

HARBORSIDE NOW



BE HERE NOW

Welcome to Harborside—an interconnected 24/7, office, retail, and residential environment on the Hudson River Waterfront in Jersey City.

PICTURE YOUR BUSINESS HERE NOW

Harborside's six state-of-the-art office buildings feature contemporary design, outdoor spaces, easy access to numerous retail and dining options, and the most spectacular views of the Manhattan skyline and the Statue of Liberty.



Wired certification identifies and certifies buildings with the fastest and most reliable internet connections based on building connectivity, infrastructure, and readiness.

Where do you imagine your business?

Harborside Plaza 1

Powerful architecture with modern office spaces.



Harborside Plazas 2 and 3

Open spaces with a lofty, historic appeal.

Harborside Plaza 4A

Trading and technology center.

Harborside Plaza 5

Modern sophistication in a classic environment.



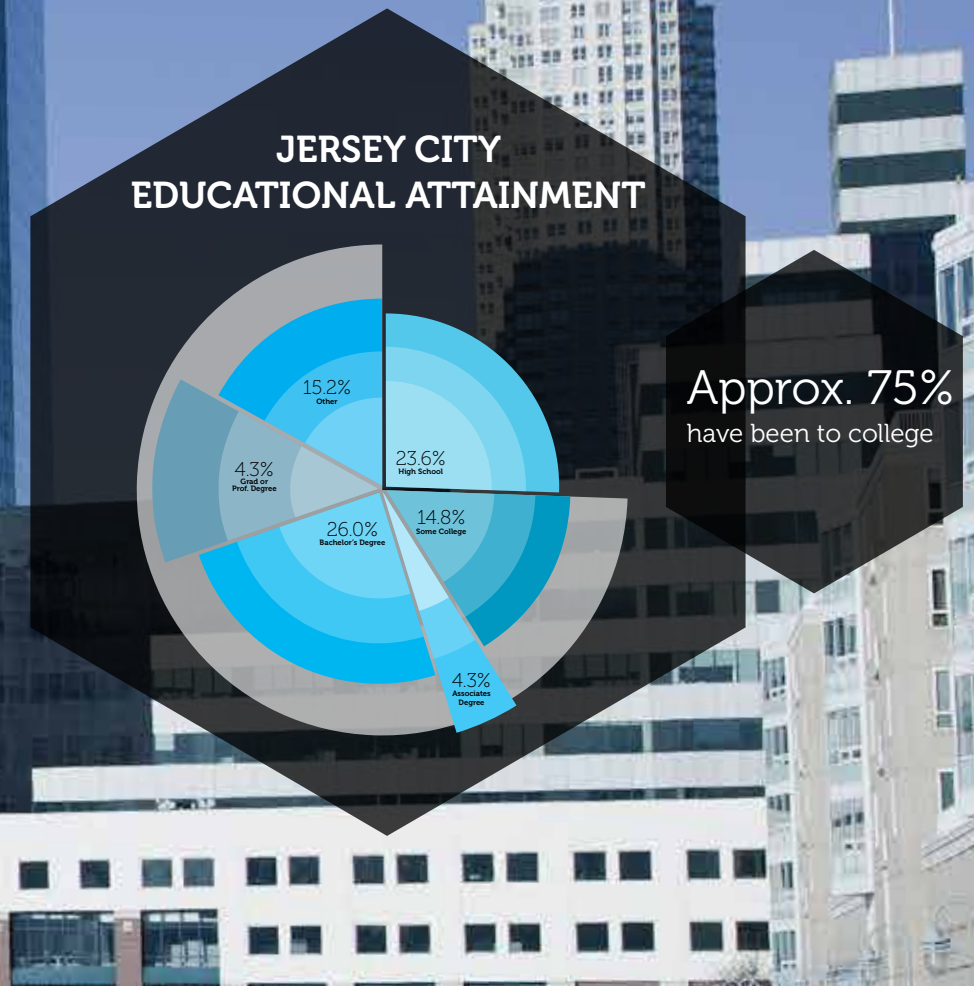
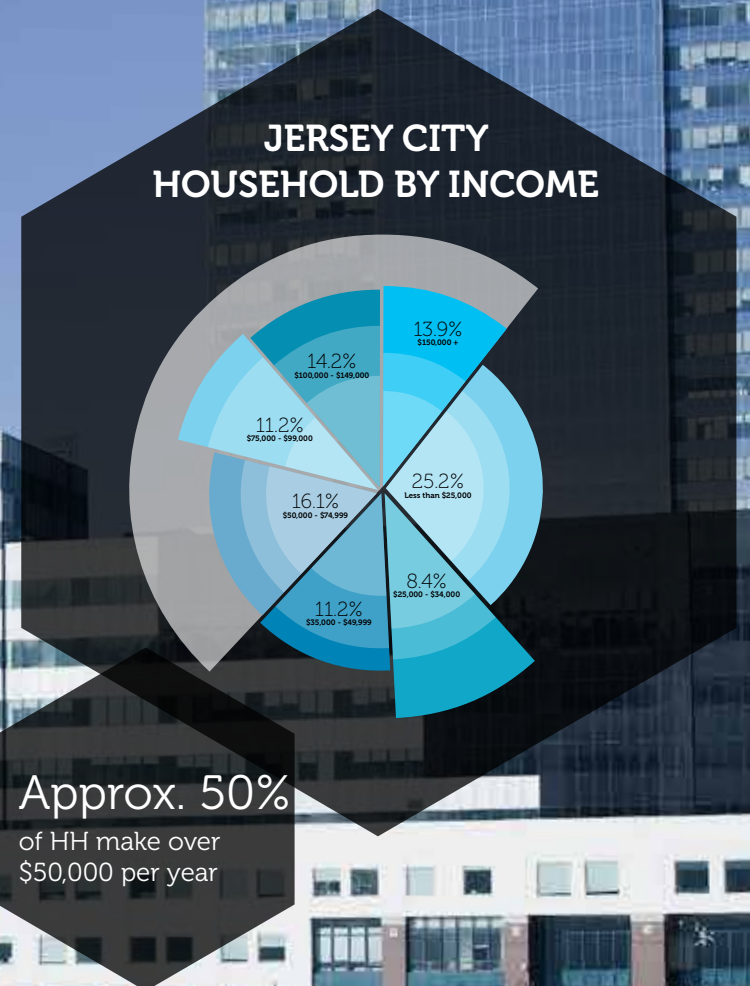
101 Hudson Street

Classic art deco with a high-tech infrastructure.

YOUR TALENT IS HERE NOW

A well-educated workforce awaits your business.

- 33** IS THE AVERAGE AGE
- OVER 255,000** PEOPLE LIVE IN JERSEY CITY (2013); ALMOST HALF ARE 24 - 45
- \$89,287** IS THE AVERAGE HOUSEHOLD INCOME
- 72%** WORK IN A PROFESSIONAL FIELD
- 40%** OF THE WORKING POPULATION SURROUNDING HARBORSIDE EARN \$100K ANNUALLY
- 67%** OVER 25 HAVE ATTAINED BACHELOR'S DEGREES OR HIGHER



SOURCE: 2012 AMERICAN COMMUNITY SURVEY, 3 YEAR ESTIMATE 2013 POPULATION ESTIMATE

ARRIVE HERE NOW

Jersey City is closer than you think. Manhattan is just four minutes away via the PATH trains and NY Waterway Ferry. The Hudson-Bergen Light Rail and NJ TRANSIT provide access to/from all of greater New Jersey.



Times are approximate.

IT'S HAPPENING NOW

Now there are more reasons than ever to be here. Compelling state incentives are available to tenants moving to Harborside and 101 Hudson Street.

	Gross annual benefit/employee	Gross annual benefit/sf
Urban Transit Hub Municipality:	\$5,000	\$35
Transit-oriented development:	\$2,000	
Large numbers of new full-time jobs are eligible:	\$500 - \$1,500	
251 to 400	\$500	+ \$2.50
401 to 600	\$750	+ \$3.75
601 to 800	\$1,000	+ \$5.00
801 to 1,000	\$1,250	+ \$6.25
1,001+	\$1,500	+ \$7.50
Business in a targeted industry: Defense, Energy, Finance, Health, Life Sciences, Logistics, Manufacturing, Technology and Transportation	\$500/employee p.a.	+ \$2.50
Average salary > county's existing average (currently \$50,006):	\$250 (if 35% over), \$500 (if 70% over), \$750 (if 105% over)	+ \$1.25 - \$3.75
Total Potential Benefit Range (per employee per annum)	\$7,000 - \$9,750	\$35.00 - \$48.75

Each retained job receives 50% of the new job benefit, not to exceed the capital expenditure.

These are credits per employee offered by the State of NJ (NJS) to be applied against NJS Corporate Taxes. Insurance companies and partnerships are not eligible. Credits may be traded for cash payments with NJS or sold in the market. The benefits are available for up to 10 years and the Minimum Full-Time Employee Requirements are:

Industry:	Minimum New/Retained Full-Time jobs:
Tech start-ups and manufacturing businesses	10/25
Other targeted industries	25/35
All other businesses/ industries	35/50
For Non-Industrial Tenants, Minimum Capital Expenditure is (Base Building Work, TI and Tenant FFE all count towards this number):	
Existing Projects	\$40
New Construction Projects	\$120

Source: NJEDA

EXPLORE NOW

From fine, ethnic, and casual cuisines to local and international works of art, outdoor events, and festivals, Jersey City is a thriving, vibrant city with something for everyone.

CREDIT: LAURA ALEXANDER'S STUDIO AT MANA CONTEMPORARY PHOTO: KENDALL TICHNER



HOTEL

DINING

FITNESS

RETAIL

Enjoy the impressive amenities Harborside has to offer.

Fitness center, daycare, and a full-service hotel for out-of-town clients, conferences, and events.

A multitude of dining options and cuisines to suit every palate.

Premium catering for your next corporate or social event.

Retail and services that make running errands easier.

Coming in 2016.

LIVE HERE NOW

Welcome to URL® Harborside (Urban Ready Living®), a 24/7 cutting edge apartment community on the Hudson River Waterfront.

URL® Harborside provides inspired amenities, including a rooftop pool, healthy café, and a fitness center.

DAY / NIGHT

This 69-story, high-rise tower features 763 apartment homes and common areas designed to foster community.



THE FUTURE IS NOW

A dramatic transformation is underway.



South Entrance

Take the PATH well traveled. Our transformed entrance for those coming from Exchange Place will feature architectural metals, an impressive glass façade, and digital directory signs.

Outdoor Esplanade

A view to inspire. Our new outdoor esplanade will feature new planters, well-appointed seating areas, integrated lighting, and the most breathtaking views of New York City.

Beer Garden

Happy hour is here. Our Beer Garden at the South Entrance is sure to be the new place to meet up with co-workers, entertain clients, and enjoy locally brewed craft beer.

Atrium

Get ready for a whole new gathering place. Our grand atrium will feature polished concrete and terrazzo floors, impressive lighting designs, seating areas, and wood features.

Lobby Renovations

A first impression built to last. The renovated office lobbies at Harborside will feature new concierge desks, attractive wood features, and upgraded finishes.

Retail Promenade

More upscale dining and retail is coming. We're putting in new polished concrete and terrazzo floors, a unique lighting design, and modernized retail facades.

Market Dining

Gastro on the go. The new market dining area will feature a variety of new cuisine options, a "living wall," and free Wi-Fi.



YOUR VIEW NOW

Offices with spectacular views of the Manhattan skyline.



TALK TO US NOW

Right place. Right time. Right NOW. www.harborsidejc.com.

