

# MARKETFAIR

ENCLOSED SINGLE-LEVEL  
SHOPPING MALL

3535 US-1  
Princeton, NJ 08540

**nuveen**



Centennial

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

PRINCETON UNIV. HOUSING  
- WALKABILITY TO MARKETFAIR

HYATT  
PLACE

HYATT  
REGENCY

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

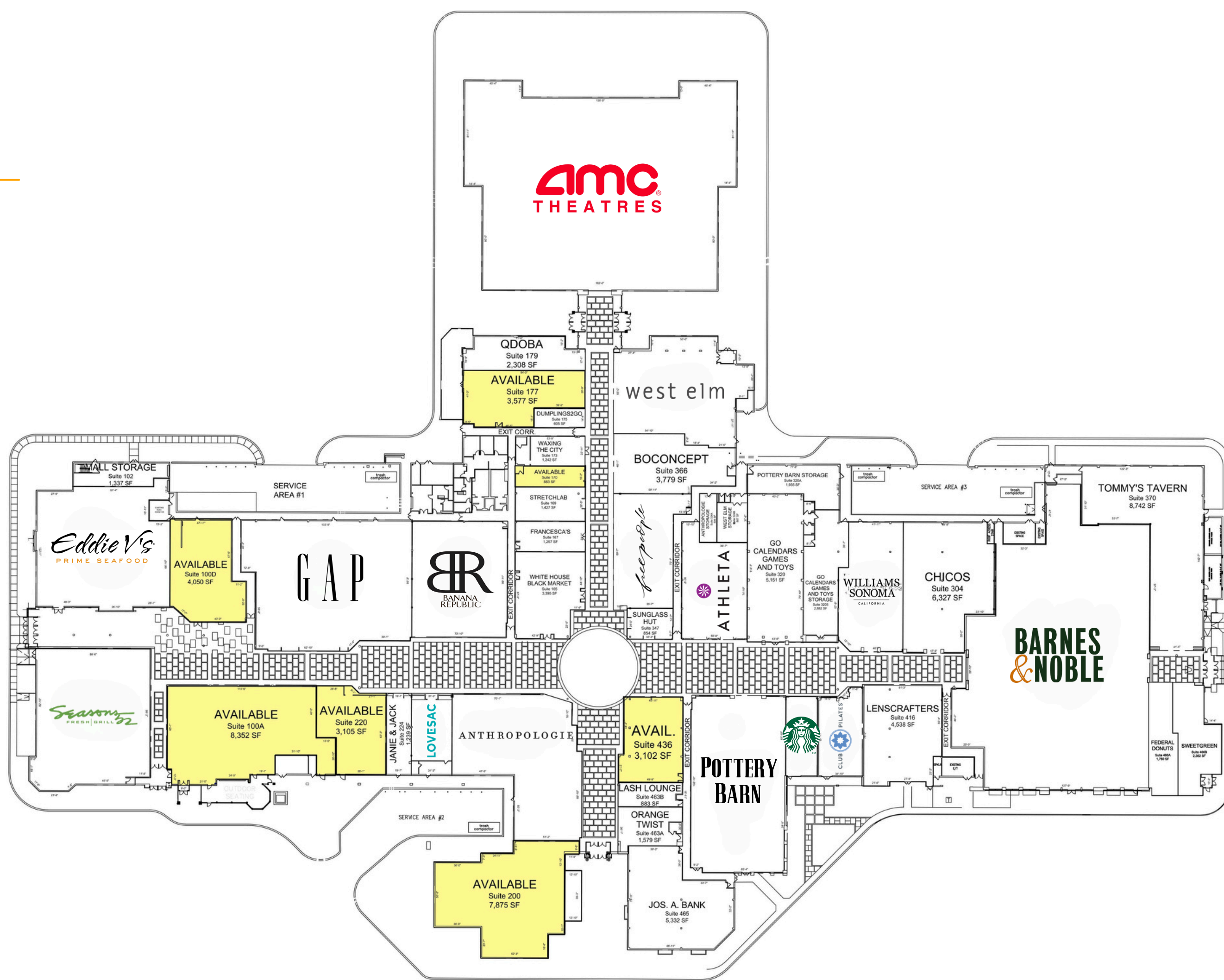
TRADER  
JOE'S  
LOWE'S  
Home Improvement Warehouse  
The Container Store

Wegmans  
THE HOME  
DEPOT  
BEST  
BUY

86,334 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

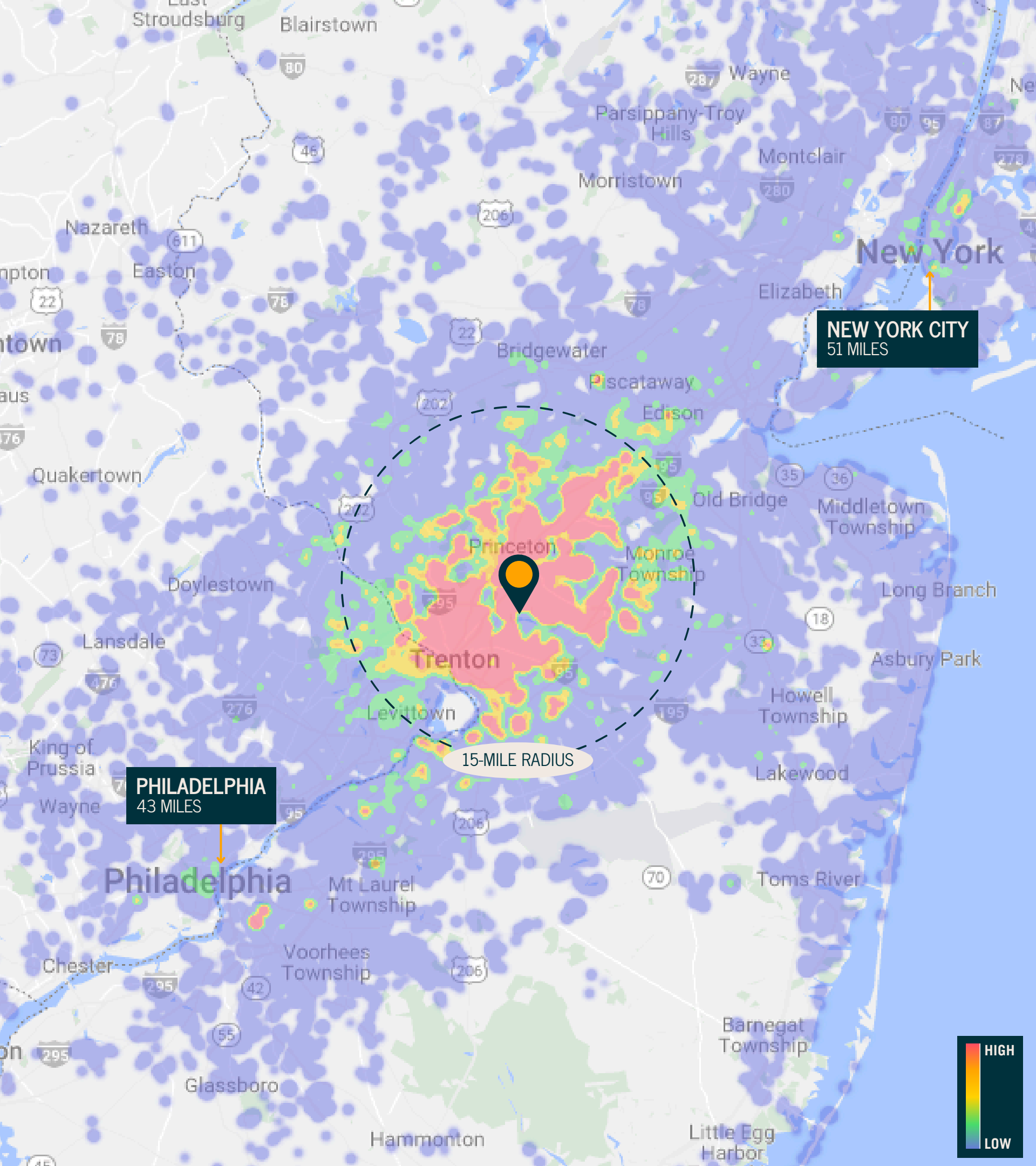
Annual Visits	2.3M
Annual Avg. Visit Frequency	3.27
Avg. Dwell Time	84 MINS

## TRADE AREA DEMOGRAPHICS

Population	895,941	Average HHI	\$180,000
Daytime Population	1.1M	HHI \$200K+	27%
Households	368,530	College Degree+	76%
Family Households	219,696		
Millennials	22%		
Gen X	20%		
Baby Boomers	22%		



3,310+ HOUSEHOLDS WITHIN 5 MILES  
EARN \$250K OR HIGHER EACH YEAR IN HHI







# our core customer

## PSYCHOGRAPHICS

Ultra Wealthy Families	21%
The nation's wealthiest families.	
Educated Urbanites	17%
Well educated young singles living in dense urban areas working relatively high paying jobs.	
Upper Suburban Diverse Families	9%
Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	

## SPENDING PATTERNS

Household Income \$500K+	3%
Avg. Discretionary Income	\$73,936
Discretionary Income \$150K+	9%



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**

*free people***ATHLETA***Eddie V's***CLUB PILATES****THEATRES.**

**LOVESAC****ANTHROPOLOGIE****west elm**

**\$951 PSF**  
IN ANNUAL RESTAURANT SALES

**22**  
MARKET-EXCLUSIVE BRANDS





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





# MARKET FAIR

## NATIONAL LEASING

NIKKI COLUMBO  
NCOLUMBO@CENTENNIALREC.COM  
215.693.5624

JACLYN PALMERI  
JPALMERI@CENTENNIALREC.COM  
215.791.0220

## ANCHORS & PADS

LINDSAY VETZNER  
LVETZNER@CENTENNIALREC.COM  
312.515.1487

## GENERAL INQUIRIES

RETAIL.LEASING@NUVEEN.COM

## AGILE LEASING, POP UPS, ADVERTISING & EVENT TOURS

BIL INGRAHAM  
BINGRAHAM@CENTENNIALREC.COM  
773.715.1194

**nuveen**



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