



A  **Madison Marquette** PROJECT

1200 Route 206 Montgomery Township, NJ 08540

[www.montgomerypromenade.com](http://www.montgomerypromenade.com)

# WELCOME TO MONTGOMERY

Montgomery Promenade is 300,000 square feet of shopping, dining and entertainment serving the desirable Princeton market. The area is widely recognized to be among the wealthiest and most educated regions in the nation with a trade area population of almost 200,000. The market, however, remains vastly underserved. Montgomery Promenade is poised to fill the void, drawing visitors from all directions. We are uniquely positioned to capture an expansive trade area, capitalizing on an extremely affluent population, proximity to Princeton University, central positioning between Bridgewater and Princeton University, and the local's

aversion to Route 1. Strategically positioned at the intersection of Route 206 (north/south) and Route 518 (east/west), Montgomery Promenade offers high traffic counts, ease of access and abundant parking not found in historic Princeton or the Route 1 corridor.



# BY THE NUMBERS

Montgomery Township is located in the heart of Somerset County, NJ. With a population of over 22,000, Montgomery Township continues to grow, bucking the trend of the shrinking suburb due in large part to their top-quality highly ranked school system. Nearby Princeton

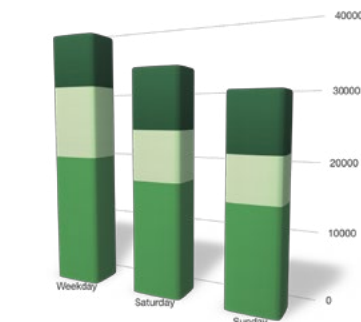
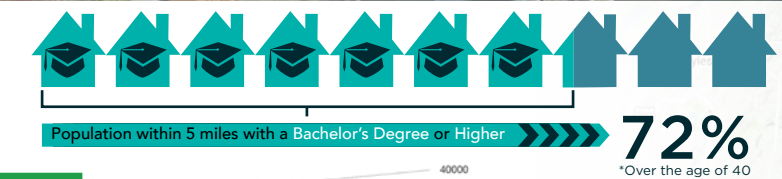
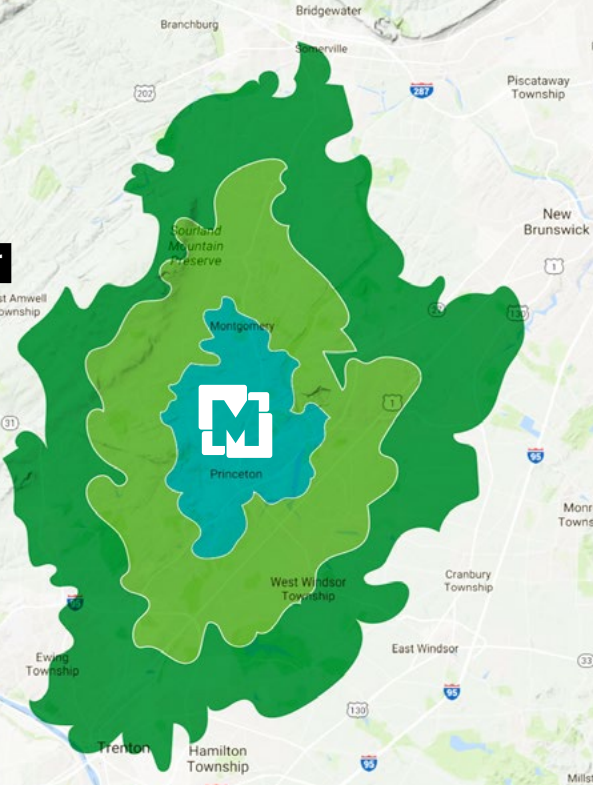
Junction train station provides access to New York City via the NJ Transit Northeast Corridor line. The southern side of the development is bordered by Princeton Airport with a 3500ft runway, serving general aviation needs of the surrounding community as well as a flight school.



CENTRAL SQUARE MONTGOMERY PROMENADE

## TOP AREA EMPLOYERS

- Berlitz International
- Bloomberg Financial
- Bristol-Myers Squibb
- Capital Healthcare
- Dow Jones & Company
- FMC Corporation
- Helene Fuld Medical Center
- Hyatt Regency Hotel
- Johnson & Johnson
- Lockheed Martin
- Merrill Lynch
- Princeton University



ROADWAY	Weekday	Saturday	Sunday
Route 206	20000	17000	15000
Route 518	11000	7500	6500
Roadway A	8000	9000	8500

## TRAFFIC COUNTS IN THE AREA



POPULATION	HOUSEHOLDS	AVG INCOME	POPULATION	HOUSEHOLDS	AVG INCOME	POPULATION	HOUSEHOLDS	AVG INCOME
18,051	6,858	\$176,279	84,610	30,590	\$178,063	202,921	73,792	\$156,481

# TRADE AREA

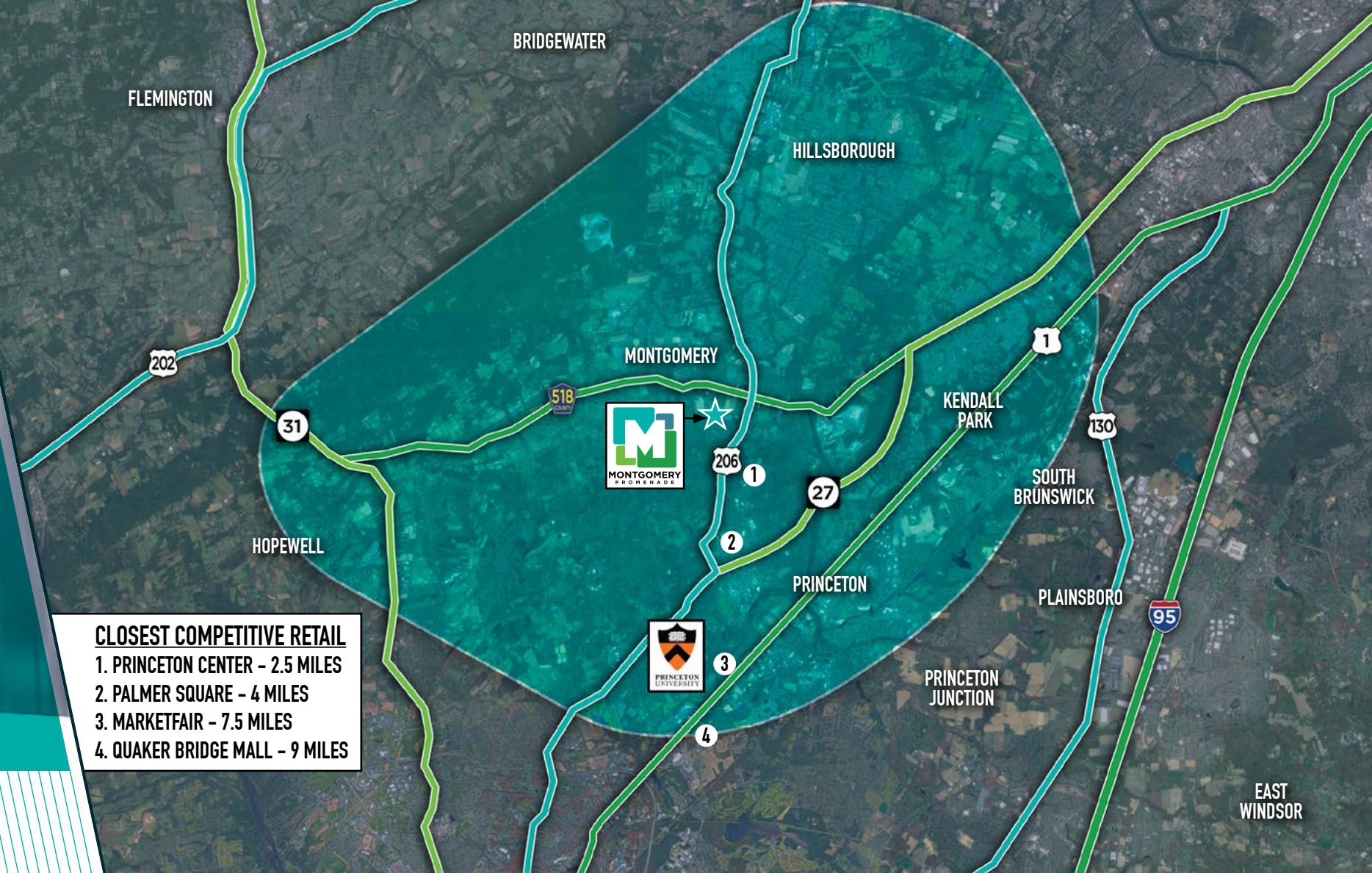
POPULATION  
205,663

DAYTIME  
POPULATION  
197,764  
EMPLOYEES  
9,425  
BUSINESSES

NUMBER OF  
HOUSEHOLDS  
74,392

AVERAGE  
HOUSEHOLD  
INCOME  
\$160,219

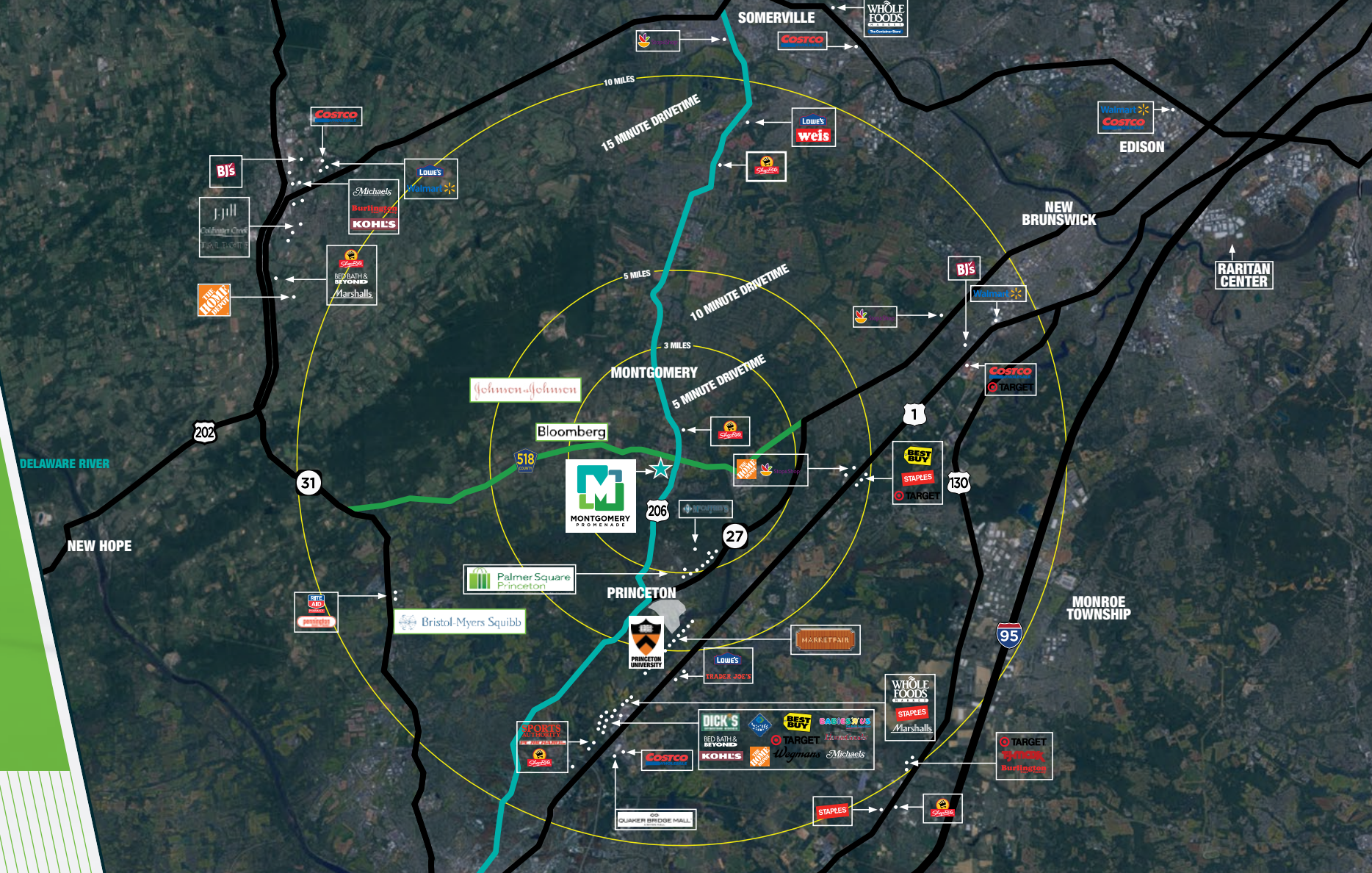
EDUCATION:  
SOME  
COLLEGE  
82.2%



# RETAIL AREA

**TOTAL ANNUAL CONSUMER EXPENDATURE STATISTICS (10 Mile Radius)**

TOTAL RETAIL EXPENDATURE	TOTAL NON-RETAIL EXPENDATURE	APPAREL	FOOD & BEVERAGE	ENTERTAINMENT
\$4.89B	\$6.0B	\$388M	\$1.5B	\$624M
		GIFTS		
		\$321M		





Montgomery Promenade has been designed by Madison Marquette to create a vibrant mixed-use "Downtown" for Montgomery Township and surrounding areas.

- Anchored by a 60,000SF Frank's Theater - (11 screens, 16 lanes of bowling, 5,000SF sports bar)
- Exciting collection of restaurants and shops offering all-day attraction to the surrounding communities.
- Pedestrian-oriented design featuring activated plazas and many opportunities for outdoor dining with award-winning architecture.
- Combined 35,000 vehicles per day traveling along Routes 206 and 518. With a new bypass road bringing over 10,000 vehicles per day through the center of the project.
- 34 single family homes and connections to local and regional trail networks add contemporary lifestyle amenities

**300,000<sup>+</sup>**  
**SQUARE FEET**



# PREMIUM SHOPPING



**95,000**  
SQUARE FEET  
SHOPPING



PREMIUM SHOPPING

Best-in-class retailers including a carefully curated mix of local, regional and national tenants in an active and contemporary "downtown" setting vastly expands the natural trade area for Montgomery Promenade.

**EXPERIENCE** PREMIUM SHOPPING



# PREMIUM DINING



**30,000**  
SQUARE FEET  
DINING



PREMIUM DINING

The premium dining experience will be anchored by four full-service high-end restaurants. In addition to these best in class attractions, Montgomery Promenade will feature diverse dining choices making it the natural "go-to" destination for any dining taste.



**EXPERIENCE** PREMIUM  
DINING





# PREMIUM ENTERTAINMENT

- 11 Screens
- 16 Bowling Lanes
- 5,000+ square foot Sports Bar



MONTGOMERY  
PROMENADE

## 60,000 SQUARE FOOT THEATER



Montgomery Promenade is anchored by a 60,000+ square foot entertainment center featuring 11 state-of-the-art stadium seating theatre screens, 16 bowling lanes and a 5,000 square foot sports bar.



FRANK THEATRES

## EXPERIENCE PREMIUM ENTERTAINMENT



# PREMIUM GREEN SPACE

- Concerts
- Farmers Markets
- Ice Skating
- Connection to township bike path



## 1 ACRE OF ACTIVE GREEN SPACE

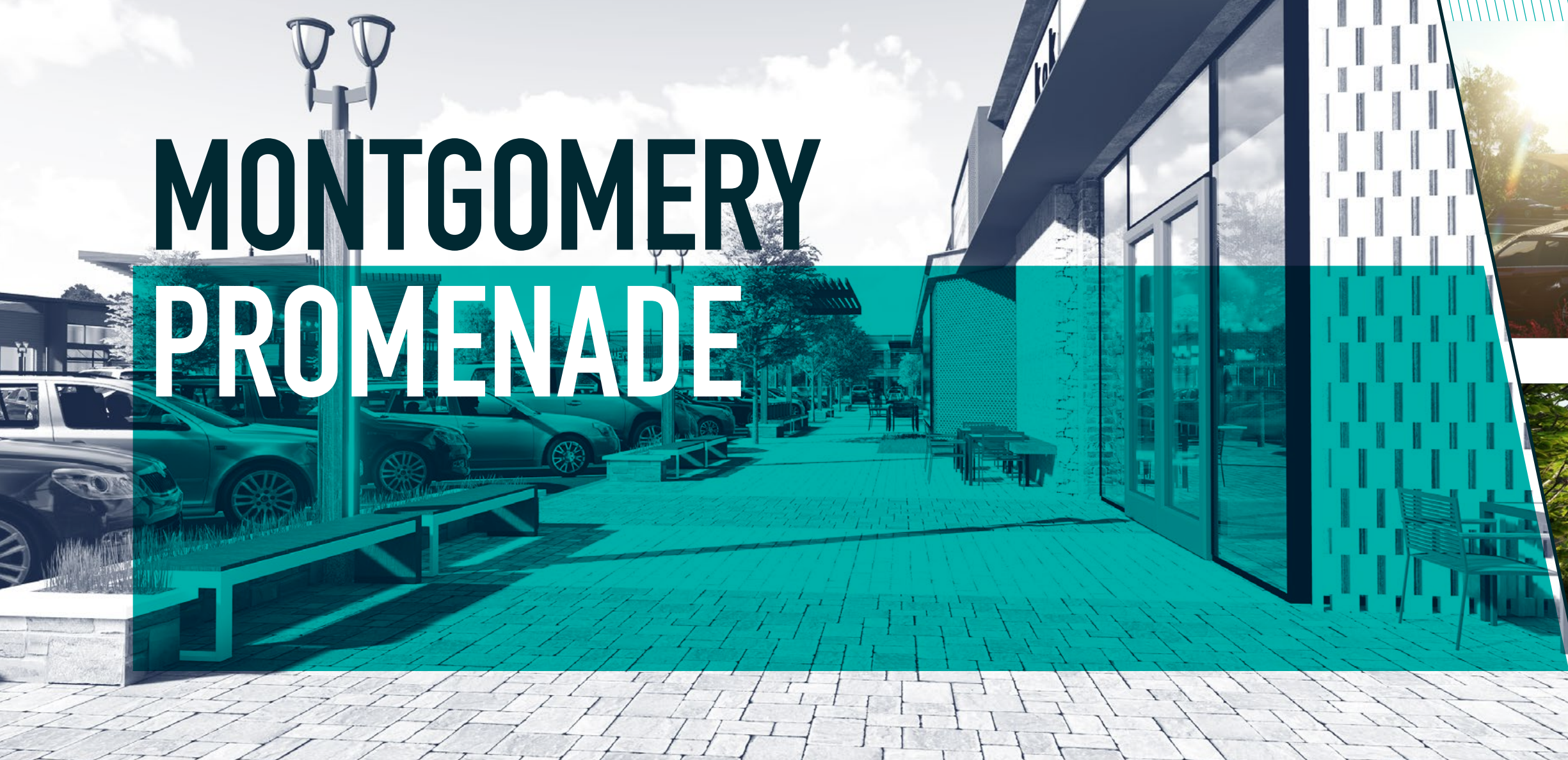


The Heart of Montgomery Promenade is its one acre central plaza. This welcoming green space will feature seasonal activities including winter ice skating, summer concerts and weekly farmer's markets.



## EXPERIENCE NATURE OUTDOORS

# MONTGOMERY PROMENADE



# NOW LEASING MONTGOMERY



## PROJECT MANAGEMENT:

John Muly | [john.muly@madisonmarquette.com](mailto:john.muly@madisonmarquette.com) | 732.481.2096  
Steve Lidster | [steven.lidster@madisonmarquette.com](mailto:steven.lidster@madisonmarquette.com) | 732.897.6512



## LEASING CONTACT:

John-david W. Franklin | CRX CLX | [john-davidw.franklin@madisonmarquette.com](mailto:john-davidw.franklin@madisonmarquette.com) | 215.399.5606  
Marcia Minton | [marcia.minton@madisonmarquette.com](mailto:marcia.minton@madisonmarquette.com) | 215.399.5607



Madison Marquette is a private, fully integrated real estate investment management and operating company providing a comprehensive set of services to institutional investors in retail, mixed-use and office assets in top-tier markets across the United States. Since the firm's inception in 1992, Madison Marquette has worked with a premiere group of partners and clients to define and execute accretive plans to successfully achieve investment objectives. Madison Marquette has been recognized as a thought-leader and innovator in the real estate industry – with a keen ability to identify trends impacting real estate investments and to strategically incorporate these trends into the firm's investment, planning, development, asset management, leasing and operating strategies.



A  **MadisonMarquette** PROJECT

1200 Route 206 Montgomery Township, NJ 08540

[www.montgomerypromenade.com](http://www.montgomerypromenade.com)