

# MARKET FAIR

ENCLOSED SINGLE-LEVEL  
SHOPPING MALL

3535 US-1  
Princeton, NJ 08540

 Centennial

WILLIAMS-SONOMA

in

# history, innovation and charm

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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

HYATT REGENCY

PRINCETON UNIV. HOUSING  
- WALKABILITY TO MARKETFAIR

HYATT PLACE

MARKETFAIR

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

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

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

WHOLE FOODS MARKET

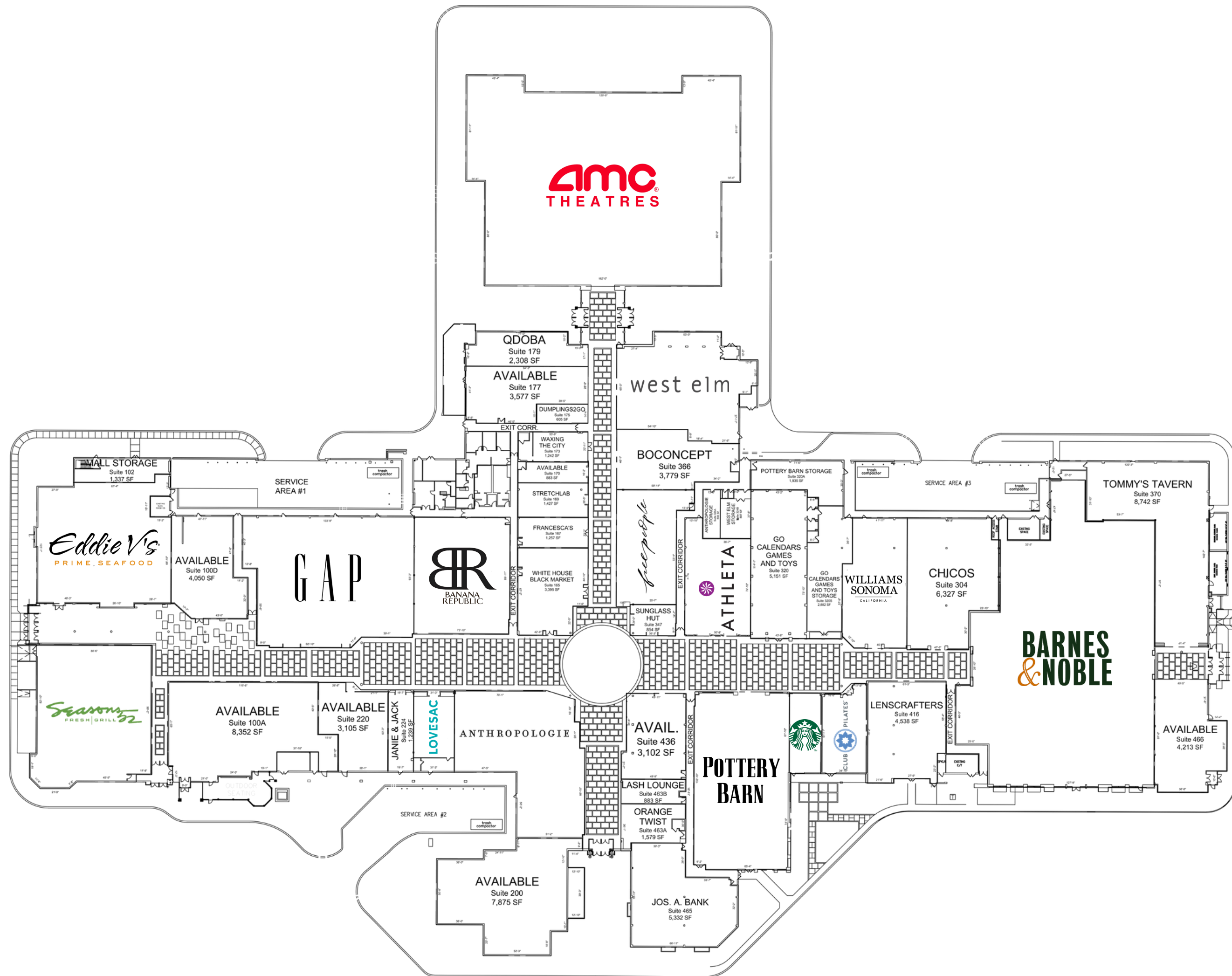
Wegmans  
THE HOME DEPOT  
BEST BUY

TRADER JOE'S  
LOWE'S  
The Container Store

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.

# site plan

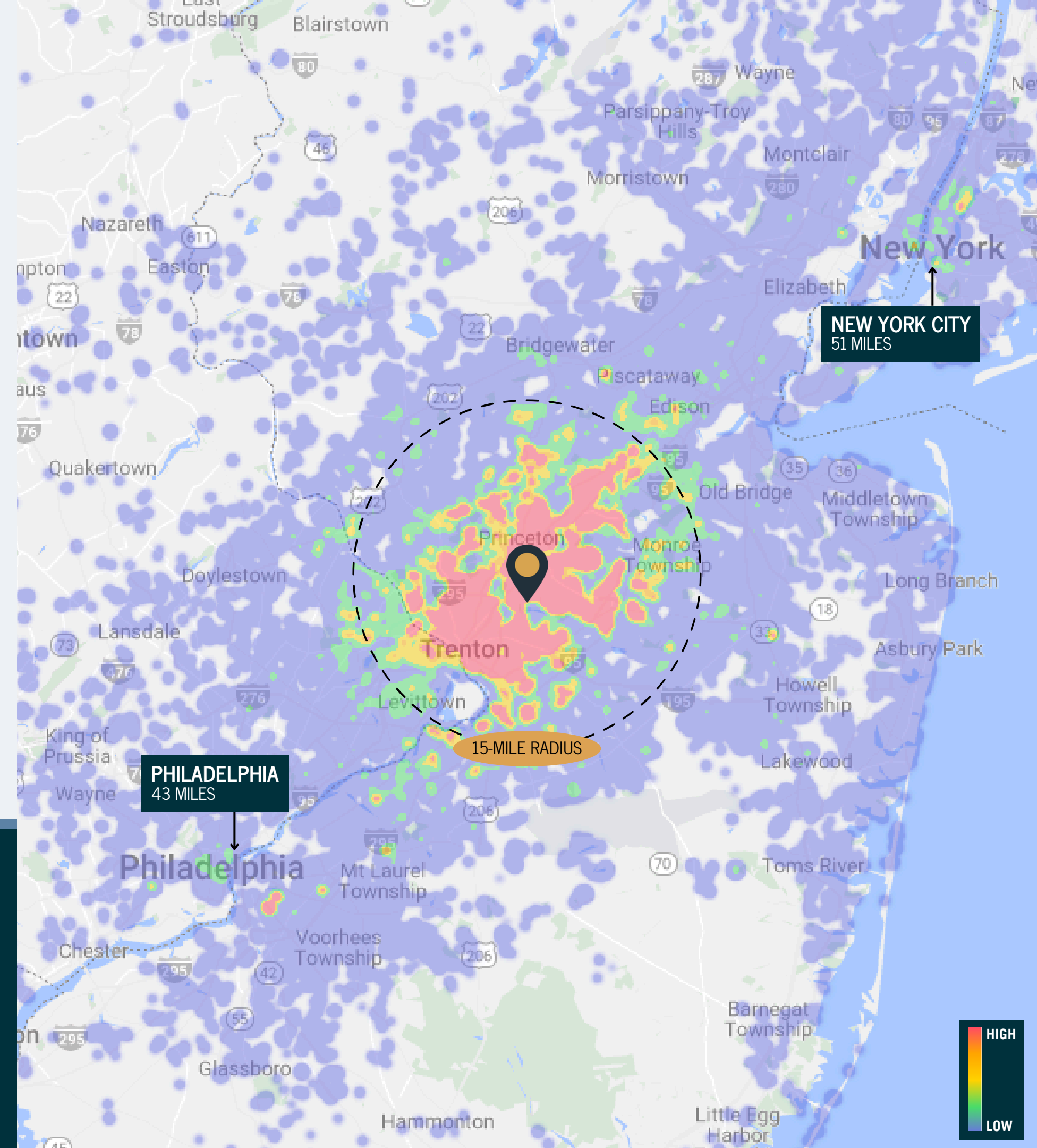


# traffic data

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

POTTERY BARN

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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