



East Gate celebrates opening

In a scene reminiscent of the buzzing real estate market of the early 2000s, developer RPM Development Group recently welcomed hundreds of prospects to the grand opening weekend of East Gate, a new and unique collection of 68 townhomes, duplexes and single-family residences in Monmouth County’s historic Fort Monmouth redevelopment.

As the first residential component brought to market on the 1,126-acre former U.S. Army post, East Gate has unquestionably delivered a high level of public excitement, interest and intrigue in short order. The two-day debut celebration alone saw more than 400 potential homebuyers tour the community’s three professionally-decorated model homes and a fully-equipped sales and information center. The models, merchandised by interior designer Builder’s Design of Gaithersburg, Maryland, provide an up close look at the upscale new neighborhood which is being created in century-old Officer’s Housing buildings.

The East Gate neighborhood was incredibly well-received by visitors, all who left extremely impressed by the developer’s ability to masterfully blend the original building exteriors which date back to the early 20th century with modern interiors boasting expansive living spaces and contemporary finishes and appointments.

“While we knew the public anticipation for East Gate was strong heading into its Grand Opening event, the initial response exceeded our most optimistic projections,” says Michael Hong, assistant vice president of development at RPM. “There was clearly a very large number of homebuyers anxious for the official model unveiling and the opportunity to be one of the first to experience this unique new community. The



The elegant and modern living room in a professionally-decorated duplex model home at East Gate, located in an upscale new neighborhood in Monmouth County’s Oceanport. Courtesy, RPM Development Group

momentum has been sustained into the sales program with steady buyer traffic and velocity being reported daily.” Sales are now open for East Gate’s one-of-a-kind homes, which are priced from the mid-\$400,000s to the mid-\$700,000s. Initial occupancy for the residences is scheduled for August, 2018.

Located in Oceanport, New Jersey, East Gate has been designed to offer a classic residential environment with a twist of historic charm. Homeowners enjoy the added benefit of residing in an inviting and established neighborhood where community sidewalks are already completed and mature trees dot the landscape. Oceanport is one of Monmouth County’s most desired residential settings, combining a distinctly suburban environment with award-winning schools. It also provides an incredibly

commuter-friendly location with easy access to all that makes Jersey Shore living so special.

East Gate itself is situated just minutes from popular New Jersey beaches and the banks of the Shrewsbury River, and is in proximity to the entertainment, dining and culture of Red Bank and Asbury Park. Commuters will enjoy a location just two miles from New Jersey Transit’s Little Silver Train Station, which provides direct service to Manhattan, as well as easy access

to major highways including Routes 35, 36, 18 and the Garden State Parkway.

Palermo Edwards Architecture has remodeled the buildings’ interiors to create new two- and three-story homes with luxurious kitchens and bathrooms and a high level of style and comfort. Generous floorplans feature designer elements, including hardwood flooring throughout first floors, modern kitchens with granite or quartz countertops, stainless steel Kohler fixtures and GE appliance packages; and lavish master- bathroom suites with double vanity countertops, Moen Eva faucets and showers with built-in benches and frameless shower doors.

“The interior redesign has resulted in spacious and chic homes that will captivate the marketplace by offering buyers a

distinctive housing alternative to what is commonly found in the area,” Hong continues.

“The buildings’ former use has allowed us to create a very unique living experience that blends the nostalgia of simpler times with a modern Monmouth County lifestyle. We expect the community’s best-of-both- worlds environment to have strong appeal to a wide range of buyer types — from millennial firsttime buyers and those moving up to larger homes to empty-nesters interested in scaling down from no-longer- needed single-family residences.”

The overall Fort Monmouth redevelopment effort will ultimately comprise new housing, office space, retail, entertainment and dining, and recreational and social amenities spread across three municipalities.

Founded in 1986, RPM is one of the leading developers of high-quality homes in New Jersey. For additional information on East Gate, call 732-523-5566 or visit www.eastgateoceanport.com.