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HIVING THE HOTTEST TREND
IN RESIDENTIAL DEVELOPMENT

Clubhouse at GDC communities reflects the trend

VALHALLA, N.Y. (Jan. 26) – As the move-in process continues at Harbors at Haverstraw, a luxury waterfront development currently under construction in Rockland County, homeowners are gaining more than just a new mailing address. They are also becoming part of the biggest trend in luxury housing today.

That trend is “hiving,” a concept that connects individuals with family, friends and community by re-centering their lives around their homes and neighborhoods. The term is a metaphor for the bee hive, which have larger, open gathering areas that lead to exposure and interaction with a diverse community.

The hiving concept has gained acceptance in the new millennium as the public’s collective level of anxiety has risen in the face of several factors including stock market uneasiness, hostile neighborhoods, war and the reality of domestic terrorism. Many of today’s potential homebuyers are looking for a level of comfort that can be achieved by interacting with a larger group set in an environment of activity and engagement.

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Presented by Ginsburg Development Companies (GDC), Harbors at Haverstraw is a wonderful example of this shifting lifestyle trend. The largest active residential waterfront project north of the George Washington Bridge, the completed \$500 million project will feature 850 units of town homes and condominiums.

Standing as the crown jewel of the community is the sweeping clubhouse building, a facility that serves as a focal point of the community and a prime example of the hiving theory brought to life.

The Harbors clubhouse is made up of 94 one- and two-bedroom units and includes a social hall, media room, general store, and an indoor basketball court. A community swimming pool is situated outside as well as a lap pool, kiddy pool and tot lot. The amenities are available to all community residents. The clubhouse provides a central meeting point for the residents of the community, who interact and share in the various amenities available.

New homeowners began to move into the Harbors clubhouse this month. Among that group are Fredda and Richard P. Neimark, longtime Hudson Valley residents who jumped at the opportunity to be part of Rockland's first waterfront luxury community.

“We instantly connected with the concept of Harbors,” said Fredda Neimark. “Richard and I have lived in many places and right away we knew that there was nothing like Harbors in Rockland County.”

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Neimark has taken advantage of the various amenities found at Harbors. Recently, she visited the clubhouse's state-of-the-art media room with her grandson where they watched *Star Wars* and snacked on popcorn.

"We never anticipated this many options," she said. "It's a really wonderful situation for us."

Reacting to the immense popularity of the buildings, the construction of clubhouses is largely standard in many of GDC's newest developments, including Liberty at Newtown (Newtown, Conn.); The Greens at Gillette Ridge (Bloomfield, Conn.); Riverbend (Peekskill, N.Y.); Marbury Corners (Pelham, N.Y.) and The Fairways at Wallkill (Wallkill, N.Y.).

Martin Ginsburg, founder and principal of GDC, has witnessed countless consumer trends in his 40-plus years in the industry. Ginsburg believes the hiving trend signals a change in how people are viewing the idea of home.

"We've been through so many different trends and they all revolved around home serving merely as a stop before heading off somewhere else," said Ginsburg. "Now people are coming to the realization that the destination is not to go anywhere at all. People are re-centering their lives with home being at the center."

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The rise of the hiving concept is a considerable shift from its philosophical predecessor, cocooning, in which people retreated to their homes to isolate themselves from socializing with neighbors and community activities. In a 2003 study conducted by the Yankelovich Monitor and the Direct/Yankelovich study of direct marketing, shoppers show a strong, renewed interest in reconnecting.

In a survey, 64 percent of consumers preferred that their homes felt like a hive, a place full of activity that connects them with others. By comparison, just 33 percent preferred the isolation of a cocoon.

From a design standpoint, hiving incorporates brighter colors, less clutter, multifunctional workspaces, and more opportunity for interactivity. It also means having more luxury at home through scaling down. Homebuyers will own fewer things, but nicer versions of those things. And real estate professionals may find themselves showing and selling more homes that have been downsized for comfort. The luxury town home is clearly on the rise.

“Hiving is about finding comfort though others, the idea that people want to be with other people to become involved in something bigger,” said Ginsburg. Many people who lived in isolated McMansions realized how great a time they had when they went on vacations and how they want that type of lifestyle where they live all the time.

“We believe Harbors at Haverstraw is a fine example of the concept. We have created a community that people can share with each other, and enjoy a beautiful setting and great community facilities.”

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Townhomes and condominium homes range in price from the mid 300,000s to over \$1,000,000. For more information on Harbors at Haverstraw, please contact the sales office at (845) 786-5600 or www.gdc-homes.com. The sales center is open seven days a week from 10 a.m. to 5 p.m.

Ginsburg Development Companies (GDC), established in 1964 and based in Valhalla is one of the nation's premier full-service real estate design, development and management companies. Martin Ginsburg is the president and chief executive officer. The firm has developed and built over 4,000 for-sale homes, apartments, office buildings and commercial shopping centers. GDC also owns and manages 3,500 apartments in four states. GDC's Web site is www.gdc-homes.com.

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