

MARKET FAIR

ENCLOSED SINGLE-LEVEL
SHOPPING MALL

3535 US-1
Princeton, NJ 08540



WILLIAMS-SONOMA



history, innovation and charm

Home to the prestigious Ivy League university, Princeton is one of the nation's oldest towns and draws new residents consistently with its robust job market and proximity to Philadelphia and New York City. This charming town offers the best of both worlds- a densely populated and walkable downtown paired with sophisticated, quaint suburban neighborhoods.

NOTABLE ACHIEVEMENTS

BEST PLACE TO LIVE

PRINCETON RANKS #3 ON TRAVEL+LEISURE'S TOP 10 BEST PLACES TO LIVE IN NEW JERSEY.

NATIONALLY RECOGNIZED WEALTH

PRINCETON IS ONE OF THE NATION'S WEALTHIEST TOWNS WITH AN AVERAGE HHI OF \$176,695 - 119% HIGHER THAN THE U.S. AVERAGE.

TOP-TIER IVY LEAGUE

FORBES RANKS PRINCETON UNIVERSITY #1 ON 2025 TOP COLLEGES LIST.



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
- 250 RESIDENTIAL UNITS
- WALKABILITY TO MARKETFAIR

PRINCETON UNIV. HOUSING
- WALKABILITY TO MARKETFAIR



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

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

MARKETFAIR

UNDER CONSTRUCTION
- 656 APARTMENTS
- ELEMENT BY WESTIN 130 ROOM HOTEL



92,572 VEHICLES PER DAY
U.S. ROUTE 1 - DIRECT ACCESS TO NYC & PHILADELPHIA
DIRECT ACCESS FROM BOTH NORTH & SOUTH BOUND

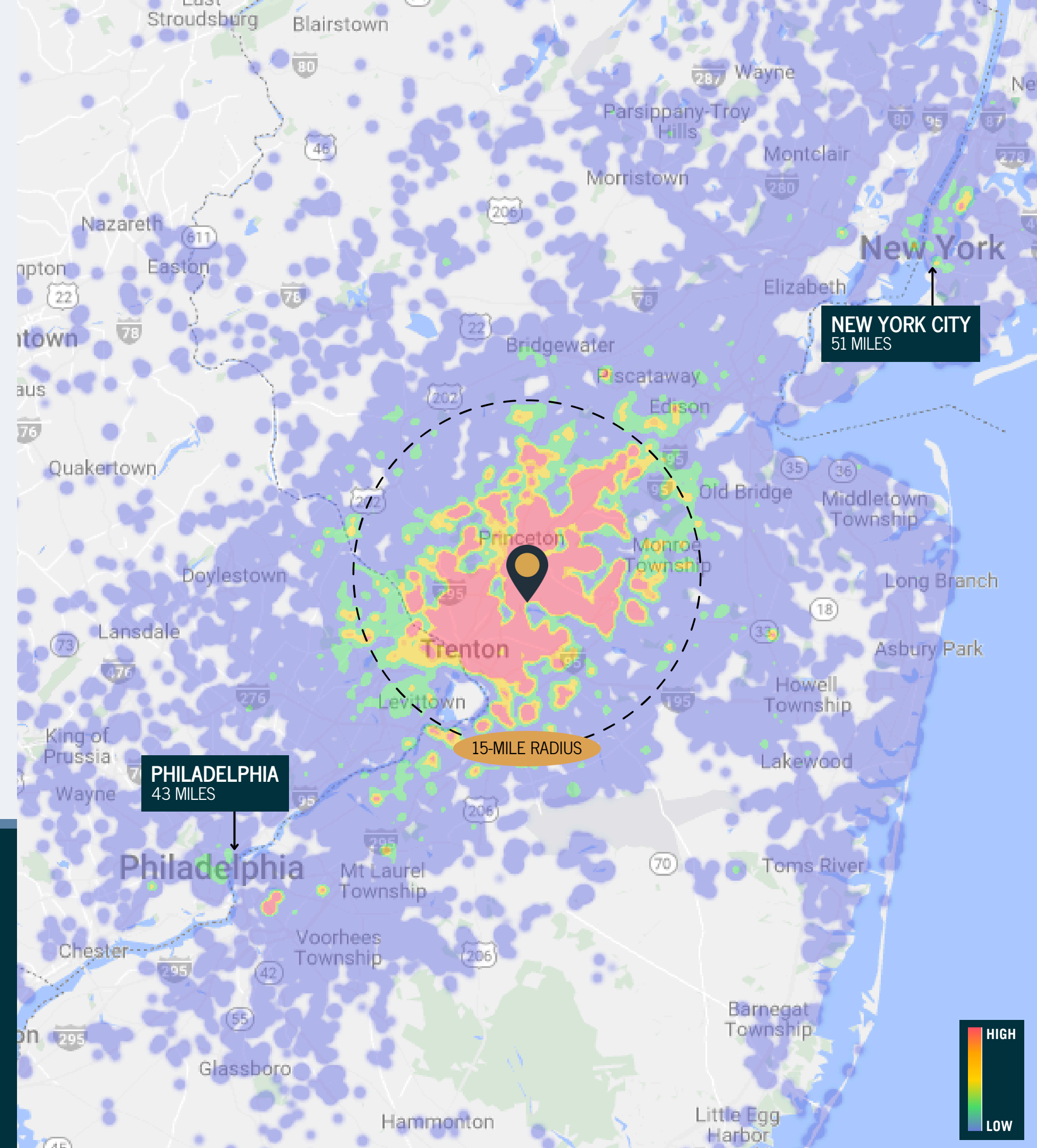
MARKETFAIR DOMINATES U.S. 1 BY PROVIDING EFFORTLESS ACCESSIBILITY FOR ITS CONSUMERS, BORDERING MULTIPLE RESIDENTIAL COMMUNITIES AND OFFICE COMPLEXES. COMPETING CENTERS LACK THIS LUXURY.

traffic data

Annual Visits	2.4M
Annual Avg. Visit Frequency	3.34
Avg. Dwell Time	84 MINS

TRADE AREA DEMOGRAPHICS

Population	859,412	Average HHI	\$161,615
Daytime Population	1.1M	HHI \$200K+	24%
Households	347,228	College Degree+	74%
Family Households	209,580		
Millennials	22%		
Gen X	20%		



**3,430+ HOUSEHOLDS WITHIN 5 MILES
EARN \$250K OR HIGHER EACH YEAR IN HHI**



our core customer

PSYCHOGRAPHICS

- Flourishing Families** 13%
Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles
- Booming with Confidence** 13%
Prosperous, established couples in their peak earning years living in suburban homes.
- Power Elite** 10%
Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

SPENDING PATTERNS

- Household Income \$500K+ 2.9%
- Avg. Discretionary Income **\$66,578**
- Discretionary Income \$150K+ 6.1%



OUR CORE CUSTOMERS ARE IDENTIFIED AS **SOME OF THE MOST AFFLUENT HOUSEHOLDS IN THE NATION ACCORDING TO PLACER.AI**



an elevated experience

MarketFair offers an elevated experience to set it apart from the rest, featuring best-in-class retail and restaurants with even more to come.



BoConcept

WILLIAMS-SONOMA

P O T T E R Y B A R N

freepeople



Eddie V's
PRIME SEAFOOD

CLUB  PILATES

AMC
THEATRES.

LOVESAC

ANTHROPOLOGIE

west elm

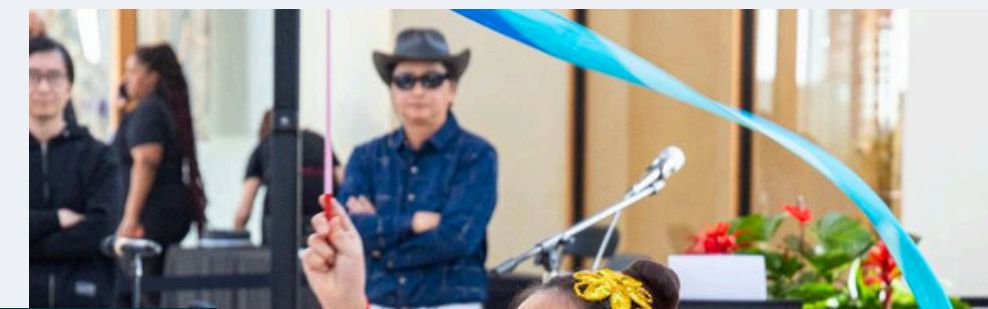
Seasons 52
FRESH | GRILL

\$33M

IN ANNUAL RESTAURANT SALES

22

MARKET-EXCLUSIVE BRANDS



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



MARKET FAIR

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