



For Immediate Release

The Nell Marks Milestones with Two More Building Deliveries

Prism's New Dunellen Multifamily and Retail Community Off to a Strong Start

DUNELLEN, N.J. (Feb. 23, 2023) — Just eight weeks after [The Nell's](#) leasing launch, and with the first residents moved into their new apartments, the Dunellen community is hitting more milestones. Developer [Prism Capital Partners](#) has introduced two additional residential buildings this month amid brisk leasing activity.

The Nell, Prism's redevelopment of the former Art Color industrial facility at 100 South Washington Avenue, sits adjacent to Dunellen's downtown, directly across from the Dunellen Train Station. "The excitement continues to build at The Nell, with strong interest from prospective renters, and residents taking occupancy," said Prism's Robert Fourniadis, senior vice president, residential.

The Nell offers upscale, modern rental homes. Its bright, airy apartments feature nine-foot ceilings, open layouts, luxury plank flooring, chef-inspired kitchens and spa-like bathrooms. On-site garage parking, smart lock entry, in-home washer/dryer, secured package room and indoor bike storage add convenience to life at The Nell. Prism currently is putting the finishing touches on The Nell's amenity-filled clubhouse, which will be central to the community's fresh brand of modern living.

With apartments available for immediate occupancy, The Nell is offering introductory net rents from \$2,075 for one-bedroom and \$2,525 for two-bedroom layouts. The Nell leasing office is open weekdays from 10 a.m. to 6 p.m., and Saturday and Sunday from 10 a.m. to 5 p.m., with tours of the community and model homes available. For more information, call (732) 400-4433 or visit [LIVEtheNELL.com](https://www.livethenell.com).

Upon completion, The Nell will include 252 apartments in six buildings. The Nell also incorporates a retail building under construction, with in-place leases for Blue Foundry Bank and Kessler Rehabilitation Center. Additionally, the community includes 130 for-sale townhouses developed by K. Hovnanian Homes. Last fall, residents began moving into these new homes.

Nutley, N.J.-based Prism Capital Partners is an established leader in the redevelopment and adaptive reuse arena. The privately held owner/operator's current Garden State multifamily projects also include Avenue & Green in Woodbridge, Wonder Lofts in Hoboken and Edison Lofts in West Orange.

###

[About Prism Capital Partners](#)

310 Kingsland Street, Nutley, NJ 07110

Access Prism Capital Partners media assets [here](#).

Follow Prism on [LinkedIn](#), [Twitter](#), [Instagram](#) and [Facebook](#)

Media Contacts:

Sandy Crisafulli / Christine Ziomek

Caryl Communications

Phone: 201-796-7788

Email: sandy@caryl.com / chris@caryl.com