

# MARKETFAIR

PRINCETON | NEW JERSEY



Centennial



PRINCETON VOTED  
**#1 BEST PLACE TO LIVE IN THE STATE  
OF NEW JERSEY**



HOME OF THE IVY LEAGUE UNIVERSITY, PRINCETON IS ONE OF THE OLDEST TOWNS IN THE COUNTRY, BOASTING A PRIME LOCATION EQUIDISTANT FROM NEW YORK CITY AND PHILADELPHIA. PRINCETON OFFERS THE BEST OF BOTH WORLDS- A DENSELY POPULATED, WALKABLE DOWNTOWN WITH SOPHISTICATED, QUAINT SUBURBAN NEIGHBORHOODS.

PRINCETON UNIVERSITY RANKED  
**#4 OUT OF 50 TOP COLLEGES  
IN AMERICA**

**Forbes**





# THE HUB OF U.S. ROUTE 1

LOCATED ON ONE OF NJ'S MOST POPULATED THOROUGHFARES, MARKETFAIR HAS DIRECT ACCESS AND VISIBILITY FROM U.S. 1 THAT SEES NEARLY 100K VEHICLES PER DAY.

PRINCETON UNIVERSITY  
2 MILES

**CANAL POINTE**  
- APARTMENTS, CONDOS & SINGLE-FAMILY  
- WALKABILITY TO MARKETFAIR



**PRINCETON UNIV. HOUSING**  
- WALKABILITY TO MARKETFAIR



**MARKETFAIR**

**CARNEGIE CENTER**  
- 2.3M SF CLASS-A OFFICE COMPLEX  
- 16 PROPERTIES

**WOODMONT WAY**  
- BRAND NEW 433-UNIT COMMUNITY  
- WALKABILITY TO MARKETFAIR

**87,715 VEHICLES PER DAY**  
U.S. ROUTE 1 - DIRECT ACCESS TO NYC  
& PHILADELPHIA

DIRECT ACCESS FROM BOTH NORTH & SOUTH BOUND



**The Container Store**  
COMING SOON



**MARKETFAIR DOMINATES U.S. 1 BY PROVIDING EFFORTLESS ACCESSIBILITY FOR ITS CONSUMERS, BORDERING MULTIPLE RESIDENTIAL COMMUNITIES AND OFFICE COMPLEXES.**

**COMPETING CENTERS LACK THIS LUXURY.**



# TRAFFIC DATA

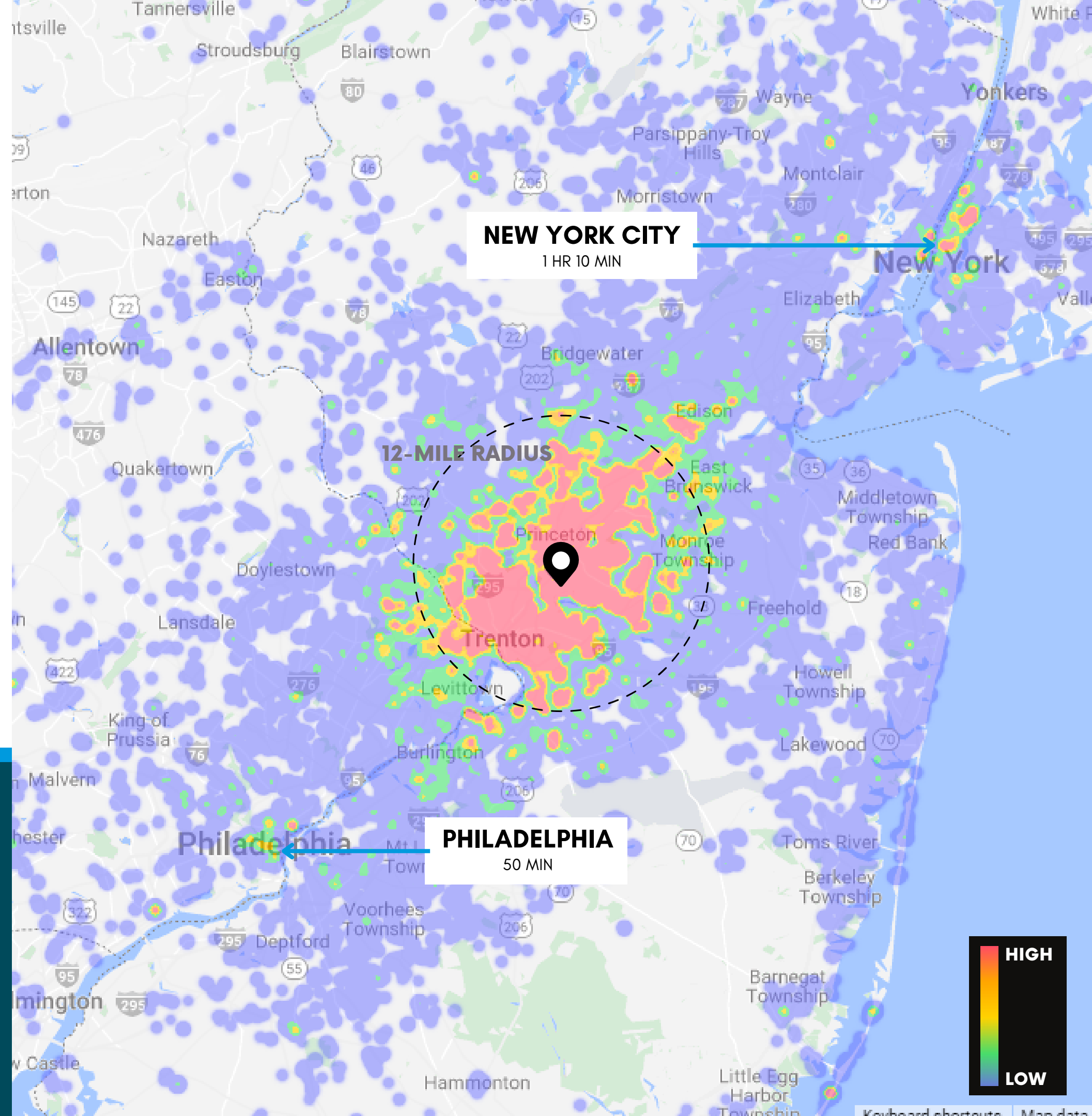
|                             |                |
|-----------------------------|----------------|
| Avg. Annual Visits          | <b>2.5M</b>    |
| Avg. Annual Visit Frequency | <b>3.18</b>    |
| Avg. Dwell Time             | <b>97 MINS</b> |

## TRUE TRADE AREA DEMOGRAPHICS

|                    |                  |
|--------------------|------------------|
| Population         | <b>969,646</b>   |
| Daytime Population | <b>1,200,000</b> |
| Households         | <b>394,817</b>   |
| Family Households  | <b>213,908</b>   |
| Average HHI        | <b>\$171,991</b> |
| HHI \$200K+        | <b>23.2%</b>     |
| College Degree+    | <b>77%</b>       |

**10,700+ HOUSEHOLDS**  
WITHIN 5 MILES OF MARKETFAIR  
**EARN \$200,000 OR HIGHER**

**4.2X HIGHER THAN THE U.S. AVERAGE**







# OUR AFFLUENT CUSTOMER

DATA BASED ON 40% OF TRADE AREA

## SPENDING PATTERNS

|                              |                  | ABOVE<br>U.S. AVERAGE |
|------------------------------|------------------|-----------------------|
| Avg. Household Income        | <b>\$147,543</b> | <b>+1.5X</b>          |
| Household Income \$500K+     | <b>3.1%</b>      | <b>+2.3X</b>          |
| Avg. Discretionary Income    | <b>\$67,409</b>  | <b>+1.3X</b>          |
| Discretionary Income \$150K+ | <b>6.1%</b>      | <b>+2.4X</b>          |

## PSYCHOGRAPHICS

### POWER ELITE

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.

**27%**

### FLOURISHING FAMILIES

Young singles starting out and some starter families living a city lifestyle.

**9.9%**

### BOOMING WITH CONFIDENCE

Prosperous, established couples in their peak earning years living in suburban homes.

**9%**

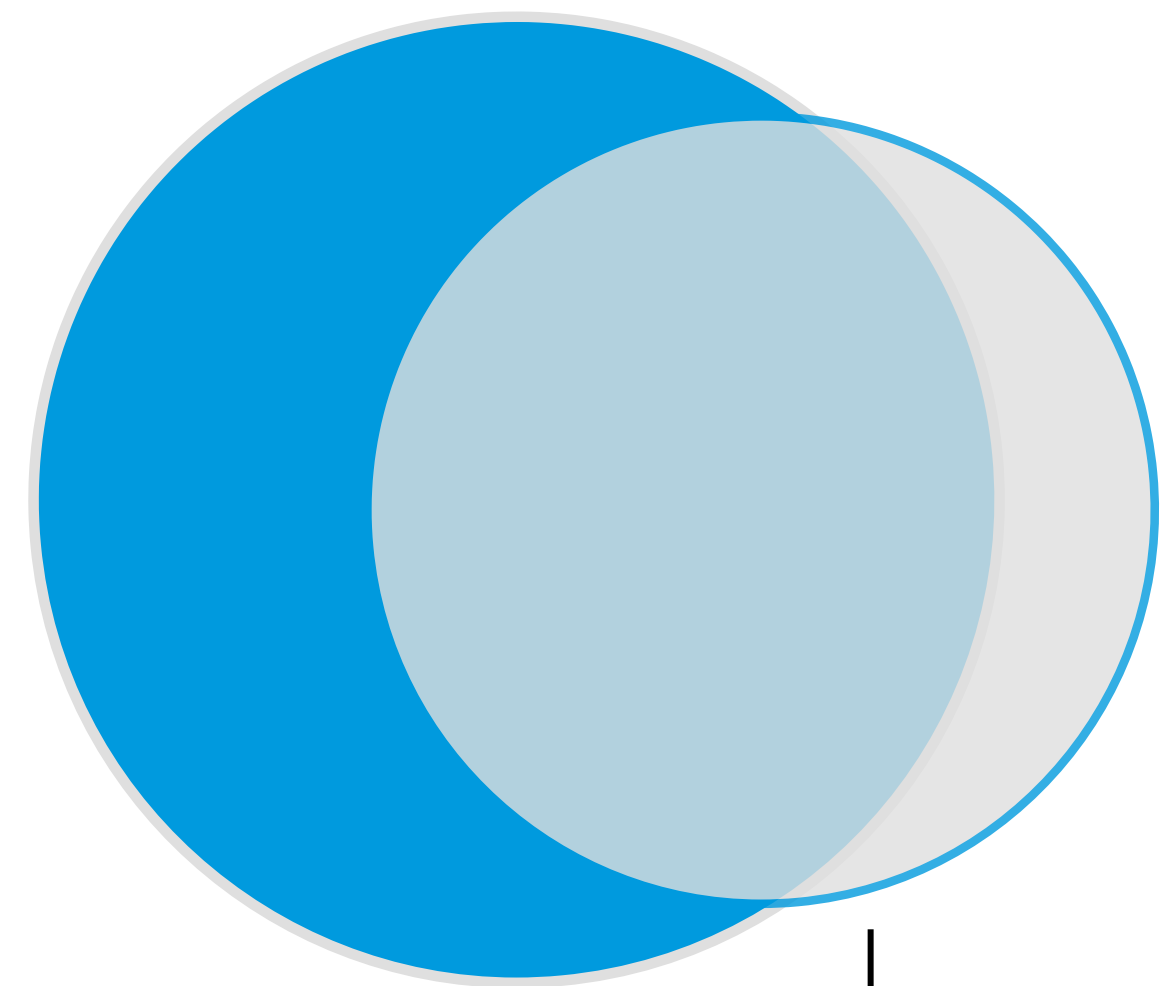


OUR CORE CUSTOMERS ARE IDENTIFIED AS THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.



# SUPERIOR TO COMPETING ENCLOSED MALLS

MarketFair towers over the competition, Quaker Bridge Mall, in terms of trade area coverage. **MarketFair serves a trade area of 193.82 square miles** while **Quaker Bridge Mall serves only 125.29 square miles**.



## MARKETFAIR

TOTAL TRADE AREA: 193.82 SQ MI  
OVERLAPPING AREA: 60%

## QUAKER BRIDGE MALL

TOTAL TRADE AREA: 125.29 SQ MI  
OVERLAPPING AREA: 92.9%

92.9% OF QUAKER BRIDGE'S TRADE AREA OVERLAPS WITH MARKETFAIR'S, MEANING WE SEE A MAJORITY OF THEIR CUSTOMER, BUT THEY ONLY SEE A SMALL AMOUNT OF OURS.



# OUTSHINING

## DOWNTOWN PRINCETON

MarketFair exceeds traffic levels of competitor Palmer Square located in Downtown Princeton.

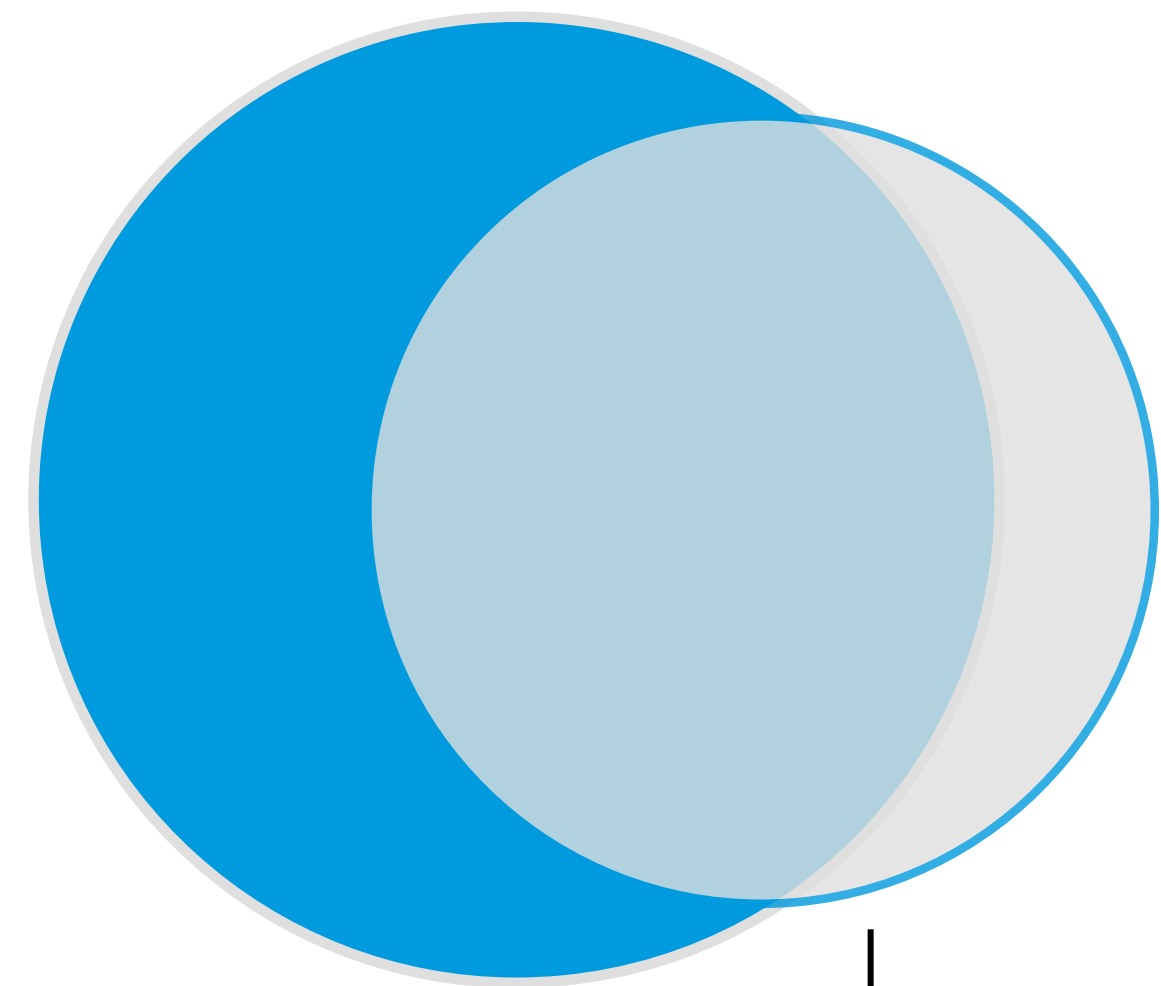
| LOCATION      | CUSTOMERS     | VISITS      | FREQUENCY   |
|---------------|---------------|-------------|-------------|
| MarketFair    | <b>792.4K</b> | <b>2.5M</b> | <b>3.12</b> |
| Palmer Square | <b>774K</b>   | <b>2.3</b>  | <b>3.02</b> |





# SUPERIOR TO COMPETING POWER CENTERS

MarketFair towers over power center Mercer Mall in terms of trade area coverage. MarketFair serves a trade area of 193.82 square miles while Mercer Mall serves only 141.48 square miles.



## MARKETFAIR

TOTAL TRADE AREA: 193.82 SQ MI  
OVERLAPPING AREA: 66.5%

## MERCER MALL

TOTAL TRADE AREA: 141.48 SQ MI  
OVERLAPPING AREA: 91.1%

91.1% OF MERCER MALL'S TRADE AREA OVERLAPS WITH MARKETFAIR'S, MEANING WE SEE A MAJORITY OF THEIR CUSTOMER, BUT THEY ONLY SEE A SMALL AMOUNT OF OURS.



MarketFair provides its customers with an experience unlike the competition, from elevated, best-in-class brands, to an inviting atmosphere.

LOVESAC *free people*



WILLIAMS-SONOMA

CLUB PILATES



ATHLETA

Seasons 52  
FRESH | GRILL

ANTHROPOLOGIE

west elm

**AN ELEVATED EXPERIENCE**





# #2

P.F. CHANG'S IN THE  
STATE FOR VISITS



# \$32M+

ANNUAL F&B  
SALES

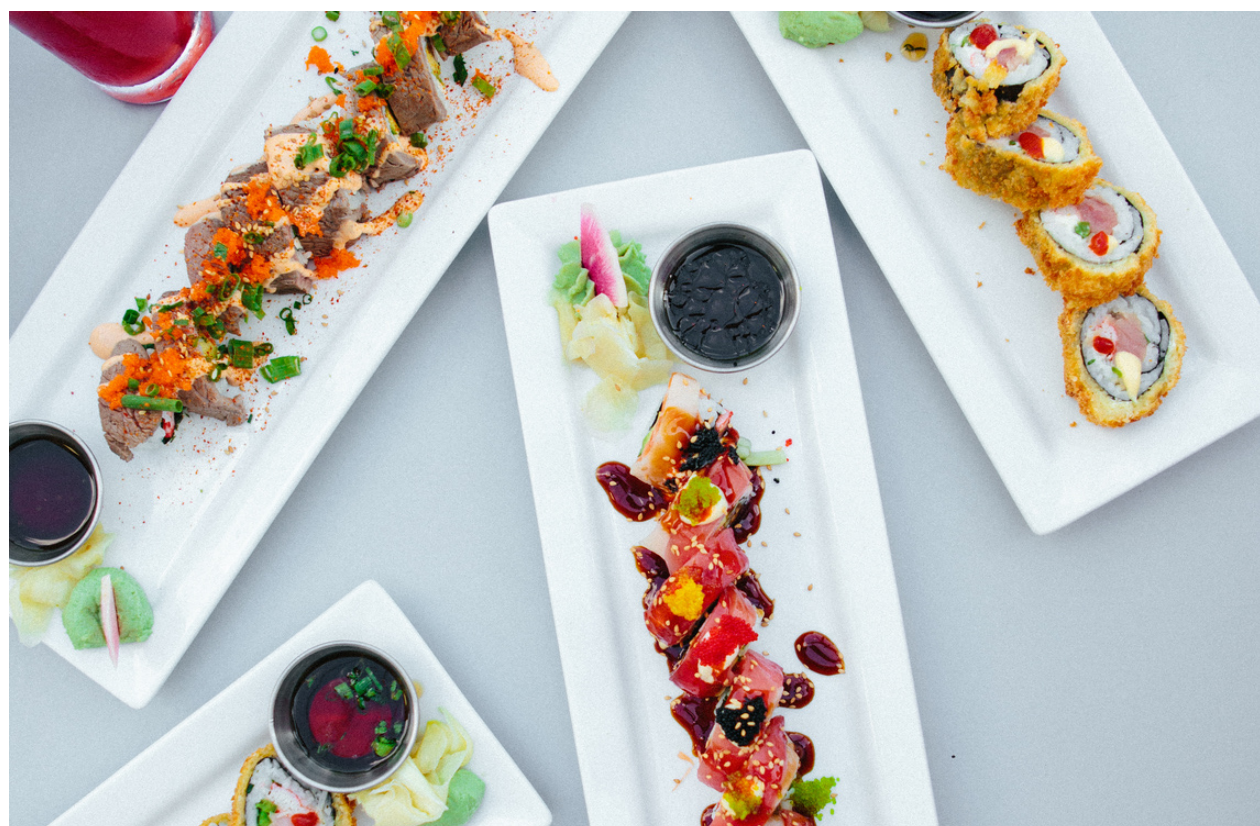


**ALL**  
RESTAURANTS ARE  
**MARKET-EXCLUSIVE**



# TOP- PERFORMING

SEASONS 52 DOING \$1.7M  
ABOVE CHAIN AVERAGE



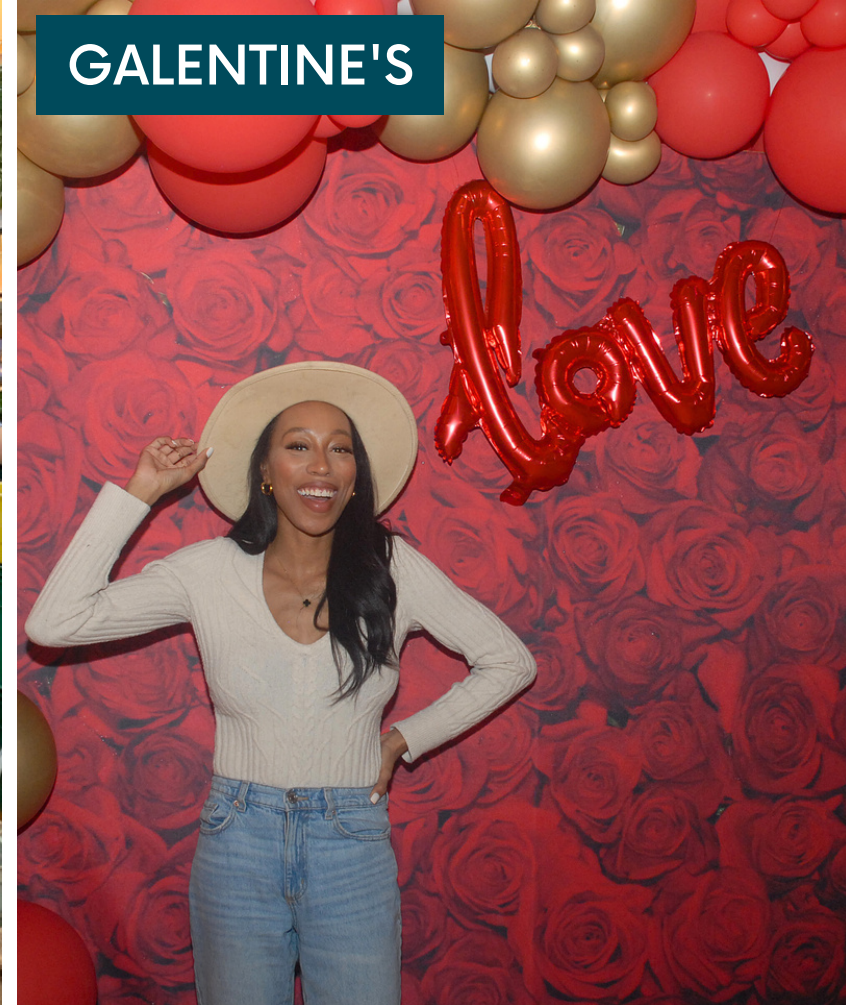
# TOP- PERFORMING

TOMMY'S TAVERN + TAP &  
ONLY LOCATION IN MARKET





FARMERS MARKETS



GALENTINE'S



HOLIDAY

MORE THAN 100 EVENTS EACH YEAR WITH 10,000+ ATTENDEES



CREATIVE WORKSHOPS



POP-UP SHOPS



CHINESE NEW YEAR



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