

Pier Village Residents Enjoy Shore Living Year-Round

With an enviable location along the oceanfront, miles of sandy beaches and boardwalk, and plenty of outdoor dining, Pier Village offers a vacationlike atmosphere without having to leave home.

The end of Summer doesn't mean the vacation is over, however, as residents of the Victorian-inspired, mixed-use community enjoy an exciting lifestyle year-round.

"Living at Pier Village during the Summer is like living in a resort, with great restaurants, exciting nightlife, boutique shops and the Atlantic Ocean all at your fingertips," says Greg Russo, a principal of Applied Development Co., which developed Pier Village's luxury rental residences and retail space. "In fact, Travel & Leisure Magazine singled this area out last year as one of the 20 Great American Beaches. Come the Fall, the only amenity you lose is the ability to swim in the ocean, as Pier Village has been designed to keep the fun going all year long. Our restaurants and shops continue to serve throughout the year, while a number of recreational and social activities occur year-round. These include live theater, concerts, farmers markets, arts and crafts exhibits, food festivals and holiday activities. Just because you can't swim in the ocean during colder temperatures doesn't mean you can't continue to enjoy the beach, boardwalk and spectacular ocean views."

Building on the success of Pier Village's initial phase of residential development, which included 320 rental residences that are fully leased

and occupied, Applied recently opened a new collection of 216 luxury rental homes.

The new residences feature spacious floor plans complemented by upscale finishes and appointments. Monthly rents range from \$1,495 for studios to three-bedroom homes. Initial occupancy is slated for September.

The new phase of development also includes such private amenities as an outdoor pool and a billiard lounge with flat-screen TVs, as well as a 24-room boutique hotel with a public lounge, and 1,800 square feet of retail space.

The four new buildings add a modern twist to the existing Victorian-inspired architecture, while the iconic hotel will be much more modern, as it will sit at the entrance to the community, at the intersection of Ocean Boulevard and Laird Street.

"The new residences—many of which offer balconies—were designed to embrace the tranquility of beach living," says Jackie Urgo, president of The Marketing Directors Inc., Pier Village's marketing and exclusive leasing agent. "Open and flooded with natural light, each home is elegantly appointed, and includes wall-to-wall carpeting and expansive windows with privacy blinds in the bedrooms. Gourmet kitchens feature custom cabinetry and General Electric appliances, including individual washers and dryers in every home, while bathrooms are clad in ceramic tile accented by polished chrome fixtures. On-site parking also is available."

Based in Hoboken, Applied Development Co. has a 30-year history of focusing on the redevelopment and revitalization of New Jersey's urban centers.

Directions

To visit, take the Garden State Parkway to Exit 105. Proceed on Route 36 east to Route 71 south. Continue on Route 71 through the third traffic light onto Cedar Avenue. From Cedar Avenue, turn left onto Ocean Boulevard. Proceed 1.5 miles, then turn right onto Laird Street. Follow signs to the leasing center. Visit www.piervillageliving.com, or call (732) 923-0100. ♦





When Summer ends, Pier Village, an oceanfront community in Long Branch, will continue to be an active location, with stores and restaurants open year-round, as well as activities ranging from food festivals to holiday events.