

CASE STUDY

HIGHLAND PARK MANAGING MARKET RATE APARTMENTS WESTERN NEW YORK | 39 UNITS



CHALLENGES//

The Highland Park apartments are part of a planned mixed-residential community development aimed at reviving the former Central Park Plaza that had fallen into disrepair. The project borders a large, active development site and a densely populated, community-centric area that can be overwhelming for new residents. In addition, the apartments at Highland Park represent the first market rate offering in the immediate area.

ACTION PLAN//

Ciminelli's Residential Management team worked to cultivate a welcoming neighborhood that the surrounding community appreciates. Managers routinely engage with community partners to share property updates and future plans, establishing meaningful relationships in the neighborhood. In their leasing efforts, the team emphasizes amenities such as free parking, secure access, on-site mail room, and proximity to public transportation.

RESULTS//

Ciminelli Real Estate Corporation's residential team has successfully managed and leased the market rate apartments that anchor the development site for several years. The occupancy rate averages 96% and the Highland Park apartments are established as a thoughtful presence in the community.