



MSC

PALMER
SQUARE
PRINCETON



PALMER SQUARE PRINCETON

260,000 SF mixed-use development featuring 120,000 SF of high-end lifestyle retail, 140,000 SF of “Class A” office space and 232 residences

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On-site, full-service hotel, the Nassau Inn, featuring 188 guest rooms and 10,000 SF of conference and meeting space

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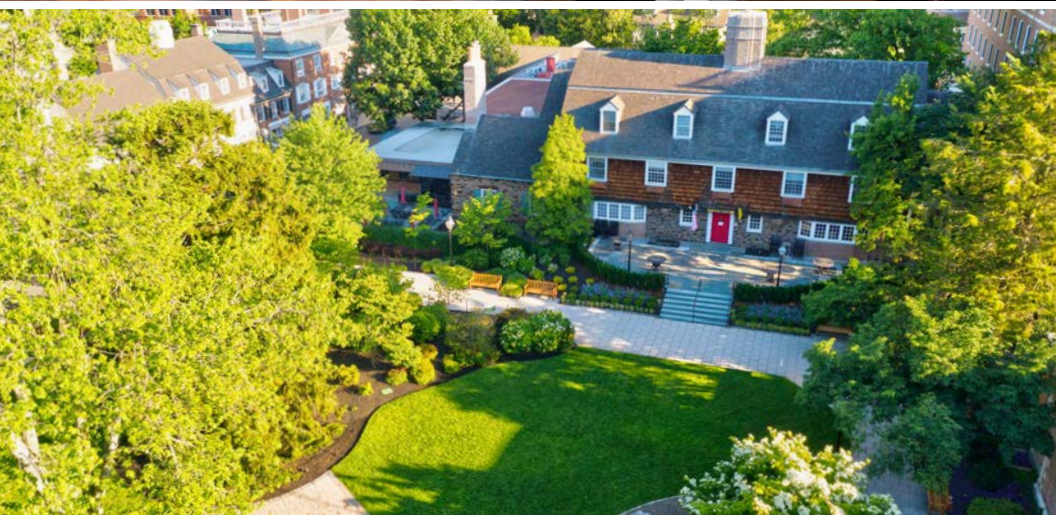
Two multi-level, on-site parking garages with over 1,000 parking spaces provide an incomparably convenient urban-suburban shopping experience

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Situated in the heart of a vibrant, affluent community steps from the prestigious ivy-league institution, Princeton University

...

With over a dozen signature events and live entertainment weekly such as Music Fest, Girls Night Out, Seasonal Skating on the Square, Summer Music & Movie Series and a Holiday Tree



DOWNTOWN STYLE. LOCAL FLAVOR.

REGIONAL OVERVIEW



LOCAL POSITIONING, REGIONAL PULL

Positioned in the heart of one of New Jersey’s wealthiest communities with immediate access to Routes 1 & 95 allowing for rare regional accessibility

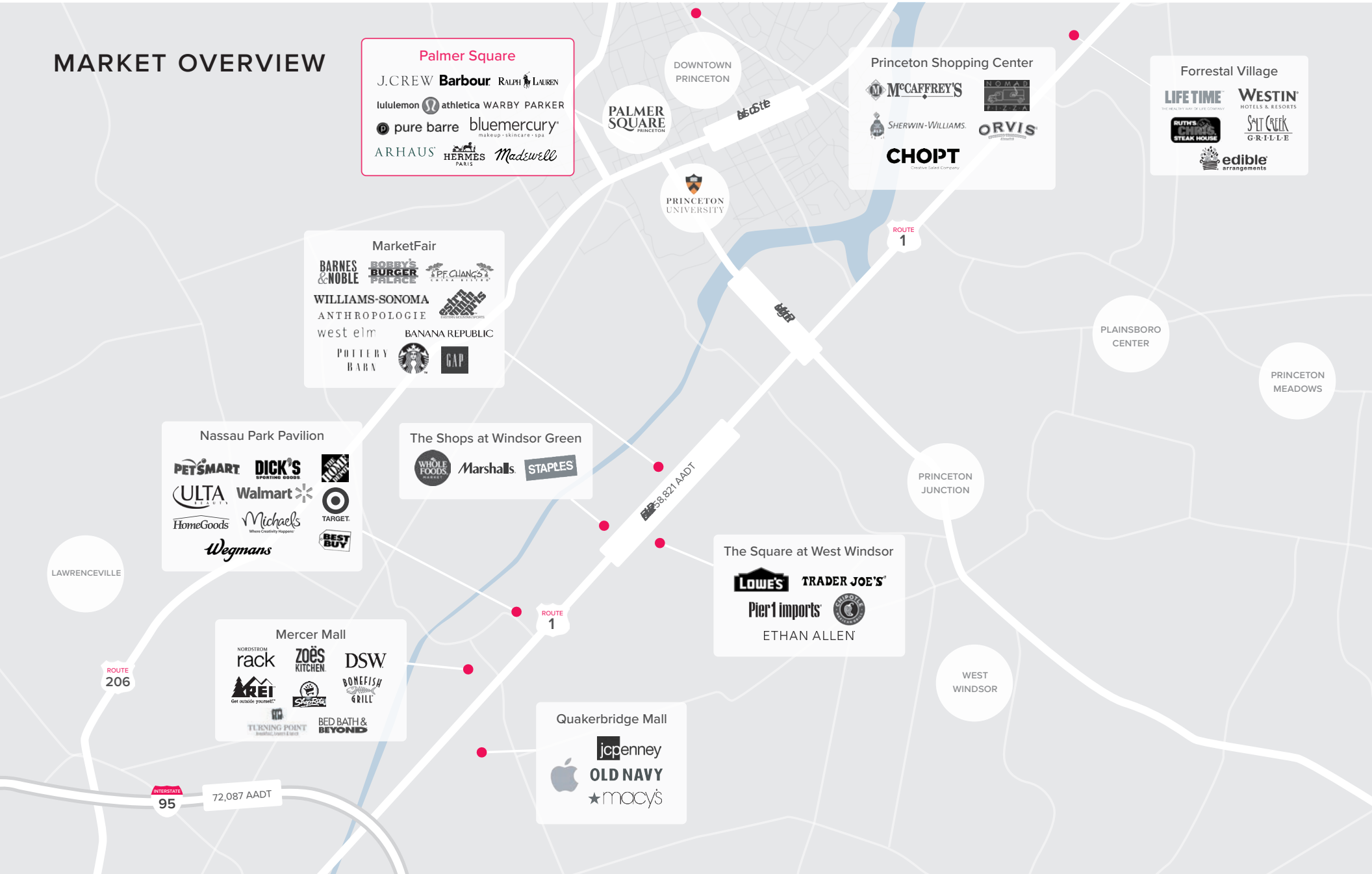
STRONG DEMOGRAPHICS

Within a 15 minute drive-time of the property there are over 300,000 people with average household incomes in excess of \$130,000

STRATEGIC LOCATION

Ideal regional positioning, equidistant from New York City and Philadelphia, provides access to shoppers from both MSAs and an opportunity for a company to bridge brand recognition between the two markets

MARKET OVERVIEW





PRINCETON, NJ

Princeton is one of the most unique and well-positioned markets in the country: **a vibrant, walkable, live/work/play urban environment** in a traditional suburban setting. The thriving downtown, anchored by Palmer Square, sits at the doorstep to one of the most prestigious universities in the country, an institution whose brand gives the trade area a reputation of exclusivity and prestige. While the market has tremendous access to an adjacent residential and office population, the downtown sits a mere 3 minute drive off of Rt. 1, providing easy regional access to the suburbs of both New York City and Philadelphia.

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DRIVE-TIME DEMOGRAPHICS

2022 EST. POPULATION

23,538	47,318	94,766	180,017
5 min	10 min	15 min	20 min

2022 EST. AVG. HOUSEHOLD INCOME

\$233,680	\$231,441	\$214,176	\$198,207
5 min	10 min	15 min	20 min

2022 EST. TOTAL EMPLOYEES

12,929	121,055	159,755	189,863
5 min	10 min	15 min	20 min



TESTIMONIALS

THE BENT SPOON



Nestled between New York City and Philadelphia in an Ivy league University town, Palmer Square is **a premier location** to showcase our nationally recognized ice creams and sorbets. *The Bent Spoon's* mission to use local, organic and sustainably sourced ingredients thrives in an area rich with organic farms and **access to major metropolitan hubs** for specialty ingredients. Sixteen years and close to 600 flavors later, we continue to welcome a wide-array of diverse and fascinating customers and tourists who can't wait to taste a bit of this wonderful place!

— GABRIELLE CARBONE & MATTHEW ERRICO
co-founders

After opening three stores in the D.C. area, we decided it was time to branch out, and one of our initial target markets was Princeton, New Jersey. **It didn't take long to figure out that Palmer Square was the heart and soul of downtown Princeton.** We literally sat on benches and counted foot traffic and shopping bags before signing a lease with Palmer Square in 2004 and we've never looked back.

Our sales have grown every year since we opened the store.

In 2015 the company was acquired by Macy's and now has more than 100 stores nationwide. **We still consider Palmer Square one of our top performing stores** in the fleet and are planning a major renovation of the space over the coming year.

— BARRY BECK co-founder

DOWNTOWN PRINCETON

Downtown Princeton offers a tremendous diversity of high-end apparel, home goods, lifestyle amenities and some of the best restaurants in New Jersey. **A 7-day per week live/work/play environment** amidst a walkable downtown with ample parking and a strong daytime office population. Many of the most prominent and relevant brands in retail have chosen Palmer Square to anchor their Central New Jersey presence.

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8 • Palmer Square



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SITE PLAN

AVAILABILITIES

24 63 Palmer Square West
676 SF

28 53 Hulfish Street
1,569 SF

30b 45 Hulfish Street
1,890 SF

36 15 Hulfish Street
2,120 SF

COMING-SOON



NEWLY OPENED



Lilly Pulitzer

OTHER TENANTS

- 1 Zoe (women's boutique)
- 2 Lululemon Athletica
- 3 Madewell
- 4 Urban Outfitters
- 5 Warby Parker
- 6 Ralph Lauren
- 7 Princeton University Art Museum Store
- 8 Chez Alice Gourmet Cafe & Bakery
- 9 Faherty Men
- 10 Faherty Women
- 11 Hermès
- 12 Miya Japanese Tableware & Gifts
- 13 Thomas Sweet Chocolate
- 14 Rojo's Roastery
- 15 The Bent Spoon
- 16 Custom Ink
- 17 Highbar Boutique
- 18 Lily Pulitzer
- 19 Dandelion (jewelry)
- 20 Lace Silhouettes Lingerie
- 21 Olsson's Fine Foods
- 22 Morgenthal Frederics
- 23 Toobydoo

- 25 Barbour
- 26 Johnny Was
- 27 Nic + Zoe
- 29 Princeton Corkscrew Wine Shop
- 30a Maman
- 31 Mediterra Restaurant
- 32 Pure Barre
- 33 Salon Pure
- 34 AT LEASE
- 35 AT LEASE
- 37 Princeton University Art Museum
- 38 Halo Pub
- 39 Halo Fete
- 40 Bluemercury
- 41 Lindt Chocolate
- 42 Yankee Doodle Tap Room
- 43 Princeton Soup & Sandwich Co.
- 44 The Rain
- 45 Nassau Inn
- 46 Playa Bowls
- 47 JaZams (Toys)
- 48 Teresa Caffe
- 49 Arhaus
- 50 Wineries Restaurant & Bar
- 51 J. Crew
- 52 PNC Bank
- 53 The Kiosk





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