

# BROKERS WEEKLY

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## NEW JERSEY DEVELOPMENT



Sitting high atop the Lincoln Tunnel viaduct, The Thread is redefining luxury living in Union City through its spectacular views of Manhattan's famed skyline

Move over Hoboken and Jersey City. There's a new spot on the Hudson Gold Coast that's quickly becoming one of North Jersey's most desirable places to live.

Union City, thanks in large part to its relative affordability and central location, is experiencing an unprecedented renaissance. Historically a family-oriented, bustling city, predominantly made up of brownstones, two-family homes and locally owned shops and restaurants, Union City is now catching the hip urban vibe of its trendy Gold Coast neighbors, with new standards of urban residential living and an eclectic mix of shops and eateries.

To address the growing market interest in Union City, leading Lakewood, N. J.-based real estate development firm W Developers, a developer of luxury urban living in TriBeCa, Brooklyn Heights and Long Island City, is now setting its sites on this emerging hot spot by creating the city's first luxury high-rise condominium, The Thread.

Located within a block of the Park Avenue business and entertainment area and adjacent to the entrance to the Lincoln Tunnel, The Thread is a 14-story community of 150 spacious one-, two-, and three-bedroom condominium residences.

Sitting high atop the Lincoln Tunnel viaduct, The Thread is redefining luxury living in Union City through its spectacular views of Manhattan's famed skyline and comprehensive amenities package, including a doorman, a first for Union City; concierge, recreation room with billiards table; state-of-the-art fitness center; children's playroom; landscaped outdoor plaza with barbecues, putting green and children's play area; and an onsite parking garage.

As Union City's first luxury high-rise condominium, the building is the first structure seen when traveling through the Lincoln Tunnel, inevitably making it a respected landmark and a reflection of the city's renaissance.

The high-rise's name, The Thread, refers to Union City's history as a hub of the garment and lace manufacturing industry as well as its central location at the heart of New Jersey's famed Gold Coast, connecting North Bergen, Weehawken, Hoboken and West New York.

The residences at The Thread are smartly priced in comparison to other

residential communities along the Gold Coast, ranging from the \$300,000s to the \$800,000s. Progress on the high-rise is well underway, with delivery scheduled to begin in fall of 2008.

The Thread is located at 3312 Hudson Ave. The exclusive sales and marketing team for the high-rise is Manhattan-based CORE Group Marketing.

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