

# THE WALL STREET JOURNAL

Friday, May 29, 2020  
By: Joseph Dobrian

## New Jersey Gold Coast

### Weekend Getaways and More



*Fire pits, a popular amenity at many luxury developments, hold special appeal.*

MARK BUILT HOMES

**By Joseph Dobrian**

Many families considering relocating to New Jersey's Gold Coast are now venturing farther south to Monmouth County and the Jersey Shore.

David Schoner, vice president of Coldwell Banker New Homes, says the area around Long Branch has gained in popularity recently. A new condo property — 365 Ocean — has been attracting considerable attention. “The two-bedroom units start in the low-\$900,000s, with

the penthouse three-bedroom units topping out at about \$2.7 million,” Schoner says. “We’re more than 60% sold.”

The sense that the worst of the coronavirus may be over has spurred more virtual tours and in-person visits, Schoner says. The spacious homes at 365 Ocean, easy access to beach and boardwalk, and the proximity to the NJ Transit commuter train and Seastreak high-speed ferry have formed a winning combination, he adds.

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"We're also close to Monmouth University, Monmouth Mall and Monmouth Medical Center, a first-rate regional hospital," he says.

365 Ocean consists of 57 units, all of which come with a balcony, a terrace and an ocean view.

"You have that wonderful salt air, no matter which residence you live in, and we made the balconies a generous size so owners can have gas grills," he says. "You're steps from a spacious boardwalk and a white sand beach that runs for miles. You're just two blocks from some of the best oceanfront restaurants in the state."

Mimi Feliciano, owner of South Beach at Long Branch, says her 42-unit condo development "brings the South Beach lifestyle to the Jersey Shore." Each unit has floor-to-ceiling glass walls, a deck, fireplace, private elevator and ocean views.

"In effect, this is outdoor living in the privacy of your own home," she says. "It's all about glass and sun. The designs of the units are unusual in that they contain so many non-90-degree angles. We also have a dining club with our own chef, so you can have meals delivered during summer weekends if you're not in the mood to cook." Prices at South Beach at Long Branch start at \$1.5 million.

Meanwhile in West New York, another new-construction condo project offers spacious homes, views of midtown Manhattan, amenities and easy access to the city and vacation spots. Henry Song, community manager for Nine on the Hudson, explains that Nine is part of a master-planned community along the Hudson River.

"This glass-enclosed building consists of 278 units in 13 stories, and we've sold about 75% of our inventory," he says, "Recently, we've seen an uptick in buyers from the city and denser parts of New Jersey, perhaps because people are re-evaluating what's important to them. They're looking for more space, private space."

Residences still available at Nine on the Hudson consist of two- and three-bedroom homes, priced between \$1 million and \$4 million. Over 40,000 square feet of indoor/outdoor amenity space includes two levels of waterfront outdoor space with an infinity-edge swimming pool, 24/7 concierge service, a two-story gym, work-from-home areas, kids' playroom, unobstructed panoramic views of Manhattan and more.

"For weekends, we have easy access to a long shoreline and quaint towns with great restaurant scenes like Ridgewood and Montclair," he concludes, "and we're near to all the cultural options in Hoboken and Jersey City."