

The American Can Building

Development Strategy & Market Analysis

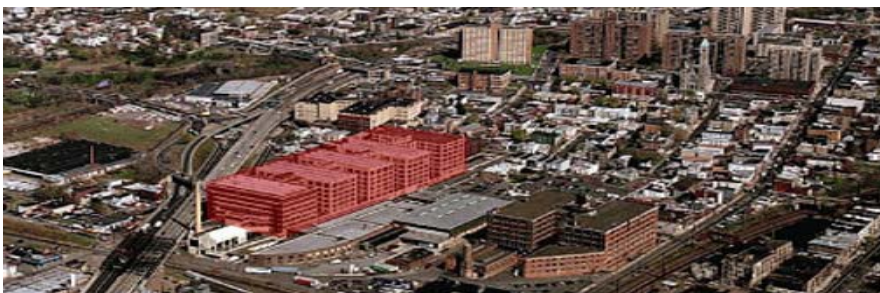
A New York based residential developer asked NADC to help produce a mixed-use residential conversion strategy for a nearly 10.5-acres industrial complex in Jersey City.



The complex consists of over 900,000 square feet of industrial loft space and several acres of vacant land. The site is located within a 10-minute walk of a commuter train station and borders a redevelopment area. The city is actively promoting redevelopment opportunities as part of its strategy to facilitate the next generation of development in Jersey City.

NADC's scope of services included development concept, program & site plan, market & target group assessment, and development strategy.

In the first phase of the strategy NADC conducted a market and target group assessment. The assessment's objective was to identify demand and supply trends in the primary market area. Demand was analyzed for different residential products and sub-markets. It included a target group assessment which identified and quantified several likely consumers groups. Supply analysis included an overview of product currently on the market, as well as projected supply in the Jersey City - Hoboken area. The analysis also reviewed different product and quality standards trends in recent and planned developments. The development strategy developed a phased plan and program and projected absorption and sales prices.



Development Strategy

Our Services:

Market & Target Group Assessment

Concept Development & Program

Client:

Coalco NY

Location:

New York City

2004

