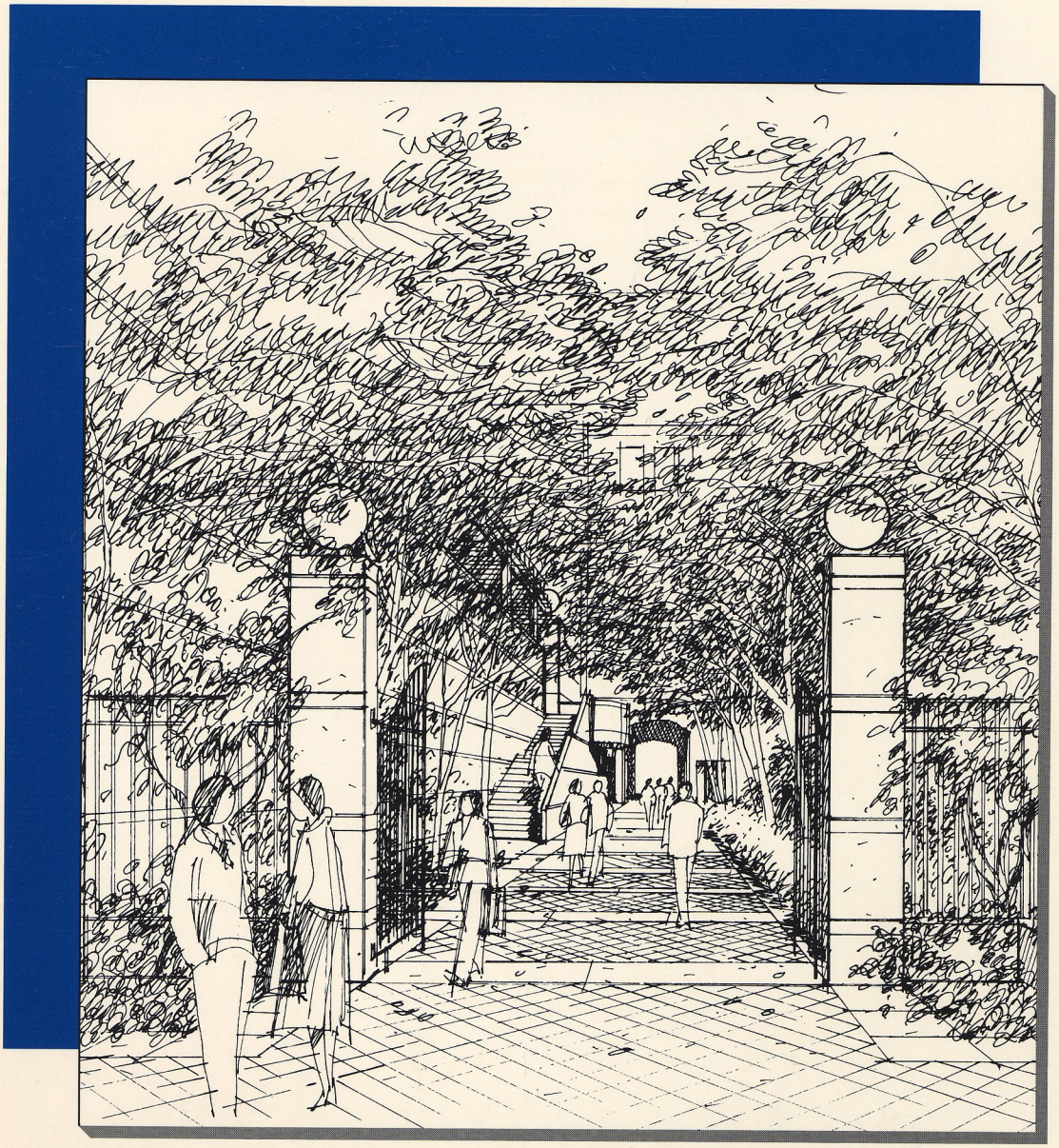
Observer Park



Hoboken, New Jersey

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Summary of the Applied Proposal

The Applied Companies, a Hoboken-based development and management firm for nearly two decades, proposes to develop a combination of luxury, middle income "affordable," and low income housing on private and city-owned land along Observer Highway from Bloomfield Street to Willow Avenue.

The key elements of the project are:

- 332 units of luxury, mid- and high-rise apartments which will open as rentals and be converted to condos
- 118 units of low-moderate income rentals and middle-income co-ops subsidized by the developer, the Federal Government and the New Jersey Department of Community Affairs



These include:

- 50 units of middle income/affordable co-ops available to Hoboken families
- 38 units of moderate income rental housing available for Hoboken families
- 30 units of very low income rental housing available to Hoboken families
- The relocation and rebuilding of the municipal vehicle garage and repair facility and lease back to city
- A three-block system of mews, parks, and gardens dedicated to the public and maintained by the developer
- Convenience stores, corner office space, a cafe, and a gallery for public use on a nominal rent basis
- On-site parking for 470 cars
- The Applied Hybrid—an innovative rental/condo plan that will provide more taxes faster to the city than the common condo

The Guarantee

Beyond all the talk, however, comes the Applied Guarantee that this project will become what Applied promises;

The Guarantee includes:

1. a guarantee of 2 years operating expenses for the middle income co-ops and low-moderate income rentals
2. a guarantee of immediate tax revenue for the rental period right through the condo conversion of the luxury housing
3. a guarantee of Applied's commitment to the public spaces

Summary of the Applied Proposal

Applied Companies Then and Now

In this challenging period of Hoboken history, the city needs a developer with a strong track record; innovative, concerned, and committed to the future of the city.

No developer meets these characteristics better than the Applied Companies.

The Applied Companies have operated in Hoboken, as well as other parts of the county and state, for almost 20 years. We have renovated more than 1300 low- and moderate-income units in Hoboken since 1970, in addition to assisting in the management or development of such other local subsidized projects as Capparra Homes, First Ward Block Association's 208-210 Garden St., Columbian Towers, and Columbian Arms.

Applied's work in Hoboken is recognized as a national model for innovation and management. We are credited not just with improving individual buildings, but with the rebirth of entire neighborhoods.

In the past, we have worked with the tenants and neighbors to improve the community. Our vigilant maintenance and constant attention to social concerns attests to our commitment to Hoboken.

Moreover, Applied's ownership of some 10 percent of Hoboken's housing stock insures our continued interest in the fortunes of this city.

Twenty years ago we came to Hoboken committed to helping the city down the path to a great future. That commitment hasn't changed. Only the road to get there has.



Summary of the Applied Proposal

A Vision of the Future

The Applied proposal will provide:

- 118 units of affordable apartments to ease the housing crunch for established Hoboken families;
- ***Immediate*** tax benefits to the city
- Additional parks and public gardens
- Additional off-street parking
- A solution for new municipal repair and garage facility

But most of all, The Applied proposal will set a precedent for future development in Hoboken. It will be a model for:

- The private financing of affordable housing for Hoboken families
- The immediate realization of tax benefits from condo development
- The standard and quality of future construction
- The requirements for public amenities.

In short, the Applied proposal and its innovative design set standards that will revolutionize development in Hoboken and beyond.



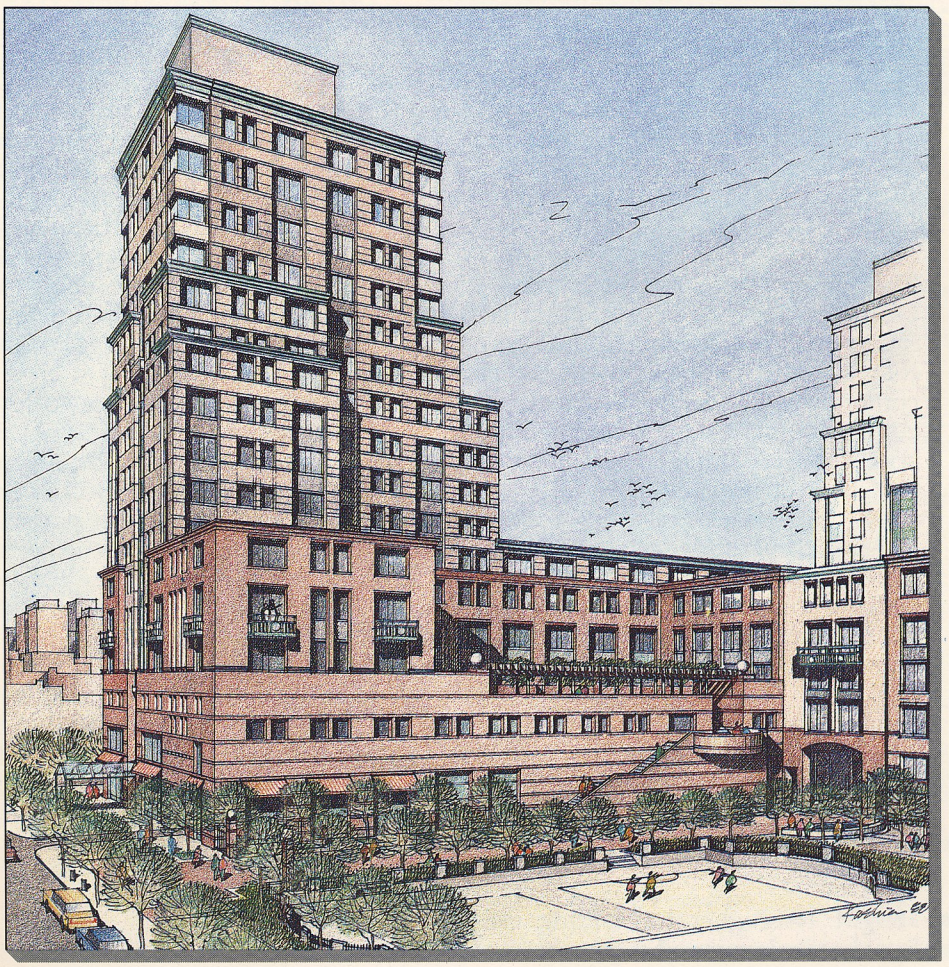
Design Concept

Summary

Observer Park consists of five buildings. Predominantly seven stories, the development joins the existing neighborhood and extends that neighborhood to Observer Highway. Fronting this busy roadway three of the buildings have an additional Tower element resting atop the corners of each.

Observer Park will be built of the same materials used to forge Hoboken—masonry, brick and iron, rather than glass and steel. Detail work in the cornices, bay windows, and facade will evoke Hoboken in a subtle, abstract design.

Nestled in this Hoboken development, will be a three-block, tree-lined stretch of public parks and English-style mews, replete with benches, pools, ornamental portals, two children's playgrounds, an outdoor cafe, and a basketball/hockey court. Protected from the traffic of Observer Highway, yet still open to residents throughout the city, the Observer Park complex provides a perfect combination of open space and height.



Design Concept

Site, Height and Mass

Issue: Position of the Buildings on the Site. The first major consideration in designing Observer Park was the position of the buildings in relationship to Observer Highway, the existing side street neighborhoods, and the creation of open spaces.

The observer park site runs along Observer Highway for three blocks with a depth varying from 125 to 325 feet back along the four side streets. Observer Highway is the geographic and social end of the city.

Solution: Build the taller buildings on the Observer Highway frontage and the low-rise adjacent to the existing five story residential community; create parks and Mews protected from Observer Highway and easily accessible to the community. All entrances to parks, building lobbies, parking garages, and loading facilities are on the side streets.

The open public spaces are in the center of Observer Park, on the neighborhood side, rather than on Observer Highway where they would be cut off from the rest of the community. Observer Park provides the community with easy to reach public spaces that are shielded from heavy traffic on Observer Highway.

The first three stories of the buildings fronting Observer Highway will be parking and commercial space. The residential portion begins several stories above the noisy roadway.

Issue: Height and Mass. The number of total units on the three sites are a given: 450 apartment units.

The balance to be struck contains two variables:

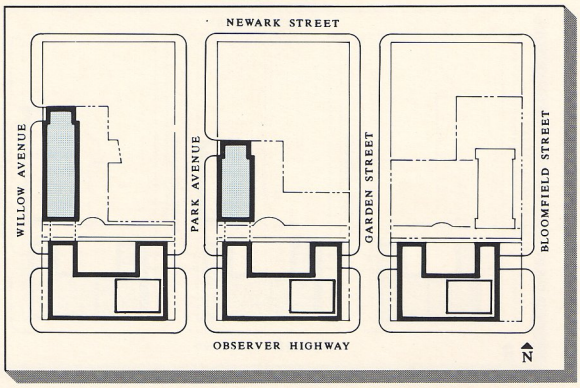
- **Height.** The higher the building, the less the site is covered at ground level. However, an efficient parking structure requires adequate site coverage (a small 6-story parking garage is much less efficient than a large 3-story one).
- **Mass.** The more units massed in one place, the more open space at the ground level. Again, however, efficient parking requires substantial coverage.

Solution: Observer Park's balance of height, mass and open space results in an average mass of 7 stories for all five buildings, with the structures stepping down to 6 and 5 stories on the side streets. In other words, the mass of our design is within **10 feet of the average 5-story Hoboken building.**

Each of the three luxury buildings on Observer Highway are punctuated with a stepped-back , slender tower beginning at the 8th story and reaching a height of 17 stories. The towers average only 64 feet by 75 feet in area and contain only 5 apartments per floor. They are each separated by a city block to allow plenty of light and air to the neighborhood behind.

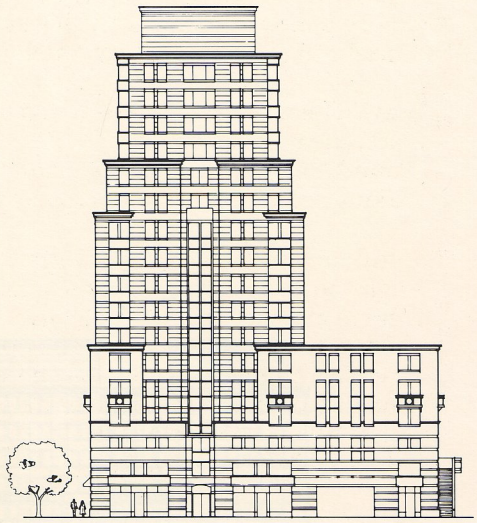
We rejected the intermediate buildings of approximately 10 or 11 stories. Neither fish nor fowl, this type of development would produce massive, project-like monoliths. It would have neither the graceful structures of Observer Park, nor the low-rise buildings scaled to the character of Hoboken's five-story neighborhoods.

The Observer Park design creates buildings totally in tune with the scale of Hoboken, but even lighter, less massive, and less dense than traditional Hoboken tenements of an equal number of units.



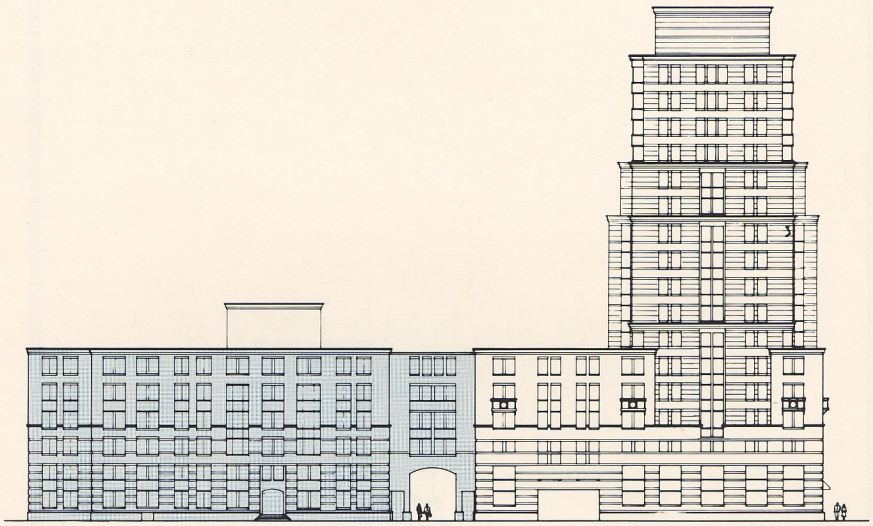
Design Concept

Middle Income Co-ops and Low Income Rentals Side Street Elevations



CENTER TOWER

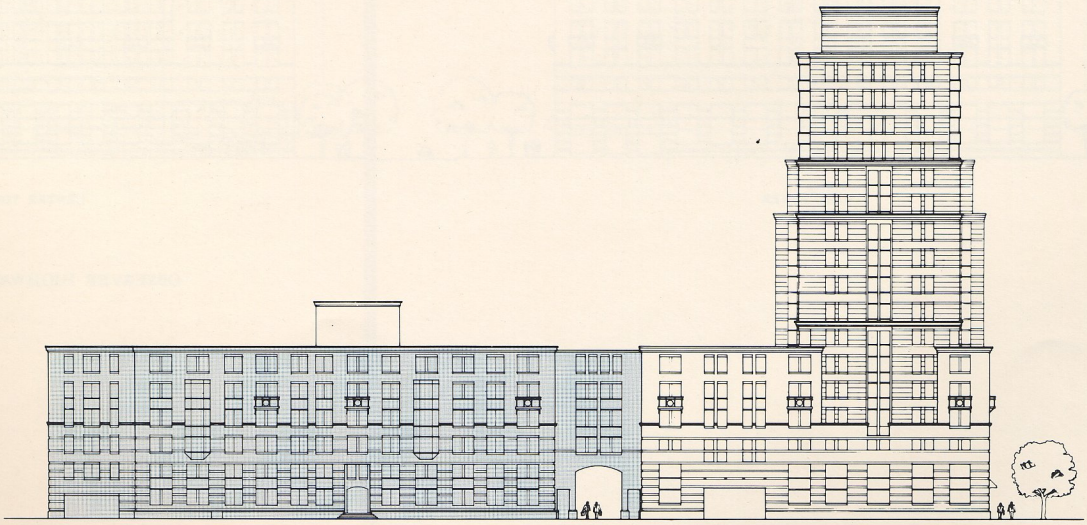
GARDEN STREET ELEVATION



PARK AVENUE BUILDING

CENTER TOWER

PARK AVENUE ELEVATION



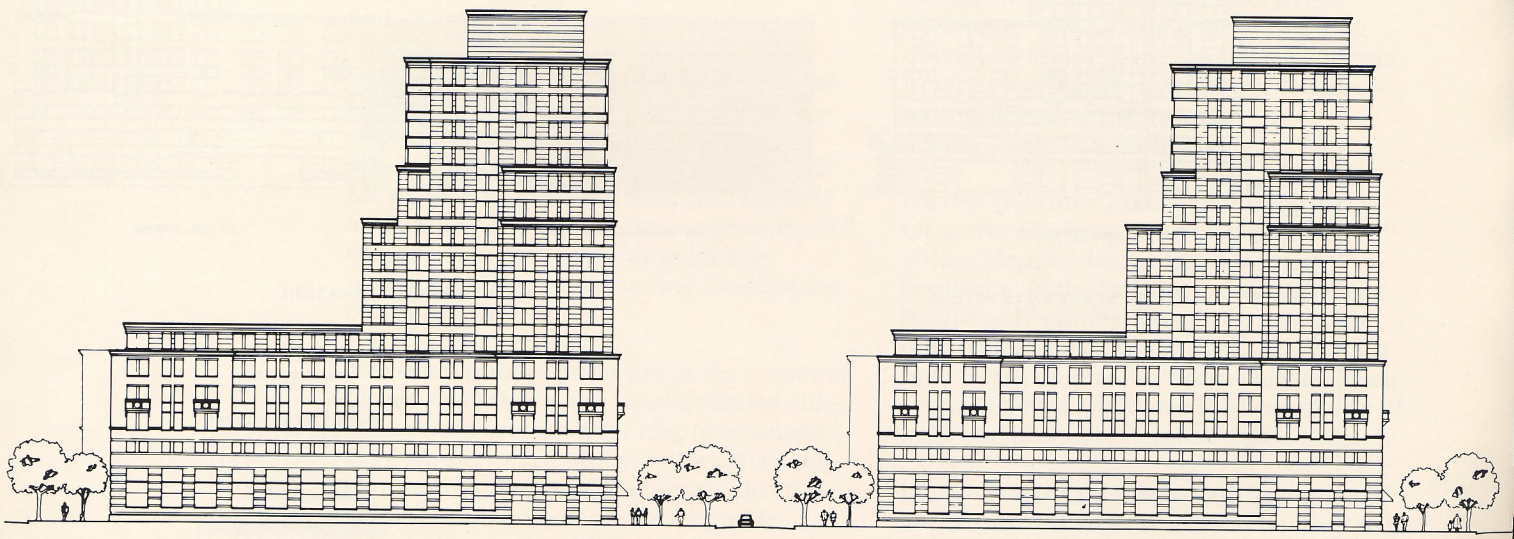
WILLOW AVENUE BUILDING

WEST TOWER

WILLOW AVENUE ELEVATION

Design Concept

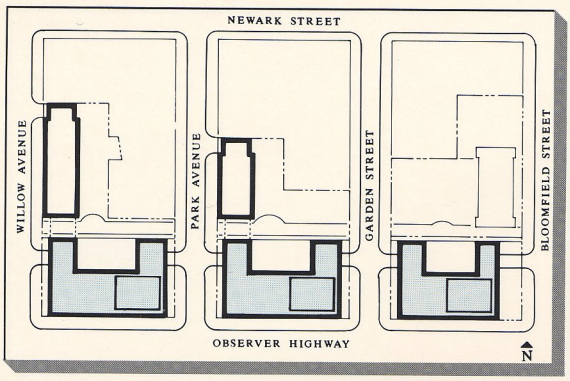
Front and Rear Elevations



WEST TOWER

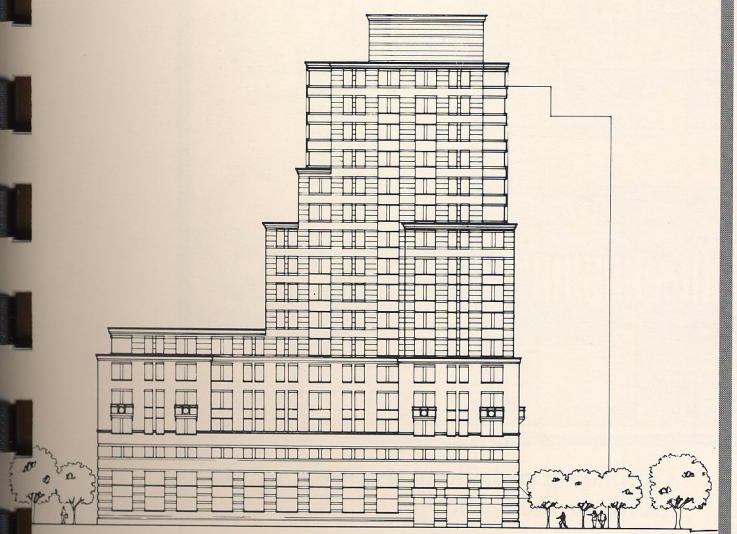
CENTER TOWER

OBSERVER HIGHWAY ELEVATION



Design Concept

Front and Rear Elevations



EAST TOWER

Design Concept

The Look



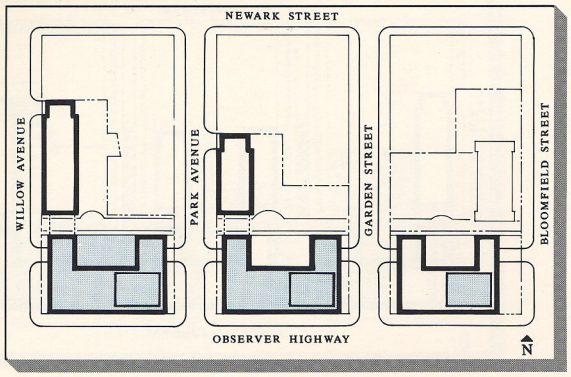
Issue: The Look. Shall the buildings be modern, shall they mimic existing Hoboken, or shall they create a look of their own; one that is contemporary yet evocative of this city's rich architectural past?

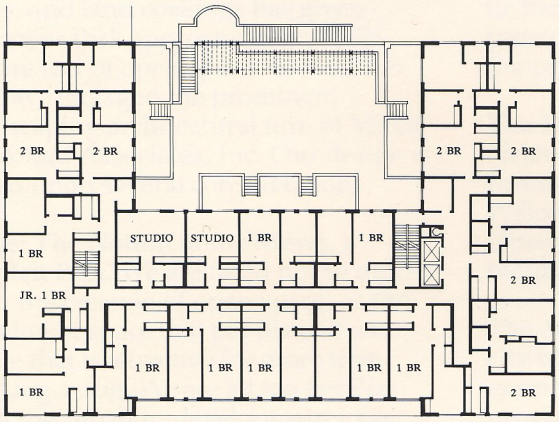
Solution: Lining Hoboken's southern edge, the three towers of Observer Park form a "gateway" to Hoboken. Details of the buildings; design—including bay windows, projected cornices, solid masonry or brick, wrought iron and paint (rather than glass and steel)—are borrowed from the homes of Hoboken and the architectural period that makes this city special. The look does not mimic or copy the typical Hoboken multifamily structure. Rather, it evokes it with more-stylized and abstract strokes of corbelling, terracing, window and cornice work.

The three luxury buildings are designed with a series of set backs and terraces which are reminiscent of a more romantic but industrial age. Their exterior masonry finishes are varied to distinguish different elements of the design: a street-scaled "base" is established using rusticated masonry piers while the "tower" and "gateway" portions are rendered in lighter brick. Further refinements in the arrangement of windows, entrances, set backs, cornices and other details result in a carefully orchestrated composition that functions both at the intimate scale of the street and neighborhood, and the grand scale of the city as a whole.

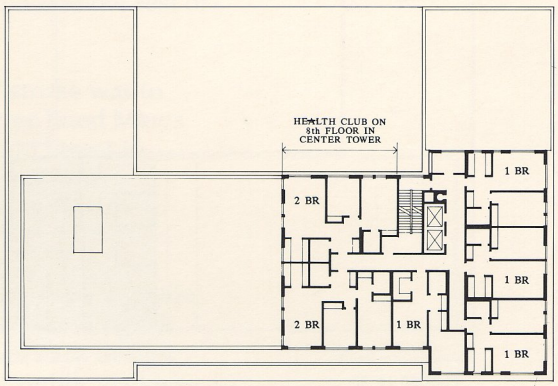
Design Concept

Tower Floor Plans

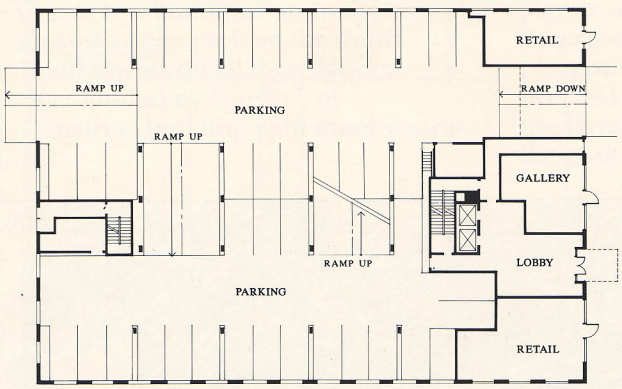




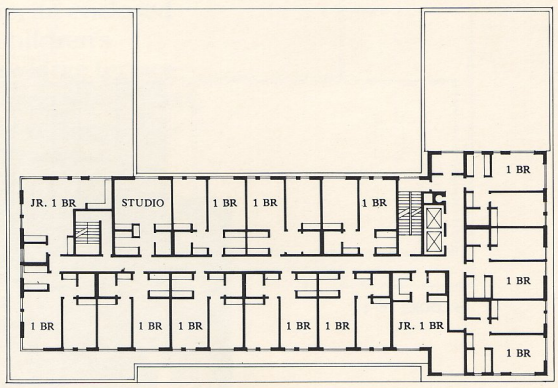
FLOORS 4–6



FLOORS 8–11



LOBBY, PARKING & RETAIL

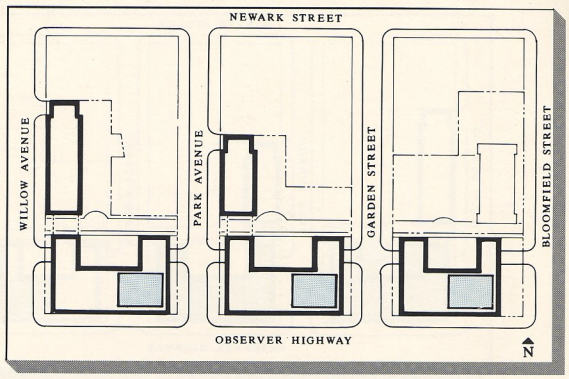


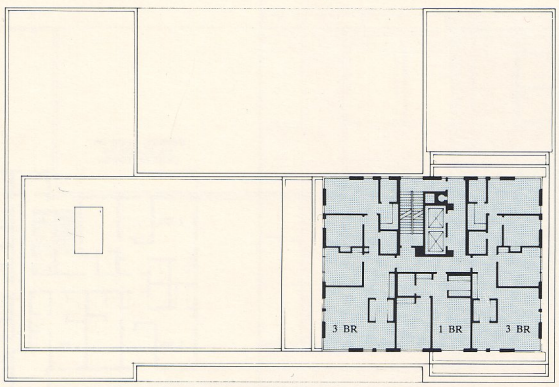
FLOOR 7

WEST & CENTER TOWERS

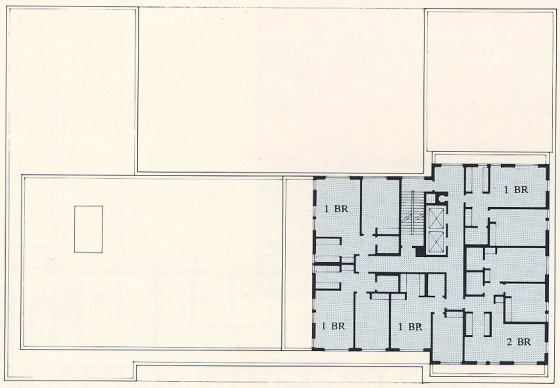
Design Concept

Tower Plans

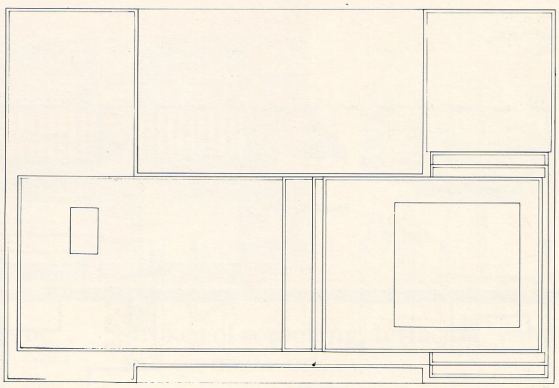




FLOORS 14–17

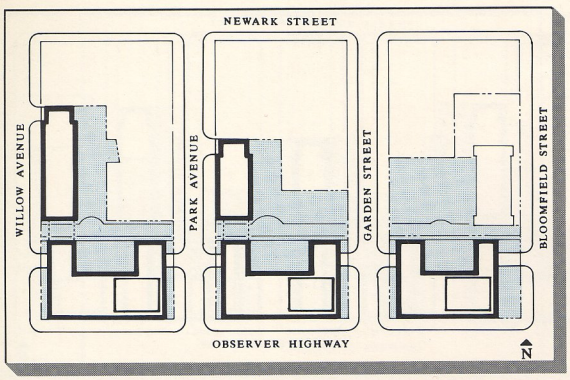


FLOORS 12–13



ROOF

WEST & CENTER TOWERS



Design Concept

Public Spaces

The balance struck between height, mass, and land coverage has given Observer Park approximately 45,325 square feet of open space. To design it we have engaged the prominent landscaping architectural firm of Miceli Kulik and Associates, Inc. Our design is based upon several considerations:

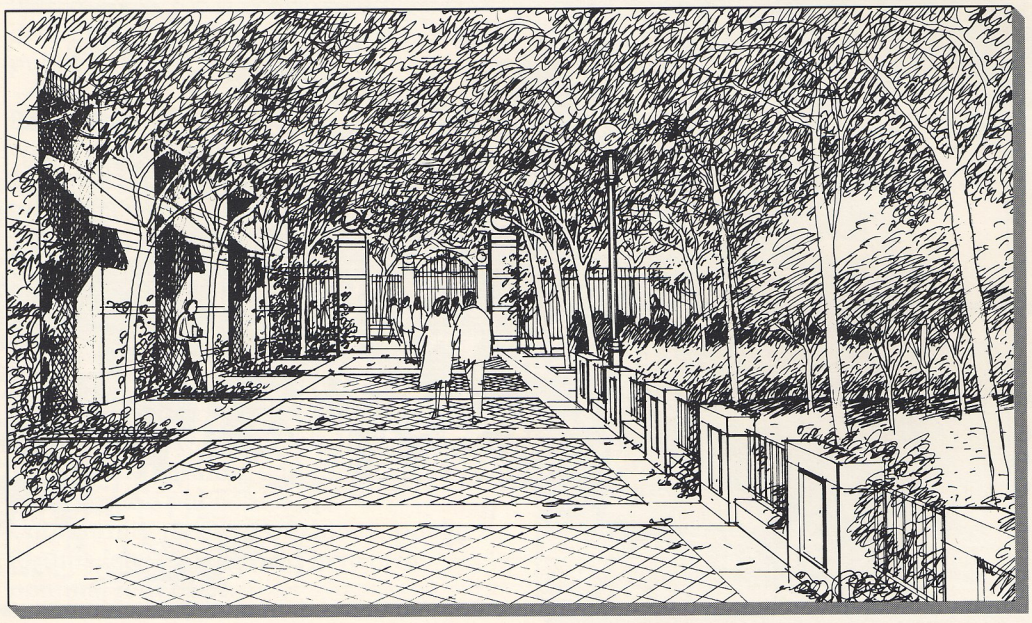
Issue: The Notion of the Mews, a Garden Path. We are faced not so much with the creation of open space, as the creation of space that people will use space that is attractive for more than walking a dog. We are all too familiar with the urban re-development tower which plunks itself down in the middle of open space that is little more than a windswept tundra, barren of activity. We had several choices; among them:

1. Create two buildings on two sites and make an open park on the third;
2. Build towers on all three blocks Surrounded by "green"; or
3. Construct building with inner-courts.
4. Etc.

We believe the only workable key is to tie the three blocks together in a way to provide usable open space to the rest of the city.

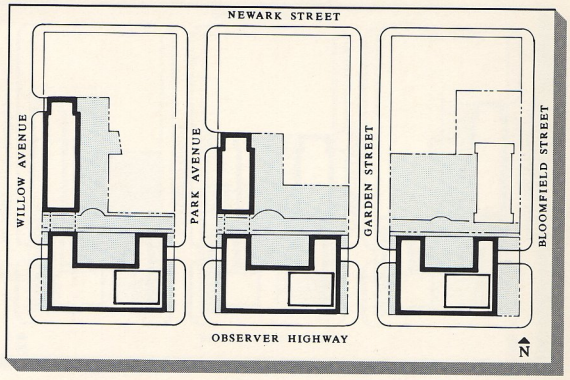
The Mews. The initial stroke was to create a 30 foot wide, tree lined Mews running from Bloomfield Street to Willow Avenue protected from Observer Highway by the luxury buildings.

The development of open space inside city blocks is borrowed from English examples. The Observer Park design provides a broad inner public walkway, finished in brick pavers and lined with trees, benches, pools, and other landscaped areas. Ornamental gates mark each entry from the street. Along its length, the Mews links a large open piazza, an outdoor cafe, an enclosed basketball court, two children's playgrounds, and three large terrace overlooks. Part of the luxury buildings, the terraces are directly connected to the park via grand staircases.



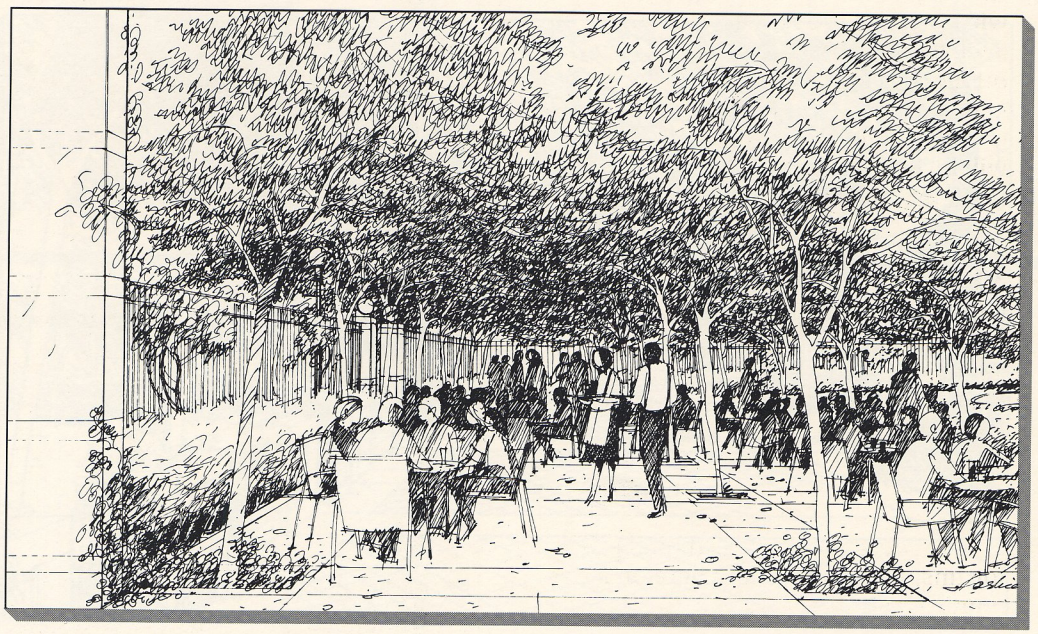
Design Concept

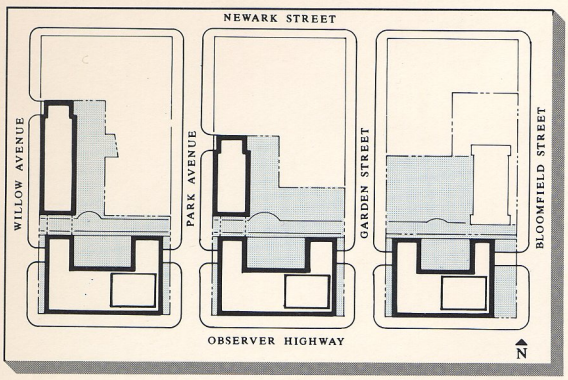
Public Spaces



The Parks. The second stroke, to ensure that each block has substantial recreation space, is a series of parks linked by the mews. In addition, the Columbian Towers complex has resolved to add its Garden Street side parking area to this system for a public piazza. (The parking spaces presently occupying the Columbian Towers yard will be relocated inside the Observer Park building.)

The Terraces. The final stroke is a system of three raised, expansive terraces facing the Mews located in the three luxury buildings. Each one is about a story high, and contains a planting area, a central lawn, and paved paths with seating. A trellis with benches lines the edge of the terraces overlooking the Mews. The private patios of terrace level apartments border the remaining sides. There is direct access to the terraces from public corridors in the buildings, as well as the staircases leading up from the Mews.





Design Concept

Amenities

The terraces are broken by landings and lookouts which afford elevated views of the entire park space.

The Concept. The overall effect of the Mews, parks and terraces is to give urban spaces with detail, surprise, protection, and separate uses rather than vast, open windswept lawns and sidewalks.

In addition to the buildings, the public spaces, and the housing itself, Observer Park includes a number of other benefits:

- The Observer Highway frontage and the corner of each building will be punctuated by street level convenience stores (delis, newsstands, cleaners) and offices. The shops will give life to the corners and Observer Highway, and will mask the three-story parking structure in each Observer Highway building.
- The middle Observer Highway building will offer a rooftop health club facility with exercise room, lockers, saunas, sun deck and pool. This will be open to the public on a fee basis.
- Each building along Observer Highway will include a community/party room available for use by Observer Park residents.
- A European cafe/bar offering coffee, wine, beer, and snacks will be housed on the piazza side of the first Observer Park tower. This central gathering place near the corner of Garden Street will also have outdoor seating under trees.
- The middle building will contain gallery space for the public at large. Community meetings, exhibits, public forums, etc., can be held here on a nominal rent basis.



Open Space

Passive:	28,700 Square Feet
Active:	16,625 Square Feet
Terraces:	13,560 Square Feet
Total Square Feet:	**45,325 Square Feet**

Area of Commercial Spaces

East Tower:	2,550 Square Feet
Center Tower:	3,900 Square Feet
West Tower:	2,000 Square Feet
Total Area:	**6,200 Square Feet**

*Additional Open Space At Columbian Towers: 12,800 Square Feet

Design Concept

Public Spaces The Walk through

Key Features: Taking a stroll and starting at Bloomfield street:

- The Mews (1) begin with a handsome ornamental gate between the first new luxury building and the Columbian Towers building. A sitting park (2) with tables and benches faces Bloomfield Street in front of the new building.

- Proceeding into the Mews, the first raised terrace (3) is to the left and a large 7500 square feet piazza (4) to the right. The piazza includes a central fountain, sitting benches, landscaping, and a coffee house (5). The cafe will serve tables located in an area bordered and shaded by trees and a gazebo (6) at the edge of the piazza.

- Crossing Garden Street, the Mews continue with a gate (7). Fronting Garden Street and the Mews on the right is a basketball and street hockey court (8) for teenagers and older children. The area is enclosed by a fence with shrubs and trees to provide security and to prevent balls, pucks, etc., from bouncing out.

- In the middle of the Garden to Park block, on the left is the second raised terrace park (9). At the top of the stairs, a large projecting overlook provides a view of the next park and the entire mews.

- To the right is a supervised children's playground (10) running along the back of the Park Avenue building. The park is outfitted with children's playground equipment, hopscotch courts, whiffle ball courts, etc. Then step out to Park Avenue through a covered portal (11).

- Crossing, the Mews continues through the ornamental gate (12). On the left, is the third terrace park (13) with an overlook above. On the right is the second backyard children's park (14) outfitted the same as the first.

  The Mews terminates at the last covered portal (15) on Willow Avenue.

- Each entrance and exit of the Mews will have ornamental gates of wrought iron which can be locked at night for security and maintenance purposes.

- The Mews itself will be paved and lined with trees and will be the main artery for all of the various park spaces.

The system of Mews and parks here designed are the most outstanding set of public spaces ever presented in this area. One would have to travel to Europe to find a more carefully thought out, more human and sympathetic treatment of urban spaces.

The Development Plan

Market Rate

The Applied Hybrid Versus The Common Condo

And how it gives the city more benefits and pays the city equal or more tax money

Summary
What is the Applied Hybrid?

The Applied Proposal begins with 332 units of market rate housing, a rental which converts to condo—The Applied Hybrid. This form of development has several major advantages. With a common condo, if sales are slow, the city loses substantial revenues.

On a large project, this lost tax money can amount to tens of thousands of dollars annually. On the other hand, a rental building pays taxes immediately and its construction period is shorter. While the common condos remain unsold and at low revenue, the rental building provides the city with Guaranteed Full Tax Revenue. *There is no loss.*

Here the project is a hybrid of rental and condo. The apartment units start out as rental and then, with the prior consent of the tenants who originally rented, converts to a condo. All original renters will be given an option to buy their units at a fixed price good for one year.

The major reason for renting the units first is that historically, in Hudson County, no condo project of 100 units or more has been able to sell out in a timely fashion.

This is true of Harmon Towers in Secaucus, the Galaxy in Guttenburg, the Jefferson Trust condos, which hit the best of the condo market in Hoboken, and most recently, the Skyline in Hoboken, which began construction in January, 1986 and is still substantially empty.

According to the *New York Times* Real Estate section, (page 1), Sunday, October 4, 1987:

> *"The time period over which sales occur has,...more than doubled in the last few years and buildings that sell out in two years are considered successful."*

This substantially cuts potential tax revenues to the city, allows units to sit vacant in the middle of a housing shortage, and has a debilitating affect on the neighborhood. After all, empty apartments contribute little to community life.

The Applied Hybrid Gives More Money for the City

Studies by Applied Companies and others have shown that the sales period of a lage condo project translates into substantially less tax revenue to the city than rental in the first two years after construction start. This is because the condo unit does not go on the tax rolls until there is a Certificate of Occupancy fo it. Therefore, if pre-completion sales are slow, a condo developer has an incentive to slow down the c.o. process and the city receives only a minimal construction period revenue.

A rental building pays taxes immediately. Moreover, rental construction period is shorter because the developer wants to get the rents, unlike condos, where the developer must hold the apartment empty until sold.

The Social Benefit of the Hybrid

The Applied Hybrid gives the best deal to the city socially in the integration of the complex into the fabric of the surrounding neighborhood.

There are always construction shakedown bugs in the first few years of any new building. A rental structure with a responsible developer/landlord prior to condo ownership allows strong control and direction during this settling down period. The leadership can mean the difference between a large group of very unhappy condo owners who become a thorn in everyone's side, and a group of happy condo owners who understand the functioning and security of their building and its relationship to the existing community.

Therefore, a rental structure for an initial period of time enables smoother integration of the condo owner into the community, and gives a large project the kind of stability that would be difficult to achieve with "sell and run" condo development.

The newcomer condo owner is introduced to the neighborhood and integrated into it rather than clashing with it.

Rental with subsequent condo conversion is the most effective for securing completion and the project's integration into the community. This is the same route that Samuel LeFrak, one of the most experienced and largest developers in the country, choose for the Newport project in Jersey City.

Market Rate*

Units by Type	Studio	One Bedroom
Number of Units	20	217
Square Feet	465 - 500	520 - 675
Monthly Rent	$850-1,000	$1,045-1,245

Units by Type	Two Bedroom	Three Bedroom
Number of Units	71	24
Square Feet	800 - 900	1,000 - 1,275
Monthly Rent	$1,375-1,500	$1,670-1,870

*Market Price upon Condo conversion to be established.

The Development Plan

Middle Income Co-op Housing

Summary

The Applied proposal includes 50 ownership co-op apartments of Hoboken families with annual household incomes between $23,000 and $45,000. The co-op housing cost, including mortgage payment, will be between $550 and $850 a month. To preserve the affordable nature, the apartment can be resold according to a formula of appreciation.

Fifty of the units in the affordable housing package will be in the form of co-op ownership for Hoboken families with household incomes in the range of $23,000 to $45,000 per year.

We believe an ownership component for this portion of the middle income Hoboken family is necessary and desirable so that the family occupying the unit has a stake in it and will earn appreciation while at the same time getting an apartment for a fraction of the cost on the open market.

The working and middle class families of Hoboken have been hit very hard by the escalation in housing costs. They do not qualify for federal or state subsidies. Yet they cannot compete in the superheated market.

We, therefore, propose that these co-ops be available for families of no more than 120% of median income. In order to insure that they too do not try to "flip" their units, there will be certain sale and appreciation restrictions that will preserve this housing for middle income Hoboken families for between 10 and 20 years.

Affordable Co-ops

Units by Type	One Bedroom	Two Bedroom	Three Bedroom
Number of Units	16	22	12
Square Feet	535 - 550	700-735	920 - 950
Co-op Owner's Equity	$8500-9000	$11,500-12,500	$14,000-15,000
Projected Monthly Carrying Costs	$550-590	$700-750	$775-850
Target Annual Income Group	$23,000-26,000	$29,000-32,000	$33,000-45,000

Low-Moderate Income Rental

Summary

The Applied proposal includes 68 units for Hoboken families with annual household incomes between $5,000 and $38,500. Rents will range between $136 and $800. The units will be financed by contributions from the developer, a federal HoDAG and the New Jersey Department of community Affairs.

We propose that the final 68 units of affordable housing be in the form of rental apartments for Hoboken families with household incomes of from $5,000 to $38,500.

We choose rental rather than ownership for this income group because a family of these income characteristics would be extremely hard pressed to come up with the housing down payments or the reserves necessary to maintain the property in the fashion required.

Moreover, the low-moderate income rental unit should be available for transfer rapidly, without complication, to anyone in the designated income category.

The financing for the moderate low income rental portion will come from developer contributions, the HoDAG and a grant from the New Jersey Department of Community Affairs. There will be no mortgage other than the HoDAG loan of $1,922,000 which will be repaid to the city over 30 years without interest.

Low Income Rental Housing

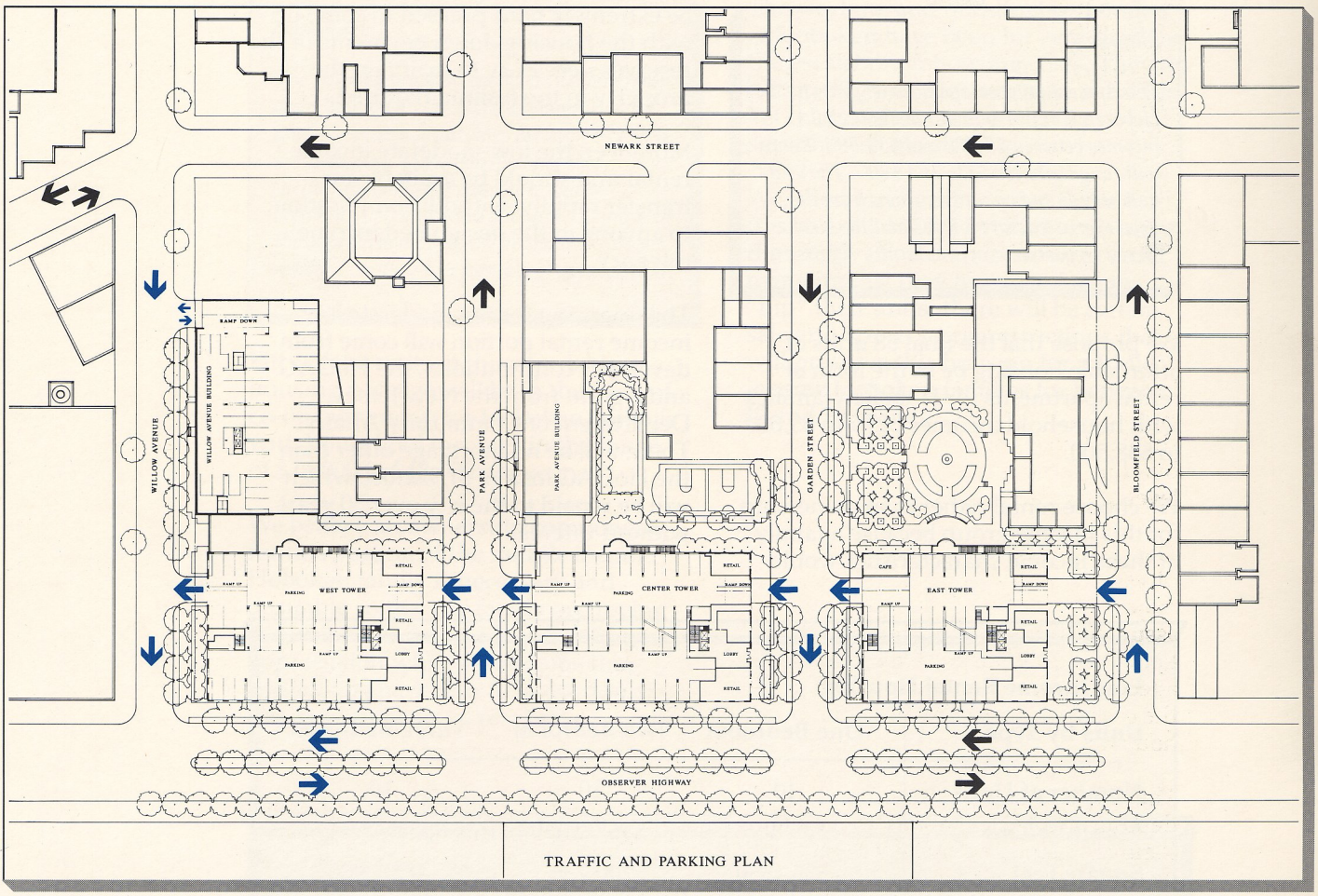
Units by Type	One Bedroom	Two Bedroom	Three Bedroom
Number of Units	10	10	10
Monthly Rent	$136-186	$162-212	$225-295
Square Feet	535 - 550	700-735	920 - 950
Targeted Annual Income Group	$5000-7500	$8000-9000	$10,500-12,500

Moderate Income Rental Housing

Units by Type	One Bedroom	Two Bedroom	Three Bedroom
Number of Units	11	25	2
Monthly Rent	$400-450	$525-660	$750-835
Square Feet	535 - 550	700-735	920 - 950
Targeted Annual Income Group	$16,000-22,000	$22,000-30,000	$30,000-38,500

Infrastructure

Traffic and Parking



TRAFFIC AND PARKING PLAN

Traffic

Vehicular access is designed to minimize the impact on local streets by locating vehicular entries and exits off streets which access from Observer Highway.

This pattern would maximize Observer Highway access which has the largest capacity to handle traffic and minimize traffic impacts to the local streets which are least able to handle additional traffic loads.

Parking

The project contains parking for 470 cars. The garages are located in the first three stories of each building along Observer Highway as well as one level below grade at the Willow Ave building.

The parking garages are accessed from side streets and function on a split-level design. That is, the north side of the garage is one half story higher than the south half and is connected by ramps which allow vehicular access to each level of the garage.

Security will be controlled with a key card access system which will allow only authorized users into the garage.

We Won't Take the Money and Run

Summary:
Management is more than good repairs and maintenance. With two decades of experience integrating different economic and ethnic groups into existing communities. The applied Companies plans to ease the new residents of its development into the tight-knit fabric of Hoboken life through intensive orientation and a series of planned activities.

Physical Management

In every living space developed by the Applied Companies, the gardens, shrubs, halls, public walkways, and building facades attest to the highest level of maintenance.

The care and attention we give to the physical condition of our property is a major component of management. It's assumed that any one who undertakes a luxury project will be able to provide adequate upkeep but this isn't always the case with affordable and low-income housing.

The Applied Companies has already demonstated a clear ability to maintain family housing and make it a credit to its local community. Applied projects have succeeded where other developments—by a myriad of builders across the country—have failed miserably.

The Secret Component

While maintenance and repairs are crucial to a successful development, there is a management component that can't be described in strict physical terms.

The key to any new development, especially a development of this size, is the relationship of the new occupants—both high, middle, and low income—to each other and to the existing community.

Our Observer Park development will put 450 new families in the middle of a new site. Many of those in the luxury rentals may also be newcomers to Hoboken. It could take years for this group to adjust to the surrounding community.

We all know that one of Hoboken's greatest strengths has always been its tight-knit community—a city where a neighbor is more than just someone inhabiting the apartment next door.

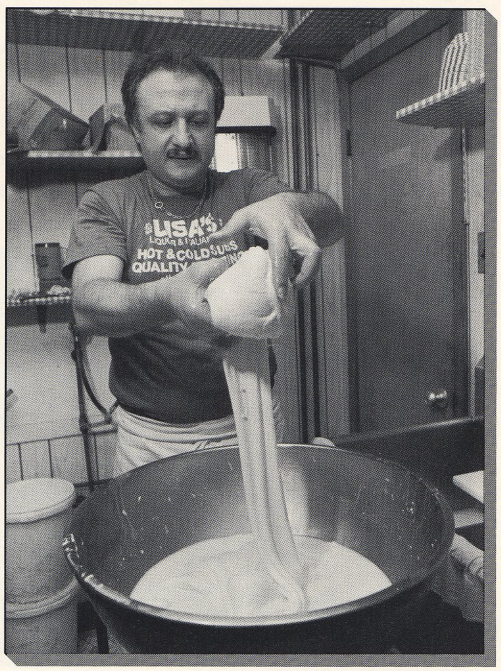
In this unsettling period of growth and change, much of this feeling has been diluted or lost. The most important task at the moment is to preserve what's left.



Management

Applied's Strength is the Meshing of the Old and New





In the past, the Applied Companies have done this successfully by integrating low- and moderate-income households into the surrounding neighborhood, even when that subsidized housing was part and parcel of a more upscale brownstone area.

Applied has received national and local recognition for its efforts in grafting blighted areas onto existing communities.

To that end, Applied Development companies practices a theory of orientation in which all new occupants are encouraged to attend regularly monthly meetings. These gatherings are not for the purpose of gripes and confrontations, but to bring out problems in an organized forum. Much more importantly, the meetings will be used to promote positive activities, such as supervised play areas, recreation leagues, picnics, camera clubs, social clubs, theater groups—in short, every sort of activity applicable to the individual building population.

These gatherings give people a feeling for both their building's community and the surrounding neighborhood. The Applied Companies have spent many years developing this approach. It is one of the great reasons for the success of our subsidized housing where many others have failed.

The Developer

The Developer-Contractor is a joint venture between the Applied Companies and Hartz Mountain Industries, Inc. It is called the Applied-Hartz joint venture. Its members are:

Applied Housing
59 13th Street, Hoboken, N.J.

The Development Team

The Developers



Leading the Observer Park joint undertaking are the Applied Companies, a presence in Hoboken for 18 years. Formed by Joseph and Walter Barry, Applied is well known locally for its rehabilitation of more than 1,300 units of Hoboken housing, most of it for occupancy by low and moderate income Hoboken families. Our record in Hoboken speaks for itself. We care for our buildings, respect our tenants, and participate responsibly in the life of the city.

Since their formation, the Applied Companies have acted in accordance with two major principles:

- long range benefit to the community and to itself rather than short range quick profits
- quality performance: quality construction, quality management, quality participation as a good community member

What is not well known is that the Applied Companies have produced substantial projects in other parts of the state with the same good results. These include major developments in Trenton, North Bergen, Weehawken, and Bayonne.

The Applied Companies are honored to present the Observer Park proposal. Our organization is young but very experienced. Joseph J. Cicala, Development Officer, has been involved in Hoboken's housing issues since 1971. Leigh Ann Carr, Chief Financial Officer, and Raul Morales, Director of Management, have been with Applied for over 12 years. If designated, this team intends to bring all of its sensitivity, knowledge and experience to bear. Our goal is to produce a momentous and precedent setting design as well as the most unique combination of housing and open space ever developed in New Jersey.

Hartz Mountain Industries
400 Plaza Road,
Secaucus, N.J.

In just 10 years, Hartz Mountain Industries, Inc. has grown into New Jersey's largest real estate development-construction firm. With its headquarters in Secaucus, the company has constructed over 30 million square feet of buildings including idustrial, commercial and residential facilities; work in excess of one and one half billion in value.

Hartz was founded by Leonard N. Stern and Gene Heller in the late 1960's to redevelop industrial buildings in Jersey

The Development Team

The Architects

City. Since then, the company has steadily grown and diversified its activities. At present, 275 men and women engage in all facets of development-construction and ownership of real estate including engineering, architecture, construction and property management. Most notable, are the mixed-use communities at Harmon Cove and Harmon Meadow in Secaucus where a blend of uses compliment one another.

As for residential experience, the pioneering Harmon Cove projects includes over 1,200 homes, half of which constitute the award-winning townhouses along the Hackensack River. The adjacent Harmon Cove Towers, designed and built by Hartz, are 600 high-rise condominium homes which enjoy excellent access and transit via the adjoining Harmon Cove Rail Station which provides commuters daily service to Hoboken Terminal. Other amenities include swimming, tennis, indoor recreation facilities and shops.

Plans for new Hartz residential projects at Edgewater, Weehawken and East Hanover are moving forward under the direction of a fully integrated Residential Department created in late 1987.

The Architects

Beyer Blinder Belle
41 East 11th Street,
New York, N.Y. 10003

Since its founding in 1968, Beyer Blinder Belle has been recognized for excellence in the design of new buildings, the preservation and restoration of existing buildings, and the design of residential developments.

The staff of Beyer Blinder Belle is composed of approximately 150 highly skilled architects, planners, designers, and restorationists. Technicians in cost control, building materials, construction management, energy conservation, and computer analysis support the professional staff. Every project is executed by a team of multi-disciplinary professionals under the direction of a principal.

Extensive experience includes the preservation, restoration and adaptive reuse of major landmark buildings and complexes. Projects have included public buildings and facilities, waterfront structures, civic open spaces, as well as residential buildings with ancillary and retail uses. We are proud of our record of design excellence in all these fields.

In addition to architecture of new buildings and preservation, Beyer Blinder Belle has focuses on planning and urban design projects. The firm's understanding of the complete development process, including real estate, regulatory requirements, construction management, marketing, and building operations results in efficient and cost-effective implementation of projects.

Photos: Ken Clare

Design: Beyer Blinder Belle Graphics