

# Parlour Place: A Gilded-Age Renovation Blending Old and New, Now Leasing in Jersey City

By **Chris Fry** - September 23, 2025



*Parlour Place blends gilded age details and repurposed history alongside modern amenities.*

A historic renovation and expansion project that bridges the neighborhoods of Journal and McGinley Squares has become one of this year's most notable new developments, as the rental community blends gilded age details and repurposed history alongside modern amenities.

**Parlour Place**, situated at 857 Bergen Avenue, takes its name from an ice cream parlor that occupied the property for many years. Portions of the 50-unit adapted reuse complex date to the 1880s and feature a boatload of historic charm that includes exposed brickwork along with tons of other details that were lovingly restored during the renovation process.



*Charming historic details.*



*Wood carved headers framed with new mirrors and lined along the hallway.*

The team behind the revamp of Parlour Place worked with Rebecca-Rebecca Studio for a palette at the complex that feels both nostalgic and fresh. Construction at the property revealed a three-course brick arch spanning the entire width of building that was restored, while handmade stained window sashes as the building's preceding version were reused inside Parlour Place's elevator vestibules.

The effort to reclaim elements from the past didn't end with the structure itself. Marble tabletops from the former ice cream parlor were repurposed with new iron legs and are now tables in the building's mailroom, while a pair of original cast iron posts that were buried in the walls were cleaned, exposed and repainted on the building's facade.



*Marble tabletops repurposed with new iron legs.*

The lobby at Parlour House nods to Journal Square's gilded age era with a coffered ceiling featuring big brass mushroom pendants. On-site pizzeria [Jersey Pizza Shop](#), located on the ground floor, opened over the summer and further embraces the neon signage vibe that was present at many of the neighborhoods' theaters around that time. A hit with residents and locals, the pizzeria crafts every pie with small-batch local ingredients and imported Italian staples.



*The lobby features a coffered ceiling featuring big brass mushroom pendants.*

The completion of Parlour Place expanded the original property northbound along Bergen Avenue with an addition that mimics the facade fenestration pattern at the historic brownstone. The details on the new portion are intentionally very minimal, with an ash gray exterior contrasting in color to the original historic red brick as to create a dialogue between old and new.



*Co-working space.*

The result of all that work is a living space that makes Parlour Place decidedly not stuck in the past it celebrates. The fully modern and amenitized building sports all of the bells and whistles that discerning renters in today's market are looking for with keyless entry, electronic package lockers, and top-notch amenities like a state-of-the-art fitness center and a co-working space on site.



*Fitness center.*

A rooftop deck boasts both stunning views and tranquil gardens, featuring lounge beds, cafe tables and Adirondack chairs. The amenities are rounded out by on-site laundry, bicycle parking, and a conference room with ambient light and limewash painted ceilings and walls.



*Roof deck.*

Studio through three-bedroom units are featured at Parlour Place, some of which sport dens and patio spaces. The property also features a pair of penthouses with terraces overlooking Journal, Bergen and McGinley Squares. Studios have been the most popular offering, with most having been scooped up with the property already reaching the 50% leased milestone.



Living room.



Bedroom.

***Parlour Place*** is currently offering incentives for prospective tenants including one month of free rent on an 18-month lease and two free months for a 24-month lease. For more information or to make an appointment, please contact Corcoran Sawyer Smith at [parlourplace@corcoranss.com](mailto:parlourplace@corcoranss.com) or 201-267-2414.

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