



# 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  
**2,668,260**

Average HHI  
**\$130,932**

Total Households  
**945,704**

*Source: Esri, 2023*







# 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
<b>250,000</b>	<b>17,500</b>	<b>20,000</b>	<b>85,000</b>

\*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

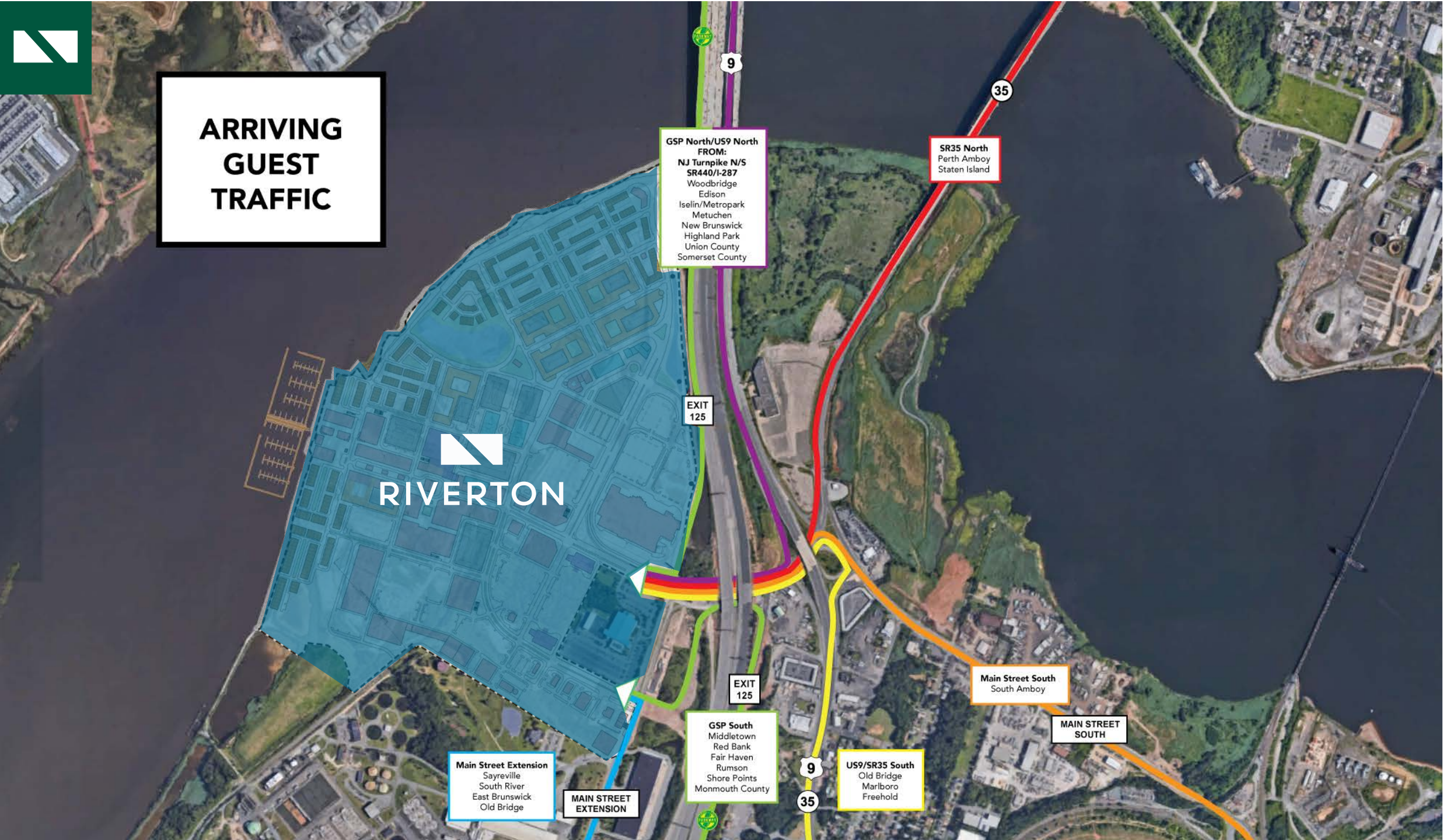
**US9/SR35 South**  
Old Bridge  
Marlboro  
Freehold

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

**Main Street South**  
South Amboy

**MAIN STREET SOUTH**

**MAIN STREET EXTENSION**





# SITE HISTORY

**2024**

Vertical development begins

**2023**

NJEDA board  
Approval of ASPIRE

**2021**

PILOT approved

**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



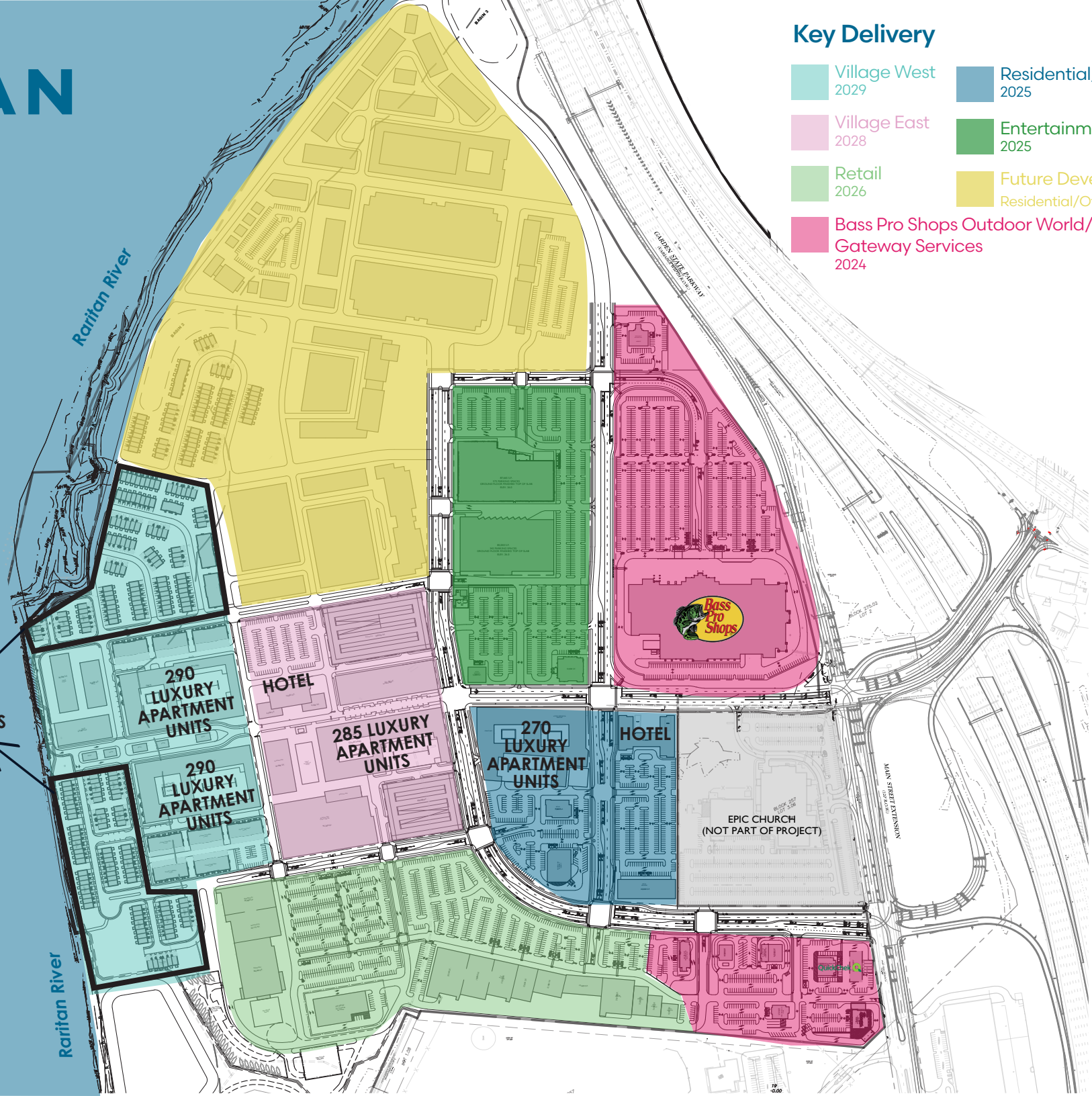


# PHASING PLAN

## Key Delivery

- Village West 2029
  - Village East 2028
  - Retail 2026
  - Bass Pro Shops Outdoor World/  
Gateway Services 2024
- Residential/Hotel/Retail 2025
  - Entertainment/Grocery 2025
  - Future Development  
Residential/Office/Medical/Hotel

326 LUXURY TOWNHOMES





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

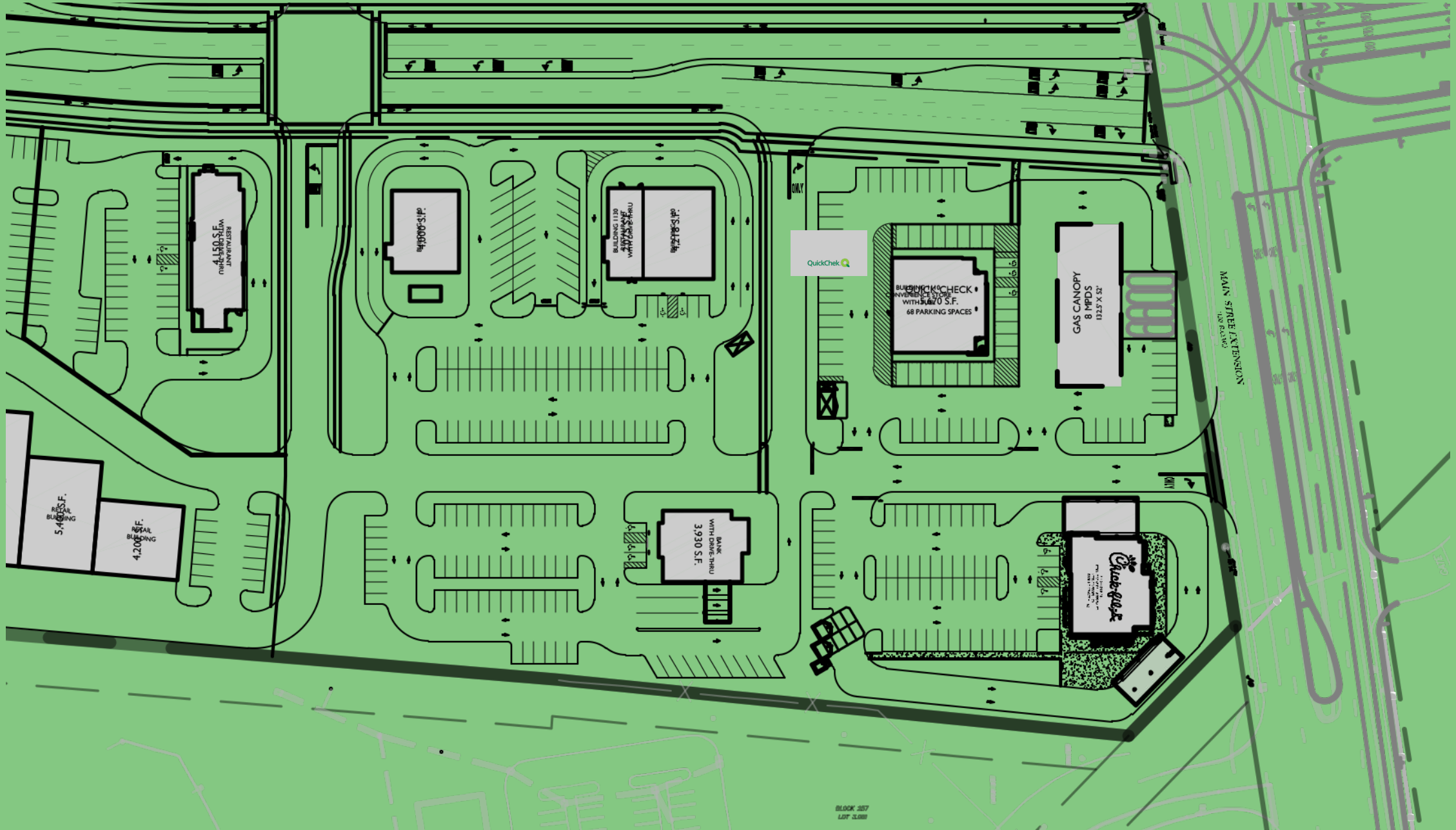
## Phase 1 A



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



# GATEWAY SERVICES



BLOCK 257  
LOT 2,000





# RIVERTON

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