

The Philadelphia Inquirer

special advertising section

Focus on Rental Housing
The Victor, Camden, N.J.

Life on the river is good for The Victor residents

By Rachel Vigoda
Hollister Publication Services

The Victor, Dranoff Properties' luxury apartment building on the Camden, N.J. waterfront, already boasts a sparkling hotel-style lobby, a cutting-edge three-story fitness center, gated parking and first-rate resident services.

Now it can add location to its long list of amenities.

Up-and-coming Camden, right over the Delaware River from Philadelphia, is in the midst of a large-scale redevelopment effort. The riverfront esplanade park, concerts at the Tweeter Center, and the rides and exhibits of the Camden Children's Garden are highlights of the waterfront's

transformation.

Most recently, the New Jersey State Aquarium reopened as Adventure Aquarium. A \$40,000,000 expansion and renovation added Ocean Base Atlantic, a multi-media complex that guides visitors through undersea adventures; Touch-a Shark; Penguin Island; a 4-D theater; and more.

By bringing luxury-loft living to the waterfront, The Victor itself — the result of Dranoff Properties' \$65-million renovation of the RCA Victor Company building — has also played a role in making Camden an attractive place to live and work. The 341 one-, two- and three-bedroom apartments are already over 90-percent leased; newly released two-bedroom, two-bath apartments start from \$1,395.



Dranoff Properties' The Victor is set in the former RCA Victor Company building.

Characteristic of Dranoff Properties' meticulous attention to design and detail, The Victor features 14- to 20-foot ceilings, huge wall-sized windows overlooking the river, fully equipped gourmet kitchens, tiled bathrooms with pedestal sinks and oversized closets with built-in shelving.

"It's a beautiful building, a great space," says resident Jodi Moore.

"The building was completely recreated, so it's new and clean."

Moore moved to Camden for her job, and quickly recognized the great value The Victor provides.

"I'd live here even if I didn't work in the area. When you compare it to living in Philadelphia, and figure in all the extras, it's so much cheaper. You get twice as much for the same amount of money."

From The Victor, Moore can walk to work, but going across the river is almost as easy. The new River LINE light rail system with direct connections to Trenton and New York, and the adjacent Riverlink ferry system, offers a range of convenient transportation options and easy access to Philadelphia. In the future, an under-construction aerial tram will link the Camden and Philadelphia waterfronts. And the location offers an added bonus for Moore.

"I have a beautiful view of Philadelphia from my apartment," says Moore. "I can see everything

Apartments in The Victor feature wall-sized windows and high ceilings.

The Details

Name: The Victor

Address: 1 Market Street, Camden, NJ, 08102

Landmarks: The Adventure Aquarium, Battleship New Jersey, Tweeter Center, Campbell's Field

Phone: 856-635-9076

Website: www.thevictorlofts.com

Type of Housing: Loft apartments

Number of Units: 341

Rent Range: \$775 to \$2,750

Management: Dranoff Properties

Amenities: Free outdoor parking, 24-hour concierge service, washer and dryer in each unit, private storage rooms, fitness center, clubroom, furnished lounge areas

Pets: Cats

Shopping: Shop Rite, Cherry Hill Mall

Public Transportation: PATCO, River LINE, Riverlink Ferry, New Jersey Transit

Directions: To visit from the Ben Franklin Bridge, take 676 South and exit at Sixth Street/Broadway/Camden. Make a sharp right onto Sixth Street. Bear right on Penn Street. Turn left onto Fifth Street. Turn right on Cooper Street. Go four blocks to a left on Front Street. Follow signs for parking. To visit from I-295, take Exit 26 and follow to I-676. Take Exit 5B for Campbell's Field/Rutgers University. At end of the ramp, turn left at light. Turn left at next traffic light onto Seventh Street Bridge. Take first right onto Cooper Street. Take Cooper Street to a left onto Front Street. Follow signs for parking.



Deck, with skyline view

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