

Developer unveils 130-unit, waterfront condo building in Asbury Park (SLIDESHOW)



A developer has taken the wraps off a new luxury condominium building in Asbury Park, the latest piece of its high-profile, \$300 million redevelopment along the city's iconic beachfront.

The firm, iStar, said it has launched sales at the 17-story complex known as the Asbury Ocean Club. Sitting atop the Asbury, a high-end 54-room hotel that opened in 2016, the property now features 130 for-sale homes that begin at \$900,000 for a one-bedroom.

The developer described the complex as the crown jewel of its efforts in the city, which go back more than a decade, and span 35 acres. Those efforts have anchored a 10-year, multibillion-dollar redevelopment plan for a 1.25-mile stretch along the Asbury Park waterfront.

SLIDESHOW: Inside the Asbury Ocean Club



“It’s impossible to find a place that’s so close to New York City, on the ocean, with incredible, architecturally significant buildings, amazing history and soul, and a major music scene,” said Anda Andrei, president of Anda Andrei Design, which is iStar’s creative lead and design director for the revitalization of Asbury Park. “With Asbury Ocean Club, we’re striking a beautiful balance that’s true to oceanfront living – luxurious without being pretentious, relaxed yet chic – the elegance of timeless materials in a modern and contemporary setting.

“It’s different from anything in the region, the building feels like it belongs on this beach.”

The developer and its design team touted a location 70 minutes from New York City, while the condos offer sweeping ocean views, wraparound terraces and other elements of luxury design. The complex features homes ranging from one- to three-bedrooms, with oceanfront east-facing terraces that wrap either north or south, along with two penthouses.

Each home has high-end appliances, finishes and layouts, along with floor-to-ceiling windows, iStar said in a news release. Amenities include an ocean-view fitness center, a spa, dedicated children’s facilities and entertainment and meeting spaces, along with a residential concierge, a dog wash and a library and game room.

The design team also includes Handel Architects, Bonetti Kozerski Architecture and garden designer Madison Cox.

“We took on a beach house vernacular that’s open, light, and airy, and we kept materials simple—concrete and glass with wood accents,” said Gary Handel, principal of Handel Architects. “Balconies extend out to accentuate the horizontal quality of the views. We then added a gentle curvature to the building to reflect the shoreline.”

Guests of the hotel will share indoor-outdoor spaces on the fourth floor with residents, including an expansive terrace with a 65-foot-by-30-foot pool overlooking the ocean, a full-service pool bar and grill, a garden pavilion with reflecting pool and an outdoor lounge with fireplace, the news release said. The ground floor of Asbury Ocean Club will house upscale retail space.

In the news release, iStar said it has also engaged Steven Kamali of Hospitality House, an international food and beverage advisory firm, to help develop a food hall, market and a fine-dining concept. Corcoran Sunshine, led by Senior Managing Director Jodi Stasse, has been tapped to serve as the exclusive sales and marketing team for Asbury Ocean Club.