

MONTGOMERY PROMENADE

Princeton, NJ



Property Location:

1200 Route 206
 Montgomery Township, NJ 08540
www.shopmontgomerypromenade.com

Property Information:

Property Type:	Community Center
GLA/SF:	330,000
Owner:	Madison Marquette
Status:	Under Development
Acquisition Date:	September 2005

Leasing Contact:

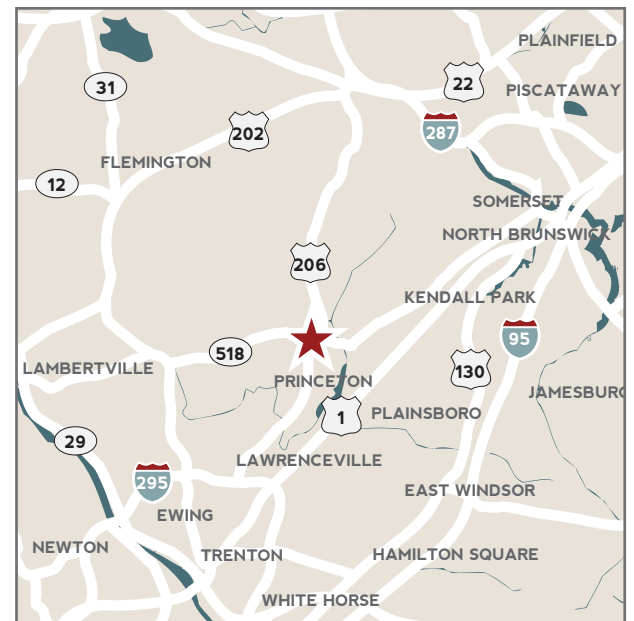
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The Montgomery Promenade development consists of 270,000 square foot retail “town center” located on the southwest corner of Route 206 and Route 518 near Princeton, New Jersey. Anchored by Super Stop & Shop, the town center will be a single-level development transversed by a Main Street boulevard with wide sidewalks and an attractive streetscape providing a pleasant, pedestrian friendly experience and a community focal point in a more traditional retail setting. The market area is strong with a population of over 120,000, an average family income of over \$150,000, median home values of over \$339,000 and education levels that are among the highest in New Jersey.

DEMOGRAPHICS

	3 Mile	5 Mile	10 Mile
Population	21,571	76,261	294,928
Estimated Households	7,635	24,978	102,514
HH Income	\$177,967	\$173,169	\$135,629
Median Age	41.3	37.9	37.3
Education Level (Some college+)	84.3%	82.5%	76.9%
Number of Businesses	1,146	3,963	12,547
Number of Employees	14,411	60,163	185,345

Source: SitesUSA 2010 Estimates



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THE PROJECT

- Located in the affluent environs of Princeton, NJ, Montgomery Promenade is destined to become Princeton's premier upscale shopping destination.
- The site is located on the southwest corner of State Route 206 and County Route 518 (Georgetown and Franklin Turnpike) in Montgomery Township, New Jersey.
- Montgomery Promenade is an accessible restaurant and shopping destination to upper-income households and highly paid corporate employees.
- The trade area is home to a variety of high quality companies in financial, technology, pharmaceutical and other business sectors. Neighboring corporations include American Express, Bloomberg, Bristol-Myers Squibb, Johnson & Johnson and Dow Jones.
- State Route 206 serves as a major north-south thoroughfare through Somerset County. The average daily traffic volume is approximately 12,000 vehicles. County Road 518 is an east-west thoroughfare that currently accommodates approximately 10,000 vehicles per day adjacent to the subject site.
- Princeton is an elegant metropolitan community boasting an appealing downtown center, prestigious university, well maintained parks, and architectural integrity.
- Princeton University is the heart of the city, playing a major role in its cultural and economic life and is in fact, Mercer County's largest private employer.

SITE PLAN

