

Developer launches sales at 429-unit condo project in Jersey City

By Joshua Burd

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A rendering of Park and Shore in Jersey City – Courtesy: Strategic Capital

A developer has launched sales at its first project in New Jersey, a two-building luxury condominium project along the Hudson River waterfront in Jersey City.

Known as Park and Shore, the development by Strategic Capital is set to deliver 429 for-sale units to the Newport section of Jersey City. The homes will be spread across two buildings, 75 Park Lane and Shore House, with prices starting at \$640,000 for one-bedrooms, about \$1.1 million for two-bedrooms and \$2.2 million for three-bedrooms.

First closings for late 2018 at Shore House are slated and mid-2019 at 75 Park Lane.

“We have created a development that will represent the pinnacle of quality residential development in Jersey City,” said Ning Yuan, president of China Construction America, the parent company of Strategic Capital. “With discerning interior design, coupled with an unprecedented amenity-driven lifestyle and mere minutes-long commute to Manhattan, we are excited to officially introduce buyers to Park and Shore.”

The developer touted Park and Shore as the first new condominium development in Newport in almost 10 years. Designed by Woods Bagot, the project calls for two distinctly different buildings that both offer views of the Manhattan skyline.

The taller of the two, 75 Park Lane, will be 37 stories in height and features 358 condos ranging from studios to penthouses, according to a news release. The building, for which Marchetto Higgins Stieve served as executive architect, is meant to give buyers the feel of a high-rise with balcony views and large amounts of natural light.

Strategic Capital said Shore House, a boutique 71-unit building standing seven stories, offers an industrial aesthetic akin to the lofts of Brooklyn and Tribeca.

Both buildings include high-end finishes and appliances, plus a long list of amenities such as a dining room and wine tasting area and co-working spaces in 75 Park Lane. Other features include a spaces for games, entertainment and children, along with a modern fitness center, an 82-foot swimming pool and a vast communal rooftop.

“While Jersey City has become a sought-after living destination in recent years, Newport has been lacking in opportunities to buy, particularly along its idyllic waterfront,” said Phillip Gesue, chief development officer of Strategic Capital. “The arrival of Park and Shore will begin to address the increasing demand for thoughtfully designed homes offering a suite of amenities unheard of in this area.”

The Marketing Directors is the exclusive marketing and sales firm for the development, whose sales office is located at 100 Town Square Place in Jersey City.