



## **LeFrak's The Beach development reaches 75% leased**

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Newport, NJ According to The LeFrak Organization, since launching 10 weeks ago, The Beach, its newest waterfront rental community, has reached 75% leased, making it one of the company's fastest and most successful lease-ups. Located on the Hudson River waterfront, The Beach joins an impressive roster of developments, including the record-breaking Ellipse, in bringing its outdoor spaces, amenities and views to Jersey City.

"The success of the Beach is due to the way these homes speak to renters' priorities—oversized private balconies, expansive green space and plenty of spaces that support working from home," said Richard Wernick, managing director of residential leasing for LeFrak. "Residents have appreciated the opportunity to live adjacent to a park and on the waterfront, and have been drawn to the development's thoughtful amenities that embrace a hybrid live-work lifestyle. It's gratifying to receive such a positive response from the market."

Offering immediate occupancy and move-in ready residences, The Beach offers 336 homes across two residential towers reaching 12 and 25 stories. Residences range from studio to four-bedroom homes and feature flexible layouts complete with oversized windows with waterfront or skyline views, private or Juliet balconies, open-plan kitchens and oversized closet space.

Most homes also feature walk-in closets and all come equipped with in-unit washer-dryers.

In addition to interiors designed by K&Co, The Beach offers an extensive amenity package. Residents can enjoy a 24-hour attended lobby with concierge and package lockers, a coworking lounge with private breakout rooms, a fitness center with a separate fitness class studio, a waterfront dog run, a children's playroom, a library, game room and a rooftop lounge with sweeping Manhattan skyline vistas. Designed with a focus on the importance of access to outdoor space, The Beach also offers a sprawling waterfront courtyard with grilling stations and fire pits, outdoor pool and sun deck, and a sixth-floor roof deck with multiple seating areas. Onsite parking and bike storage are also available for an additional fee.

Additionally, The Beach affords all the perks of living in the vibrant Newport community, which is home to an abundance of outdoor space and attractions, including Newport Green, a four-acre park that features the only urban beach on the Hudson River plus a playground, turf field and boardwalk; the Hudson River Waterfront Walkway providing direct pedestrian access to Hoboken; and a variety of retailers and restaurants, from upscale to casual dining options. The Beach is also moments from the Holland Tunnel, Hoboken PATH and NJ Transit stations, providing direct access to Manhattan

via car, train, bus and ferry.

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