



# RIVERTON

R

LOFTS

THE LOFTS

RIVERTON

canoe





# MEET THE EXPERIENCEMAKERS™

Experiences drive value. At North American Properties, we believe so much in this that we trademarked the term ExperienceMakers™. ExperienceMaking isn't just about a place. The best locations in the world can fail if the magic isn't there. ExperienceMaking is about energy. It's about creating more than a place to go, it's about creating a place to be, a place where positive energy brings people back, time and again. It is about connecting with the community at an emotional level. It's a place where the energy is both memorable and remarkable. It's a place where memories are made - and shared, posted, and tweeted about - creating a buzz that draws retailers, office tenants, and guests, building its own momentum.







# AT A GLANCE



1.3M SF curated retail, office, residential + entertainment



400 acres on the Raritan River in New Jersey



Two miles of river frontage with activated waterfront



Densely populated + affluent primary trade area



45 minutes from New York City



1 hour from Philadelphia



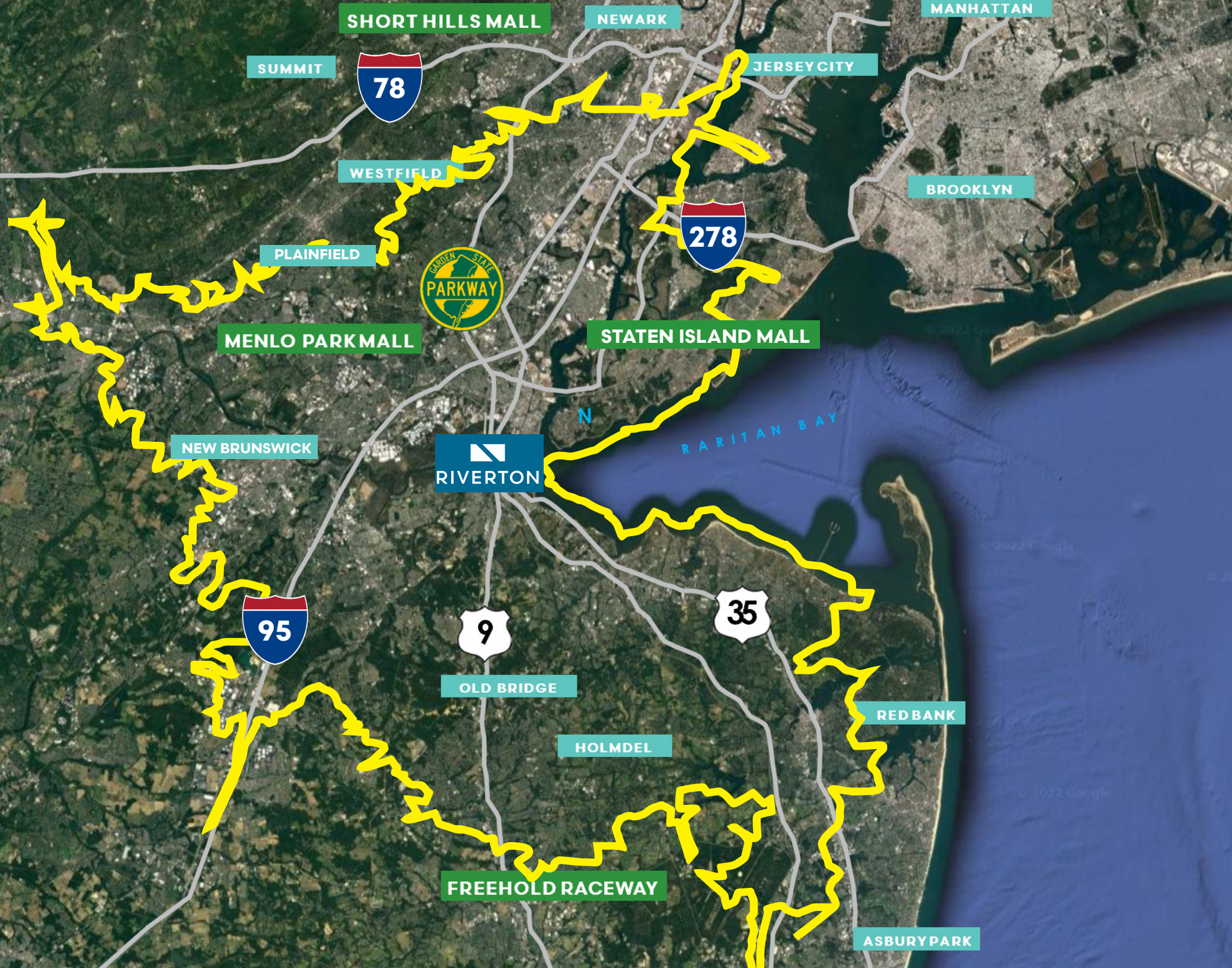
**30 Min. Drive Time**

Total Population  
**2,600,132**

Average HHI  
**\$116,004**

Total Households  
**924,058**

Source: Esri





# RESIDENT PROFILES

Mixture of races and ethnicities

Younger demographic

Fashion forward

Health and environment conscious



Family focused

Foreign speakers

Tech savvy

Sports enthusiasts

Trendmakers





# RIVERTON

## CONNECTED

The location has excellent access with interchanges from 3 major highways: **Garden State Pkwy, SR 35 and US 9** converging at the site.

### Total Vehicles Per Day: 372,500\*

Garden State Parkway	Main Street	SR 35	US 9
250,000	17,500	20,000	85,000

\*2019 counts





# ARRIVING GUEST TRAFFIC



RIVERTON

**GSP North/US9 North**  
FROM:  
NJ Turnpike N/S  
SR440/I-287  
Woodbridge  
Edison  
Iselin/Metropark  
Metuchen  
New Brunswick  
Highland Park  
Union County  
Somerset County

**SR35 North**  
Perth Amboy  
Staten Island

EXIT  
125

EXIT  
125

**GSP South**  
Middletown  
Red Bank  
Fair Haven  
Rumson  
Shore Points  
Monmouth County

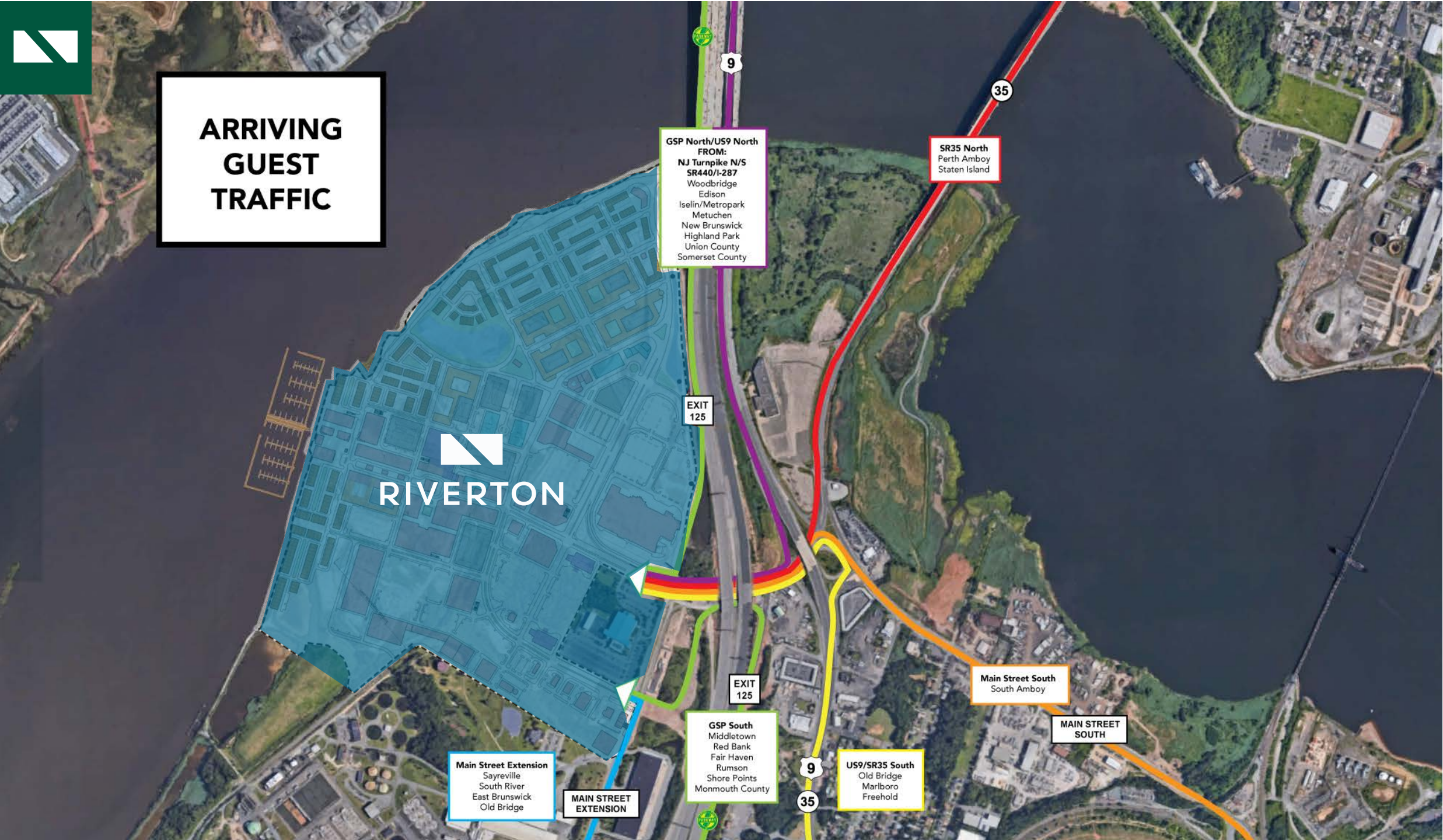
**US9/SR35 South**  
Old Bridge  
Marlboro  
Freehold

**Main Street Extension**  
Sayreville  
South River  
East Brunswick  
Old Bridge

**Main Street South**  
South Amboy

**MAIN STREET  
SOUTH**

**MAIN STREET  
EXTENSION**





# SITE HISTORY

**2021**  
Interchange  
completed

**2018**  
NAP engaged to  
reimagine & execute  
on master plan

**2009**  
Remediation started

**2005**  
Borough condemned  
site for redevelopment

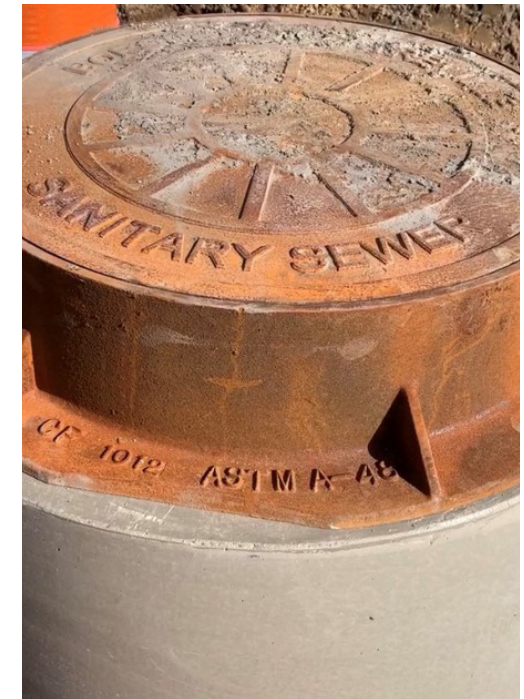
**1935-90's**  
Operating Industrial Site



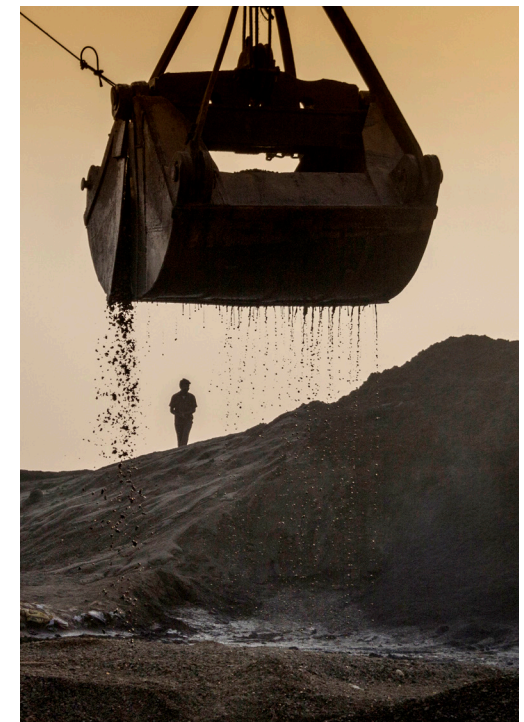


# PROGRESS

July 2019



March 2022





# STREET GRID

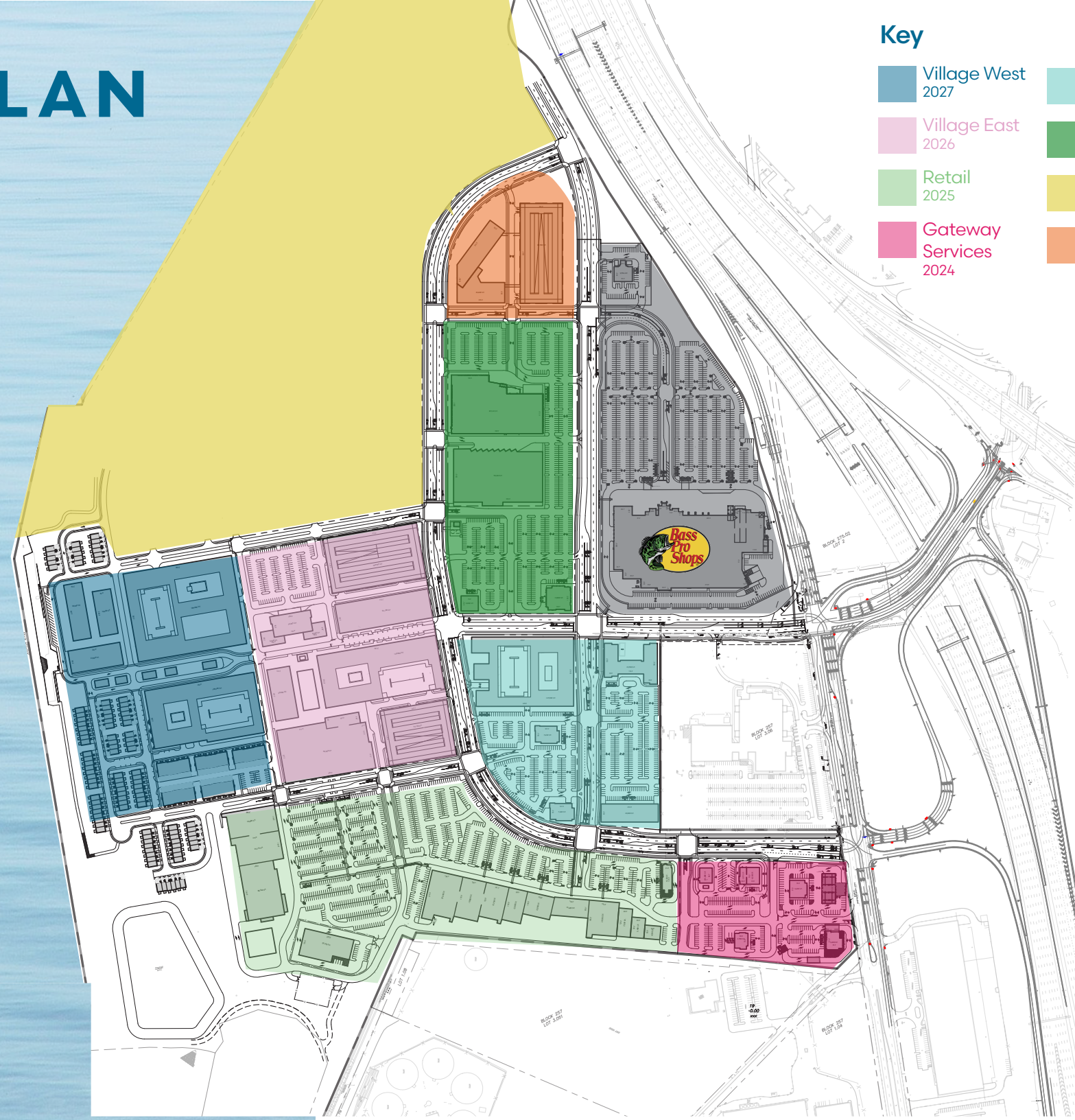




# PHASING PLAN

## Key

- |   |  |
|---|--|
|  Village West<br>2027         |  Residential/Hotel<br>2025       |
|  Village East<br>2026        |  Entertainment/Grocery<br>2025  |
|  Retail<br>2025              |  Residential/Office/<br>Medical |
|  Gateway<br>Services<br>2024 |  Office                         |







# RIVERTON

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Charles Cristella, JLL, SVP, Retail Leasing  
+1 215-341-7520 \ \ Charles.Cristella@ExperienceRiverton.com