



Welcome to

**MarketFair**

3535 US Highway 1  
Princeton, NJ 08540  
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[MarketFairShoppes.com](http://MarketFairShoppes.com)

 Centennial



# Lifestyle Retail Dominantly Located in an Affluent Market

Situated along Route 1, the premier retail corridor in the affluent trade area of Princeton, New Jersey, MarketFair is a 242,000 SF enclosed lifestyle center offering an impressive combination of the nation's strongest retailers and eateries.

In addition to high household incomes, MarketFair is surrounded by a dense daytime population exceeding 555,713 employees in the primary trade area. Major employers in the area include the headquarters of Bristol-Myers Squibb, Novo Nordisk, J&J Jansen Pharmaceuticals, Amazon, Merrill Lynch, McGraw Hill, Princeton Health Systems, and Dow Jones, along with the prestigious Princeton University with a total enrollment of over 8,600 students and approximately 1,200 faculty members.







# Overview

GLA  
246K SF

Property Type  
Lifestyle Retail

Mall Stores Open  
38

## Key Retailers

Anthropologie

Athleta

Williams Sonoma

Pottery Barn

West Elm

Barnes & Noble

Free People

## Restaurants & Entertainment

AMC

Seasons 52

Bahama Breeze

Starbucks

Corner Bakery Café

PF Chang's

TGI Fridays

Tommy's Tavern & Tap

Club Pilates



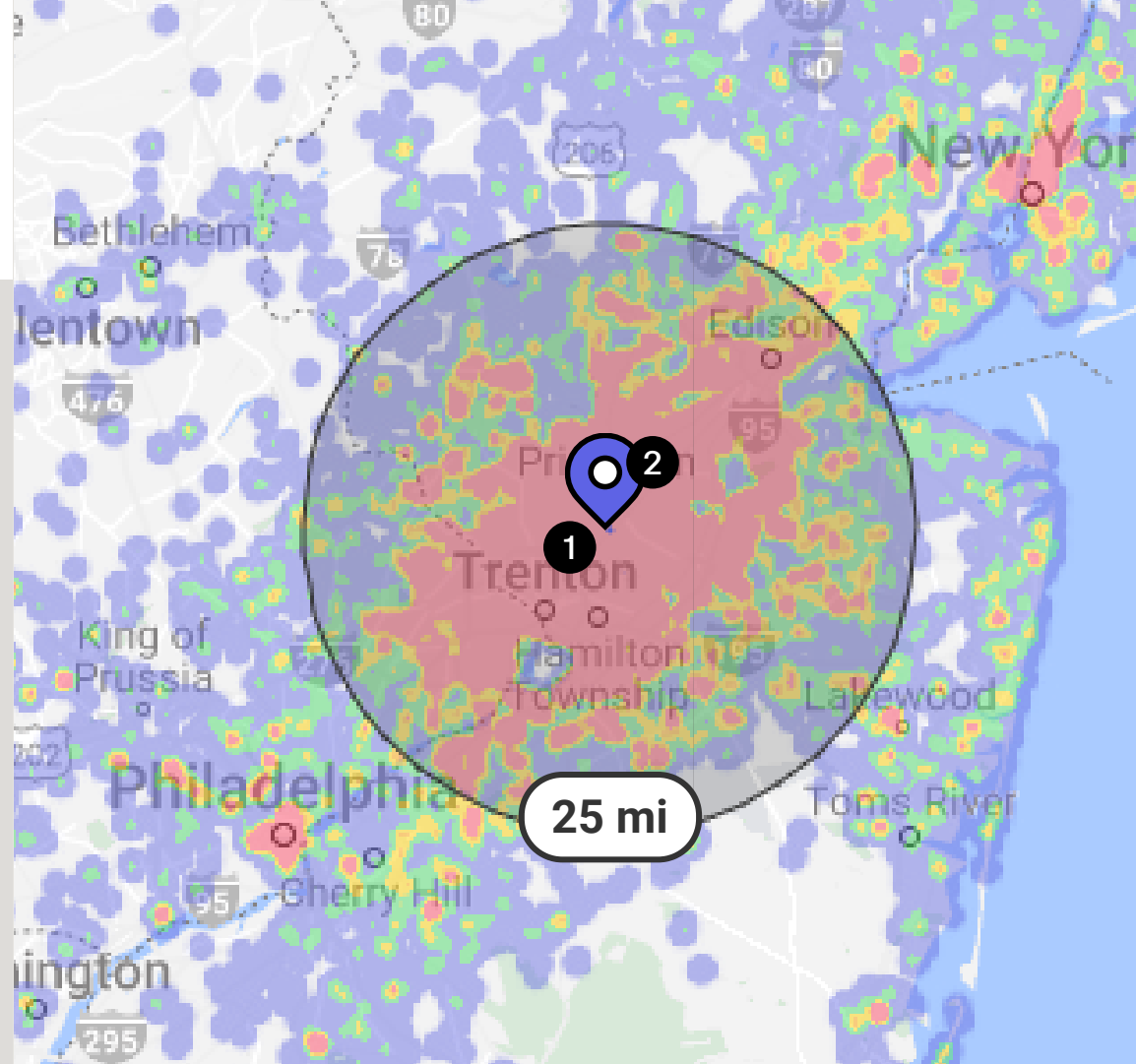
# Demographics at a Glance

		Trade Area	10 Mile Area			Trade Area	10 Mile Area
► Population	Trade Area Population: Total Daytime Population:	799,304 1,206,859	482,960 651,253	► Age	Median Age:	38	40
► Income	Household Avg: 2025 Projected:	\$145,402 \$162,697	\$129,313 \$141,657	► Households	Total Households: HH with Children:	313,095 26%	176,725 31%
► Housing	Avg Home Value: Owner Occupied:	\$613,288 47%	\$516,563 63%	► Education & Occupation	College Grads: White Collar:	53% 45%	49% 45%
► Household Income	\$50,000-\$74,999: \$75,000-\$99,999: \$100,000-\$149,999: \$150,000 or more:	13% 12% 17% 31%	14% 12% 18% 29%	► Race/ Ethnicity	White: Hispanic/Latino: Asian: Black: Other:	53% 13% 15% 16% 2%	51% 14% 16% 17% 2%



# Trade Area

- ▶ Situated Along Route 1, the Region's Dominant Commercial Thoroughfare
- ▶ Located 2 Miles from Princeton University
- ▶ Average HHI \$145K
- ▶ 80,000+ Traffic Counts per day Highway Access and Visibility



## Competitors

1. **Quaker Bridge Mall**  
Driving - 2.5 mi, 5 min
2. **Palmer Square**  
Driving - 3.6 mi, 9 min





ANTHROPOLOGIE

POTTERY BARN



ATHLETA

WILLIAMS  
SONOMA

amc  
THEATRES

west elm

CLUB  PILATES®

BARNES & NOBLE

P.F. CHANG's  
CHINA BISTRO



MarketFair | Princeton, NJ



# Transforming today's real estate into tomorrow's dominant mixed-use destinations.

With our forward-thinking approach and dedicated team of industry experts, we're delivering maximum value and distinct experiences to our tenants, partners, and communities we serve across the country.

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**25**

Years of  
Experience

**25M**

SF of Retail Real  
Estate Experiences

**30+**

Properties

**300+**

Employees

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## Contact us for more information

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