



## **Halpern Real Estate Ventures and Rosen Development reach 95% leased at The Mason**

December 03, 2019 - Owners Developers & Managers

Mamaroneck, NY The Mason M.V.S., a new transit-oriented community, is one of the area's most successful rental communities with more than 95% of the apartments leased in less than 8 months.

"We are absolutely delighted at the tremendous response we have received to this exciting and innovative rental community. Our residents are coming from a wide market area including NYC and Fairfield County as well as locally in Mamaroneck, Larchmont, New Rochelle and White Plains," said project director Joel Halpern of Halpern Real Estate Ventures, who is developing the project with Rosen Development Group. "We are attracting young professionals as well as empty nesters who are seeking an active lifestyle with a hip urban vibe. Our location next to the Metro-North train station and minutes from downtown Mamaroneck is a huge plus."

Another major draw is The Mason's amenities. The Fitness & Wellness Center features a Fitness-on-Demand Studio with Peloton and Matrix cardio equipment; indoor/outdoor amenity deck with BBQ, fire pit, outdoor kitchen and sun loungers; residents' lounge with billiards, co-working

spaces and private conference center; children's play room; on-site covered parking; and even a dog run. The Mason offers sustainable amenities such as electric vehicle charging stations, bike sharing program, solar-powered common area, community garden and composting for organic materials.

In what is a first for the Westchester County market, The Mason will soon be unveiling an electric car sharing program. "Our extensive amenities package is unmatched by anyone in our market. It's another reason why we've been so successful, especially with Millennials," said Halpern.

The Mason features 96 studio, one- and two-bedroom apartments located across three buildings, as well as four townhomes. The building's architecture conveys an industrial look with a brick and zinc clad façade, and floor-to-ceiling steel casement windows. The apartments feature a contemporary style with high ceilings, wood plank flooring, kitchen cabinets with quartz countertops and stainless-steel GE and KitchenAid appliances, and bathrooms with wood vanities, Kohler fixtures, tiled bathroom walls and custom medicine cabinets. Every apartment has an in-home washer and dryer. Corner residences have balconies and two of the buildings offer private rooftop terraces for penthouse apartments.

"The market's positive response to The Mason has been overwhelming," said Adrienne Albert, CEO & founder of The Marketing Directors, which is handling the marketing and leasing of the residences. The Mason is evidence that when a community has been designed with the resident in mind – with thoughtful amenities and a crafted design for a sustainable lifestyle – people will fall in love with it and choose to call it home."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540