

LIVING LARGE

IN NYC'S SIXTH BOROUGH (A.K.A. JERSEY CITY)



Where would you expect to discover published New York Designer Peter Pawlak on an early December morning? At The Mercury Lofts at The Beacon in Jersey City, where half and full floor live/work lofts are attracting a lot of attention.





“I wanted to show small business owners seeking an ideal live/work loft how to take one of these great spaces and affordably transform it, fusing living and working environments,” said Pawlak. “Many people are easily intimidated by the thought of dividing and furnishing a large space. Here it can be done with great style on a modest budget.”

“There’s a shift in the way we’re living today. More and more people want to work from home, but often they have a business with a few employees and can’t manage to find a reasonably priced large enough space that works. That’s the idea behind the Mercury Lofts at The Beacon,” he added.

The Mercury Lofts is the latest addition to The Beacon, a community of 10 historic art deco high-rise towers with world class amenities that is recognized as Jersey City’s #1 selling condominium and is listed in The National Register of Historic Places.

Each building is named after a famous art deco theatre. *The Mercury*, its third tower had originally been envisioned to contain 103 condominium apartments. Instead, its developer Metrovest Equities opted to create a limited edition of 25 large live/work lofts to introduce a reasonably priced alternative to New York City.

Here, big space lovers can find large open live/work lofts from 2,994 to 6,655 sq. ft. with 13-foot ceilings, amazing views, great light and high-end finishes for far less. Introductory prices start at \$300 per square foot, roughly one-quarter of what you would pay for comparable space just 20 minutes away in lower Manhattan.

“In these times, I felt it was important to show people that they don’t have to give up on the dream of owning a big, fabulous loft where they can live in style and also work. It wasn’t long ago that many New Yorkers didn’t allow themselves to consider

the idea of living in Brooklyn. Now, prices there are similar to Manhattan and you can’t find this kind of space anymore. Jersey City is the new frontier for creative types looking for value.

Now anyone who wants a grand space can live large without breaking the bank. It’s a great find.”

As part of the larger Beacon community, residents enjoy 50,000 square feet of amenities that include an indoor pool, fitness center, lounge, whirlpools, social sauna, screening room, art deco theatre, poker room, billiards room and a rooftop deck with firepit and barbeques for entertaining.

Credits: Atelier - sofas, coffee table and dining room set, Cassina - Utrecht chairs, Denis Collura - table lamp, Frette - bedding, Niedemeyer - accessories, Odegard - rugs, L-shape fireplace - Planika USA.



For information call: 201-716-3000 or visit www.thebeaconjc.com

