

Korman, Rockefeller open AVE Florham Park (slideshow)

By Mario Marroquin, June 20, 2017 at 10:40 AM



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AVE Florham Park's amenities include fitness spaces, spa services and more. - (Photo / AVE FLORHAM PARK)

For Lea Anne Welsh, president of AVE and chief operating officer of **Korman Communities**, officially opening AVE Florham Park felt surreal. In fact, she can still recall down to the very day when talks for AVE Florham Park began.

"It has been three years and nine months since the first presentation of the AVE concept in front of the planning board of Florham Park," she said. "Sept. 1, 2013, was when we first went in and presented our concept and explained why AVE, our flexible-stay accommodations, would be very well received in the borough of Florham Park and Morris County."

After more than three years of work, and more than 16 years in the state, Korman Communities was joined by local officials and representatives from the **Rockefeller Group** at the opening of its new flexible-stay community, **AVE Florham Park**, last Thursday.

"Florham Park, the location with Routes 78, 24 and 287, the access to Morris County Airport and the way of life in this area, has been on our radar," she said. "We've been working on a partnership with Rockefeller for over a decade."

Korman's latest project brings 256 one- and two-bedroom units and 65,000 square feet of amenity space to The Green at Florham Park, Rockefeller's campus, at 90 Park Ave.

"We entered the New Jersey market in 2001, in Somerset. From that point in time, we had a lot of success in New Jersey. Then we went to Edgewater, Clifton and Union. Over that period of time, the corporate clients and the relationships that we built ... all said, 'Of course we want to use you in Union. Of course, we want to use you in Somerset, but we really want you to be in Morris County,'"

Welsh said AVE Florham Park will be fully stabilized by the end of the year.

"What makes us special is not just the flexible stay accommodations ... it's really the entire lifestyle that our team creates. It's over 25,000 square feet of interior amenity space that consist of gathering spaces, café, business services, fitness services, spa services, outdoor courtyard with gaming areas, outdoor movie theaters, fire pits and just gathering areas."

For Welsh, the AVE concept, and what she hopes the community brings to The Green is "Places where people who are in transition can be comfortable, secure and know that they have flexibility."



Clark Machemer of Rockefeller Group. - (FILE PHOTO)

As part of The Green at Florham Park, AVE has joined the New York Jets, BASF North America and Summit Medical Group in the 268-acre campus.

ARCHER Hotel Florham Park is also set to open later this year at The Green.

Rockefeller Senior Vice President Clark Machemer said the firm plans to add an additional 300,000 square feet of office space to The Green. A 425-unit active adult residential community, to be developed by **Pulte Homes**, has also been added to the campus' master plan.

"It's really exciting to see everyone coming together and really recognize what it really took to get here," Machemer said. "We're really confident with the project that we have, that it's a game-changer in the community and in the area. We're really excited by it.

"As our vision for The Green at Florham Park continues to take shape, we're thrilled to officially unveil AVE Florham Park, which brings to the campus a residential offering unlike anything that's currently in this area. We're confident that AVE Florham Park will become a prime destination for individuals who, during a transitional or extended-travel period, are seeking an upscale residence that offers a sense of community."

Rockefeller is currently working alongside Ray Trevisan of **Cushman & Wakefield** to market the last 300,000 square feet of available space at The Green.

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