

The Record

Friday, May 18, 2018

New home search leads family back to Weehawken waterfront

It's been three years since Douglas Marquez first moved to the Weehawken waterfront, an intimate residential setting characterized by majestic Manhattan skyline views, considerable open space and commuter convenience to New York City. When the need arose recently for his family of four to move up to a new and larger home, Marquez searched for opportunities on both sides of the Hudson River, only to return home to Weehawken with the purchase of a three-bedroom condominium at Avora.

"We looked all over, from Jersey City to Edgewater and throughout New York City," said Marquez, a former Manhattan resident. "We just love the convenience of Weehawken, all of the waterfront parks and riverfront walkway, and being able to live so close to the city without having to live in the city."

For Marquez, Avora, with its modern design, multiple amenities and desirable location just steps from the Port Imperial Ferry Terminal with service to Midtown and Downtown Manhattan, was the ideal lifestyle complement to the waterfront setting he's been enjoying all along.

"I had been watching Avora being built and as construction progressed, I became more and more impressed with the modern design which is unlike anything else on the waterfront," he said. "The more we learned about it, the more we recognized that this is a very high-end property with a five-star hotel-like style and amenities. And it's even closer to the ferry than where we are now, which is important to us since we enjoy going into Manhattan for dinner and other activities."

Convinced that Avora was the right



PHOTO COURTESY OF LANDSEA HOMES

As Avora nears completion, the suite of indoor and outdoor amenities at the Weehawken waterfront community is expected to be completed this month.

choice to elevate the family's lifestyle, Marquez set his sights on the building's largest home with the best view, an expansive three-bedroom residence situated on the Penthouse level that boasts dramatic northern, eastern and southern views.

"We love the single-level floor plan which offers a lot of living space in a modern, open layout," he said. "And the views are incredible. We can't wait to move in and start enjoying our new lifestyle."

Marquez will be joining a number of other residents who will soon call Avora home as nearly 50 percent of the award-winning building's 183 residences have now been sold. What's more, developer Landsea Homes reports that the iconic property's full

suite of indoor and outdoor amenities will be completed in May. The offering includes 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 facilities, 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.

"We've experienced a tremendous public response to Avora during the pre-construction period and are excited to be moving closer and closer to delivering

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a property that will redefine New Jersey Gold Coast living,” said Gabe Pasquale, senior vice president of sales and marketing for Landsea Homes.

Winner of the “National Community of the Year” at The Nationals 2018



Douglas Marquez in Orlando, Fla., Avora reflects Landsea Homes’ focus on developing iconic projects that embody cutting-edge design, forward-thinking amenities and sustainable building practices in prominent gateway areas like San Francisco, Boston and New York.

A collection of one-, two- and three-bedroom homes – as well as a limited offering of duplex Penthouses – were designed with a contemporary aesthetic of sleek lines and modern style. Dramatic finishes and appointments include nine-foot ceiling heights, Chef’s kitchens with stainless-steel appliances, and designer spa bathrooms with Caesarstone countertops, and European-imported stone finishes. Many residences offer balconies and terraces with majestic, unimpeded New York City views.

With prices ranging from the \$800,000’s to more than \$4 million, the compelling offering is enhanced by Weehawken’s recent

announcement of a historic reduction in its property taxes, lowering the rate from 2.23 percent to just 1.49 percent – one of the lowest along the New Jersey Gold Coast. Slated to take effect in 2018, the new rate translates to considerable savings for Avora purchasers.

“Weehawken had already emerged as the destination of choice for condominium ownership based on its spectacular waterfront setting, access to Manhattan via the in-town Port Imperial Ferry Terminal, and considerable open and recreational space along the riverfront,” said Pasquale. “The very attractive new tax rate enhances Weehawken’s desirability and further differentiates it from other options along the Gold Coast by creating significant and long-lasting financial savings.”

Located in the heart of the \$2 billion master-planned Port Imperial community that stretches two miles of Hudson River waterfront across three municipalities, Avora is ideally situated along for commuters. The building is within walking distance of the Port Imperial Ferry Terminal, which offers ferry service to both midtown and downtown Manhattan. Hudson-Bergen Light Rail service to neighboring Hoboken, Jersey City, the PATH system and NJ Transit’s Hoboken Terminal is also available nearby.

For more information on Avora, visit www.AvoraLiving.com, or call 201-499-1496. The Sales Gallery is open, from 10 a.m. to 6 p.m., seven days a week and is located at 500 Avenue at Port Imperial, Weehawken.