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## **Princeton Properties to manage loft style apartments at Watch Factory, Waltham**

January 05, 2012 - Owners Developers & Managers

Princeton Properties has been appointment by Berkeley Investments as the ongoing managing agent for the lease-up and property management of the new Watch Factory Lofts. The factory first opened its doors in 1854, operating as the Waltham Watch Company - the first watch manufacturer in the world to mass produce affordable timepieces. Berkeley Investments, which owns this historic building and surrounding campus, is well on its way with construction of the Lofts (in phase two of the overall three-phase development).

Construction on these apartments will be complete this spring. Princeton Props. will begin pre-leasing these homes in early 2012. The Watch Factory Lofts will be a desirable place to live, offering a riverfront address, 15 minutes from Boston and one block from Moody St. Already transformed are 160,000 s/f of space into first-class offices. Phase two will feature apartments and retail space for a bakery/café and a standalone restaurant.

The project architect is Bruner/Cott. The design of the Watch Factory Lofts emphasizes the historic character and value of the existing building, neighborhood, and campus. It is easy to see that the integrated, sustainable design extends beyond the boundaries of the current project phase. Bruner/Cott has transformed a building that will now communicate with its surroundings—with its own identity, in response to program, place, and time.

Andrea Deluca will lead the Princeton Properties management team at the Watch Factory Lofts.

Princeton Properties Management Inc. of Lowell, acquires, builds, renovates, leases and manages apartment communities and corporate furnished apartments.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540