

Real Estate

special advertising section

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

The Victor leads revival of Camden's waterfront

By Bob Bannar
Hollister Publication Services

The Camden side of the Delaware River is becoming a hub of waterfront activity. Campbell's Field, Adventure Aquarium, the Children's Garden, the Walt Whitman Cultural Arts Center, the Battleship New Jersey and the Tweeter Center are just a few of the venues attracting attention.

At the center of it all is The Victor, a near-century-old building with a history of its own. Formerly the home of the Victor Talking Machine Company, which later became the RCA Victor Company, the building has been transformed into luxury loft-style waterfront apartments.

The Victor's spectacular residences include secured resident parking. An array of onsite shops, restaurants and services — such as the New England Soup Factory and La Riviera Restaurant — add convenience for residents.

Dranoff Properties began construction on the \$65-million, 525,000-square-foot project in August 2002, and in early 2004 welcomed the first residents. Today, over 95 percent of the 341 apartments have been leased.

One of the early arrivals was Bill Pezza, a salesman who works out of his home office. He moved into a one-bedroom in May 2004, and has already renewed his lease. Pezza is also a part-time law stu-

dent at Rutgers, and appreciates The Victor's convenience to both the campus and to Philadelphia, he says.

"Most older apartment buildings I've lived in have been pretty worn out," says Pezza, "but everything here is brand new. And the services are really good."

Denise Painter, a political consultant, wanted to relocate from Texas to the Philadelphia area, to be near both New York and Washington, D.C. But after visiting Philadelphia to find a suitable apartment, she returned to Houston disappointed. Still interested in the area, however, Painter searched the Internet and came across The Victor.

"I took it sight unseen," she says of her apartment, which she moved into last year. "I thought it offered the best quality for the money, plus it's convenient. And there's no city wage tax!"

Each apartment at The Victor features 14- to 20-foot ceilings, huge window walls and exposed brick. Massive columns and beams that recall the building's original form and function add to the character of the apartments.

Contemporary amenities include gourmet kitchens with Euro-style cabinetry and laminated countertops, microwave ovens and state-of-the-art appliances; individual high-efficiency climate controls; and spacious oversized closets with custom-designed shelving systems.

The Victor's inner courtyard features lush landscaping and sitting areas. The riverfront esplanade provides jogging and walking trails where residents can enjoy the sights of ships and sailboats.

And with a variety of nearby transportation options, residents are a stone's throw from Philadelphia and a brief trek to places from Trenton to New York City.

High ceilings and oversized windows are highlights of the residences at The Victor.



The Details

Name: The Victor

Address: One Market Street, Camden, NJ 08102

Landmarks: Camden Waterfront, Adventure Aquarium, Campbell's Field

Phone: 856-635-9076

Website: www.thevictorlofts.com

Type of Housing: Waterfront loft apartments

Number of Units: 341

Rent Range: \$995 to \$2,800

Management: Dranoff Properties

Amenities: Landscaped courtyard; clubroom; theater room; fitness center at rooftop level with 360-degree panoramic views; conference rooms; secured, gated surface parking; 24-hour uniformed concierge staff; washer and dryer in each apartment; Roof decks and observation areas with sweeping views of the waterfront and the Philadelphia skyline

Pets: Cats, with one-time \$300 fee

Shopping: The ground floor has an array of shops, restaurants and services.

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

Directions: From Philadelphia via the Ben Franklin Bridge, follow signs to the Camden Waterfront. Take the 6th Street/Broadway/Camden exit. Make a sharp right onto 6th Street. Bear right onto Penn Street. Turn left on 5th Street at Rutgers Law School. Turn right onto Copper Street. Go four blocks to Front Street.



Dranoff Properties turned the RCA Victor Company building into luxury loft apartments.

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