

The Urby Edit

January, 2026

Fishtown, PA



Design with a Point of View

Each Urby has a distinct point of view and earnest relation to locale. By moving away from the "beige-on-beige" palettes of the generic luxury apartment buildings, Urby utilizes a design language that is timeless, organic, and full of character.

To achieve this, Urby collaborates with world-renowned designers—such as Concrete Amsterdam for architecture and Bas Smets for landscape design—to create timeless environments that are characterized by intuitive flow and an abundance of natural light.

Human-centric architecture is paired with warm materiality and tactile furnishings to transform standard residences into thoughtfully designed canvases for expression. The result is spaces that ground residents and connect them to both their home and the broader community. Whether it is the rhythmic patterns of industrial-inspired windows in Fishtown or the monumental, vibrant murals in Jersey City, every detail is selected to foster emotional engagement and a genuine point of view.

REFRAMING THE NOTION OF APARTMENT LIVING

Life happens in the in-between moments—over coffee, in courtyards, during conversations that weren't planned. It shows up in the pause before the day begins, in the familiar faces you pass on the way out the door, and in the quiet comfort of coming home. Urby is designed with those moments in mind, creating sanctuaries for life as it naturally unfolds.

At Urby, apartments are thoughtfully designed canvases for expression: bright, open, and intuitive, shaped by the people who live in them.

Shared spaces are warm and inviting, encouraging connection at your own pace. The rhythm of the building shifts throughout the day, from early mornings to late evenings, reflecting the life happening within.

At Fishtown Urby, this approach comes to life in a way that feels distinctly local and connected. Rooted in the neighborhood's energy and sense of community, it's a place where living feels easy and intentional.



Urby Worldwide

A New Way of Living

The world of apartment living is often characterized by standardized amenities and impersonal offerings. Urby founder David Barry set out to create something different. Urby was born with a simple yet powerful idea: to create apartment communities with genuine heart and soul.

At Urby, we approach each property with careful thought, making deliberate choices to deliver outstanding spaces to our residents without the fuss. We focus on modern design, inviting public spaces, and passionate property teams. We're not afraid to try new things and stand out from the crowd. By consistently challenging industry norms, we aim to provide a refreshingly unique and efficient way of living.

By focusing on the intersection of design, function, and human connection, Urby has created a portfolio of communities that feel less like traditional apartments and more like a collection of boutique hotels. Rather than filling buildings with underutilized, formulaic amenity rooms, Urby prioritizes the essentials—high-performance wellness spaces, lush outdoor retreats, and vibrant F&B social hubs—to create intuitive environments that residents actually use.

At the heart of every location is food and beverage: a publicly accessible cafe and/or restaurant that serves as a literal and figurative bridge to the community. Whether it's *Percy* in Fishtown, *Sihana* in Newark, or *The Meteor* in Dallas, these spaces ensure that the first thing you experience when coming home isn't a locked door, but the hum of a neighborhood hub.

Urby's fitness and wellness spaces are integrated into daily life. Beyond the equipment, these gyms and serene yoga studios are alive with programming—ranging from sound baths and yoga flows to HIIT classes and run clubs led by local instructors. Complementing this active lifestyle, our expansive outdoor landscapes are designed to offer a respite from the surrounding cityscape. Through vast gardens, social courtyards, and transportive pathways, Urby provides the rare urban luxury of space to breathe and connect.

Urby Facts & Figures

Founded 2014

Total Apartments Over 10,000 apartments across the U.S.

Current Urby Locations Dallas, TX
Fishtown, PA
Harrison, NJ
Journal Square, NJ
Navy Yard, DC
Newark, NJ
Stamford, CT
Staten Island, NY



Harrison Urby



Staten Island Urby

Places We Call Home



Marking Urby's first project outside of the New York Metro area, **Dallas Urby** is comprised of two 27-story towers with over 700 apartments combined. With studio, one, and two bedroom apartments and a suite of shared spaces – including a heated prismatic pool inspired by the pools found in Yellowstone National Park and *Meteor*, a day-to-night cafe, wine bar, and bike shop.

A five-story landmark designed to mirror the creative energy of Philadelphia's most vibrant neighborhood, **Fishtown Urby** features studio, one, and two bedroom apartments. At its heart is *Percy*, a 1970s-inspired restaurant and sound lounge that serves as a lively neighborhood hub, which is complemented by a suite of social spaces, including two lush courtyards by Bas Smets and a rooftop terrace with city views.

Harrison Urby is a horizontal campus-like escape with over 1,000 apartments located minutes from the PATH to NYC. With two sprawling lush courtyards programmed with a heated pool, BBQs, resident vegetable gardens, a dog run, and picnic areas.

Rising 25-stories above Jersey City, **Journal Square Urby's** tower is a beacon of modern urbanism. While the top-floor social spaces offer sweeping views, the building's most striking feature is at street level: a monumental 4,600-square-foot mural by artist Felipe Pantone, titled *OPTICHROMIE for Jersey City*, which injects a surge of colorful energy into the neighborhood.

In the heart of DC, **Navy Yard Urby** features over 400 studio, one, two and three bedroom apartments. Complete with a decked out gym and a rooftop pool and terrace with views into Nationals Park, Navy Yard Urby is an urban oasis.

Newark Urby is located adjacent to Rutgers and Newark Penn Station and features 250 studio, one, two, and three bedroom apartments. The building is an adaptive re-use of a historic 18-story Art Deco tower with a design that preserves the original design elements, blending the 1920s-era architectural charm with contemporary finishes and functionality.

The focal point of **Stamford Urby** is the central courtyard designed by Bas Smets. The courtyard creates an urban oasis for residents with its bamboo-lined winding paths and leafy greens. Highlighting the central courtyard is an elevated saltwater pool, BBQ grills, and firepits.

As Urby's first built property, **Staten Island Urby** opened in 2016 and includes urban farms, a communal kitchen, an outdoor terrace and pool, a 5,100 SF fitness center, an onsite café, and quick access to NYC via the Staten Island Ferry.



HOSPITALITY

Bringing Hospitality Home

Hospitality at Urby starts with people, and the thoughtfully designed spaces that encourage them to connect. Fishtown Urby turns everyday routines into opportunities for interaction: catching up in the lobby, collaborating in the study, taking a class in the gym, or simply enjoying shared spaces. These moments may feel unplanned, but together they create a vibrant community where energy, curiosity, and a sense of belonging naturally emerge.

Unlike the "beige on beige" aesthetic of traditional apartments, Urby leads with a distinct design point of view that values emotional connection over generic luxury. This hospitality-first approach moves away from a "heads in beds" mentality, instead treating every resident like a guest in a boutique hotel where the experience is as important as the architecture.

Dining amplifies this community-driven atmosphere. **Percy**, connected to the Urby lobby, serves as a welcoming anchor where residents and neighbors gather. **Mecha Noodle Bar**, located adjacent to Urby's entrance at W. Palmer St and N. Front Street, adds bold flavors and a lively, inviting energy. These spots make it easy to linger, connect, and engage with the Urby community in ways that feel effortless and genuine.



FOOD

Percy: A 1970s-Inspired Restaurant & Sound Lounge

Percy brings a neighborhood-centered dining experience to the ground floor of Fishtown Urby. Open seven days a week, Percy is the newest concept from the team behind Forin cafe, building on their "based in Kensington, connected globally" ethos with a

full-service café, restaurant, bar, and sound lounge right in the heart of the building.

Named after a soundtrack album by The Kinks, Percy blends midcentury design with local flair. Its interior, designed by Shawn Hausman, features bright colors, sculptural lighting, and a wrap-around teak bar that gives a warm, inviting presence. What makes Percy feel like part of the neighborhood is more than its location; it's the way the space welcomes residents and visitors alike, drawing people in throughout the day and into the evening.

The menu reflects this same mix of comfort and creativity, with house made pastries and brunch favorites alongside globally inspired dishes that change with the seasons. Drinks spotlight local Pennsylvania wines and beers, and delicious cocktails add another layer of personality. With indoor and outdoor seating and design touches influenced by music, art, and local culture, Percy has quickly become a place to gather and experience the energy of Fishtown right at Urby's door.

FOOD

Mecha: A Cozy Mom & Pop Vietnamese Noodle & Comfort Food Destination

Mecha Noodle Bar brings Asian-inspired comfort food to Fishtown Urby's street-level dining mix. The name "Mecha" comes from the Vietnamese word for "mom and pop," and the concept reflects that neighborhood spirit with dishes rooted in family recipes and immigrant heritage — from rich pho and soul-warming ramen to creative takes on street-food

favorites like steamed bao and flavorful dumplings.

Founded by childhood friends Tony Pham and Rich Reyes, Mecha is known for its welcoming, high-energy vibe and menu that blends Vietnamese, Japanese, and broader Asian influences. Mecha is quickly becoming more than just a neighborhood noodle bar.



CULTURE

Chef Lev Brings NYC Flavors to Fishtown Urby

NYC-based Chef Lev brought neighbors together over fresh flavors and a unique dining experience.

Known for his site-specific, live-fire cooking, Lev turned Fishtown Urby's outdoor space into the "courtyard kitchen", an open-air setup where food was prepped, cooked, and served right in front of the crowd. The focus wasn't just on the food (though it was seriously good), but on creating a space where people could slow down, share a meal, and connect.



COMMUNITY

A Neighborly Approach

Fishtown Urby creates an entirely new kind of space where residents can connect with the energy and spirit of the incredible and distinct Fishtown neighborhood. Through thoughtful programming and creative collaborations, Urby designs experiences that celebrate the local community, support small businesses, and foster meaningful connections that go beyond the front door.

In the spirit of celebrating community and hospitality, Urby's events prioritize local expertise and authentic shared moments. This past summer, Urby partnered with sommelier **Dan Solway of Santé** and **Khanh Nguyen of Doctor Oyster**, to host *Sea & Vine* where guests learned about oyster and summer wines and were put to the test to identify a flight of mystery oysters and wines.

On the roof deck with panoramic city views, Urby collaborated with **Chef Jacob of Little Fish and Philly Sake Club** to host a rooftop sake tasting paired with seasonal grilled dishes.

To celebrate the makers that give Fishtown its soul, vendor pop-ups turned spaces within Urby into vibrant marketplaces. Urby's proud to feature neighbors like **Cloud9Ceramics**, **Fishtown Pickles**, **Mural City Cellars**, **Sisterfriend Jewelry**, and **Forin**, among many others.

From casual gatherings to curated experiences, Urby's community events naturally invite people to come together.

Follow [@urby](#) to stay tuned for our next activation!



HEALTH & WELLNESS

Finding Balance

Wellness has become an essential part of how communities connect. Through partnerships with local wellness businesses Urby creates space for wellness practices that feel accessible and thoughtfully integrated into the rhythm of the neighborhood. These collaborations included a summer rooftop yoga series and restorative sound baths in the Blue Room with **Monarch Yoga** and **In Flow Studio**.





ARCHITECTURE

Distinctly Fishtown

Designed by **Concrete Amsterdam**, Fishtown Urby is a five-story brick structure with a design that reflects the neighborhood's historical context characterized by large warehouses and small brick townhouses. The building stands as a monolithic brick mass, but upon closer look, it reveals its intricate details. Strategically placed cut-outs slice into the brick exterior, revealing contrasting materials and colors that bring the structure to life. These cut-outs do more than break down the building's scale, they introduce warmth, light, and dynamic texture to its form.

The building's traditional brickwork paired with large dark-gray windows, allows it to blend seamlessly into the surrounding neighborhood. The window proportions are carefully considered to maximize the flood of natural light to flow through the apartments while maintaining privacy and soundproofing from the street and elevated train. Wrapped continuously around the building, the windows echo the rhythmic characteristic patterns of industrial architecture. The varied transom height is thoughtfully designed to align with the interior layout: lower transoms ensure privacy in bedrooms, while higher ones open up expansive views from the living rooms, balancing both functionality and aesthetic appeal.

Inside, the apartments carry Urby's signature design philosophy. Smart and functional layouts create homes that feel larger than their footprint. With open flows, balanced proportions, and

thoughtful details, every apartment maximizes comfort and functionality, offering a modern living experience.

Along North Front Street, the building opens up to a welcoming courtyard that flows naturally into the street, creating a lively main residential entrance. Belgian landscape architect **Bas Smets** designed the courtyard, filled with lush greenery and an open view of the sky, offering a refreshing escape from the energy of the street below the elevated train. A warm green stucco wraps the space, blending the architecture with the lush planting and creating a calm, intimate atmosphere and an inviting setting for the café terrace designed by **Shawn Hausman Design**.

On the opposite side, along Hope Street, a second courtyard brings light and air to the narrower streetscape, complementing the small-scale character of the area. Also designed by Bas Smets, this courtyard brings together abundant planting with communal features, including BBQ stations and a dog park, creating a welcoming environment that serves the residents and fosters a sense of community. Here, a blue stucco finish subtly echoes the color of the elevated train's steel structure. Above, a communal rooftop terrace on the fifth floor, designed by Eliane Le Roux, offers residents sweeping views across Philadelphia. These views can also be admired from the speakeasy, interior design by Yuria Kailich, which offers another unexpected hideaway within the building.

Retail spaces activate nearly every corner of the building, ensuring a lively ground-level experience.

"Every architectural detail is designed to enhance daily living, from the robust brick envelope to the smartly positioned transom windows that balance privacy with daylight. It's about creating spaces that are not only beautiful, but genuinely functional for urban life."

**Erikjan Vermeulen,
Concrete Amsterdam**

ART

Ink on the Urban Canvas

A mural by Henk Schiffmacher on the facade of Fishtown Urby in Philadelphia

Songlines of the City is a large mural by Dutch tattoo artist **Henk Schiffmacher** on the facade of Fishtown Urby. The mural weaves together symbols inspired by Aboriginal songlines, Lenape wampum beadwork, and classic tattoo motifs to tell the layered story of Fishtown's past and present. Schiffmacher embraces the idea that symbols—whether painted on rocks, walls, or skin—act as messages and markers, connecting generations and places. As such, the mural reads like a modern-day rock wall, unfolding in vertical bands painted in deep cobalt blue, a color chosen to reference Dutch

Delftware heritage. The facade itself charts a route through time and place, echoing Indigenous songlines by mapping Fishtown's journey from its Lenape origins, through its working-class heritage, to its present as a hub for creative makers.

With this mural, Schiffmacher adds a legible skin to Fishtown. *Songlines of the City* is more than an image: it is an invitation, a map, a message, and a meeting place. Like wampum or a sailor's tattoo, the mural unfolds a layered story, celebrating human connection, craftsmanship, and the story of Fishtown.



INTERIOR DESIGN

A timeless neighborhood hub

Percy at Fishtown Urby is the work of renowned boutique hospitality studio Shawn Hausman Design (SHD), known for creating interiors that combine timeless elegance, comfort, and luxurious materials. SHD's design philosophy is guided by context and concept, ensuring every space feels purposeful and thoughtfully layered. At Percy, Hausman brings this approach to life with a warm,

inviting interior that balances sophisticated detailing with everyday functionality—making it a welcoming gathering spot for residents and neighbors. With a celebrated portfolio including The Standard, Chateau Marmont, Le Diplomat, and Little Doms, Hausman's designs reflect his passion for refined hospitality environments that feel both intimate and dynamic.



LANDSCAPE ARCHITECTURE

Immersed in nature

Our green spaces are cultivated by world-renowned Brussels-based landscape designer **Bas Smets**. As a respite from the bustle of the surrounding cityscape, Fishtown Urby's outdoor spaces blend urban life with nature to create inviting, functional spaces for residents and the community.

Smets, known for projects such as the park of Thurn & Taxis in Brussels, the public space around Trinity Tower in Paris, and the ongoing transformation of Notre Dame's public space in Paris, applies his concept of "Augmented Landscapes," merging logic and nature to

enrich urban environments. Along North Front Street, the courtyard features outdoor café seating, fire pits, and a charming brick wall that offers a peaceful retreat from the busy street and elevated train above. The Hope Street courtyard includes a dog park, BBQ areas, and open green space, encouraging outdoor activity and community interaction.

Abundant plantings and thoughtful design in both courtyards create lush, serene spaces ideal for relaxation, connection, and everyday enjoyment, making Fishtown Urby a vibrant addition to the neighborhood.

INTERIOR DESIGN

A transportive escape



Tucked behind a secret door in Fishtown Urby is a space that feels like stepping into another world — a soft, moody, hideaway designed by **Yuria Kailich from Enso** and the Urby team. The concept was simple but dreamy: create an "adult playroom" for the community.

The inspiration started in the 1970s — specifically, the nostalgia of conversation pits and living rooms where people gathered, lingered, and actually talked. With a monochrome blue palette of rich velvets, and suede textures, the Blue Room transports you to a tonal world of its own.

Travel & Leisure

TRAVEL

Flexible, Furnished, Freedom

As our lives become increasingly mobile—driven by global careers, creative projects, and the desire for "slow travel"—the way we inhabit cities has evolved. Enter **Urby Furnished**: Urby's fully furnished apartments available for short term stays that blends the service of a boutique hotel and the comfort of home.

Each furnished apartment features thoughtful interior design, high-end linens, and fully equipped kitchens. The value of an Urby Furnished stay extends beyond the four walls of the apartment. Guests gain access to all the Urby perks: a morning espresso at Percy, a workout in the gym, resident events, and BBQs on the rooftop. Whether guests are looking to stay for a couple of days, a week, a month, or longer, Urby furnished is home, on your terms.

Urby currently offers short term furnished apartment stays in Dallas, TX; Fishtown, PA; Journal Square, NJ; and Stamford, CT.

Visit urby.com/furnished for more information.



AT HOME

What's Inside

At Fishtown Urby, apartments are more than a place to sleep; they are canvases for living. Designed to optimize form and function, Fishtown Urby apartments include thoughtful touches like dimmable lighting, keyless entry, and oversized windows in addition to the essentials like in-unit washer / dryer, custom blinds, closets with built-ins, and much more.

Far from the typical apartment kitchenette, the Urby kitchens are culinary hubs featuring Silestone black quartz countertops and Carrara hex marble backsplashes. Whether you're in a studio, one-, or two-bedroom, the integration is seamless: Samsung and Blomberg appliances are tucked into custom white cabinetry, complemented by

open wood display shelving. With under-counter dimmable lighting and concealed dishwashers, the kitchen transitions effortlessly from a workspace to a social backdrop.

The same hospitality-first mindset extends to the spa-inspired bathrooms. Grounded by terrazzo marble floors and stacked black subway tile, the aesthetic is sharp yet timeless. With bespoke vanities, integrated Corian sinks, and matte black hardware, these spaces prioritize both "form and feel."

