

# THE WALL STREET JOURNAL

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By: Joseph Dobrian

## THE NEW NEW JERSEY

**Many communities have contributed to the rapid growth of residential opportunities along the New Jersey Gold Coast. Markets like Weehawken, Bayonne and Harrison are creating plenty of buzz.**

Weehawken, directly across the Hudson River from Manhattan, has a reputation for serenity, convenience and a surprising number of cultural options. Jill Preschel, Landsea Homes vice president of sales and marketing, says the big news is Avora, a waterfront condo development of 184 residences in a neighborhood convenient to the ferry that has seen considerable upscaling in the past few years.

“Avora just achieved LEED Silver certification, and we’re very excited about that,” Preschel says. “We recently refreshed our amenities collection and updated our arts collection, as well.”

Envisioned by boutique interior design studio Lauren Jayne Design in collaboration with Hoboken-based Barsky Gallery, Arts Avora integrates inspiring art throughout the building’s lobby and amenity suite. The permanent installation includes works by emerging artists Hanna Margetson-Rushmore and French photographer Fabrice Silly, whose works pay homage to the Gold Coast area and the building’s modern architecture.

Mack-Cali is another developer focusing on area. The company has recently made a dramatic expansion of its residential interests, planning to add units in Weehawken, Jersey City and West New York.

Improved connectivity with Manhattan has helped drive this Gold Coast expansion. Most locales, like Weehawken, Hoboken and Jersey City, have created exciting neighborhoods around new luxury developments, including nightlife, retail and fine dining to go with useful transportation options.

Several communities are seeing mixed-use developments that include office or industrial space certain to create new jobs and attract new residents. A spokesperson for 99 Hudson, a Jersey City condo project, says the development features “amazing amenities, incredible views of the Manhattan skyline and really compelling value.”

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T 201.876.3100 • F 201.876.3111 • 1401 Washington Street, Suite 300, Hoboken, New Jersey 07030 • [www.cahncommunications.com](http://www.cahncommunications.com)

## **SOPHISTICATION IN STORE**

Generally, Weehawken promises less density than Jersey City or Hoboken, with midrise developments favored over high-rises and a quieter, more suburban atmosphere. “Weehawken draws residents for several reasons,” Preschel says. “People enjoy the culture and commerce of Manhattan, but may be seeking more quietude and serenity. Some also tell us that the view of Manhattan is nicer than the view from it.”

A recent sales surge at Henley On Hudson, a luxury condo community on the waterfront, has left just nine of 201 luxury condo residences still for sale, starting at \$1.1 million. The single level homes range from 1,591 to 1,964 square feet and feature complete automation systems. Amenities include a cardio fitness room, children’s playroom, lobby lounge and outdoor garden terrace. In addition, residents will have access to the Club at Henley, a private 6,000-squarefoot clubhouse with a vast menu of recreational features. The community is situated in the Port Imperial section of Weehawken, a two-mile stretch of Hudson River waterfront featuring shops, restaurants, parks and a riverfront promenade.

“Henley on Hudson has defined our commitment to creating sophisticated residences that combine the appeal of waterfront living with upscale amenities, distinctive architecture, exceptional living spaces and proximity to Manhattan,” says Kevin Kelly, a new home consultant at Lennar. “It’s played an integral role in establishing the Weehawken waterfront as a refined residential destination. We’re thrilled that buyers continue to recognize all this community has to offer, including sophisticated homes, modern amenities and a Weehawken waterfront location that provides more open space than our more densely developed urban neighbors, while still offering ultra-convenient ferry service to midtown and downtown Manhattan.”

## **BAYONNE GAINS IMPORTANCE**

In Bayonne, Skye Lofts South, a mid-rise loft-style rental building, is raising the town’s profile as a player in the Gold Coast real estate game. Skye Lofts South consists of 90 one and two-bedroom residences with open floor plans and upscale finishes. Monthly rents start at \$1,890.

“Residents at Skye Lofts South will also enjoy a private suite of recreational and social amenities that includes a lobby lounge, residents only lounge, fitness center, bike storage, private storage and available enclosed parking,” says Jacqueline Urgo, president of The Marketing Directors. “This property will appeal to local residents, as well as those considering other markets, such as Jersey City, Hoboken and Harrison.”

Speaking of Harrison: One Harrison, the new luxury rental community along the waterfront that opened earlier this summer, has already leased more than 70% of its available rental residences. BNE Real Estate Group and Hornrock Properties, the developers, describe One Harrison as “a curated collection of studio, one- and two-bedroom apartments sized for real life.”