



Hartz Mountain Industries launches leasing for The Reserve at Estuary

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Weehawken, NJ Hartz Mountain Industries, a family-owned and operated real estate company, has launched the leasing at The Reserve at Estuary, a new high-end rental development situated along the Lincoln Harbor waterfront. Located at 1525 Harbor Blvd, the 218-residence property sits on the last remaining waterfront site within the 60-acre Lincoln Harbor neighborhood and comes on the heels of Hartz Mountain Industries' highly successful rental project, Hoboken Point.

“Lincoln Harbor presented us with an extraordinarily rare opportunity to develop a prime tract of New Jersey’s Gold Coast. After four decades of hard work, we’re thrilled our vision is nearing its full realization,” said Gus Milano, president and COO at Hartz Mountain Industries. “Our goal was to offer residents an urban lifestyle experience with unparalleled access to top-tier dining, transportation and vibrant neighborhood offerings. The Reserve at Estuary refines modern city living and combines elegance and convenience in one exceptional address.”

Situated within Lincoln Harbor, residents will have access to a host of neighborhood amenities and transportation options. The enclave, which borders Hoboken to the south, is located directly on the 18.5-mile Hudson River Waterfront Walkway – an open public promenade that connects to the George Washington Bridge all the way south to Hoboken, Liberty State Park in Jersey City and Bayonne. Nearby is the entrance to the Whole Foods Market. In early 2026, an all-new community-driven retail concept will open at the development, providing residents and the surrounding neighborhood with a new dining opportunity.

The Reserve at Estuary will introduce residents to a combination of high-design homes, amenity spaces, convenient services and views of the New York City skyline. The property has been designed inside and out by MHS Architecture, a local New Jersey firm focused on creating inspired environments at every scale.

The Reserve at Estuary’s residences have been intentionally crafted to meet a variety of lifestyle needs. With numerous floorplans to choose from, ranging from studios to two-bedroom-plus-den homes, residents can create their own home. Each home includes high ceilings, floor-to-ceiling windows and spacious closets with custom shelving. Select residences will feature private outdoor space, inclusive of a balcony, patio or terrace. The Reserve at Estuary’s include premium design finishes. Designer kitchens feature quartz countertops and stainless steel appliances, while bathrooms are appointed with bespoke tile. Additionally, each home offers wide-plank flooring, smart technology with keyless entry and in-home washers and dryers.

A full suite of amenities aims to elevate and ease residents' daily lives. In addition to well-appointed residences, the development offers specially curated leisure, social and enhancement spaces. Connecting the Reserve at Estuary across the development is nearly 40,000 s/f of indoor and outdoor offerings that traverse several floors. Balancing luxury and a welcoming ambiance to the double-height shared spaces at the development.

Outdoor amenities include a resort-style swimming pool and elevated sundeck. There is a landscaped outdoor courtyard complete with a lounge, seating areas and outdoor games.

Interior amenity spaces provide a rooftop entertainment lounge alongside a demonstration kitchen, as well as a separate resident's lounge surrounding a fireplace. Residents can utilize the fitness center and dedicated strength training room, or use the open game room. Residents will also have access to a diverse collection of professional spaces. Beyond expansive seating throughout the shared living areas, a dedicated coworking lounge and work pods are available for those who enjoy hybrid environments. The building will also have 200 parking spaces available located at the base of the building.

The Reserve at Estuary will complete the historic redevelopment of Lincoln Harbor. Over the past four decades, the neighborhood has transformed from a business and dining haven to a complete live-work-stay-play neighborhood offering a range of lifestyle services and amenities. Popular culinary destinations such as Drift, Blu on the Hudson, Chart House, Ruth's Chris Steak House and more are available, with the Sheraton Lincoln Harbor Hotel nearby. Lincoln Harbor also features an expansive public park system that includes a dog park, the Weehawken Pier stretching more than 400 feet into the Hudson River with kayak and fishing docks, as well as Lincoln Harbor Park, which plays host to the Hudson Riverfront Performing Arts Center's popular free summer concerts series.

Located near a host of transportation options, Reserve at Estuary residents can travel to the surrounding areas and New York City. Serviced by one of the transit networks in the region, the New York Waterway ferry is nearby and provides a six-minute ride to Hudson Yards and Midtown Manhattan. The neighborhood is adjacent to the Lincoln Tunnel entrance and a NJ Transit bus stop. In addition, the Hudson-Bergen Light Rail is only one block away, providing connections to the PATH system and other locations across Hoboken and Jersey City.