



RIVERTON





# 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



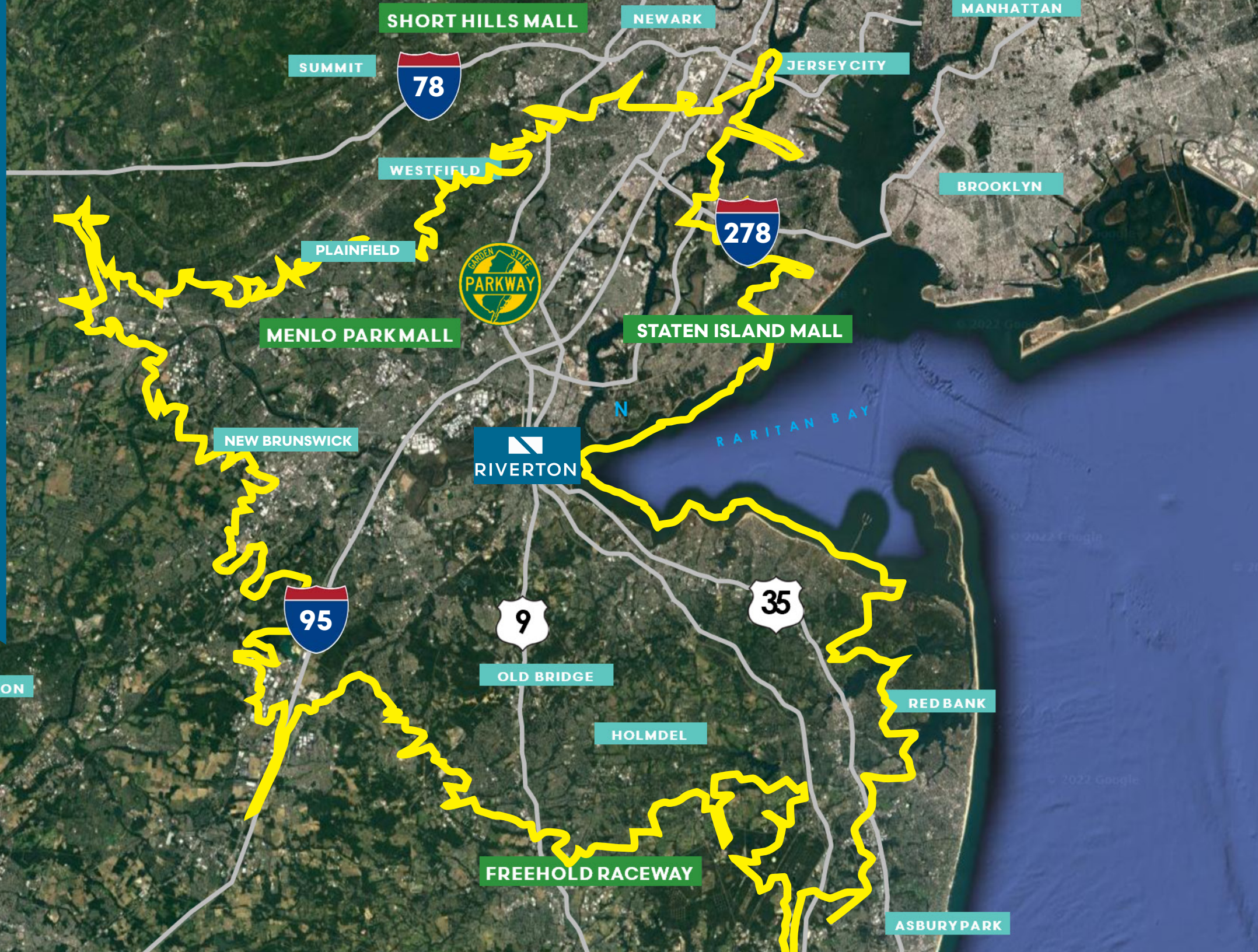
**30 Min. Drive Time**

Total Population  
**2,668,260**

Average HHI  
**\$130,932**

Total Households  
**945,704**

*Source: Esri, 2023*





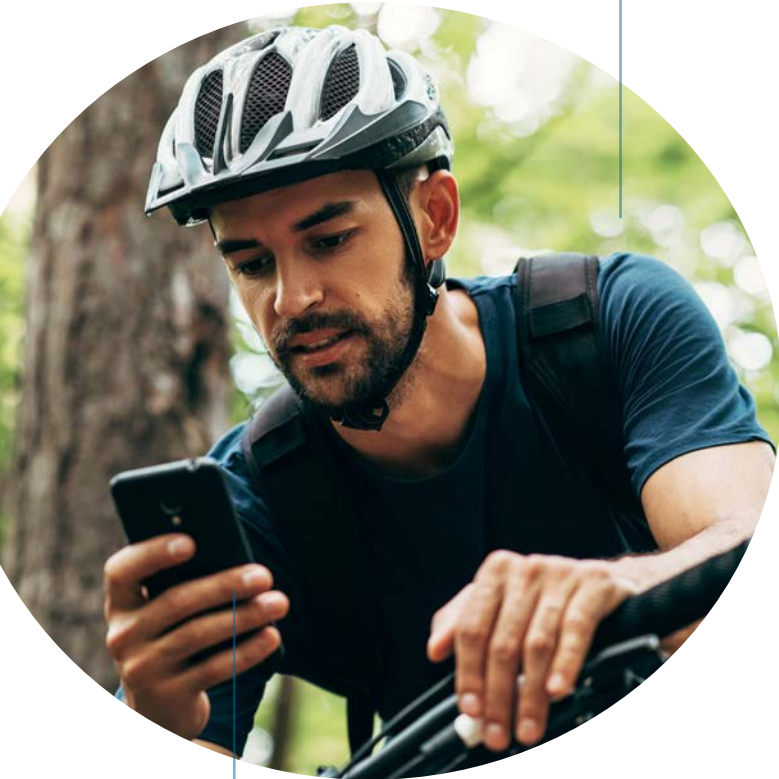
# RESIDENT PROFILES

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

**250,000**

Main Street

**17,500**

SR 35

**20,000**

US 9

**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  
EXTENSION**

**Main Street South**  
South Amboy

**MAIN STREET  
SOUTH**





# SITE HISTORY

**2021**  
Interchange  
completed

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

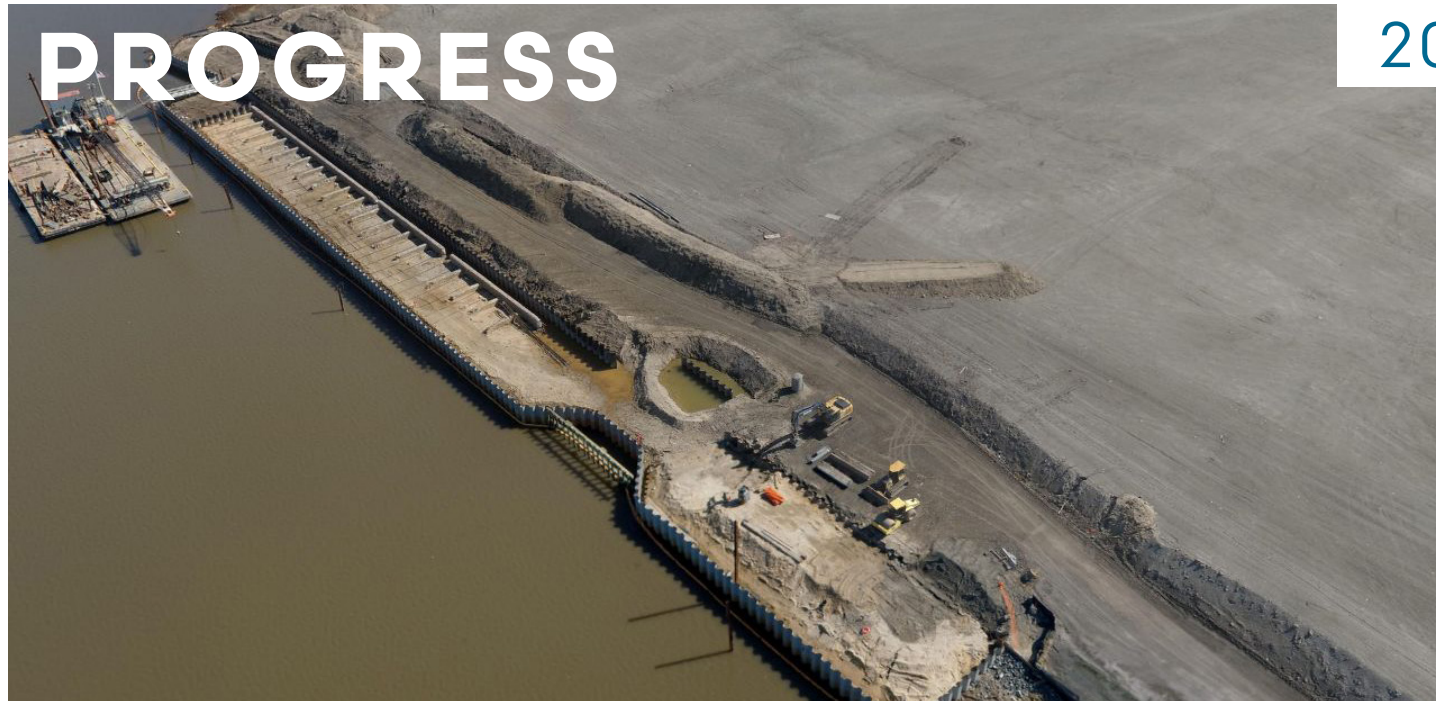
**2009**  
Remediation started

**2005**  
Borough condemned  
site for redevelopment

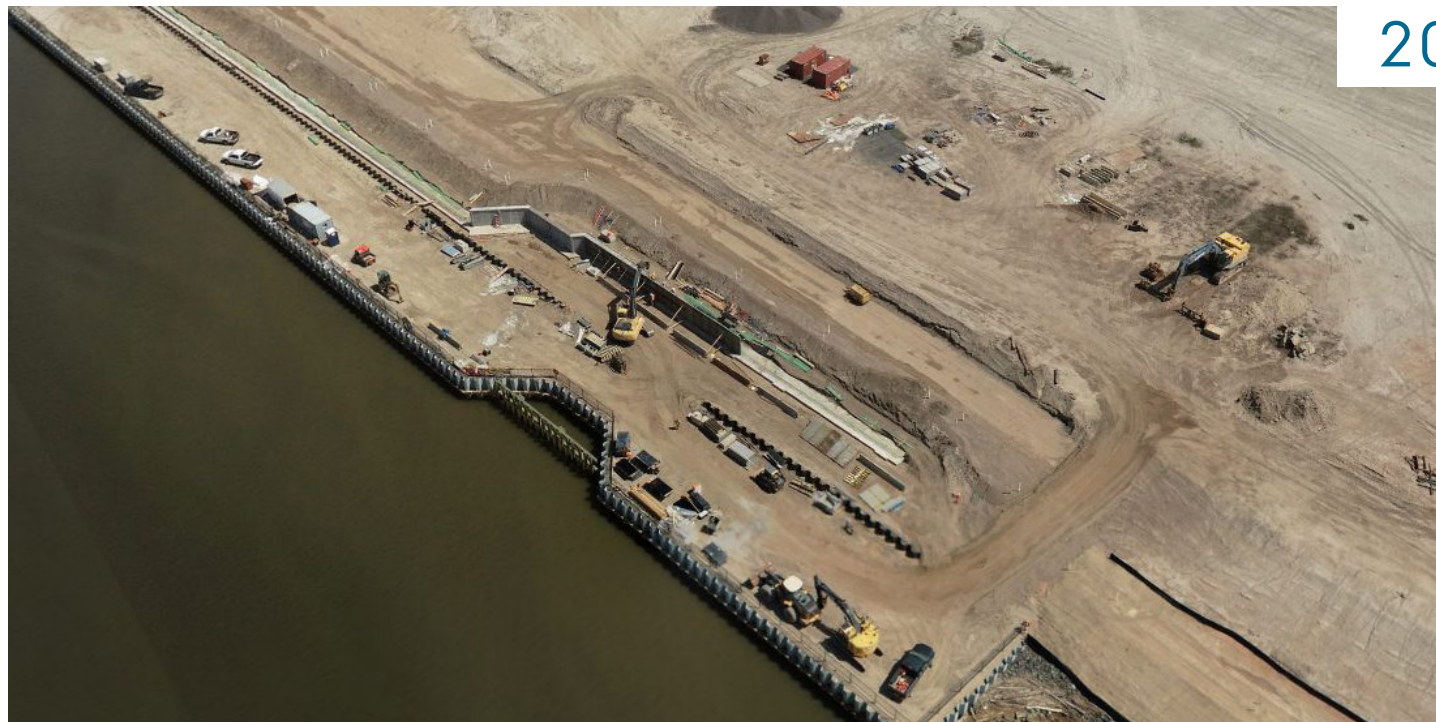
**1935-90's**  
Operating Industrial Site







2021



2023





# STREET GRID

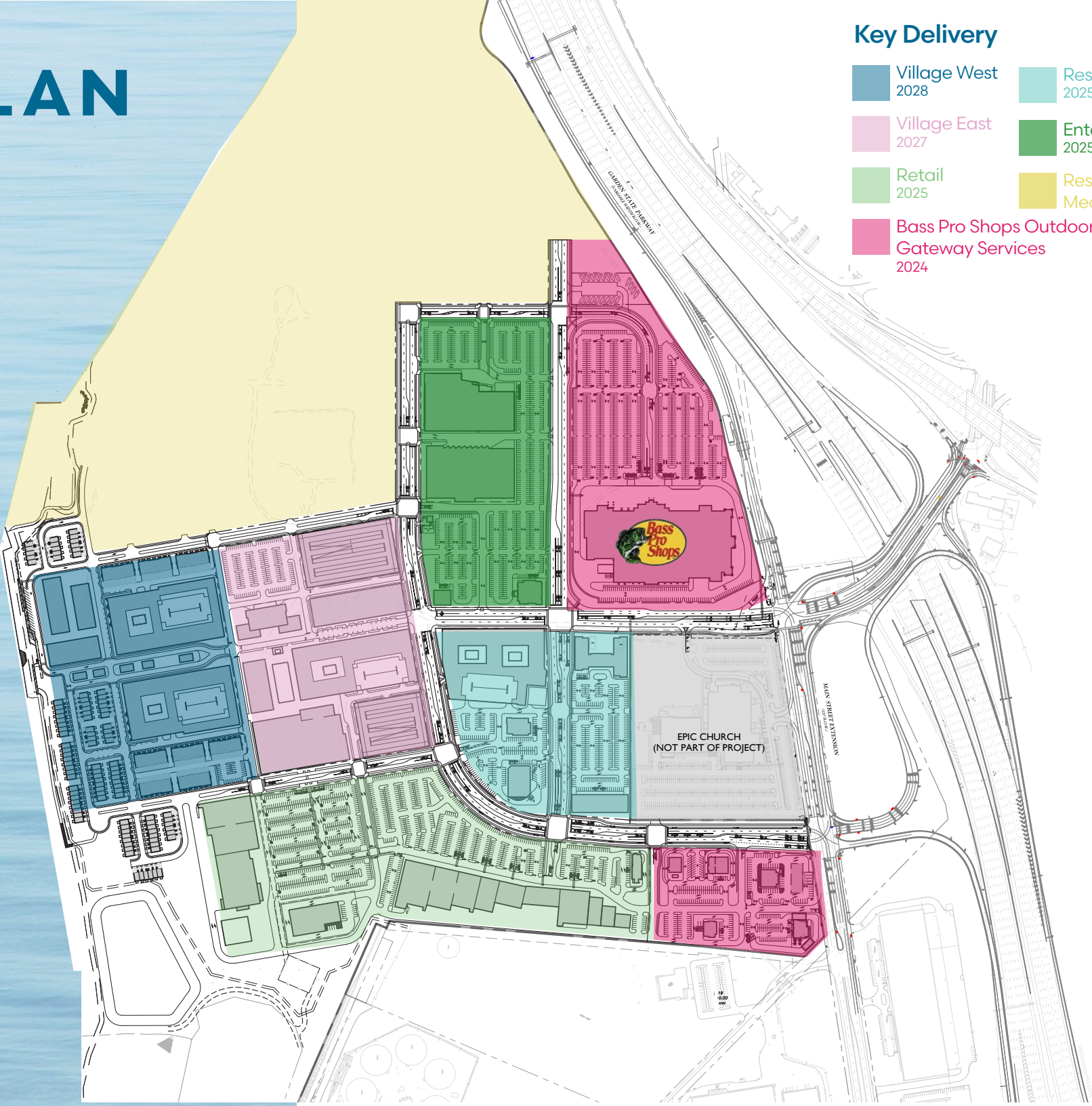




# PHASING PLAN

## Key Delivery

- |   |                                      |
|---|--------------------------------------|
| Village West<br>2028                                      | Residential/Hotel/Retail<br>2025     |
| Village East<br>2027                                      | Entertainment/Grocery<br>2025        |
| Retail<br>2025  | Residential/Office/<br>Medical/Hotel |
| Bass Pro Shops Outdoor World/<br>Gateway Services<br>2024 |                                      |





# Largest Single-Level Bass Pro Shops in the US: Approx. 200K SF

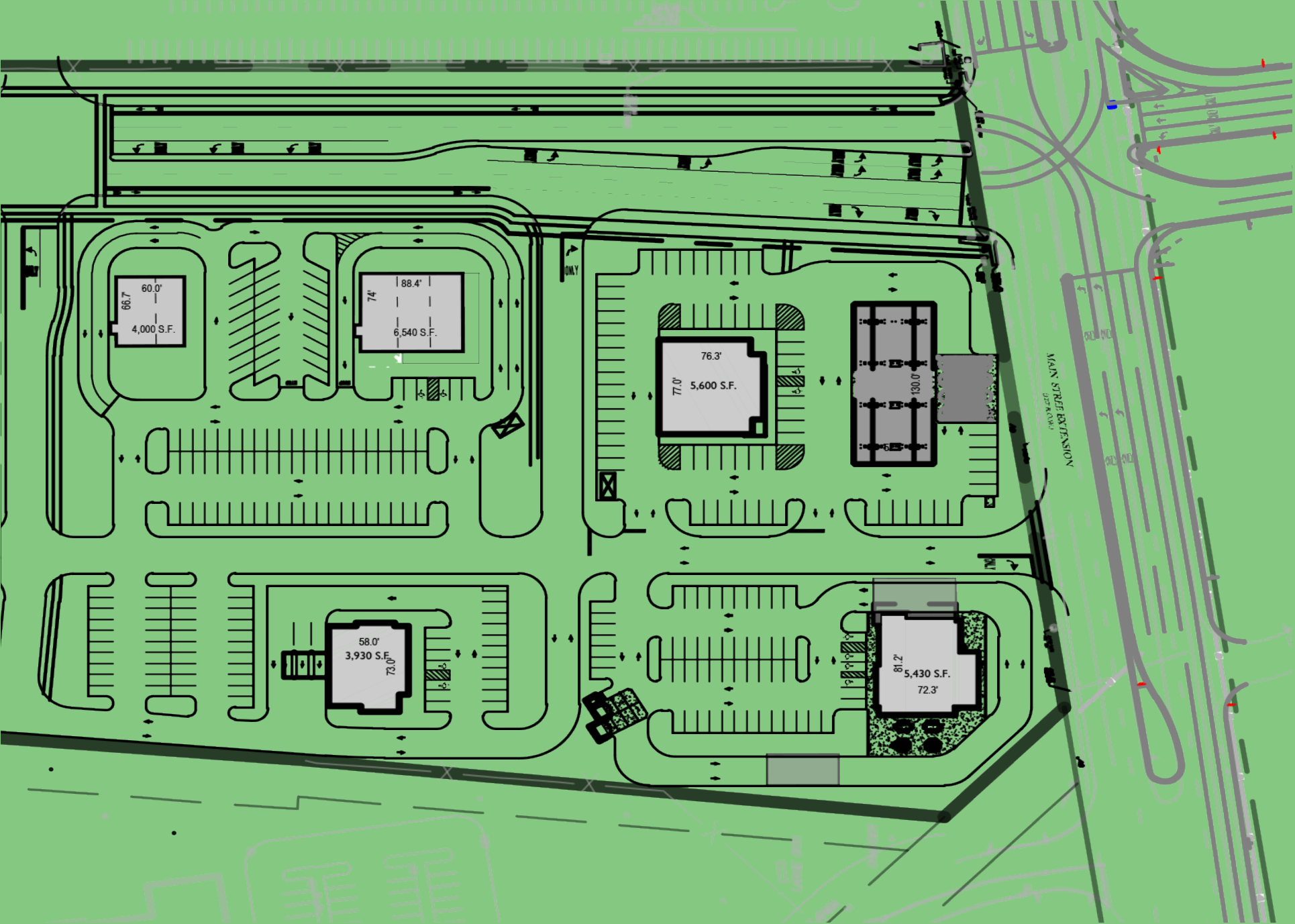
## Phase 1 A



ADDITIONAL HIGHLIGHTS: SHOOTING RANGE \\\ BUMPER CARS \\\ ARCADE \\\ ARCHERY \\\ TRACKER BOAT CENTER



# GATEWAY SERVICES







# RIVERTON

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