



FRIST LOVALL



NIKOLAS KOENIG

Communities surrounding Jersey City are benefiting from its expansion. In nearby Bayonne, Bay 151's sleek finishes lend themselves to the luxury living homeseekers are looking for along the Garden State's waterfront (left). Replete with beach views and resort amenities, Asbury Ocean Club is a nearby haven in Asbury Park for Gold Coast residents who want a driveable second home (right).

There's a lot of luxury to be found along the Hudson and beyond

by Kelly Bryant

Over the past several decades, the 19-mile stretch of New Jersey's Hudson Waterfront has been groomed into the type of luxury real estate market that has die-hard New Yorkers taking notice. Referred to as the Gold Coast, communities from Englewood Cliffs to Bayonne are dotted with magnificent apartment and condominium buildings that set the bar for amenity-rich living.

Currently leading the charge in the expansion of this coveted area is Jersey City, the second-most populous municipality in the Garden State. Take a gander at the Jersey City Planning Board's biweekly agendas and you'll quickly see that development is happening across all sections of the community, not merely in its downtown or on the waterfront.

One unstoppable force is Newport, a mixed-use district boasting in-demand residential experiences as well as office space and retail opportunities. There's

seemingly nothing this hamlet doesn't possess within its confines. And while you might think, "An office is an office," the facilities here have amenities of their own, like fitness centers, dining and an indoor skybridge connecting Newport Tower to Newport Centre Mall. If you're looking to set up shop in comfort and style, Newport Tower is hard to beat.

"It's a great place that actually makes you want to go to work," says Richard Wernick, managing director of residential leasing with Newport developer

LeFrak. "For the last two years, I've been working out of one of my offices in Jersey City and it's an idyllic location. You're right on the waterfront with magnificent views. And, in my opinion, Jersey City has one of the best up-and-coming restaurant scenes as well, so there are tons of dining options, too."

Whether you're spending your time in Newport working, playing or living, it's easy to feel like you're a world away from city chaos, all while being within arm's reach of everything you might need from city living.

"We have great access to the city," Wernick says. "If you want to drive in, the Holland Tunnel entrances are a quarter of a mile from the office. If you want to take a train, you can get on the PATH. I have made it to downtown Manhattan from Jersey City faster than I have from the Upper East Side."

ENDLESS OPPORTUNITY

As the Gold Coast becomes the preferred haven of homeseekers looking for a happy medium between a city that never sleeps and the suburbs, its options are increasing. Jersey City and Hoboken may be the first two spots that come to mind when you think of the Hudson waterfront, but Bayonne should not be discounted.

The KRE Group had the foresight to see potential in this community, developing Bay 151, which features 413 luxury rentals following the recent completion of a second building. It also includes more than 65,000 square feet of amenities with all of the bells and whistles you could want. Even better, Bay 151 is situated on 16 acres of property on a peninsula overlooking the New York Harbor.

"We have everything from a two-story fitness center and yoga room to a pool, barbecue areas and fire pits," says Jeremy Kaplan, chief operating officer at The KRE Group. "It runs the gamut of amenity spaces. On top of that, our units are on average 200-square feet larger than a similar new product in downtown Jersey City. So you can really achieve that same standard of a luxury finish while having a lot more space to stretch your legs, both inside your apartment and in the common areas."

Responses from Bay 151 residents have been overwhelmingly positive in regards to the value they're getting for the price and great accessibility to the city.

"I think they're very happy with the quality of the building, the amount of amenities and the size of the apartments, all at a rate that's considerably lower than neighboring cities," Kaplan says.

A SHORE THING

New Jersey possesses a great deal more shoreline than just what you'll find on the Gold Coast, and the cities and towns along it are garnering plenty of attention as well. Asbury Park, for example, ditch any preconceived notions you have about the seaside community. This place isn't all saltwater taffy and nostalgic charm. The city has

enjoyed a luxurious modernization attracting a young, diverse group of residents and second-home buyers.

Asbury Ocean Club may be the pinnacle of that burgeoning opulence. The oceanfront residences feel like you're living in a world-class resort. That probably has something to do with the fact that you kind of are. Adjacent to the residential building is the Asbury Ocean Club Hotel. Here guests are treated to all sorts of luxury trappings, with these amenities also accessible to the property's residents.

"The Hamptons will always have a strong draw but the Jersey Coast has a newfound respect from many searching for a beachfront destination," says Jodi Stasse, senior managing director of sales for Corcoran Sunshine Marketing Group, the exclusive sales and marketing firm for Asbury Ocean Club. "Asbury Park has really put all of the Jersey coastline on the map, not just nationally but internationally. We are really proud of that."

URBAN, BUT MAKE IT QUIANT

Coming full circle towards the top of the Gold Coast, Hoboken proves that everything old is new again. Certainly no stranger to giving the people what they want, the city is a perfect landing spot for folks craving Manhattan skyline views and a small neighborhood feel.

Wonder Lofts, a boutique collection of 83 newly constructed homes with expansive two- to five-bedroom floor plans priced from \$1.8 million, usher in a new standard of luxury living for Hoboken. Taking over the former Wonder Bread building, developers used its existing facade to craft a truly unique residential experience for its homeowners.

"We're offering something different and larger than what most of our competitors are building," says Robert Fourniadis, senior vice president of residential at Prism Capital Partners, which developed Wonder Lofts in partnership with Angelo Gordon and Parkwood Development. "Families might want to move into a brownstone after they have their first child, or they might leave the area entirely to go to Bergen or Morris counties. But we thought if we offered them the same thing they could get in suburbia and still stay in Hoboken, they would stay in Hoboken."

What Fourniadis and his counterparts learned, however, is that it isn't just the young families who want more space in Hoboken. In fact, it's an entire menagerie of buyers who have found their dream home in Wonder Lofts.

"The biggest surprise is we have young people, single people and a fair amount of empty nesters," he says. "They are selling their big homes and buying one of our condos because they want city living without a move to Manhattan. It ended up being a much more diverse buyer profile than we expected, and that has been great to see."