

MARKETFAIR

Princeton, NJ



Property Location:

3535 US Highway 1
Princeton, NJ 08540
www.marketfairmall.com

Property Information:

Property Type:	Enclosed Lifestyle Mall
GLA/SF:	243,000
Owner:	TIAA-CREF
Project Type:	3 rd Party - Full Service
Renovation:	Phase 1: Complete Phase 2: 2011-2012

Leasing Contact:

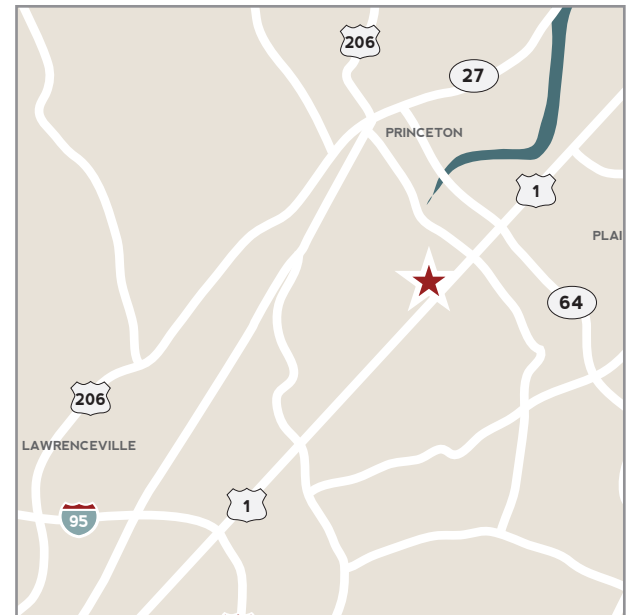
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MarketFair is a 243,000 square foot lifestyle center located in Princeton, New Jersey. Situated along Route 1, the region's most important commercial thoroughfare, MarketFair offers an impressive combination of the nation's strongest and most sought after retailers including Pottery Barn, Williams Sonoma, Anthropologie, and Janie & Jack. Additional anchors include Barnes & Noble and a United Artists Theater.

DEMOGRAPHICS

	1 Mile	3 Mile	5 Mile
Estimated Population	2,920	41,662	98,975
Estimated Households	1,185	13,365	33,608
Average HH Income	\$139,004	\$168,899	\$163,649
Median Age	34.4	34.2	37.5
Education Level (Some college+)	88.8%	85.4%	82.9%
Number of Businesses	329	2,631	5,472
Number of Employees	12,742	63,102	105,802

Source: SitesUSA 2010 Estimates



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THE PROJECT

- MarketFair is a 243,000 square foot enclosed lifestyle center located in Princeton, NJ, which has completed a major renovation with superior design and architectural elements prepared by renowned architect Michael Graves.
- The trade area consists of some of the highest demographics in the state boasting approximately 100,000 people with an average household income ranging from \$149,643 to \$160,189. Princeton University, which enjoys international prominence, is approximately one mile from the property.
- MarketFair offers the affluent community a “Who’s Who” list of elite national retailers and restaurants that include Anthropologie, Barnes and Noble, Janie and Jack, Chico’s, Pottery Barn, Victoria’s Secret, Gap, White House/Black Market, Williams-Sonoma, Jos. A. Bank Clothiers, Restoration Hardware, United Artists Theaters, P.F. Chang’s China Bistro, Big Fish Seafood Bistro and Bobby Flay’s “Bobby’s Burger Palace” coming soon.



SITE PLAN

