



A Chapter of the  
Precast/Prestressed Concrete Institute

**SMITH-MIDLAND**  
EXCELLENCE IN PRECAST CONCRETE

## Project Profile

# The Towne Centre of Cliffside Park

## Innovative Mixed-Use Project In New Jersey Includes 800 Unique Architectural Precast Panels Made By Smith-Midland Corporation

A new luxury apartment building in Cliffside Park, NJ, features a unique blend of retail and office space, underground parking, a 190-space municipal parking lot, and nearly 800 SlenderWall® architectural precast panels manufactured by Smith-Midland Corporation.

Owned by Waterside Centre Urban Renewal Company, LLC, The Towne Centre of Cliffside Park is a \$140 million, 13-story luxury apartment building that includes 277 units. The project will also feature a one-acre plaza with a reflecting pool and outdoor seating. Among the tenants are a coffee shop, gourmet chocolate store, high-end men's clothing store, and a restaurant.

Matthew Smith, Vice President of Sales and Marketing for Smith-Midland, said the manufacturer was called on to design M-shaped precast panels that would be used to create a

## AT-A-GLANCE

**Owner:**

Waterside Centre Urban Renewal Company, LLC

**Precast Concrete Producer:**  
Smith-Midland Corporation

**Architect:**

Virgona & Virgona Architects



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lightweight exterior for the building. Working closely with Virgona & Virgona Architects, Smith-Midland developed the design for the exterior cladding.

Smith said the precast aspect of the project is unique due to the shape of the panels. “The M-shaped panels allow for bigger windows and more natural light than usual within the building itself,” said Smith. “We’ve already used this technique successfully on another building in New Jersey and we plan to employ it on future projects as well.”

The project’s owners are well known in the region. Daibes Enterprises is responsible for building residential complexes such as the St. Moritz and Avalon in Edgewater, and James D. Demetrakis was the attorney for Fort Lee Redevelopment Associates LLC, the developer for one-half of a \$1 billion downtown mixed-use project in Fort Lee that will include two 47-story residential towers – the tallest structures in Bergen County.

#### KEY PROJECT ATTRIBUTES:

- 13-story luxury apartment building with 227 units
- Features one-acre plaza with reflecting pool and outdoor seating
- Unique blend of retail and office space
- Underground parking
- 190-space municipal parking lot

#### PROJECT AND PRECAST SCOPE:

- Nearly 800 Slenderwall® architectural precast panels manufactured by Smith-Midland Corporation
- M-shaped precast panels to create a lightweight exterior for the building
- Unique M-shaped panels allow for bigger windows and more natural light than usual within the building