



## **Halpern Real Estate and Rosen Development break ground on \$35 million rental project; 100-unit development designed by Papp Architects**

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Shown (from left): Jon Halpern, Halpern Real Estate Ventures; Mamaroneck Villagemayor Norman Rosenblum; Michael Rosen, Rosen Development Group; Joel Halpern, Halpern Real Estate Ventures, and Mamaroneck Village Building Inspector Dan Gray

Mamaroneck, NY In what is one of the first major residential rental developments in the village in 20 years, village and county officials joined developer Halpern Real Estate Ventures and its partner, The Rosen Development Group, at a groundbreaking ceremony for a loft-style development featuring rental apartments and townhouses on a downtown site close to the Mamaroneck Metro-North station.

The 270 Waverly Ave. site is located on a 2.7-acre site across the street from the Mamaroneck Metro-North station near Mamaroneck Village. Designed by Papp Architects, the \$35 million project will feature 100 rental homes in four adjacent buildings designed to incorporate the industrial and downtown aesthetic of the surrounding area. The sponsor has experience developing in NYC, having just completed one of Lower Manhattan's most successful rental developments in the Lower East Side. Leveraging the success of their prior development, the sponsor is working again with Manhattan-based architecture firm Stephen B. Jacobs Architecture to design the project's interiors. The development includes five affordable apartments as well as a separate building with four two-bedroom townhouses. The buildings are expected to open in the fall of 2018.

The apartments offer a mix of 7 studios, 45 one-bedroom, and 44 two-bedroom homes, as well as 4 townhomes. The four, 2 bedroom, 2.5 bathroom, 1,500 s/f townhouses will each have two-car garages, and will offer access to the development's extensive amenities.

The \$35 million project will feature a brick and zinc clad façade, featuring expansive floor-to-ceiling steel casement windows. The units have a "loft-like" design and offer high quality, condo level finishes, including; hardwood flooring throughout, extensive tile packages, high quality kitchen cabinets, quartz countertops, and stainless-steel appliances. In addition, every home will feature a washer and dryer, and 44 homes will provide outdoor space; 10 of which will include a large

penthouse level terrace. The “loft-like” feel and design of the development will differentiate the project from other more traditional garden-style developments in Westchester.

Tenant amenities are geared to residents seeking an active, urban lifestyle, featuring a full gym, resident lounge, and an outdoor deck with a grilling area, fire-pits and an outdoor screening area. The complex will incorporate green technology features including electric vehicle chargers in the garages and solar panels to provide power to the common areas. The project will also offer 132 parking spaces.

The Metro-North’s New Haven line train station, which offers a 35-minute trip to Grand Central, makes the commute to and from Manhattan easy, and also provides convenient travelling to Greenwich and Stanford. The project is adjacent to the village’s vibrant downtown which features numerous restaurants and shops that line Mamaroneck Avenue. Residents will also enjoy the close proximity to Mamaroneck Harbor and Harbor Island Park.

“We are thrilled to be returning to Westchester, where for more than seven decades our family has developed, owned and managed both urban and suburban office buildings and built high-quality residential developments,” said project director Joel Halpern, who represents the fifth generation of his family in the development business. “We are particularly pleased to be partnering with The Rosen Development Group, a firm that has an extensive track record in Westchester and local expertise in Mamaroneck, one of the premier villages in Westchester. With its easy access to both the train and all the great restaurants and shops in Mamaroneck Village, this loft-style development will not only appeal to young professionals who are seeking a true live, work and play environment, but to a wider demographic spectrum as well.”

270 Waverly Avenue - Mamaroneck, NY

Joel is a partner with his father, Jon, who headed the family’s real estate operations in Westchester from the late 1980s through early 2000s. His grandfather, the late Joel Halpern, was a prominent commercial developer in the 1970s creating the Tarrytown Corporate Center, a seven-building office park on Rte. 119 in Tarrytown that includes the Westchester Marriott Hotel. The complex is currently owned by RXR Realty. His great grandfather, Harry, developed hundreds of residential apartments in the Bronx and lower Westchester in the 1950s and ‘60s.

“I am excited and proud to be part of this every special project that will not only aesthetically transition the Industrial Warehouse District to the Mamaroneck Ave. and Dining District, but also prove to be an important residential anchor to Downtown,” said Michael Rosen, who heads The Rosen Development Group.

The Rosen Development Group, a third generation builder and developer based in Harrison, is very familiar with the Westchester residential market, and is one of the most active developers in Mamaroneck. The company is currently building Phillips Harbor, a development of seven luxury

condominium homes in Mamaroneck across the street from Harbor Island Park. Other projects developed by the company in Westchester include Country Sound Homes in Rye; The Springs at Purchase in Purchase; Chelsea Parc in the Town of Greenburgh, and The Wimbledon in White Plains.

“The ‘Friendly Village’ of Mamaroneck once again moves forward with residential development providing the opportunity for new residents seeking a ‘piece of the American Dream,’” said mayor Norman Rosenblum. “Our continued success of residential and commercial development is one that maintains the aesthetic and family values of a Village which will be enhanced by this new housing. I look forward to welcoming our new residents and neighbors upon completion of this exciting new addition to our community.”

“This development will add to the vitality of Westchester’s economy with high quality rentals and its convenient location in downtown Mamaroneck and access to New York City,” said county executive Robert Astorino. “Westchester and our Industrial Development Agency are proud to support Halpern Real Estate Ventures and Rosen Development Group on this exciting new development,” he added. Last Fall, the project received unanimous approval from the County of Westchester Industrial Development Agency for financial incentives.

AMEC LLC of Norwalk is the general contractor. AMEC currently has other multi-family projects under construction in Westchester and Fairfield Counties including a 105-unit apartment building in Elmsford and an 85-unit apartment building in New Rochelle. AMEC is a family owned company headed by their President, Guy Mazzola. “AMEC is very excited to be a part of this great project and to be working with the Halpern family, along with Rosen Development and Papp Architects,” Mazzola said.

Marketing and leasing will be performed by The Marketing Directors.

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