

High Street begins to fill with people

By Steve Vaughan

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WILLIAMSBURG — Increased traffic at the corner of Ironbound and Treyburn reveals that people are finally living at High Street.

While stores have yet to open, the residential side is filling up, particularly the apartment complex.

Dan Aston of the developer Roseland Property Co. said Sterling Manor Apartments are 55% of 191 leased. The one-bedroom units start at \$904 and two bedrooms run to \$1,305.

"The quality is second to none," Aston said, "with our clubhouse and the amenities that the apartments offer."

By way of comparison, the least expensive one-bedroom apartment at Oxford at New Town is \$985.

Aston said his apartment rentals are ahead of schedule. That's not true for 16 townhomes ready for sale. Eventually, there will be 32.

"It's a slow market," he said. "We're seeing people who want to buy, but they say they have to sell their house first." He thinks the townhomes will pick up in the spring.

On the retail side, Five Guys Burgers 'n' Fries has been rescheduled to open next Monday, March 16. High Street's anchor attraction, the Movie Tavern theater, is set for a March 27 opening.

Kilwin's ice cream parlor, a Lee Nails salon and a bank that will take over space on Richmond Road formerly occupied by High Street's temporary sales office, are the other tenants.

Aston said, "We will be announcing several nationally known restaurants in the next two or three weeks."



More than half of the apartments at High Street have already been leased.

Look for a grand opening soon.

“Movie Tavern will have a party for those they want to invite and then open to the public. I think we’ll do some sort of major event in the summer, after we have more clients move in.”