



When open, Archer Hotel at Florham Park will greet guests with a spirit of casual elegance.

# FLORHAM PARK *Flourishes*

By Christopher Reardon

Florham Park continues to experience significant economic development, driven in large part by the ongoing expansion of The Green at Florham Park. Already home to BASF, Summit Medical Group (SMG) and the Jets training facility, the property recently added AVE Florham Park and soon will welcome Archer Hotel Florham Park and SMG's new cancer treatment center.

"The Rockefeller project has been going on for 14 years," said Florham Park Mayor Mark Taylor, citing the developer The Rockefeller Group. "It's an economic driver for southern Morris County. It spurs economic growth, it helps the residents and it helps with ratables."

Ave by Florham Park is a state-of-the-art rental community featuring 256 one- and two-bedroom fully furnished suites and unfurnished residences serving extended-stay business travelers, executive relocations and individuals in transition, as well as renters. The property offers an array of services and indoor and outdoor amenities.

"This community was designed and developed with the end-user in mind – the furnished suite resident and the discerning renter by choice – with regard to flow, suite design and amenities offered," said Lea Anne Welsh, president of AVE. "AVE listened to its corporate



Breaking ground for the new Summit Medical Group cancer treatment center were (left to right) Clark F. Macheimer, senior vice president and regional development officer, Rockefeller Group; Cathleen D. Bennett, Commissioner, New Jersey Department of Health; Florham Park Mayor Mark Taylor; New Jersey Governor Chris Christie; Jeffrey Le Benger, MD, chairman and CEO of Summit Medical Group; Margaret Row, MD, vice president operations of the MD Anderson Cancer Network; and George E. Norcross III, chairman of Cooper University Health Care.

clients and residents to learn how their needs are evolving and incorporated that feedback into this community, especially with cutting-edge technology in the suites and amenity spaces."

Archer Hotel of Florham Park offers visitors 161 luxe guest rooms and suites, like AVE an array of indoor and outdoor

amenities, a variety of dining options and concierge services. The hotel will host a wide range of individual corporate travelers, meeting groups, weekend leisure travelers and social events.

"Archer Hotel brings the first independent boutique hotel to Florham Park," said Cheryl Gilliam, senior vice president brands and marketing. "The same sophisticated travelers who stay with Archer in Manhattan, Austin and soon Napa are seeking that distinctive style and personalized experience in sophisticated suburbs like Florham Park."

Summit Medical group is partnering with MD Anderson Cancer Center to open a 130,000-square-foot state-of-the-art cancer treatment center beside its existing property at The Green. The new patient-centered facility will feature the latest advances in cancer

care, including medical oncology, infusion, diagnostic imaging and radiation oncology, providing patients with a continuum of care, according to Jeffrey Le Benger, MD and CEO of Summit.

Too often New Jersey cancer patients receive diagnoses and treatments from multiple health care providers, sometimes on both sides on the Hudson River, Le Benger explained.

"Some things get lost in transition," he said. "We like to keep things within so we can keep control and ensure we're fully integrated...It's all about the patient and giving



Cutting the ribbon at the opening of PwC's office upgrade were B.J. Agugliaro (right), PwC managing partner; Florham Park Mayor Mark Taylor (center) and Paul Boudreau, president of the Morris County Chamber of Commerce.

them a quality experience."

Not far from the Green, PwC made a decision to reinvest in its existing facility rather than relocate. PwC upgraded 186,000 square feet of space at 400 Campus Drive, consolidating three offices and 1,350 employees into one location. By going to an open floor plan, PwC increased its usable square footage. The firm also significantly improved technology to further leverage of state-of-the-art collaborative tools.

"We created much more interactive, open and flexible spaces and more training capacity," said B.J. Agugliaro, managing partner. "We had previously hosted many more client and staff events remotely, even outside New Jersey. Now we've created the ability to attract and showcase our capabilities here in New Jersey. The entire 'new' office proudly displays its PwC brand, as well as depicts

paintings and pictures indigenous to New Jersey. We are proud to have created such a great work space and experience in Florham Park."

AVE, Archer, Summit Medical Group and PwC all cited Florham Park's location, with access to major highways and quality of living, as drawing points. All also mentioned how easy the borough was to work with on their respective projects.

Managing all this economic growth is a major challenge for Florham Park and its government. The planning board reviews

all development plans and analyzes the benefits the project would bring to the borough and county and often requests significant changes, according to Taylor.

"We've embraced these projects," he said. "It says we are an economic driver. It says we are open minded and open for business."

---

## **"IT SPURS ECONOMIC GROWTH, IT HELPS THE RESIDENTS & IT HELPS WITH RATABLES"**

---

**AVE at Florham Park features an array of inside and outside amenities, including an outdoor lounge.**



# AVE FLORHAM PARK

Experience the most exciting, state-of-the-art rental community in New Jersey! 1- and 2-bedroom fully furnished suites and unfurnished residences with high-touch services and unprecedented amenities.



**NOW LEASING! CALL TODAY OR STOP BY FOR A TOUR!**  
**973.878.0431 · FLORHAMPARK@AVELIVING.COM**

90 PARK AVENUE · FLORHAM PARK, NJ 07932  
LOCATED IN THE GREEN AT FLORHAM PARK!

**UNION** 1070 MORRIS AVENUE  
**CLIFTON** 743 PASSAIC AVENUE  
**SOMERSET** 199 PIERCE STREET

**PA LOCATIONS**

**MALVERN · NEWTOWN SQUARE · DOWNINGTOWN · LANSDALE · BLUE BELL · KING OF PRUSSIA** (January 2018)

**CA LOCATIONS**

**EMERYVILLE AT BAY STREET · WALNUT CREEK**

**AVELIVING.COM**