



RIVERTON





# 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

**250,000**

Main Street

**17,500**

SR 35

**20,000**

US 9

**85,000**

\*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  
EXTENSION**

**Main Street South**  
South Amboy

**MAIN STREET  
SOUTH**





# SITE HISTORY

**2024**

Vertical development begins

**2023**

NJEDA board  
Approval of ASPIRE

**2021**

PILOT approved

**2018**

Engaged to reimagine & execute  
on master plan

**2009**

Remediation started

**2005**

Borough condemned site for redevelopment

**1935-90's**

Operating Industrial Site





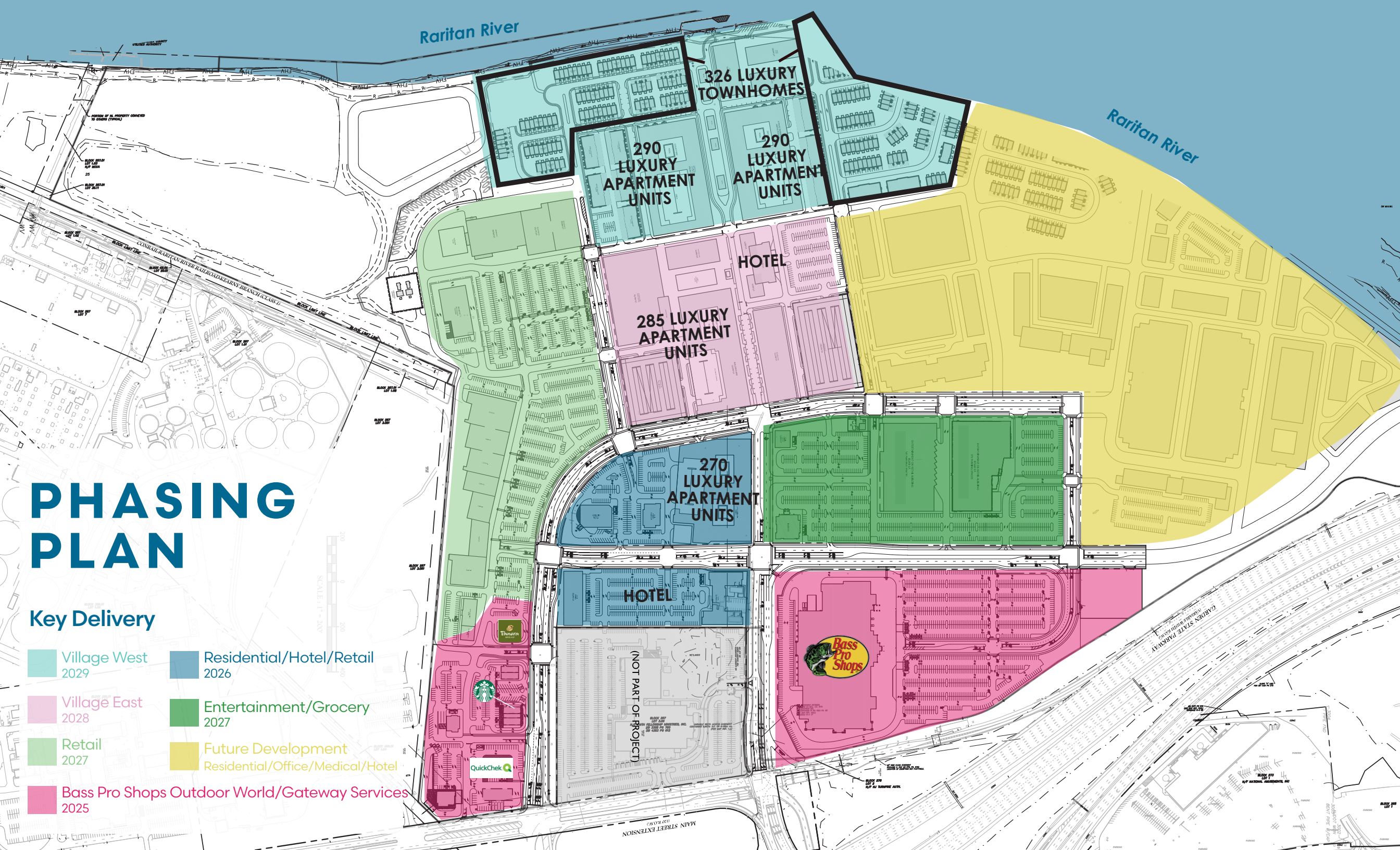




# PHASING PLAN

## Key Delivery

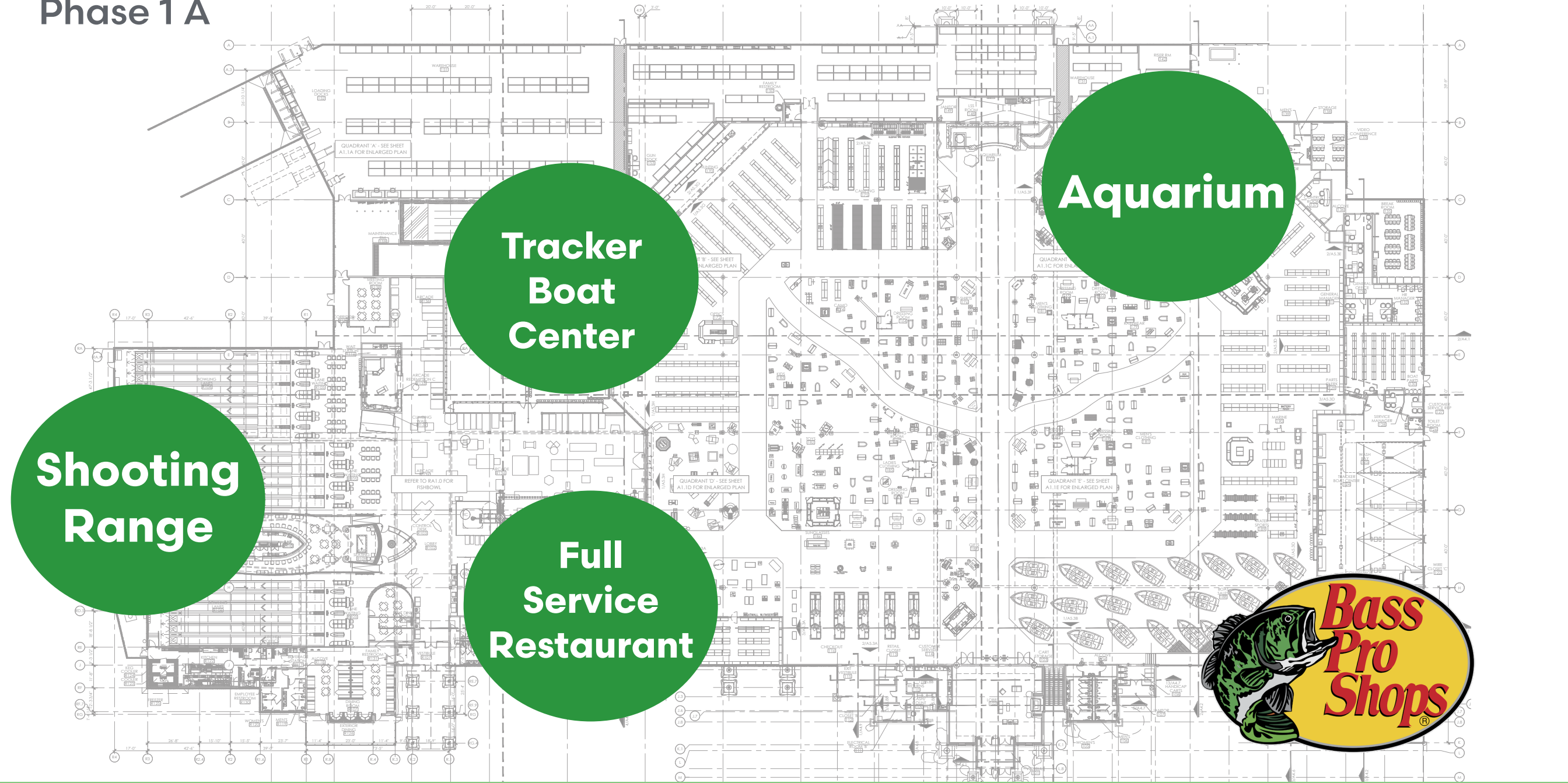
- |  |  |
|--|--|
|  Village West<br>2029                                  |  Residential/Hotel/Retail<br>2026                       |
|  Village East<br>2028                                  |  Entertainment/Grocery<br>2027                          |
|  Retail<br>2027  |  Future Development<br>Residential/Office/Medical/Hotel |
|  Bass Pro Shops Outdoor World/Gateway Services<br>2025 |  |





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

## Phase 1 A



**Shooting  
Range**

**Tracker  
Boat  
Center**

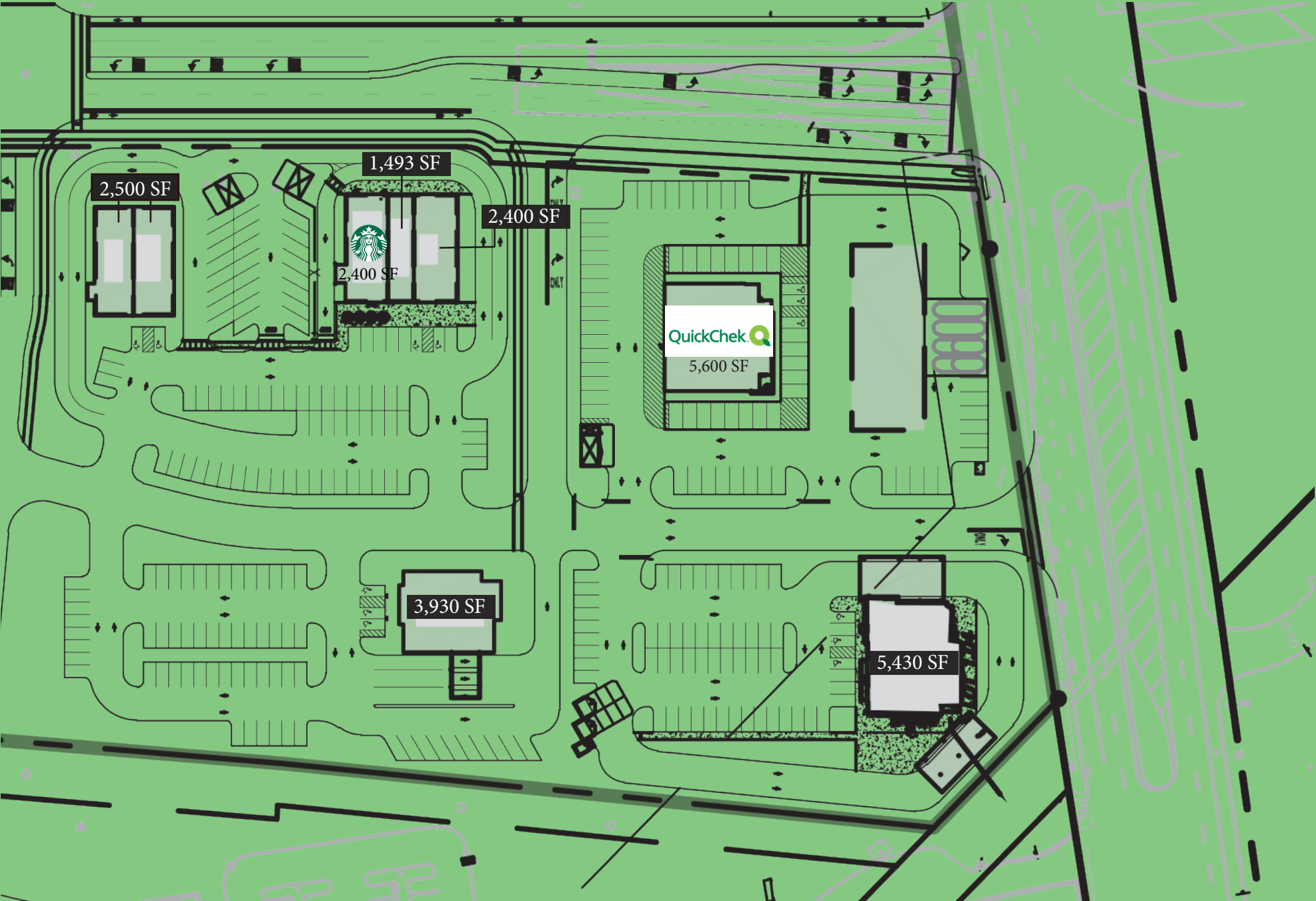
**Full  
Service  
Restaurant**

**Aquarium**





# GATEWAY SERVICES







# RIVERTON

RIVERTON.COM \ \ @EXPERIENCERIVERTON



Charles Cristella, JLL, EVP, Retail Leasing  
+1 215-341-7520 \ \ Charles.Cristella@Riverton.com