



## Township of Belleville *New Jersey*

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### **Mayor Melham, Belleville Officials Break Ground for “The Kelsey”**

*Luxury Apartment Complex is the Latest Redevelopment Project in Town*

**BELLEVILLE, NJ – December 12, 2022** – Mayor Michael Melham and other Belleville officials dug their ceremonial shovels into the ground on Thursday, December 8, marking the construction of a six-story luxury apartment building that will be constructed at the site of a shuttered foam factory.

Deputy Mayor Thomas Graziano and Councilman Vinny Cozzarelli also attended the ceremony for The Kelsey, to feature 114 apartments and about 1,200 feet of ground-floor retail. Construction at 740-748 Washington Ave. is to be completed in 2024.

The Kelsey is part of Newark-based Sound Development LLC's Ethos brand, which already includes a 56-unit apartment complex on Franklin Avenue in Belleville.

The building's name pays homage to the site's history as an assembly plant for the Kelsey Motor Co. beginning in 1920. The car company went bankrupt in 1924, after only 601 [Kelseys](#) were built.

“The lobby of our building is going to incorporate an industrial look as a nod to the site's storied history,” explained Sound Development's Michael Pacillo. “We are hoping to locate Kelsey Motor Company memorabilia, such as photos, and display them prominently in the lobby.”

More recently, the site was home to Foam Rubber Fabricators.

The Kelsey will feature 70 one-bedroom units, 44 studio apartments and about 130 parking spaces. It will also feature such popular amenities as a rooftop pool, a gym and an expansive outdoor terrace.

“We are very excited to see The Kelsey starting to take shape on Washington Avenue,” Melham said. “My administration has made quality redevelopment a priority. We will continue to seek out suitable development opportunities for Belleville that takes advantage of our terrific location, mass transit and suburban feel.”

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