

NEW MIXED-USE DEVELOPMENT

±20,000 SQUARE FEET OF RETAIL SPACE; RETAIL PADS

11 Franklin Avenue, Belleville, NJ



LOCATED BETWEEN MILL STREET & FRANKLIN AVENUE



EXCLUSIVE RETAIL LEASING

KATZ & ASSOCIATES

RETAIL REAL ESTATE ADVISORS

Jonathan Greenberg

VICE PRESIDENT

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Property Overview

HIGHLIGHTS

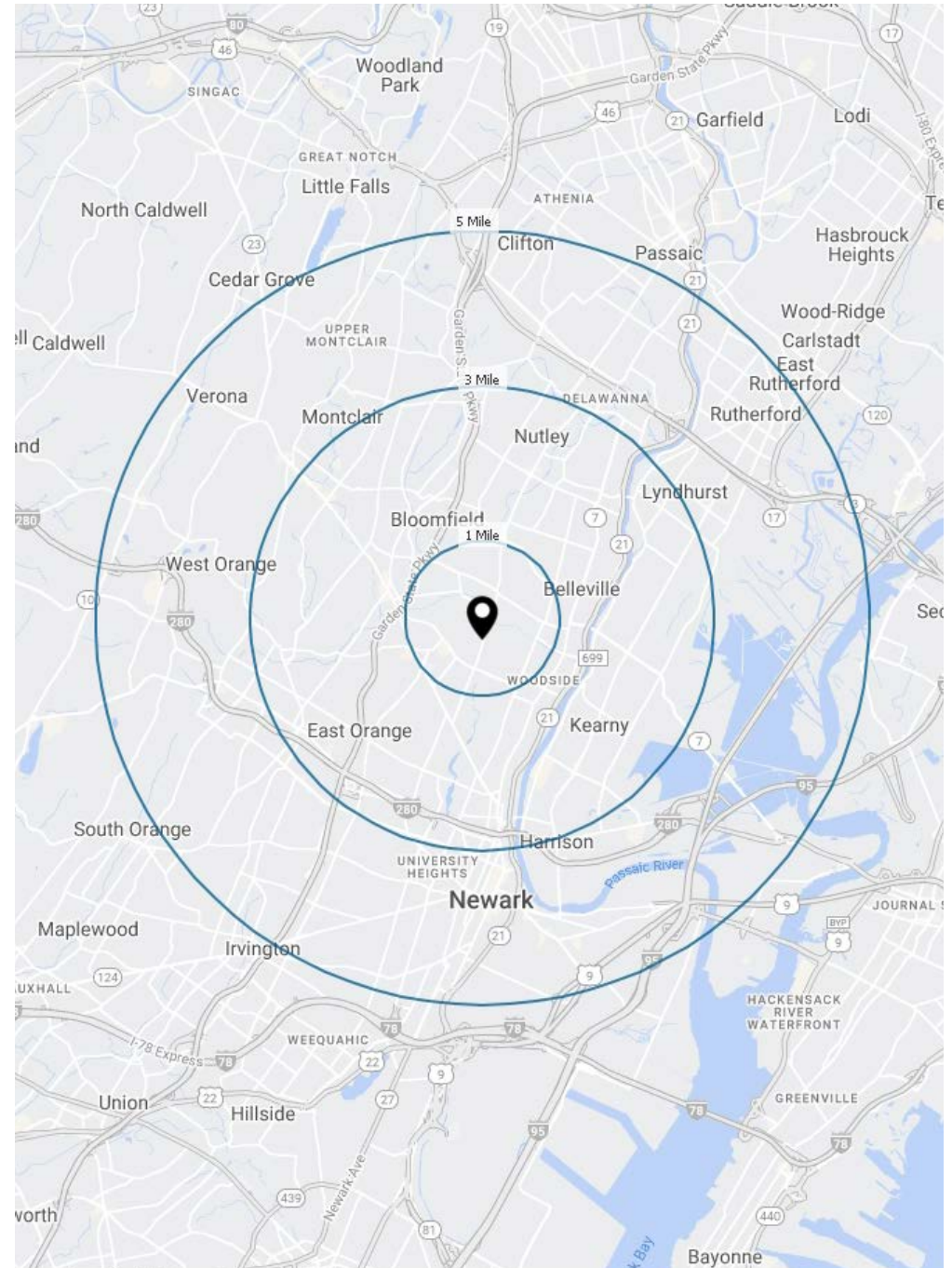
- Only 2,400 SF left remaining on Pad 1 next to Chipotle and Konala
- Master-planned development situated on the former 20-acre Roche Diagnostics site
- 175 market rate units above 50,000 square feet of retail space
- 2 retail pads adjacent to Starbucks and Wawa totaling close to 3 acres
- Steps from the Clara Maass Medical Center, one of the leading medical centers in the Northeast
- Easily accessible to the Garden State Parkway and Routes 21, 3, 17 and I-95
- Community green space with an open-air amphitheater at the heart of the project

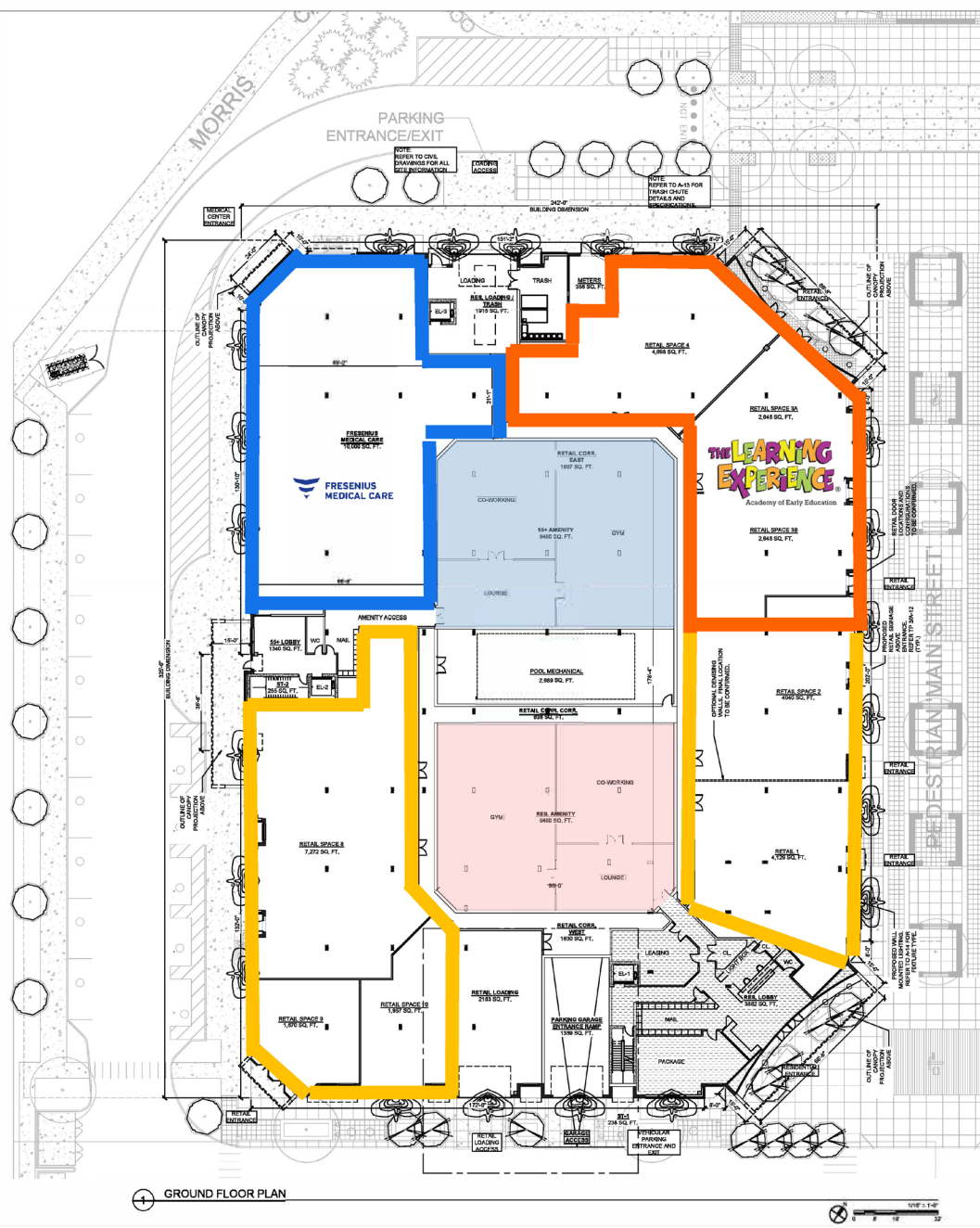
DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
POPULATION	42,764	369,603	745,607
HOUSEHOLDS	16,367	136,739	275,488
EMPLOYEES	6,115	89,697	256,521
AVERAGE HH INCOME	\$88,632	\$95,418	\$99,462

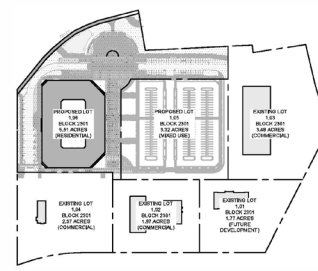
TRAFFIC COUNTS

BELLEVILLE AVENUE	18,890 AADT
FRANKLIN AVENUE	15,469 AADT





GROUND FLOOR PLAN



2 KEY PLAN

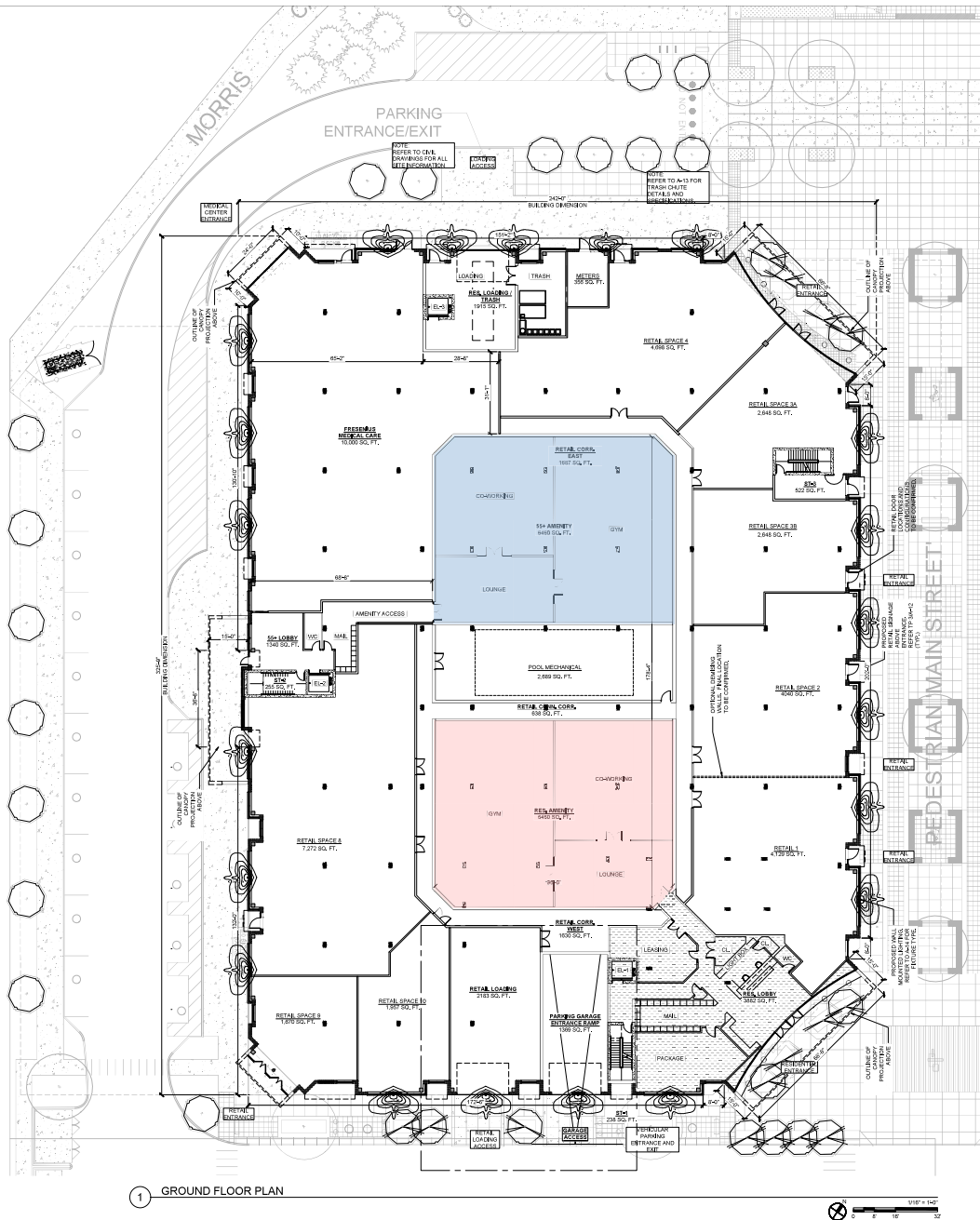
PROJECT SUMMARY	
TOTAL LOT AREA	253,895 SF
GROSS FLOOR AREA	402,843 SF
RESIDENTIAL UNIT COUNT	175
AVERAGE SF PER UNIT	1,029 SF
TOTAL RETAIL/COMMERCIAL	28,092 SF
TOTAL PROJECT AREA (GROSS)	402,843 SF
F.A.R.	1.06
BUILDING HEIGHT	58'-0"

TOTAL GROSS AREA CALCULATION	
CELLAR/PARKING GARAGE	126,547 SF
FLOOR 1	76,874 SF
FLOOR 2	54,832 SF
FLOOR 3	54,832 SF
FLOOR 4	54,832 SF
FLOOR 5	54,832 SF
ENTIRE ROOF DECK	7,234 SF
BALCONIES (NOT INCLUDED)	8,384 SF
TOTAL PROJECT AREA	402,843 SF

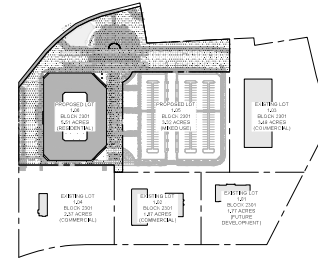
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2	16-16-2024	SITE PLAN APP
1	8-28-2024	SITE PLAN APP
#	DATE	ISSUE
PROJECT TITLE		
11 FRANKLIN AVENUE		
BELLEVILLE, NJ 07109		
BLOCK 2301, LOT 01		
PROJECT DESCRIPTION		
PROPOSED MIXED USE		
DEVELOPMENT WITH 175		
RESIDENTIAL UNITS OVER RETAIL		
AND PARKING		
APPLICANT		
TULFRA REAL ESTATE		
87 W PASSAIC STREET, FLR 2		
ROCHELLE PARK, NJ 07062		
PROJECT No.		
DRAWN BY		
CHECKED BY		
SCALE		AS NOTED
SHEET TITLE		
GROUND FLOOR PLAN		
SHEET NUMBER		
A-5		



1 GROUND FLOOR PLAN



2 KEY PLAN

PROJECT SUMMARY	
TOTAL LOT AREA	233,850 SF
GROSS FLOOR AREA	402,843 SF
RESIDENTIAL UNIT COUNT	176
AVERAGE SF PER UNIT	1,829 SF
TOTAL RETAIL/COMMERCIAL	39,982 SF
TOTAL PROJECT AREA (GROSS)	402,843 SF
P.A.U.	1.08
BUILDING HEIGHT	55-4F

TOTAL GROSS AREA CALCULATION	
CELLAR/PARKING GARAGE	106,647 SF
FLOOR 1	70,878 SF
FLOOR 2	54,531 SF
FLOOR 3	54,532 SF
FLOOR 4	54,582 SF
FLOOR 5	54,589 SF
ENTIRE ROOF DECK	7,204 SF
BALCONIES (NOT INCLUDED)	6,984 SF
TOTAL PROJECT AREA	402,843 SF

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2 10-16-2024 SITE PLAN APP.
1 8-29-2024 SITE PLAN APP.
DATE ISSUE

PROJECT TITLE
11 FRANKLIN AVENUE
BELLEVILLE, NJ 07109

PROJECT DESCRIPTION
PROPOSED MIXED USE
DEVELOPMENT WITH 176
RESIDENTIAL UNITS OVER RETAIL
AND PARKING

APPLICANT
ULTRA REAL ESTATE
87 W PASSAIC STREET, FLR.2
ROCHELLE PARK, NJ 07662

PROJECT NO.
DRAWN BY
CHECKED BY
SCALE A8 NOTED

SHEET TITLE
GROUND FLOOR PLAN

SHEET NUMBER
A-5





PHASE 2

ExtraSpace
Storage

CLARA MAASS
MEDICAL CENTER
342 BEDS

PAD 2
2,000-12,000 SF
AVAILABLE

3.32 AC

1.77 AC
AVAILABLE

2,400 SF
AVAILABLE

FRANKLIN AVENUE - 15,265 AADT

Contact Broker

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