

Special Advertising Feature

Luxury Homes & Developments



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FAMILY MATTERS



THE BLVD COLLECTION



TURNBERRY OCEANA CLUB RESIDENCES

The holidays may look different this year, but luxury properties like Oceana Bal Harbour in Bal Harbour, Florida, and The BLVD Collection in Jersey City, New Jersey, are working overtime to bring the season's warmth and joy to residents and families seeking to reconnect.

In a year filled with stresses, "home" has taken on a new meaning

by Kelly Bryant

Driving through the gates of Harbour Ridge, a waterfront community in Palm City, Florida, it's hard not to feel instantly more relaxed. The picturesque property is part of the region's Treasure Coast, on the shores of the St. Lucie River, with views straight from a postcard. And it isn't merely the scenery that washes away worries; it's Harbour Ridge's commitment to providing a safe sense of normalcy in unprecedented times.

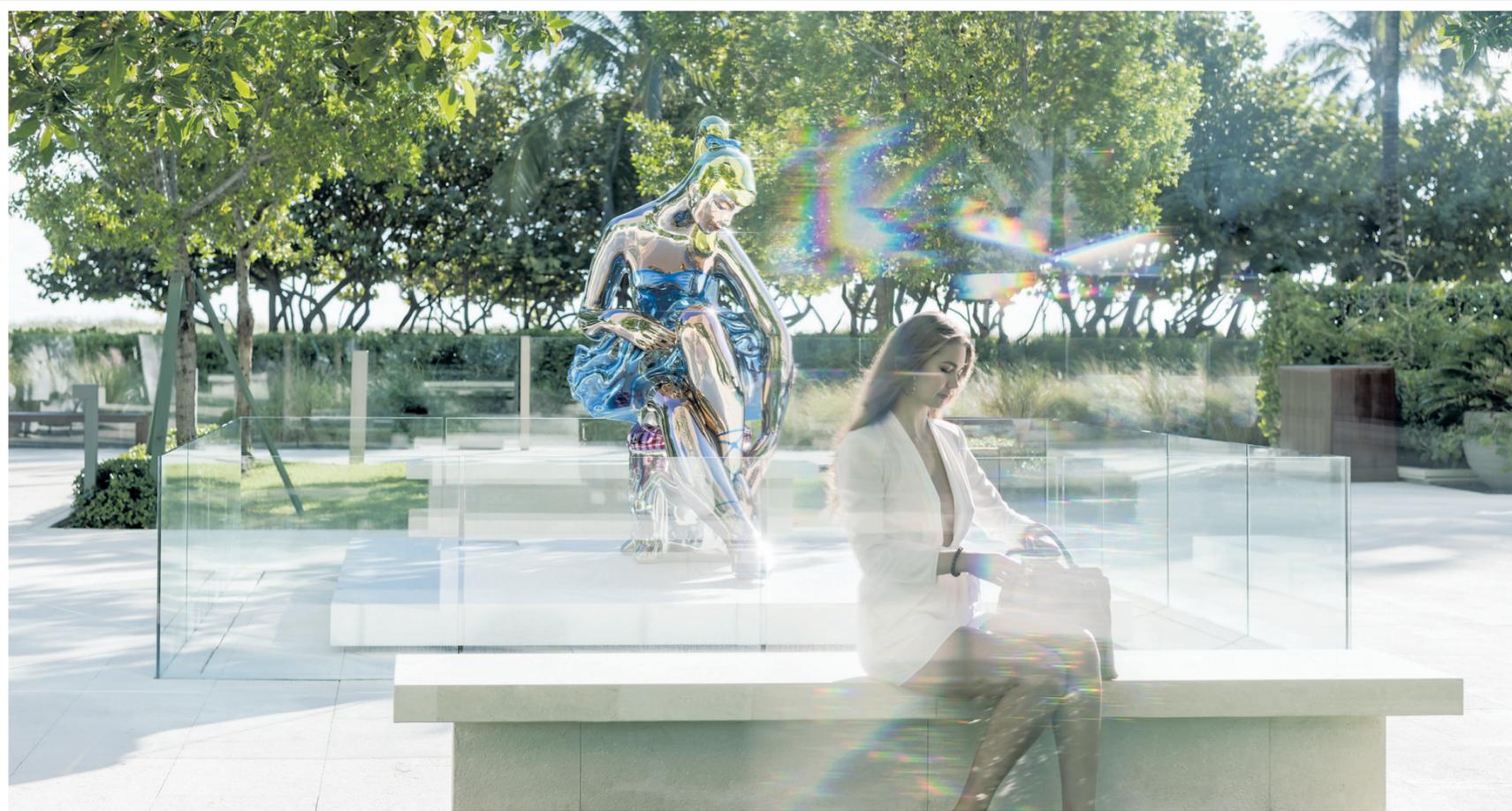
"When the pandemic hit, many members shared that they felt like life remained mostly unchanged as they were in their 'safety bubble,'" says Michael J. Salerno, general manager and COO of Harbour Ridge Yacht & Country Club. "They were still comfortable enjoying life here safely. Seasonal residents stayed longer than they would typically — with staff providing grocery deliveries, an onsite green market, the ability to golf and boat, and a host of other activities."

As residents return to the property to reconnect with loved ones over the holidays, the staff is doubling down on these comforts with many of their annual festive events in place, albeit altered for safety. For instance, this year's 5K Turkey Trot will be held virtually.

"We still have our family-friendly outdoor Winter Wonderland event, complete with snow, cookie decorating

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THE BLVD COLLECTION



HARBOUR RIDGE

Staff at The BLVD Collection in Jersey City, New Jersey, and Harbour Ridge in Palm City, Florida, are planning safe but festive holiday events for residents.

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and pictures with Santa at our riverfront dining venue, Dockside,” Salerno says. “And there’s a holiday boat parade and outdoor tree lighting ceremony for all members and their families to safely enjoy by the riverfront. We are continuing to plan events for the season as best and safely as possible.”

Those remaining physically distant from relatives outside of their immediate household during a time of year when family is everything can still take solace in the warmth of such a close-knit community.

“Our staff gets to know our members, their families and guests,” says Salerno. “They have a service-led heart where they genuinely want to help and provide memories that last a lifetime.”

LUXURY MEETS COMFORT

Life is similarly community-centric at Oceana Bal Harbour in Bal Harbour, Florida, a development which offers resort-style condo living with lavish amenities the likes of which would make anyone never want to leave home.

One of these luxuries is the property’s on-site restaurant, which offers a menu of globally inspired

fare that is meant to feel like an extension of a resident’s own kitchen. Ernesto Cohan, director of sales for Oceana Bal Harbour, sees this feature gaining in popularity this holiday season as families put more focus on reconnecting with loved ones and less time doing the prep work to entertain.

“Our restaurant is still operating at 50% capacity, but many people are ordering catering for delivery to their apartment when they don’t feel like cooking,” he says. “For the holidays, we’re gearing up for a lot of residents to take advantage of what they’re doing in the restaurant. They will have different menus available, of course, for Thanksgiving, Christmas and New Year’s.”

Cohan says Oceana will continue its tradition of decorating the building in the spirit of the season, while also offering festive, but safe, entertainment like live music. He notes that now, more than ever, with people leaving the property less frequently, these special touches are incredibly important.

Twinkling lights and garlands aside, Cohan is impressed with the way Oceana’s residents are adapting to accommodate the new normal. With college-age kids returning home from campus and younger children still engaged in distance learning, residents are utilizing all the spaces offered to give

family members a change in scenery while keeping everyone close.

“We have four cabanas you can reserve for the day, and some people have used that as an extension of their apartment,” he says. “They rent them for the day for kids to do their homework or attend virtual school. As a developer, you don’t think that cabanas are going to be used that way, but that’s where we are today.”

COMMUNITY AND CONNECTION

In Jersey City, New Jersey, a short jaunt from New York City, staff at The BLVD Collection, a community of three luxury apartment buildings, are busy anticipating the needs of the property’s residents. With many people holding off on holiday travel during the pandemic, Juan Lent, vice president of property management with Roseland Residential Trust, wants to make sure residents feel particularly joyful at home this year and beyond.

“Everyone is trying to figure out their holiday plans, and we understand families might not be able to celebrate together as they normally would,” he says. “We are ensuring that our residents have access to safe, clean amenity spaces, such as a

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reservable children's playroom, clubroom, sky bar and lounge, and karaoke room."

Lent says the buildings have established enhanced cleaning protocols for the health and safety of residents, while still allowing use of the features that drew them to the property, pre-pandemic.

"Our outdoor spaces and amenities, such as barbecue grills, will remain open with heat lamps so they can be enjoyed through the winter," he adds.

Lent says they are going above and beyond to not only decorate for the holidays, but also offer creative virtual and socially distant programming for residents. These include fun opportunities like a family craft class, cookie delivery and wine tastings, among others. It's all about maintaining a sense of community and connectivity.

Should folks find themselves entertaining holiday guests, The BLVD Collection is a five-minute walk to the Jersey City waterfront. The scenic spot offers open space, fresh air and, most importantly in these times, a sense of not feeling crowded.

"On top of the prime location, our residents benefit from spacious apartments and living areas, plus convenient access to all the necessities, like stores, restaurants and bars," Lent says. "Our outdoor amenities are extremely popular and help residents socialize in a more distant manner."

NEW YEAR, NEW HOME

After a challenging year, many of us are more than willing to start anew in 2021. When ALINA Residences Boca Raton welcomes the first of its homeowners at the beginning of the year, they'll have the opportunity to bask in crisp new accommodations.

"ALINA is not typical condo living," says Candace Jorritsma, director of sales and marketing at El-Ad National Properties. "It is more of a curated lifestyle that offers the flexibility and conveniences of condo living, with expansive residences and a full menu of private on-site amenities and services in a luxury environment, plus proximity to the beach, golf courses, entertainment and more."

Increasingly, people value their space, whether they're a household of one or a growing family. To

that end, ALINA delivers large outdoor terraces with incredible views. The building's proximity to Boca Raton's most in-demand dining, shopping and entertainment options makes it an easily walkable area as well, offering a true breath of fresh air.

"ALINA provides an oasis of private outdoor amenity space dedicated for residents, totaling over 32,000 square feet," Jorritsma says. "The property's outdoor yoga space, meditation garden and rooftop pool deck with cabanas and lounge areas allow residents to feel like they are 'away from it all,' just steps away from their front door."

Committing to the same gold standard of luxury living they have for decades, the developers behind Turnberry Ocean Club Residences in Sunny Isles Beach, Florida, are ready to wow incoming residents with the personalized service for which they're known.

"On the 30th, 31st and 32nd floors are a good part of our amenities," explains Jim Cohen, president of residential for FontaineBleau Development. "If you go to the 32nd floor, there's what we call the Sky Club Lounge where you can have dinner or cocktails — and

it overlooks Miami Beach and the Miami skyline. There's a private chef's kitchen for catering private dinners, as well."

Even better, residents can host family and friends overnight without feeling too close for comfort thanks to the building's guest suites, which can be booked for their stay. If they're not being used for that purpose, Cohen says homeowners may reserve them for business meetings or video conferences.

"We draw a unique type of client who wants to be more under the radar, not so flamboyant with their lifestyle," Cohen says. "That's what people really follow us for, and today we're selling to a second generation of families. The people who purchased homes at our properties in South Florida in the '90s, we're now selling to their kids. We've set the benchmark in service — and it keeps bringing people, and younger generations, back."

Kelly Bryant is a freelance writer in Los Angeles specializing in real estate and lifestyle topics.

“

The people who purchased homes at our properties in South Florida in the '90s, we're now selling to their kids. We've set the benchmark in service."

— Jim Cohen,
President of Residential,
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ALINA Residences in Boca Raton, Florida, provides incoming residents with outdoor amenities that easily double as an open-air workspace.

ALINA RESIDENCES

High-end residences max out on work-from-home advantages

by Kelly Bryant

At one time, securing a corner office, or one with a view, was the kind of perk someone starting out in their career aspired to achieve. “With all the different spaces we offer that are accessible to our homeowners, they can feel like they’re getting away and not just living and working inside their own unit,” says Donna Smith, sales and marketing director for Windrose Tower Residences in Plano, Texas, noting the luxury high-rise’s shared areas, which include a stunning lobby living room and library, private owners’ lounge and conference center.

“Having these different amenities allows homeowners to leave their unit and feel like they’re going to the office when really they’re just going downstairs to the conference room to do their work or the main lobby where there’s plenty of seating available. You can feel like you’re stepping out and into a professional persona without actually leaving the premises.”

For those who prefer the sort of privacy their individual residence provides, Smith says that many units have what can be used as a dedicated office

space. However, she has seen folks choosing to set up their laptops in the building’s Windrose Aqua Lounge, which was designed to accommodate large groups so it’s equipped with a lot of seating, or The Pub, which features a bar, billiards and a balcony to get a much-needed breath of fresh air.

“Our residents probably never would have gone to The Pub to open their computer and get a bit of work done before the pandemic,” Smith says. “But now it just gives them that break, that change in scenery that can be energizing. Looking at the same thing all day can be very tiring.”

AWAY FROM IT ALL

When owners move into their new homes at ALINA Residences in Boca Raton, Florida, in early 2021, the views may inspire them to conduct business while hitting the links instead of sitting through another virtual meeting.

“Our expansive terraces in each unit offer an indoor-outdoor living experience,” says Candace Jorritsma, director of sales and marketing at El-Ad National Properties, the developer behind ALINA Residences. “With Florida’s year-round sunshine, residents are

looking for outdoor spaces to work from when they need a change in scenery. ALINA overlooks the iconic Boca Raton Resort & Club with units providing city or golf course views.”

Jorritsma explains that many of the luxury building’s units are equipped with a den, which easily serves as a customizable flex space. In fact, ALINA has even collaborated with Sklar Furnishings as a furniture partner to help residents outfit their homes, and this particular interchangeable space, to their tastes and needs. It’s never been easier to swap out a room’s functionality.

“This means the den can become an office during the day, a guest room or even a meditation space,” she says. “The options are endless.”

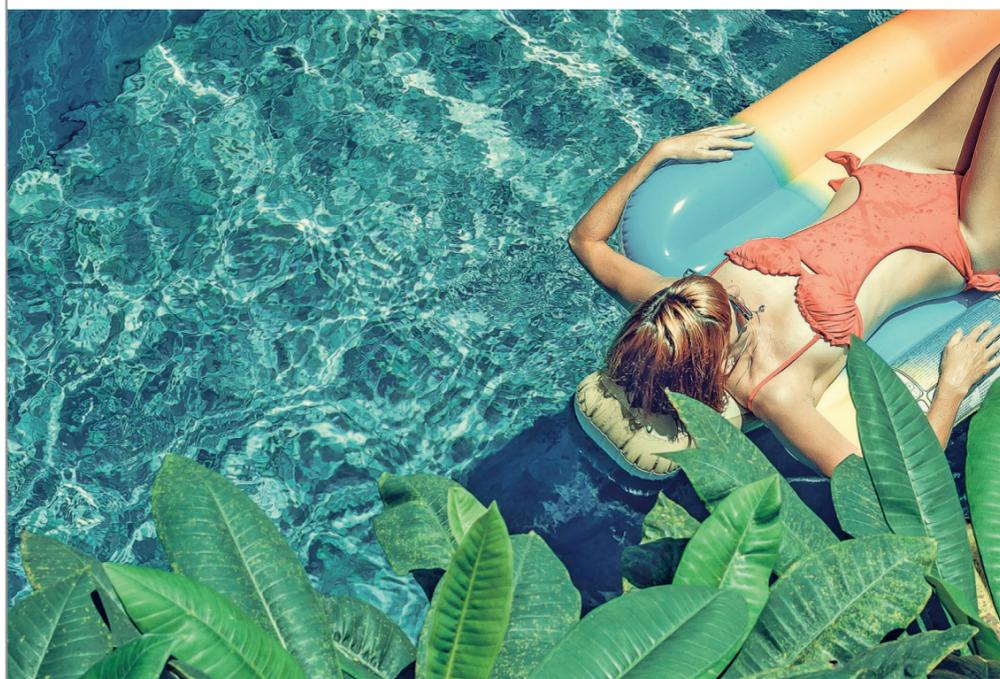
When the workday requires a peaceful lunchtime respite, working remotely from ALINA has its privileges, with a sprawling 32,000 square feet of outdoor space including everything from an area set aside for yoga to a rooftop pool deck, complete with cabanas and lounge areas.

Kelly Bryant is a freelance writer in Los Angeles specializing in real estate and lifestyle topics.

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