



NEWS RELEASE

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MEDIA CONTACT:

Andrew Kramer (Public Information Officer) – 609-226-3470; AKramer@acnj.gov

Highly Touted Residential Development Project in Atlantic City's Southeast Inlet Section Under Construction

Atlantic City, N.J. (March 19, 2024) – Atlantic City's Southeast Inlet section is loaded with untapped resources for developers, who are starting to take advantage. One residential development project that's under construction now – Lighthouse Row – is expected to completely transform the landscape of this neighborhood.

Just steps away from the famous Absecon Lighthouse, the tallest lighthouse in New Jersey, Lighthouse Row, located at 12 S. New Hampshire Avenue, will feature eight homes, each with four or five bedrooms, three full bathrooms and two car garages. Each unit will have views that will overlook the ocean, as well as Absecon Lighthouse and the city skyline. This is a fully solar powered residential development that will light up from sunset to sunrise each and every day.

Earlier today, City of Atlantic City Mayor Marty Small, Sr. was joined by project developer Keith Groff, City Planning & Development Director Jacques Howard and Councilmember-at-Large Stephanie Marshall for a news conference followed by a tour through the property.

“Investor confidence is at an all-time high in the great City of Atlantic City, and this is just the first step,” said Mayor Small. “Before we know it, much of the vacant parcels in this area, and throughout Atlantic City, will be filled. Anything the Small administration can do for our investors, we’ll be at the ready, and we thank Keith Groff for believing in this city.”

“This is just the beginning of an effort to bring families back to this neighborhood, which is full of potential,” said Groff. “This started with just an idea and dream a few years ago, and here we are. I hit the ground running as soon as I acquired this land, and I thank the city and everyone who supported me along the way.”

“This is a state-of-the-art, environmentally efficient project,” said Howard. “This project will no doubt set the tone for more like it to come. We’ve had the pleasure of reviewing many development plans that will transform this area as we continue to see developers look to create opportunities for home ownership and occupancy.”

Groff anticipates Lighthouse Row will be completed sometime in the late Summer or early Fall of 2024.

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