

# The Times

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## A different kind of factory housing

by Michelle McGuinness/The Times  
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TRENTON -- HHG Development Associates are doing something few may believe they could in the current economy -- selling condominiums.

"They've gone in spurts," Michael Goldstein, a principal at the HHG firm, said of the lofts. "We sold a bunch when we first announced the project and then it kind of slowed down." The condominiums were under construction at The Cracker Factory, a former bakery on the corner of Centre and Furman Streets, for about a year before HHG stepped up its marketing campaign in November.

"I have no doubt that in a normal real estate market we'd be sold out by now," he said. But, he added, "what we've been seeing recently, like in the last three weeks or so, is that things are picking up again."

Only four lofts remain in the building, all of which are going for between \$209,000 and \$261,250. The lofts are two-bedroom duplexes, three of which feature private gardens and two full baths. The fourth has three full baths and all boast a master bedroom with a 17-foot cathedral ceiling and 10 windows.

Goldstein said that while Trenton insiders may see the city as a tough sell, outsiders love the city and are anxious to move in.

"First of all, its location is superb," he said, noting the proximity to Philadelphia and New York via train. "The architecture here is stunning. ... And there's a lot of people who like cities and don't mind transitional neighborhoods."

The Cracker Factory used to be the Exton Cracker Bakery, which invented oyster crackers in the 1850s. Now, it is part of the historic Trenton Ferry district, located near Trenton Train Station, the Sovereign Bank Arena and the Mercer County Sports Complex.



Mary Iuvone/For The Times

Dave Henderson of the development company HHG speaks during a ribbon cutting ceremony for the renovated Cracker Factory building.