- Argent Ventures – Real Estate
- CetraRuddy – Architecture
- FEM Real Estate – Real Estate
- Forest City Ratner Companies – Real Estate
- Gwathmey, Siegel, Kaufman Architects – Architecture
- Handel Architects – Architecture
- HAP Investment – Real Estate
- Hollwich Kushner – Architecture
- Ironstate Development – Real Estate
- Kushner Companies – Real Estate
- Morris Adjmi Architects – Architecture
- O'Neill Properties Group – Real Estate
- Panepinto Properties – Real Estate
- Perkins Eastman – Architecture
- RBH Group – Real Estate & Construction
- SJP Properties – Real Estate

DEVELOPMENT PROJECTS IN THE NEWS

ARGENT VENTURES HAS PROPOSED TO BUILD A 25-STORY RESIDENTIAL COMPLEX IN JERSEY CITY

JERSEY CITY — Four residential buildings, two of them 25-stories high, are slated for the old Mueller's pasta factory on Baldwin Avenue, another sign that the Downtown building boom is extending farther west.

The developer, Argent Ventures, wants to build 980 units on the 5.2-acre site, located less than half a mile from the Journal Square PATH station. The Mueller's site is largely vacant, aside from a four-story, 300,000-square-foot former manufacturing plant that will be demolished.

"The site represents the largest, 'shovel ready' development site in Journal Square and one of the prime development sites in Jersey City," the developer says on the project's website.

Argent is scheduled to go before the Planning Board on Tuesday night for site plan approval. (Terrence T. McDonald, [NJ.com](#), Four residential buildings planned for old Jersey City pasta factory site, 6/19/2015)

CETRARUDDY WAS TAPPED TO DESIGN A 42-STORY MIXED-USE COMPLEX IN JERSEY CITY

Back in August and December of 2014, YIMBY revealed two different conceptual designs for a planned mixed-use development at 500 Summit Avenue, in the Journal Square section

of Jersey City. HAP Investments has recently closed on the acquisition of the site for \$26.6 million, despite false reports that the developer purchased the property in 2014, Commercial Observer reported. It was also revealed that CetraRuddy will be responsible for the design, the same firm that produced the conceptual renderings YIMBY released in 2014. Planned is a 42-story, 800-unit tower with 30,000 square feet of retail space. The entire building will encompass 916,955 square feet, and the residential units, which will be rentals, should average 981 square feet apiece. There will be a 100-car parking garage. The 80,000-square-foot site consists of a parking lot and two dilapidated, two-story residential buildings. (Reid Wilson, [New York YIMBY](#), Developer Acquires Site Of Planned 42-Story, 800-Unit Mixed-Use Tower At 500 Summit Avenue, Jersey City, 6/10/2016)

FEM REAL ESTATE HAS DEVELOPED AN OCEAN VIEW RESIDENTIAL APARTMENT COMPLEX IN LONG BRANCH IN AUGUST 2016

After undergoing design changes and additional township approval, FEM Real Estate's South Beach at Long Branch is set to break ground on Aug. 2. The 47-unit luxury condo community, at 350 Ocean Ave in Long Branch, is expected to deliver in 2018. South Beach at Long Branch will consist of two eight-story waterfront buildings connected by a plaza level with an infinity pool and other amenities, including substantial below-grade parking.

An on-site sales center will also open in anticipation of the start of construction, and FEM Real Estate co-founder Edwin Feliciano, along with The Pinnacle Companies Realty Group, will broker the units. Edwin co-founded the development firm with his wife, CEO Mimi Feliciano. (Amanda Marsh, [BizNow](#), South Beach At Long Branch Set To Break Ground, 7/12/2016)

FOREST CITY RATNER HAS DEVELOPED PARTS OF THE 11-BUILDING HUDSON EXCHANGE RESIDENTIAL PROJECT THAT WILL BE COMPLETED IN 2017

Construction has topped out on the 35-story, 421-unit mixed-use building at 430 Marin Boulevard, in downtown Jersey City. The construction update is possible thanks to a photo posted to the Forums. The new building will contain 10,126 square feet of ground-floor retail space and 20 percent of the apartments (85 units) will be designated as affordable. The tower is being built as part of the 11-building Hudson Exchange West mega-development. The developer, Forest City Ratner, is facing a lawsuit over the legality of developing the property, due to a former railway that was removed in the 1990s, Jersey Digs reported. It appears construction on the first building has continued despite the legal challenge. Perkins Eastman is behind the design. Completion of the first building is expected in 2017. (Reid Wilson, [New York YIMBY](#), Hudson Exchange West's 35-Story, 421-Unit Mixed-Use Tower Tops Out At 430 Marin Boulevard, Jersey City, 8/16/2016)

GWATHMEY, SIEGEL, KAUFMAN ARCHITECTS HAS DESIGNED A 50-STORY JERSEY CITY RESIDENTIAL TOWER THAT WILL BE COMPLETED IN 2018

Ironstate Development and Panepinto Properties have landed \$155.83 million in construction financing for their planned 50-story, 539-unit residential tower at 90

Christopher Columbus Drive (dubbed 90 Columbus), in downtown Jersey City. The tower will host rental apartments ranging from studio to three-bedroom configurations, averaging 789 square feet apiece, Real Estate Weekly reported. Amenities will include a swimming pool, children's play areas, sports and entertainment rooms, residential lounges, and a library. The tower is the last phase of a multi-building complex, which includes the recently completed 50-story residential tower 70 Columbus and the 12-story, 152-key Marriott Residence Inn at 80 Columbus. Gwathmey, Siegel, Kaufman and Associates is behind the architecture. Foundation work is currently underway and completion is expected in 2018. (Reid Wilson, [New York YIMBY](#), Financing Secured For 50-Story, 539-Unit Residential Tower At 90 Christopher Columbus Drive, Jersey City, 8/11/2016)

HAP INVESTMENT HAS CLOSED A DEAL TO DEVELOP A 42-STORY MIXED-USE COMPLEX IN JERSEY CITY

Back in August and December of 2014, YIMBY revealed two different conceptual designs for a planned mixed-use development at 500 Summit Avenue, in the Journal Square section of Jersey City. HAP Investments has recently closed on the acquisition of the site for \$26.6 million, despite false reports that the developer purchased the property in 2014, Commercial Observer reported. It was also revealed that CetraRuddy will be responsible for the design, the same firm that produced the conceptual renderings YIMBY released in 2014. Planned is a 42-story, 800-unit tower with 30,000 square feet of retail space. The entire building will encompass 916,955 square feet, and the residential units, which will be rentals, should average 981 square feet apiece. There will be a 100-car parking garage. The 80,000-square-foot site consists of a parking lot and two dilapidated, two-story residential buildings. (Reid Wilson, [New York YIMBY](#), Developer Acquires Site Of Planned 42-Story, 800-Unit Mixed-Use Tower At 500 Summit Avenue, Jersey City, 6/10/2016)

HANDEL ARCHITECTS HAS CO-DESIGNED A MIXED-USE TOWER IN JERSEY CITY'S DOWNTOWN THAT WILL BE COMPLETED IN 2016

Kushner Real Estate Group's 53-story, 538-unit mixed-use building at 605 Pavonia Avenue, in the Journal Square section of Jersey City, is now fully clad. The tower's construction crane has been removed, as seen in a photo posted on Instagram by the owners via the YIMBY Forums. The rental tower contains a very large parking garage as well as retail space. It's the first of three towers in the Journal Squared mega-development, which includes additional 60- and 70-story sibling towers. The entire development will boast 1,838 residential units and 36,000 square feet of retail space. As for this first completed tower, which topped out in December of 2015, occupancy is expected by the end of this year. HWKN and Handel Architects are responsible for the design. The complex will be located a stone's throw away from the neighborhood's PATH station. (Reid Wilson, [New York YIMBY](#), Construction Wrapping On First 53-Story, 538-Unit Journal Squared Tower, 605 Pavonia Avenue, Jersey City, 6/16/2016)

HOLLWICH KUSHNER (HWKN) HAS CO-DESIGNED A MIXED-USE TOWER IN JERSEY CITY'S DOWNTOWN THAT WILL BE COMPLETED IN 2016

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IRONSTATE DEVELOPMENT HAS CO-DEVELOPED A 50-STORY JERSEY CITY RESIDENTIAL TOWER THAT WILL BE COMPLETED IN 2018

Ironstate Development and Panepinto Properties have landed \$155.83 million in construction financing for their planned 50-story, 539-unit residential tower at 90 Christopher Columbus Drive (dubbed 90 Columbus), in downtown Jersey City. The tower will host rental apartments ranging from studio to three-bedroom configurations, averaging 789 square feet apiece, Real Estate Weekly reported. Amenities will include a swimming pool, children's play areas, sports and entertainment rooms, residential lounges, and a library. The tower is the last phase of a multi-building complex, which includes the recently completed 50-story residential tower 70 Columbus and the 12-story, 152-key Marriott Residence Inn at 80 Columbus. Gwathmey, Siegel, Kaufman and Associates is behind the architecture. Foundation work is currently underway and completion is expected in 2018. (Reid Wilson, [New York YIMBY](#), Financing Secured For 50-Story, 539-Unit Residential Tower At 90 Christopher Columbus Drive, Jersey City, 8/11/2016)

KUSHNER COMPANIES WAS GIVEN THE APPROVAL TO START BUILDING A 72-STORY MIXED-USE TOWER IN JERSEY CITY

Per the approved plans, the building will have 741 residential units, 15,030 square feet of retail, 96,602 square feet of office, and 741 parking spaces.

The tower will become Morris Adjmi's largest project in the New York region, and its look appears to draw from the same body of industrial-styled work that the architect is well known for. In this case, dark bands will criss-cross the facade, dividing it into larger blocks. From a distance, the building almost seems to dissolve into a stack of glassy bricks, which will definitely make for a positive contrast against the more drab architecture that currently predominates the area.

Terraces will begin at around the tower's mid-point, offering outdoor spaces all the way up to the very top. The pinnacle of 30 Journal Square may actually outrank the future 99 Hudson Street as the tallest visual spot on the Jersey City skyline, thanks to the

neighborhood's approximately 100-foot base elevation, but we only have a floor count (though ~800 feet would be a good guess).

Kushner Companies acquired the site for \$3.575 million back in 2013. No completion date has been formally announced just yet. (Nikolai Fedak, [New York YIMBY](#), Kushner Companies' 72-Story 30 Journal Square Approved, Revealed, 8/17/2016)

MORRIS ADJMI ARCHITECTS HAS DESIGNED A 72-STORY MIXED-USE TOWER IN JERSEY CITY

YIMBY first brought you a look at plans for Kushner Companies' 30 Journal Square, in Jersey City's Journal Square neighborhood, back in March of 2014. Now, the city has approved plans for it to rise, though they will differ dramatically from what was previously posted, with Morris Adjmi Architects designing a soaring 72-story tower.

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O'NEILL PROPERTIES GROUP HAS BROKEN GROUND ON A \$2.2 BILLION MIXED-USE REDEVELOPMENT IN SAYRESVILLE, NJ IN MARCH 2016

O'Neill Properties Group says it is ready to begin vertical construction on the largest mixed-use brownfield redevelopment ever undertaken in the Northeast. The Sayreville, NJ, project will cost \$2.2B, and construction will be focused on the 200k SF Bass Pro Shops Outdoor World anchor tenant, Chain Store Age reports.

But before construction was possible O'Neill had to decontaminate a 40-acre lagoon from the former on-site National Lead manufacturing facility's pollution (the water resembled a yolk-like substance). When finished, The Pointe will be a mixed-use community covering

440 acres and spanning three miles of waterfront along the Raritan River. The community will comprise, among other things, 2,000 waterfront townhomes and luxury apartments, 32k SF of Class-A office space and 1,250 hotel rooms. (Erik Dolan-Del Vecchio, [BizNow](#), Developer Breaks Ground On \$2.2b Mixed-Use Redevelopment, 3/30/2016)

PANEPINTO PROPERTIES HAS CO-DEVELOPED A 50-STORY JERSEY CITY RESIDENTIAL TOWER THAT WILL BE COMPLETED IN 2018

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PERKINS EASTMAN HAS DESIGNED A PART OF AN 11-BUILDING HUDSON EXCHANGE RESIDENTIAL PROJECT THAT WILL BE COMPLETED IN 2017

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RBH GROUP HAS DEVELOPED AN 80-STORY MIXED-USE TOWER IN NEWARK

RBH's current work in Newark is limited to smaller-scale projects like Teacher's Village, though even that redevelopment is taking on a larger scope. And now it appears that the first tower within the larger master-plan may also be moving closer to reality.

As the Wall Street Journal reported in late December, RBH is planning a mixed-use skyscraper with over 700 residential units, in addition to a hotel, retail, and office space. And YIMBY's new look for the tower confirms it will certainly be distinctive, rising approximately 80 stories.

While RBH has not released any formal height figures, the building appears to stand roughly 1,000 feet tall, which could (somewhat surprisingly) give Newark the distinction of having New Jersey's first "supertall" of 1,000 feet or more. Jersey City's boom has been immense, and its overall skyline has clearly surpassed Newark's, but even its tallest proposal will stand 995 feet tall, falling short of the 1,000-foot mark.

The exact layout is unclear, but the skyscraper will contain the bulk of the residences. The current breakdown of space is listed as 807,565 square feet of residential (split between 705 units), 70,815 square feet of hotel (130 rooms), 161,670 square feet of retail, and 110,000 square feet of office.

But urban redevelopment awards pioneers greatly, and RBH's success with Teacher's Village is hopefully a bright sign for the Millennium Project, though no firm completion dates have been announced yet. (Nikolai Fedak, [New York YIMBY](#), New Look: Newark's Four Corners Millennium Project, 3/3/2015)

SJP PROPERTIES HAS DEVELOPED A 47-STORY LUXURY TOWER IN FORT LEE THAT WILL BE COMPLETED IN 2018

This 47-story, 496-foot, glass-clad tower will be a twin of the existing tower, which has been open for the last year-and-a-half, and is located even closer to the bridge at 800 Park Avenue (formerly Martha Washington Way).

There will be 450 units, consisting of studio, one-, two-, and three-bedrooms. Prices will range from \$2,300 to \$9,000 a month. That includes penthouses.

Sitting in between the two towers will be a nearly two-acre public park with water features and walking paths developer SJP Properties says will be "reminiscent of Central Park in New York City." A 7,000-square-foot restaurant will be in the park and will have both indoor and open-air seating. There will also be a 13,000-square-foot building to be donated to the borough for use as a public theater and museum.

As for the residential amenities, SJP says they are "unprecedented in New Jersey, rivaling those found in Manhattan's most competitive luxury residential buildings." Indoors, they include a fitness center, a separate yoga and Pilates studio, a spa featuring a community sauna and massage services, a lounge area available for catered events, a screening room, a golf simulation area, a "tween" room with a Nintendo Wii station, and an internet lounge with snack, where residents can hook up their laptop computers to available Wi-Fi and printers.

The Modern is just half of a major transformation of downtown Fort Lee, with Hudson Lights just across Park Avenue, occupying the space bound by it, Main Street, Lemoine Avenue, and Bruce Reynolds Boulevard. Hudson Lights will feature shopping, dining, an eight-screen movie theater, and its own residences. It is currently under construction.

Completion of The Modern's second tower is expected in the summer of 2018. (Evan Bindelglass, [New York YIMBY](#), Ground Broken For The Modern's Second Tower At 100 Park Avenue, Fort Lee, 4/27/2016)