

MSC



PALMER SQUARE®

PRINCETON



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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 events, including Saturday Music, Outdoor Movie Nights, Dueling Pianos, weekly live entertainment, and signature holiday celebrations, thousands of visitors are drawn annually



DOWNTOWN STYLE. LOCAL FLAVOR.

JOIN THESE TENANTS

RALPH
LAUREN



HERMÈS

bluemercury®
makeup • skincare • spa

WARBY PARKER



VERONICA
BEARD

RHONE
XXX

Madewell

ARHAUS

Reformation

[solidcore]

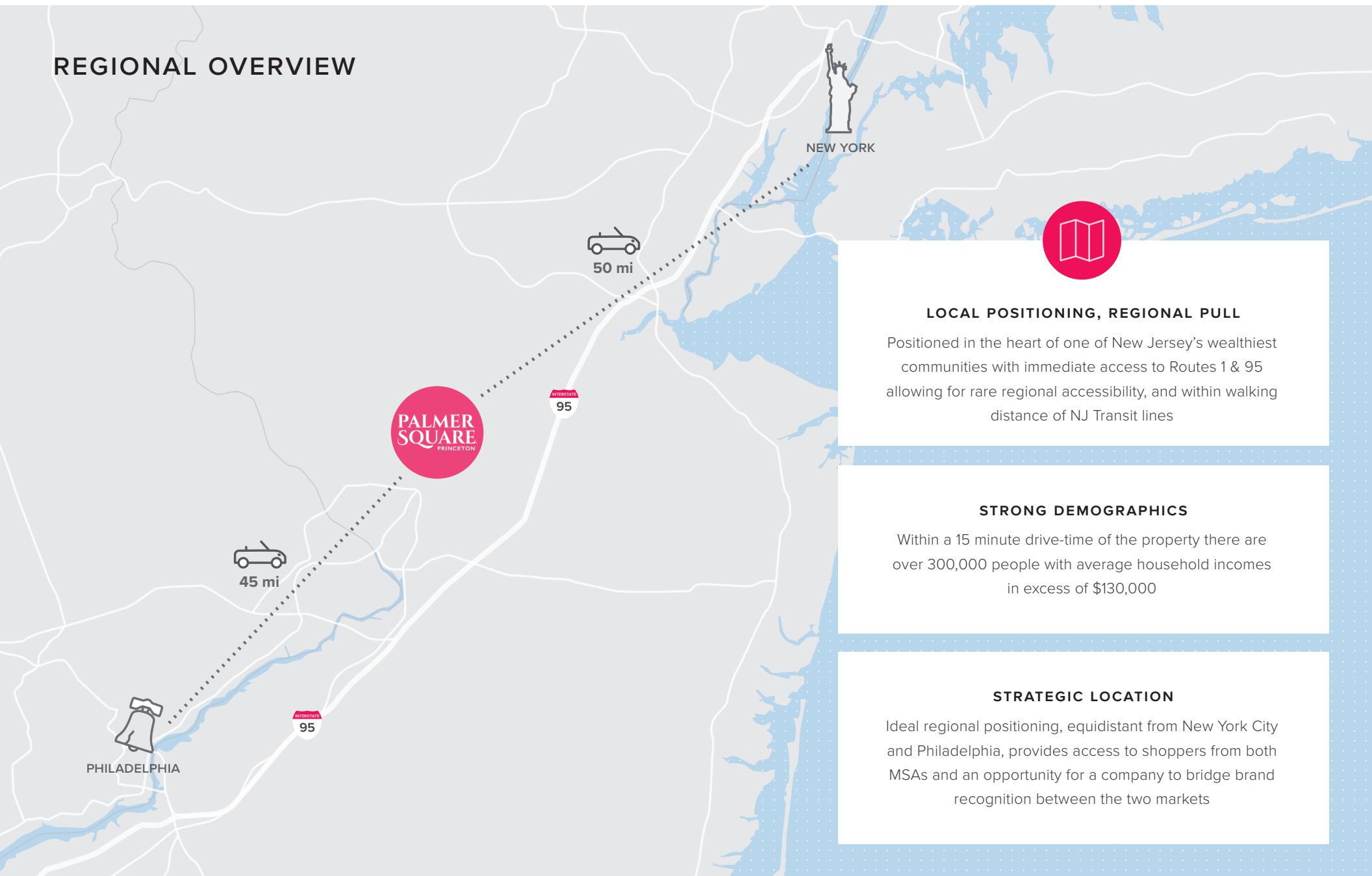
J.CREW

alo

lululemon

gorjana

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, and within walking distance of NJ Transit lines

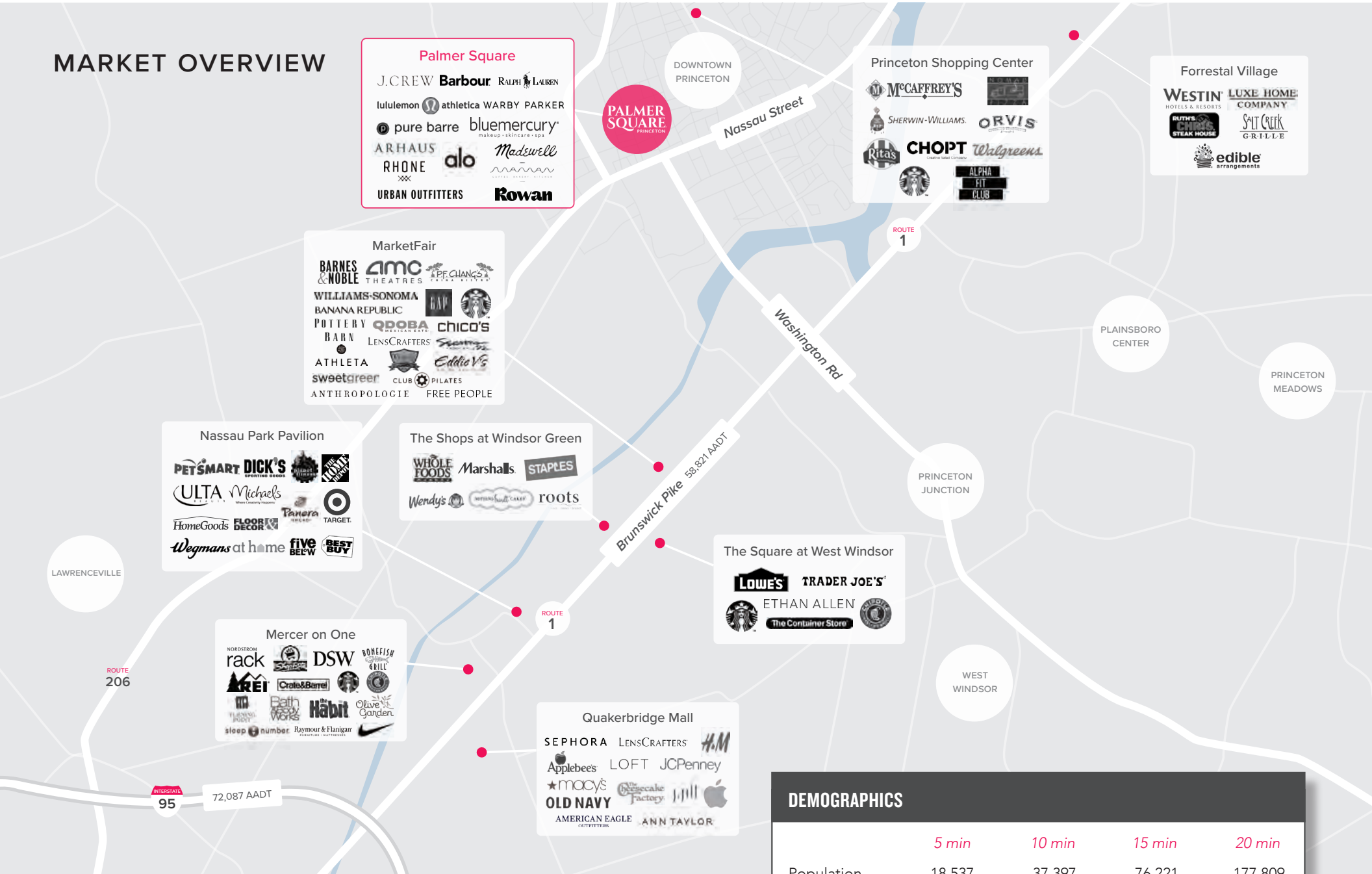
STRONG DEMOGRAPHICS

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



DEMOGRAPHICS				
	5 min	10 min	15 min	20 min
Population	18,537	37,397	76,221	177,809
Avg HH Income	\$252,305	\$266,459	\$243,453	\$213,681
Employees	13,377	43,553	91,745	127,027



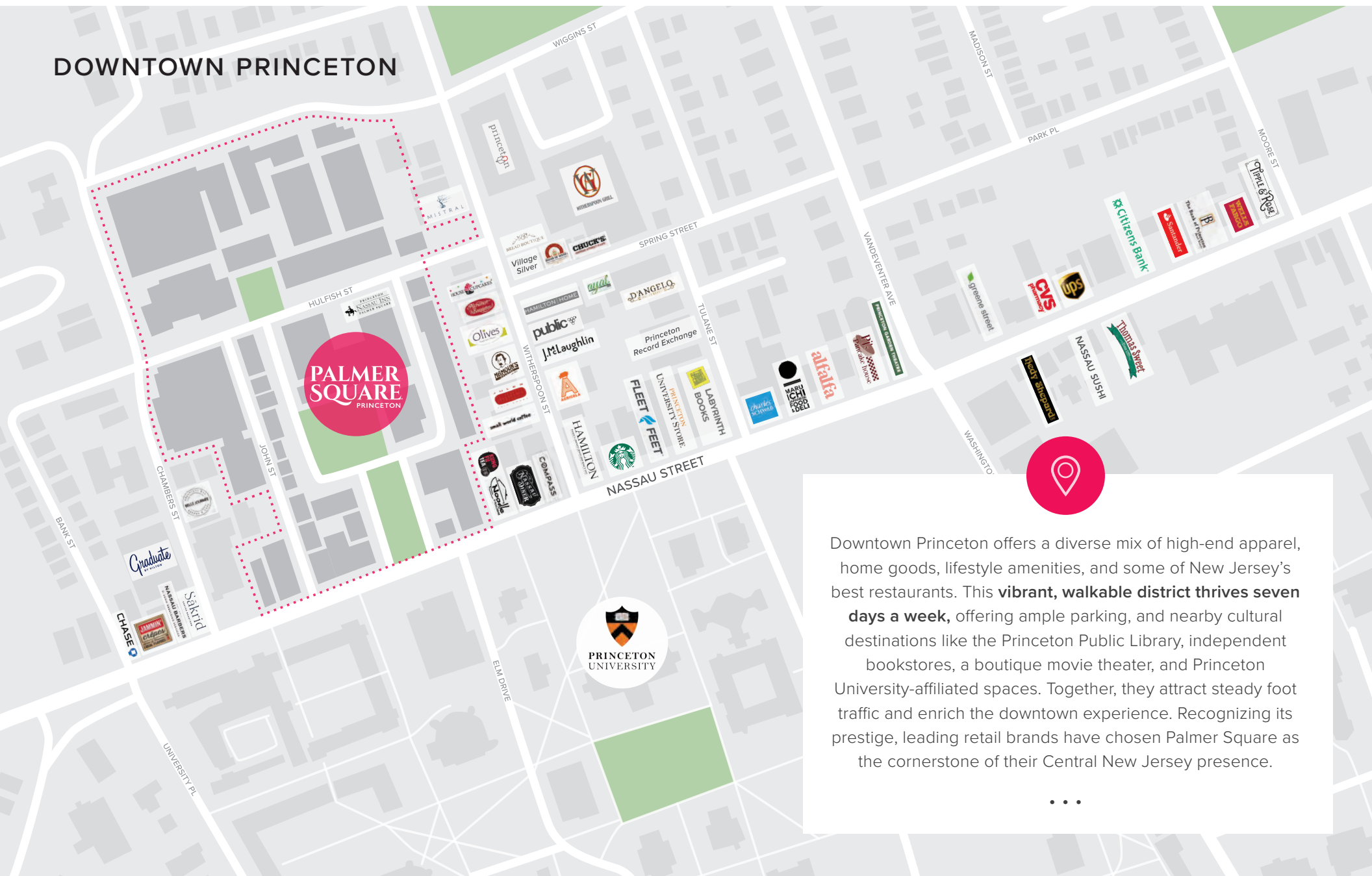
PRINCETON, NJ

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 area a reputation of exclusivity and prestige. Situated in the heart of Palmer Square, the historic Nassau Inn offers 188 guest rooms and full-service hospitality. With a strong residential and office population, downtown Princeton is just a 3-minute drive off Rt. 1, providing easy regional access to both New York City and Philadelphia.

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DOWNTOWN PRINCETON



Downtown Princeton offers a diverse mix of high-end apparel, home goods, lifestyle amenities, and some of New Jersey's best restaurants. This **vibrant, walkable district thrives seven days a week**, offering ample parking, and nearby cultural destinations like the Princeton Public Library, independent bookstores, a boutique movie theater, and Princeton University-affiliated spaces. Together, they attract steady foot traffic and enrich the downtown experience. Recognizing its prestige, leading retail brands have chosen Palmer Square as the cornerstone of their Central New Jersey presence.

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SITE PLAN

FULLY LEASED

NEW ADDITIONS

**VERONICA
BEARD**
Reformation

gorjana
SKIN & SPIRIT
[solidcore]
(COMING SOON)

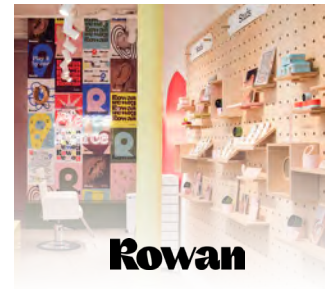
RHONE
XXX
LE LABO®

OTHER TENANTS

- | | |
|---|----------------------------------|
| 1 Zoe (women's boutique) | 28 Skin Spirit |
| 2 Lululemon Athletica | 29 Princeton Corkscrew Wine Shop |
| 3 Madewell | 30a Maman |
| 4 Urban Outfitters | 30b Solidcore (Coming Soon) |
| 5 Warby Parker | 31 Mediterra Restaurant |
| 6 Ralph Lauren | 32 Pure Barre |
| 7 Princeton University Art Museum Store | 33 Salon Pure |
| 8 Veronica Beard | 34 Alo |
| 9 Faherty Men | 35 Rhone |
| 10 Faherty Women | 36 Reformation |
| 11 Hermès | 37 Brandy Melville |
| 12 Miya Japanese Tableware & Gifts | 38 Halo Pub |
| 13 Thomas Sweet Chocolate | 39 Halo Fete |
| 14 Rojo's Roastery | 40 Bluemercury |
| 15 The Bent Spoon | 41 Lindt Chocolate |
| 16 Le Labo | 42 Yankee Doodle Tap Room |
| 17 Highbar Boutique | 43 Princeton Soup & Sandwich Co. |
| 18 Lilly Pulitzer | 44 Framebridge |
| 19 Dandelion (jewelry) | 45 Nassau Inn |
| 20 Lace Silhouettes Lingerie | 46 Playa Bowls |
| 21 Olsson's Fine Foods | 47 JaZams (Toys) |
| 22 Morgenthal Frederics | 48 Teresa Caffe |
| 23 Gorjana | 49 Arhaus |
| 24 Rowan | 50 Winberies Restaurant & Bar |
| 25 Barbour | 51 J. Crew |
| 26 Johnny Was | 52 PNC Bank |
| 27 Nic + Zoe | 53 The Kiosk |



THE BEST CHOSE THE BEST





PALMER SQUARE

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