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Lighthouse Row Phase II Nears Completion as Atlantic City's Development Surge Continues

Atlantic City, N.J. (July 15, 2026) – Atlantic City's development renaissance continues to gain momentum as developer Keith Groff announced today that Phase II of his Lighthouse Row project is expected to be completed by the beginning of this fall. Groff was joined by Mayor Marty Small, Sr., Atlantic City's new Director of Planning & Development Brian Kempf, and members of City Council to celebrate the project's latest milestone, highlighting the continued investment reshaping the city's Inlet neighborhood.

Lighthouse Row Phase I, completed in November 2024, introduced eight luxury homes at 12 S. New Hampshire Avenue, just steps from the historic Absecon Lighthouse, the tallest lighthouse in New Jersey. The four- and five-bedroom homes feature three full bathrooms, two-car garages, and private balconies overlooking both the lighthouse and the Atlantic City skyline. Homes in the first phase sold between \$630,000 and \$825,000, with every unit sold except one that is being retained by the developer.

Construction on Phase II began in May and includes seven additional luxury homes adjacent to the original development. Once completed, Groff expects the new homes to be priced between \$850,000 and \$1.5 Million, reflecting the strong demand for residential housing in Atlantic City.

"Keith Groff and Lighthouse Row have helped redefine the housing market in the Great City of Atlantic City," said Mayor Marty Small, Sr. "Not too long ago, people questioned whether anyone wanted to invest here. Developments like this prove they do. Keith is putting his own money behind his belief in Atlantic City, and that speaks volumes about the confidence developers have in our future. This is an exciting time for the Inlet neighborhood and for Atlantic City as a whole."

"Lighthouse Row was a tremendous personal investment, but it's one that has been incredibly rewarding," said Groff. "Seeing this vision become a reality has been one of my proudest moments. As long as there's room to build and families continue choosing to make the Inlet their home, I'm committed to investing here. My goal has always been to help bring back the residential neighborhoods that so many people remember and want to see again."

The success of Lighthouse Row is the result of a collaborative effort between Groff, Mayor Small, the City of Atlantic City's Department of Planning & Development, the Casino Reinvestment Development Authority (CRDA), and the State of New Jersey. Together, they have helped attract new homeowners and long-term investment in the city.

The momentum is expected to continue with plans already underway for Phase III, which would bring approximately 30 additional homes to the block surrounding the Absecon Lighthouse. The project is also complemented by the forthcoming K. Hovnanian Homes development nearby, which is expected to officially break ground soon.

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