

Christie's International Real Estate Group Announces New Luxury Development Ethos Kelsey, Belleville, NJ

MAY 14, 2025

Introducing Belleville's first and only rooftop pool with sweeping views of the New York City skyline, and 104 luxury rental residences



Christie's International Real Estate Group is proud to announce that **Donna Keena**, Broker Associate, of the Christie's Edgewater Sales Gallery, is the exclusive listing agent for **Ethos Kelsey** in Belleville, NJ, located at 740 Washington Ave. Developed by **Sound Development**, **Ethos Kelsey** features a finely appointed curated collection of 104 residences, including 78 one-bedrooms and 26 modern studio apartments. As the most recent addition to Christie's

new development portfolio, **Ethos Kelsey** brings a significant step forward in high-end rental offerings in the Belleville market. Leasing has begun for this luxury community with the opening to be celebrated in June 2025.

"We're thrilled to once again partner with Christie's International Real Estate Group and Donna Keena on this exciting new chapter in Belleville, which marks our second project," states **Michael Pacillo**, Director of Acquisitions at Sound Development. "Our collaborations have been built on a shared vision, and a commitment to quality. With **Ethos Kelsey**, we're proud to bring a thoughtfully designed, amenity-rich community to a town that's truly on the rise."

The **Ethos Kelsey** apartments feature modern interiors with detailed woodwork and breakfast bars. Many units also offer private terraces, blending indoor comfort with outdoor living. Designed with contemporary convenience in mind, each residence provides a stylish and functional retreat. They will range from 596 sq. ft. for studios to 996 sq. ft. one bedrooms. The monthly rent starts at \$2,300.

Donna Keena stated, "As the name **Ethos** implies – Sound Development has created a place to 'Live Simple. Live Beautifully.' There is no other property that can compare with the amenities and location of **Ethos Kelsey**. The view from the seventh-floor rooftop pool to the Manhattan skyline is exceptional. And Belleville's charm is rooted in its rich history, vibrant local culture, great schools, and beloved landmarks like the iconic Belmont Tavern and the scenic cherry blossoms. **Ethos Kelsey** residents will be enamored of their home and their town."

Highlights of the upscale amenities include Belleville's first and only rooftop pool—complete with private cabanas, grilling stations, and views of the New York City skyline— two Zoom workspaces, overnight guest suites, several lounges both indoor and outdoor, a state-of-the-art fitness center, pet spa, dog run, game room with billiards, dedicated package/cold storage and mail reception areas, bike storage and covered parking.

Dubbed the Cherry Blossom capital as it rivals Washington, DC in the spring, Belleville is seeing transformative changes that continue to blend suburban comfort with ease of accessibility to New York City and Newark.

More information about *Ethos Kelsey* can be found <https://www.ethoskelsey.com>.

More information about Christie's International Real Estate Group can be found at <https://www.christiesrealestategroup.com>.



About Donna Keena

With 20+ years in real estate, Donna Keena is a top-producing broker recognized with the NJ Realtors® Circle of Excellence Gold Award. She brings proven success in residential sales, land development, commercial deals, and new development lease-ups. Known for her strong market knowledge and trusted relationships, Donna delivers results through experience, strategy, and integrity. <https://www.christiesrealestategroup.com/nj/associate/607-a-df1905240038170837895/donna-keena>

About Christie's International Real Estate Group

With more than 1,100 associates and 30 offices, Christie's International Real Estate Group is the exclusive affiliate of Christie's International Real Estate serving clients in New York, New Jersey and Connecticut. The company's flagship office is located at 1 Rockefeller Plaza in Manhattan, just steps away from Christie's Auction House. With a brand legacy of more than 250 years, Christie's International Real Estate maintains a close relationship with Christie's, creating unique marketing opportunities and synergies between the worlds of high-end real estate, art and luxury goods. In addition to Christie's International Real Estate Group's local and regional real estate expertise in New York City and the tri-state area, the company is globally connected through the Christie's real estate network with operations in more than 50 countries and annual sales of more than \$100 billion. As the premier global luxury real estate brand, Christie's International Real Estate services clients at the highest level, with trust and integrity, providing passionate expertise and exceptional customer service. For further information, call 201-547-1500, and visit <https://www.christiesrealestategroup.com>.

About Sound Development

Sound Development is committed to building and operating boutique-style luxury rentals that elevate everyday living. As owners and operators, we deliver thoughtfully designed residences with the highest level of amenities—offering energy-efficient, eco-friendly living spaces where luxury and convenience go hand in hand. With a passion for excellence and a focus on lifestyle, our properties embody the “Live Simply, Live Beautifully” philosophy, ensuring residents enjoy a refined, all-inclusive living experience with every detail at their Fingertips. <http://www.sounddevelopmentllc.com/>.