

The Record

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Avora offers praise-worthy design, amenities and location

Landsea Homes recently welcomed top real estate brokers from throughout the New Jersey Gold Coast to Avora, the new 184-unit luxury condominium building rising on the Weehawken waterfront with unobstructed views of midtown Manhattan.

The event took place in Avora's state-of-the-art Sales Gallery located at 500 Avenue at Port Imperial across from the ferry terminal. The Sales Gallery allows for an immersive presentation experience that effectively showcases the sophisticated Avora lifestyle through interactive visual demonstrations, kitchen and bath vignettes displaying designer finishes and appointments, and an oversized model of the property.

The 11-story building is currently under construction, with initial occupancy scheduled for April, 2018.

"The brokerage community on both sides of the Hudson River has been an important part of our success to date at Avora, with the first phase of homes already sold out and a number of residences in the second phase under contract," said Gabe Pasquale, senior vice president of Sales and Marketing for Landsea Homes. "We were delighted to introduce the community to a host of new brokers who were excited about bringing this exceptional new lifestyle offering to

their buyers."

For Diane Barsa, a broker with Liberty Realty Corporate's office in Hoboken, Avora represents the Weehawken waterfront's transformation into a world-class residential destination.

"I'm a lifelong resident of Weehawken and have been selling homes in the Hudson County marketplace for 30 years, so I've witnessed firsthand the evolution of the waterfront from an industrial site to the beautiful setting it is today," said Barsa. "It's become extremely appealing to buyers because of its proximity to Manhattan, convenient ferry service, incredible open space with parks and recreation along the waterfront and dramatic skyline views. It's also attracted stylish new residential offerings like Avora."

While Weehawken's waterfront has undergone a significant transformation in recent years through development and new services, Barsa believes the township's underlying charm and neighborhood feel remain intact.

"It's a small community with a big heart," she says. "It's great for families and establishing new friendships."



PHOTO COURTESY OF LANDSEA HOMES
One of Avora's impressive highlights is its third-floor landscaped outdoor plaza with pool and New York skyline view.

The building features a collection of one-, two- and three-bedroom resi-

dences — as well as a limited offering of duplex Penthouses — currently priced from the \$800,000's to more than \$4 million. Dramatic finishes and appointments include nine-foot ceiling heights, Chef's kitchens with stainlesssteel appliances, and designer spa bathrooms with porcelain countertops, European-imported stone finishes and limestone baths. Many residences offer balconies and terraces with majestic, unimpeded New York City views.

Residents will have access to a full suite of lifestyle amenities at Avora, including an impressive lobby with Concierge, private screening theater, business center, elegant boardroom, a grand salon lounge with a bar and catering kitchen, on-site pet grooming, and a state-of-the-art strength and cardio fitness center. A third-floor landscaped outdoor plaza features a pool, spacious sun deck, lounges, grilling areas and a fire pit — all set against the backdrop of the Manhattan skyline.

The building will also offer a parking garage and bicycle and resident storage.

For more information, visit [www. Avara-Living.com](http://www.Avara-Living.com), or call 201-499-1496. The Sales Gallery is open, 10 a.m. to 6 p.m., seven days a week and located at 500 Avenue at Port Imperial, Weehawken.