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# Smart growth remains a priority for developers

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## Trends In Construction

With available land shrinking because of continued development and more restrictive zoning regulations, homebuilders have responded to this challenge in a variety of ways. Many have entered into urban redevelopment ventures while others scout for opportunities in new geographic markets, particularly in the less congested southern part of the state. In the suburbs, builders still deliver homes but preserve open space by creating clustered housing developments.

One developer that has taken a leading role in urban redevelopment is Toll Brothers, which has been building a number of luxury condominium and townhome communities along the Hudson River waterfront.

Examples include 1100 Maxwell Place in Hoboken, a 12-story building located within walking distance to boutiques, galleries and restaurants. Quick access to the ferry and PATH stations allow for convenient and speedy access to Manhattan, said Henry Waller, vice president for Toll Brothers City Living.

Available homes range from studios to three-bedroom homes.

"The combination of a beautiful waterfront setting, architecturally impressive designs, lavish interior features, onsite amenities and convenient location remain an irresistible draw for

many new homebuyers," Waller said. "This is the third of four building phases at Maxwell Place and 1100 Maxwell Place is nearly sold out. We have a good mix of homeowners in this community, and one of the biggest trends we've seen over the last decade is more families with children moving here."

Toll Brothers also has opened sales at nearby 1400 Hudson Street, a 12-story condominium building that's part of the Hudson Tea community, so named because it is the former site of a Lipton Tea plant. Building completion is slated for early 2017.

David Schoner, vice president of Coldwell Banker New Homes, said the evolution of smart growth could also be applied on an interior basis, specifically where it concerns the type of home designs now being presented to homebuyers.

Schoner said a great example of this can be found at James Place, a 92-unit luxury townhome community in Morris Township that is being developed by Mark Built Homes and marketed by Coldwell Banker New Homes. The



Among the popular features identified by buyers at James Place in Morris Township were center-island gourmet kitchens that open up to great rooms, a private patio, dual bathroom vanities, abundant storage space and closets.

community is nearing sold out.

"We did a lot of market research, including running design focus groups with homebuyers. Based on all the feedback we gathered, we eliminated features that people deemed no longer necessary to their happiness — (such as) formal living rooms and dining rooms — and we made sure we included everything that people said they wanted."

Among the "must-haves" identified by buyers were center-island kitchens and a two-car garage. Other popular features at James Place include spacious two- and three-bedrooms models plus a bonus room, gourmet kitchens that open up to great rooms, a private patio, dual bathroom vanities, abundant storage space and closets.

Schoner said the builder also responded to buyer's requests by incorporating an "everything included concept" for every townhome, including luxurious high-quality amenity packages preselected by award-winning decorators.

As far as location, Schoner said the community is less than 2 miles from Morristown, which offers a highly walkable downtown area, a direct train to Manhattan, shopping, restaurants, a performing arts center, major teaching hospital and three colleges.

Coldwell Banker New Homes also is marketing 15 new luxury condominiums in Hopatcong called Brookland at Lakepointe.

The energy-efficient homes, built by Greentree Development Group, represent an opportunity to own a well-appointed, two-bedroom home in a reimagined Hopatcong Borough. Brookland is the first building in Lakepointe, a new section of town that will include elegant homes and a year-round Main Street with retail spaces and restaurants against the backdrop of Lake Hopatcong.

"We've had so many inquiries about these homes," Schoner said. "Our VIP visitors were excited about what they saw and confirmed that we've got a winner here."

Brookland is a state-of-the-art building with nearly 4,600 square feet of retail space and a one-bedroom home on the first floor. On the second two floors are 14 two-bedroom homes. Some condos include a large one-car garage with storage. All homes have 9-foot ceilings, spacious kitchens and bright rooms. A private stairway takes owners to one of the three floor plans, ranging in size from nearly 950 square feet to just less than 1,300 square feet.

"These are high-quality, energy-efficient homes with the features people want," Schoner said. "Greentree has a great reputation as a quality homebuilder."

Schoner said Brookland's maintenance-free construction will appeal to those who don't want to worry about yard work and other chores.



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