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CASE STUDY

March Construction Fast-Tracks 250 Premium Apartments for Hartz Mountain Industries

Developer Overcomes Major Delay to Deliver *Fairways at Cranford*

The Results:

- Delivered two 149,000 SF buildings totaling 250 units in Cranford, New Jersey—with 20% dedicated to affordable housing
- Project completed early and under budget, leveraging delays to lock in better pricing and long-lead items
- Impeccable quality control with smooth project closeout meant easy transition into building occupancy
- Project succeeded, hitting 90% occupancy

A Six-Month Setback

Hartz Mountain Industries is a privately held real estate developer building across diverse sectors. In early 2025, they were prepared to build 250 premium apartments in Cranford, New Jersey—when a six-month permitting delay put the project's schedule and budget under immediate pressure.

"If the schedule and costs are off on a project, that project will either not happen, or significant changes would need to be made in order to move forward," **Mike Noble, Director of Procurement explained.**

Finding a Seasoned Construction Partner

With the project already facing added risk, Hartz needed a construction partner with deep multifamily expertise, competitive pricing, and a proven ability to deliver.

March Construction's track record on similar multifamily projects gave Hartz the confidence to move forward. **"We knew their reputation for this type of work," Mike explained.**

Their strong multifamily track record was what impressed us."

Mike Noble
Director of Procurement & AVP of Construction

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Using Delays as an Advantage

While Hartz awaited permits, March locked in material and subcontractor pricing, ordered critical long-lead items like electrical switchgear, and advanced shop drawings and submittals so construction could start at full speed the moment approvals came through.

"The March team actively kept the project moving—they ran solid job meetings that pushed for timely decisions."

Early, Under Budget, and Ready for Tenants

The team successfully delivered Fairways at Cranford on time and under budget while protecting the owner from further schedule and cost exposure.

That performance positioned the asset timely to reach 90% occupancy in a challenging, non-transit-served submarket.

What really impressed me was their project closeout. Typically that process lingers and becomes tedious, but March made it much simpler and stayed actively involved."

Mike continued, "They held weekly warranty meetings—something I'd never seen before—to track every outstanding issue and report on status. It made the transition from construction to occupancy and building management incredibly smooth."

In his words, "March reduced our schedule risk and brought real cost certainty to the project."

Case Study Written by Briana J. Samman

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