



THE Shops

PIER VILLAGE

City by the Sea



THE
Shops

PIER VILLAGE

City by the Sea

170,000 SF
Retail

Across 2,000 Linear Feet of Oceanfront

492
Rental

Luxury Apartments

245
Condos

Luxury Residences

193
Keys

Hotel Rooms

Transit



New York City

MANHATTAN

-  50 Min by Ferry
-  1 Hr by Car
-  72 Min by Train

BROOKLYN

-  55 Min by Car

PHILLY

-  90 Min by Car

JERSEY CITY

-  72 Min by Ferry
-  45 Min by Car
-  1 Hr by Train

Long Branch 

The Shore



Regional Development



EXISTING

1. BEACHFRONT NORTH CONDOS
180 CONDOS
2. OCEAN PLACE RESORT & SPA
256 KEYS
3. BUNGALOW HOTEL
24 KEYS
4. PIER VILLAGE I+II
492 APARTMENTS
130,000 SF RETAIL
5. WAVE RESORT
67 KEYS
6. WASHINGTON MANOR APARTMENTS
100 APARTMENTS
7. MARINE GARDENS APARTMENTS
24 APARTMENTS
8. OCEANPOINTE TOWERS APARTMENTS
151 APARTMENTS
9. OCEAN VIEW VILLAS CONDOS
28 CONDOS
10. SEA VERGE APARTMENTS
125 APARTMENTS
11. THE ANCHORAGE CONDOS
90 CONDOS
12. OCEAN VIEW TOWERS CONDOS
27 CONDOS
13. OCEAN PLAZA CONDOS
62 CONDOS

IN DEVELOPMENT

- A. 310 OCEAN AVENUE
57 CONDOS
- B. COOPER AVENUE
169 APARTMENTS
- C. BROADWAY PLACE
597 APARTMENTS
95,600 SF RETAIL
- D. PIER PLACE
232 APARTMENTS
60,000 SF RETAIL
- E. PIER VILLAGE III
245 CONDOS
50,000 SF RETAIL
- F. THE LB RESORT
101 KEYS
- G. 286-290 OCEAN AVENUE
33 CONDOS
- H. 350 OCEAN AVENUE
47 CONDOS
- I. 345 OCEAN AVENUE
40 APARTMENTS

TOTALS

1,279 UNITS - EXISTING

1,420 UNITS - DEVELOPMENT

130,000 SF RETAIL - EXISTING

205,600 SF RETAIL - DEVELOPMENT

347 HOTEL KEYS - EXISTING

101 HOTEL KEYS - DEVELOPMENT

The renowned shopping, recreation, and culinary destinations that define Pier Village are nestled between the Atlantic Ocean and a NJ Transit station that brings visitors directly from NY Penn Station.

RETAIL

- Gold's Gym
- Charleston Shoes
- Winz Market
- Molly & Zoey
- 7-Eleven
- Hot Mess Studio

448
Hotel Keys in Long Branch



FOOD & BEVERAGE

- Playa Bowls
- Coney Waffle
- McLoone's Pier House
- Turning Point
- Tony Boloney's
- Le Club Avenue
- Sirena

1,420
New Residential Units
in Development



RECREATION

- Ice Rink at the Pier
- Carousel
- Boardwalk Fun N' Games Arcade
- Spring Kite Festival
- Fresh Market
- Movies & Concerts at the Pier

2,300,000
Annual Visitors



Summer



Autumn

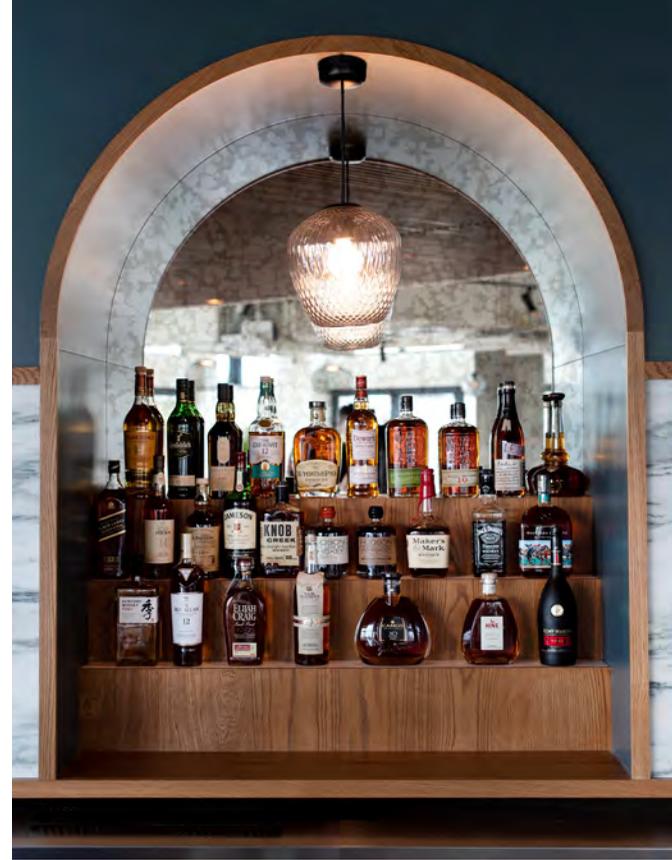


Spring



Winter





This summer, the Shore opened its doors to several record-breaking resorts, including Asbury Ocean Club in Asbury Park, Wave Resort & Spa at Pier Village, and Hotel LBI in Beach Haven. These add to the resort of iconic Shore hotels, such as Bungalow Hotel at Pier Village and the Asbury Hotel.

\$665
Peak ADR
at Wave Resort



LIFESTYLE™
Preferred
HOTELS & RESORTS



80%
of Condominiums
Sold Pre-Built



245 oceanfront luxury condominiums have been introduced to Pier Village by our partner and premier condominium developer, Extell. Pier Village has also become a go-to location for beachside leasing. Our high-end rental residential community offers all-inclusive amenities, such as concierge service, free beach parking, an outdoor pool, bike racks, and ocean views.



in Partnership with



A FUTURE HOTEL DEVELOPMENT
109-KEY | SPRING 2021

B WAVE RESORT
67-KEY

C BUNGALOW HOTEL
24-KEY

D CONDOS UNDER DEVELOPMENT
245 UNITS | Q1 2020

E RESIDENTIAL RENTAL UNITS
492 UNITS

F FIVE POINTS RESIDENTIAL
RENTAL UNITS
290 UNITS | Q4 2021

G EXISTING RETAIL
130,000 SF

H PVIII RETAIL UNDER DEVELOPMENT
50,000 SF | Q1 2020

I BROADWAY PLACE RETAIL UNDER
DEVELOPMENT
99,500 SF | Q4 2021

J PIER PLACE UNDER
DEVELOPMENT

P PARKING

EXISTING RETAIL

BUZZBAIT
BRANCH CANTINA
100 OCEAN
LBK
HOT MESS STUDIO
TURNING POINT AND
NEWS CAFÉ
PLAYA BOWLS
HUMMUS REPUBLIC
K'S KITCHEN TO GO
ART OF SALAD
TONY BOLONEY'S
ROBINSON ALE HOUSE
7-ELEVEN
STEWART'S ROOT BEER
CHARLESTON SHOE CO.

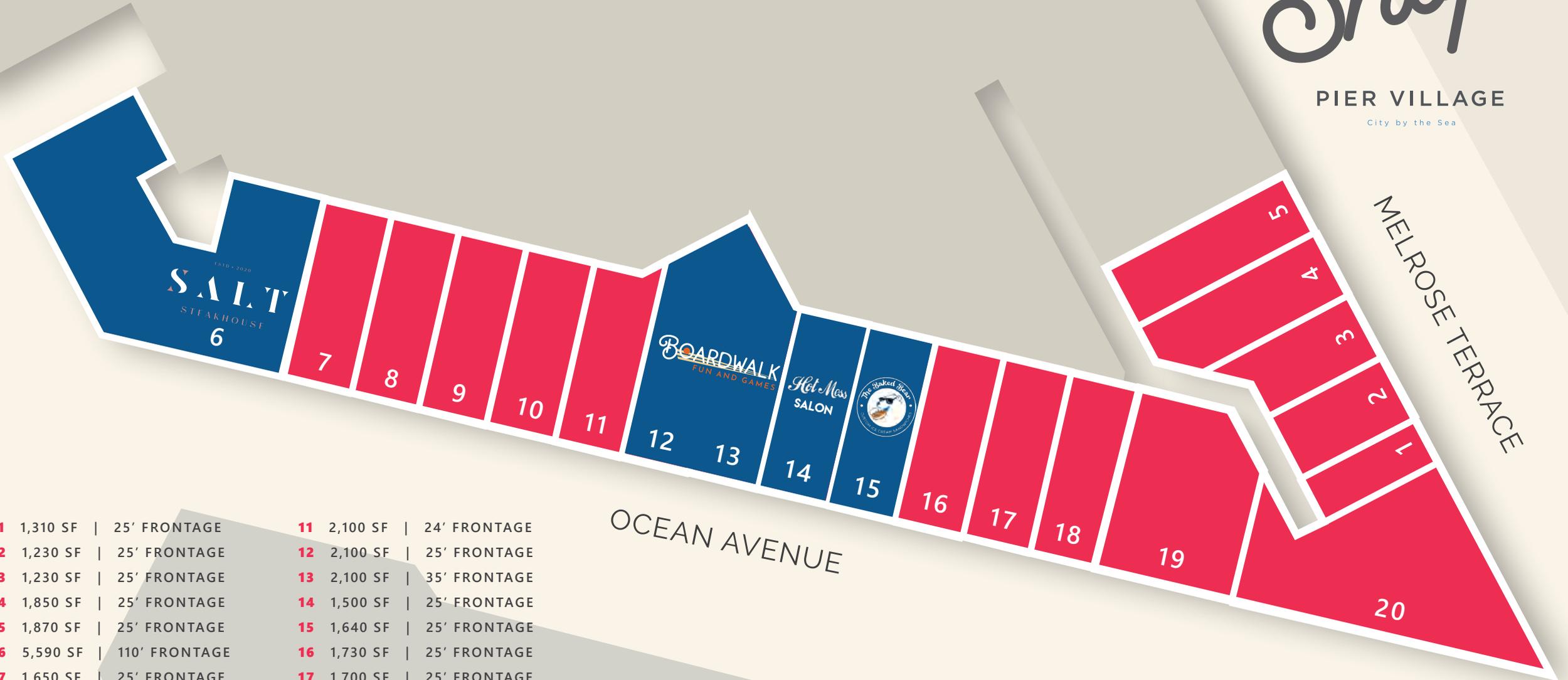
SIMPLY GREEK
SUGAR POP
ROCKY MOUNTAIN
CHOCOLATE FACTORY
SUNDAZE
MOLLY & ZOEY
CONEY WAFFLE
KAHUNA BURGER
MOLLY & ZOEY UNDERCOVER
CORNER CAFÉ & BISTRO
GOLD'S GYM
WINZ MARKET
THE WINE LOFT
SIRENA RISTORANTE
AVENUE LE CLUB
MCLOONE'S PIER HOUSE



THE Shops

PIER VILLAGE

City by the Sea



1	1,310 SF		25' FRONTAGE
2	1,230 SF		25' FRONTAGE
3	1,230 SF		25' FRONTAGE
4	1,850 SF		25' FRONTAGE
5	1,870 SF		25' FRONTAGE
6	5,590 SF		110' FRONTAGE
7	1,650 SF		25' FRONTAGE
8	1,650 SF		25' FRONTAGE
9	1,650 SF		25' FRONTAGE
10	1,700 SF		25' FRONTAGE

11	2,100 SF		24' FRONTAGE
12	2,100 SF		25' FRONTAGE
13	2,100 SF		35' FRONTAGE
14	1,500 SF		25' FRONTAGE
15	1,640 SF		25' FRONTAGE
16	1,730 SF		25' FRONTAGE
17	1,700 SF		25' FRONTAGE
18	1,690 SF		25' FRONTAGE
19	3,260 SF		50' FRONTAGE
20	4,250 SF		200' FRONTAGE

OCEAN AVENUE

MELROSE TERRACE

PIER VILLAGE

City by the Sea

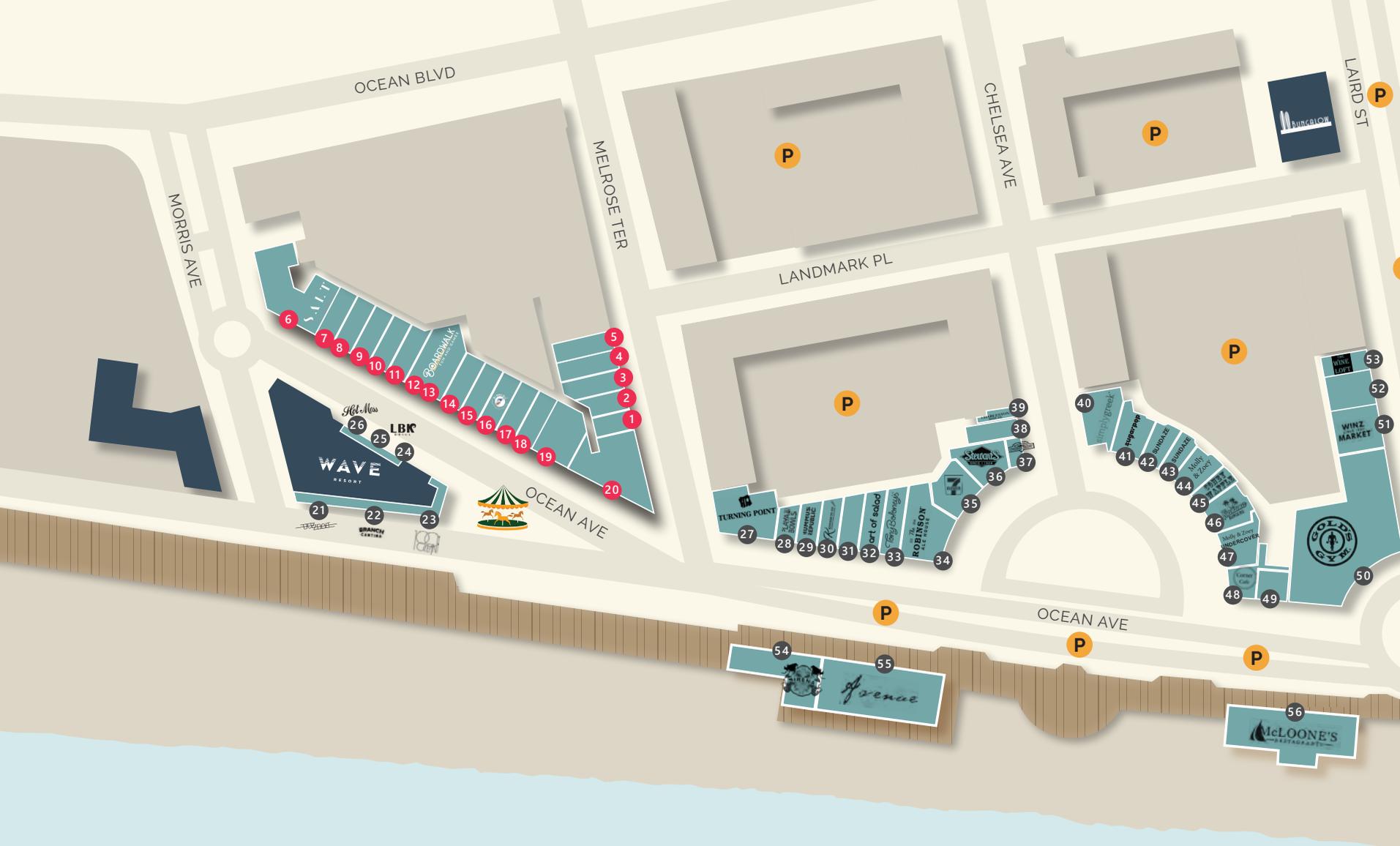
Tenants

- | | |
|--------------------------------------|-----------------------------|
| 1. Available | 11. Available |
| 2. Available | 12. Boardwalk Fun & Games |
| 3. Available | 13. Boardwalk Fun & Games |
| 4. Available | 14. Available |
| 5. Available | 15. Available |
| 6. Salt Bar & Grill | 16. Baked Bear |
| 7. Available | 17. Available |
| 8. Available | 18. Available |
| 9. Available | 19. Available |
| 10. Available | 20. Available |
| 21. BuzzBait | 39. Charleston Shoe Co. |
| 22. Branch Cantina | 40. Simply Greek |
| 23. 100 Ocean | 41. Sugar Pop |
| 24. LBK | 42. Sundaze |
| 25. LBK | 43. Sundaze |
| 26. Hot Mess Studio | 44. Molly & Zoey |
| 27. Turning Point and News Café | 45. Coney Waffle |
| 28. Playa Bowls | 46. Kahuna Burger |
| 29. Hummus Republic | 47. Molly & Zoey Undercover |
| 30. K's Kitchen To Go | 48. Corner Café & Bistro |
| 31. Available | 49. Available |
| 32. Art of Salad | 50. Gold's Gym |
| 33. Tony Boloney's | 51. Winz Market |
| 34. Robinson Ale House | 52. Available |
| 35. 7-Eleven | 53. The Wine Loft |
| 36. Stewart's Root Beer | 54. Sirena Ristorante |
| 37. Rocky Mountain Chocolate Factory | 55. Avenue Le Club |
| 38. Available | 56. McLoone's Pier House |

HOTELS
(EXISTING & FUTURE)

RESIDENTIAL
(EXISTING & FUTURE)

RETAIL
(EXISTING & FUTURE)



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Jam Ponomo

WARDY CARPER

Madegood



448
Hotel Keys in
Long Branch



\$2M+
in Beach Badge
Sales



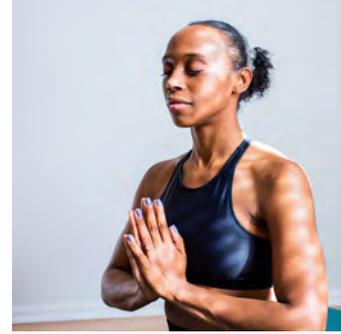
1,420
New Residential Units
in Development



Electric Retail

PLAYA BOWLS

simplygreek™



Tony Boloney's

Molly & Zoey



SUNDAZE

sugarpop



app.

PART OF THE USA TODAY NETWORK

Kushner Cos.' Wave Resort: Inside Long Branch luxury hotel that opens Memorial Day weekend

LONG BRANCH - Kushner Cos.' new beachfront luxury hotel Wave Resort will have its grand opening Memorial Day weekend, according to an announcement from its marketing team.

Construction of the six-story, 67-room hotel started in January 2018 as part of a \$283 million addition to Pier Village, one of the marquee attractions at the city's beachfront. See the groundbreaking in the video lower in this story.

The addition includes condominiums that cost as much as \$2 million and a new boardwalk promenade plus carousel. Kushner Cos. and its partner Extell Development are doing the addition.

Kushner Cos. is expecting to draw some of its clientele from New York City and is marketing the resort's accessibility from the city by way of NJ Transit, which links New York's Penn Station and Long Branch by rail.

The rates for a single night start at \$545, according to LFB Media Group or LFB, which is marketing the hotel for Kushner Cos.

Long Branch stands to gain hotel occupancy taxes from room rentals, which can be used as revenue for the city's budget, city officials said. The city collects a 3% municipal tax on each room rental, according to city statute.

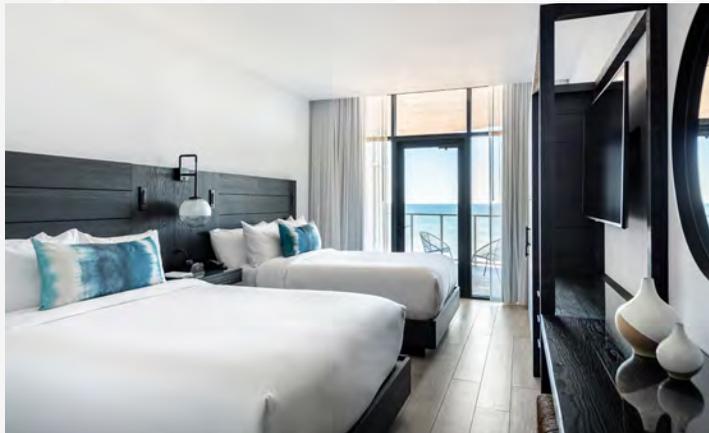
The Wave Resort is one of two hotels owned by Kushner Cos. at the beachfront. The other is the 24-room Bungalow Hotel. Kushner Cos. is also approved for a third hotel, the 102-room Onada Surf Club, which will be adjacent to the Wave Resort.

Wave Resort features

The resort is being marketed as a "world-class oasis." See renderings of the hotel in the photo gallery at the top of this story.

All rooms have private walk-out balconies and wall-to-wall windows. The resort's amenities include seven new restaurants and bars, an outdoor pool deck with fire pits, spas and a fitness center.

The food and beverage choices include a



boardwalk coffee shop, swim-up pool bar and a hybrid burger-and-taco shop.

The resort's "crown jewel," according

to LFB, is a 7,125-square-foot indoor-outdoor event space on the sixth floor beneath the hotel's wave-shaped rooftop. The glass-enclosed top-floor space,

named High Crest, offers a 360-degree view of Pier Village, the boardwalk, and an ocean-facing bar and wrap-around alfresco terrace.

rk Times



The New York Times

The New Yorkers Are Coming. Can Springsteen's Jersey Shore Survive?

When Sam Hernandez met his wife in 2010, he had never been to the beach in New Jersey.

Born and raised in Bushwick, Brooklyn, he'd always associated the Jersey Shore with the tan-and-party lifestyle of the MTV reality show. But his soon-to-be-wife, a New Jersey native, insisted he visit.

Once he was there, he was pleasantly surprised.

"I felt at home in Asbury Park because it had a feeling of Brooklyn about it," he said. "It had some grit, it had some artiness to it, it had some edge. But it also had something beautiful about it."

Now Mr. Hernandez, a 41-year-old consultant and entrepreneur, regularly takes his family to visit Pier Village, an oceanside complex in Long Branch, 15 minutes north of Asbury Park, staying either at the Bungalow Hotel there, or the newly opened Wave Resort.

Robert Miller, 42, a Manhattan resident who runs a travel agency, recently bought a condo at the new Asbury Ocean Club, a luxury hotel and residential building in Asbury Park.

"I've been to the Hamptons, I've been to Hudson Valley, and I just definitely know I'm a Jersey Shore person," Mr. Miller said. "The Asbury Ocean Club is like New York meets the beach."

Mr. Hernandez and Mr. Miller are part of a growing number of New Yorkers who are spending the summer on the Jersey Shore because of its proximity to the city, its welcoming vibe, and most recently, its growing number of upscale accommodations. Developers have noticed.

This summer alone saw five hotel openings or expansions in the area, all high end, including the brand-new Hotel LBI on Long Beach Island and the recently reopened Seaview. A Dolce Hotel in Galloway, following an \$18 million renovation.



House rentals are increasing as well. According to Airbnb, there were more than 6,300 guest arrivals at the Jersey Shore over Memorial Day weekend, up from about 4,800 arrivals from last year.

"I feel like in the Hamptons, you're either at a pool party or you're sort of secluded, but on the Jersey Shore, you have the boardwalks," Mr. Miller said. "So everybody comes to the boardwalk at night to go to the restaurants and shops and hear music; everyone's converging together."

Slowly, however, these beach towns are upping the ante on luxury developments. And although the new hotels and businesses take inspiration from the boardwalk, where everyone is welcome, they are setting a more exclusive tone.

In 2016, when the developer iStar and the hotel operator Salt Hotels opened the Asbury Hotel and Asbury Lanes, a bowling alley and music venue, they made sure to keep the cultural energy of Asbury Park at the forefront, said Gail Schoenberg, a publicist who spends time on the Shore. (Ms. Schoenberg works with other restaurants in the area but

does not represent the hotels or Asbury Lanes.)

But the Asbury Ocean Club, their new property, displays a level of high design that does not have much to do with the working-class town that Bruce Springsteen made famous.

The complex houses a boutique hotel on the fourth floor and 13 floors of condos, including the one Mr. Miller bought. Interiors have an airy, modern look.

The only nod to the city's grittier identity is in the lobby bathrooms, where there are images of tattoos on the stall doors. That, and the ability to see and hear the outdoor shows at the Stone Pony Summer Stage a block away from the pool deck.

"We're bringing luxury that you usually find in Manhattan and Miami, that has not been seen before in a city like Asbury Park," says Brian Cheripka, master developer of the Asbury Park waterfront for iStar.

There has been an effort to support the existing community. In 2016, David Bowd, chief executive of Salt Hotels, opened a hospitality school, called Salt School.

Today, according to Salt Hotels, more than 90 percent of the 500-plus graduates are employed at the group's three Asbury Park properties and most of the graduates come from Asbury Park or surrounding towns.

In Long Branch, construction has been going on for decades in an effort to revive the city. Today, most of it is being overseen by Kushner Companies, which was founded by Charles Kushner, the father of Jared Kushner, senior adviser to President Trump and his son-in-law.

In 2014, a partnership of Kushner Companies and Extell Development Company bought Pier Village. At the time, Pier Village already offered luxury apartments, retail shops, restaurants, and the Bungalow.

This summer, Kushner built the

oceanfront Wave Resort, along with its five boardwalk restaurants. Kushner has also started work on a third hotel and another 70,000 square feet of retail with Extell that Kushner will own. Extell is developing additional luxury condos above the new retail component and commissioned a carousel on the restored boardwalk this July.

Before Pier Village, this stretch of oceanfront in Long Branch sat abandoned since a fire in 1987 had destroyed the town's pier. It was a far cry from the late 1800s, when seven United States presidents spent their summer vacations there.

Now, however, the stretch is home to shiny new condos, a glitzy members-only beach club, and several restaurants.

Some locals in Asbury Park and Long Branch, however, are wary of all the new developments in their towns.

Jenn Hampton, 44, opened her first art gallery in Asbury Park in 2006, turning it into Parlor Gallery in 2009, which is still open today.

"A decade ago, you could find many galleries, alternative art spaces and art happenings," Ms. Hampton said. "We had more artists living and working here and more creative types visiting and contributing."

"Since Asbury Park is now more mainstream, the makers seem to be displaced and replaced by consumers. It is certainly bittersweet; it seems to be the oldest story in the world."

In Long Branch, many longtime residents are happy to keep the Shore to themselves. Recently at Le Club, the members-only establishment, a woman shushed a man for talking too loudly.

A member replied: "If you want quiet, go to the Hamptons!"

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