



EAST HANOVER • NJ

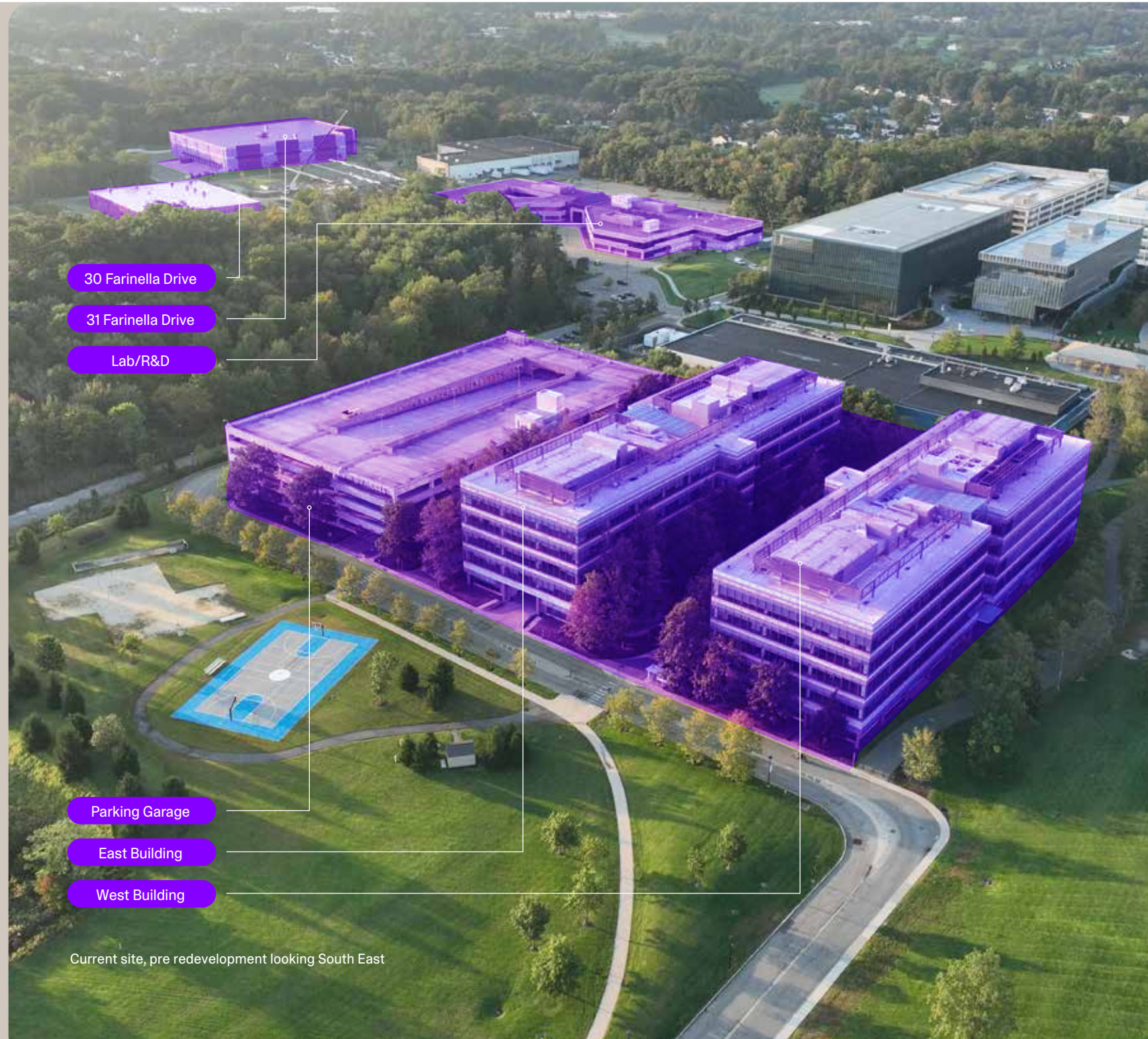
Arena

Playbook.

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An Arena for everyone.

Connect to the burgeoning development of Arena, the ultimate work, play, learn destination. 625,000 SF of office and R&D space, envisioned as a multi-layered activated campus dedicated to outdoor wellness, community engagement, and tenant benefit to ensure both workdays and daily visits are always an exceptional experience. Arena strives for and fosters a dynamic and enriching environment for professionals, and visitors alike.





A home advantage to harness.

Arena actively fosters a sense of togetherness among its tenants and visitors; a commitment to community-building takes shape through shared spaces designed for collaboration, interaction and knowledge exchange. Events, workshops, and social gatherings are a hallmark of Arena, encouraging people to come together, connect, and strengthen their ties within this dynamic environment.



18

A round the clock campus.

7

Eighteen hours a day, seven days a week, three hundred and sixty days a year. We're always on our game.

360

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Discover
your *A-game*.

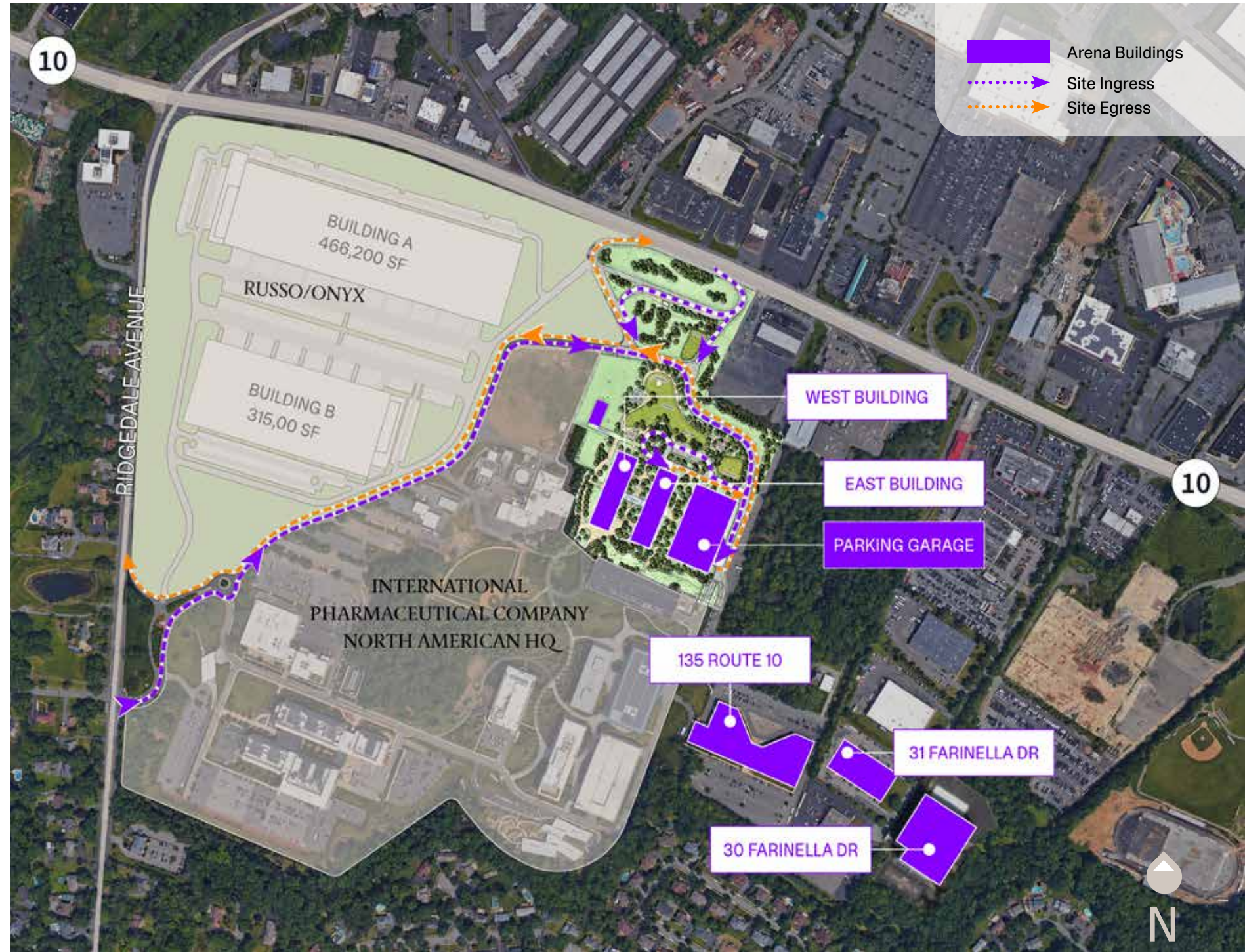
A thriving campus redefined.



Undergoing a remarkable transformation, the sprawling former pharmaceutical headquarters campus is currently being repurposed and reimagined, dividing the property into three separate and distinct areas. Notably, the prestigious North American Headquarters of an esteemed international pharmaceutical company, will continue to occupy one section, emphasizing their ongoing prominence in the industry and commitment to the community.

Overseen by New Vernon Equities, stands Arena, consisting of 17 acres and spanning an impressive 625,000 SF, Arena offers a cutting-edge office headquarters and R&D hub, fostering innovation and collaboration, while encouraging community engagement through shared spaces, events, and networking opportunities. A unique, vibrant outdoor space will facilitate organic interactions among campus, and the surrounding community.

Simultaneously, Russo Development and Onyx Equities are undertaking an ambitious revitalization project, converting 62 acres into a state-of-the-art industrial campus comprising two remarkable buildings covering an extensive area of 826,800 SF, providing a thriving space for industrial operations and growth.



Arena, the venue for top teams.



Offices: East & West Buildings

Two five-story ~170,000 SF office buildings; typical floor ~38,000 RSF, with connected ground plane

Building Construction

Full height glass curtain wall façade with steel construction and full height atrium's

Ceiling Height

9'6" finished ceiling height above a 18" raised floor that circulates HVAC

Parking

4/1000 parking in surface and garage
1033 parking spaces within the garage
66 visitor parking spaces and a drop off area serving both buildings

135 Rt. 10 (Not shown)

~150,000 SF Lab/R&D asset that can be repurposed or redeveloped into purpose built technical facility

30 Farinella Drive (Not shown)

~75,000 SF biopharmaceutical facility

31 Farinella Drive (Not shown)

~50,000 SF of tech/ life science facility



Menu

Amenities

Every day, we engage with shared spaces that possess the power to influence our emotions, shape our viewpoints, and impact our results. The environment at Arena is intended to greatly improve well-being, encourage inclusivity, and provide the ideal surroundings for all to thrive and prosper.

East Lobby



Holistic Wellness



Café



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Cafe Exterior & Event Space



Our dedication to wellness traverses immersive green space, exercise facilities, and meditation areas, promoting physical and mental well-being. Community engagement is encouraged through shared spaces, events, and networking opportunities, facilitating organic interaction.

Plaza



Work and play between the A's.

Greet

- Lobby
- Circulation
- Security
- Information
- Wayfinding

Training & Conference

- Large training room
- Medium training room
- Breakout smaller meeting rooms
- Single focus rooms & phone booths
- Event & pre-function space

Convenience

- Bike parking
- EV charging stations
- Storage
- Amazon lockers
- Childcare
- Mail
- Doordash
- Drycleaning
- The market-pharmacy & misc. convenience items

Social and Food & Beverage

- Café with outdoor space
- Servery
- Coffee bar & lounge with outdoor space
- Ice cream shop
- Restaurant with outdoor space
- Decompression social lounge
- Library
- VR gaming area
- Outdoor gathering space
- Podcast and video studios

Health & Wellness

- Medical, doctors office, dental
- Physical Wellness Zones: Spa, salon, physical therapy
- Mental Wellness Zones: Therapy rooms, decompression space, quiet areas with outdoor space
- Fitness area
- Group Fitness
- Pilates, yoga, ballet, Bar Method, Orange Theory
- Wellness area: Well rooms, prayer, meditation, mothers room

Huddle up or take a time out.

The ground plane is a transient environment that provides tenants with the freedom of seamless access between the two buildings, facilitated by an immersive biophilic corridor. Upon entering either building, occupants are greeted by impressive lobby atrium's flooded with abundant natural light, setting the stage for the robust amenity offering.

Ground plane amenities comprise of a wellness center, fitness areas, a café with both indoor/outdoor seating, a coffee bar, an ice cream shop, as well as large and small conference rooms, and a versatile event space.

Greet

Training & Conference

Convenience

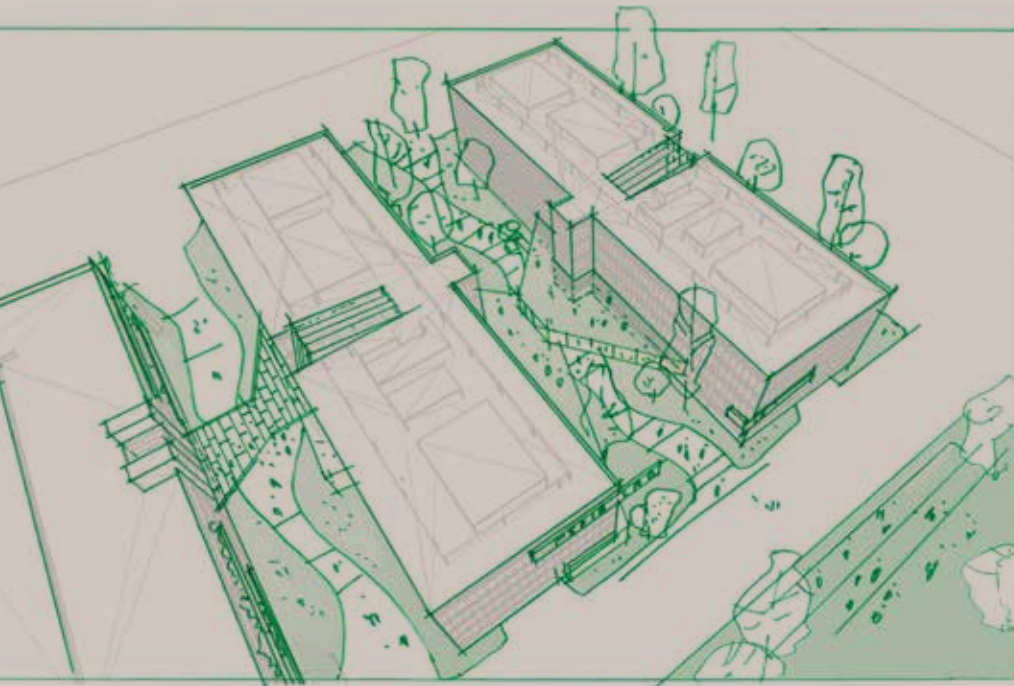
Social and Food & Beverage

Health & Wellness





hlw



The mission at HLW is to challenge conventional norms and pave the way for what comes next. The built environment has a profound impact on all of us; it shapes our experiences and interactions. It should greatly enhance well-being, promote inclusivity, and foster a positive sense of community.

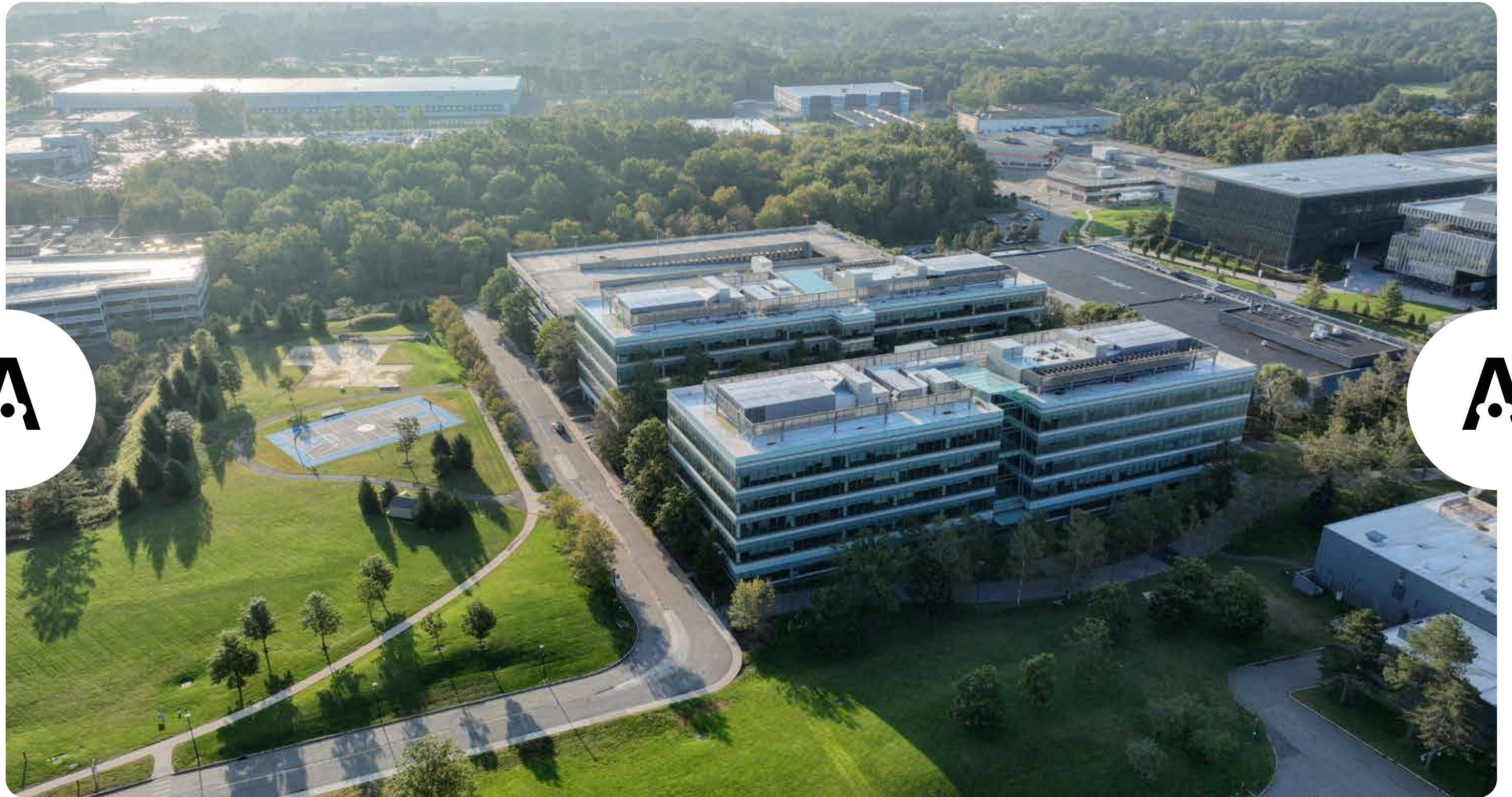
At Arena, HLW is dedicated to creating meaningful, neurodivergent-friendly environments with intuitive design principles. Their primary objective is to provide welcoming and accommodating spaces for all, fostering collaboration and ultimately nurturing innovation within the community.

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“The plaza is the heart of Arena, it draws people in as they interact and float through the space.”

Ed Shim
Principal, Managing Director

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Headquarters opportunity.



Discover the possibilities within the two impressive office buildings at Arena, East and West Buildings, available for lease. These exceptional buildings are thoughtfully designed to accommodate headquarters occupancy or multiple tenants, catering to diverse business needs. With a strong emphasis on employee well-being and inclusivity, these buildings foster a thriving and collaborative work environment. Spanning across five floors, the office spaces offer ample room for growth and development. The planned ground plane amenities will add to the overall tenant experience, providing a wellness center, fitness areas, a café with indoor and outdoor seating, a coffee bar, an ice cream shop, and well-equipped conference rooms. Additionally, a versatile event space offers flexibility for hosting a range of events and gatherings.



Testfit

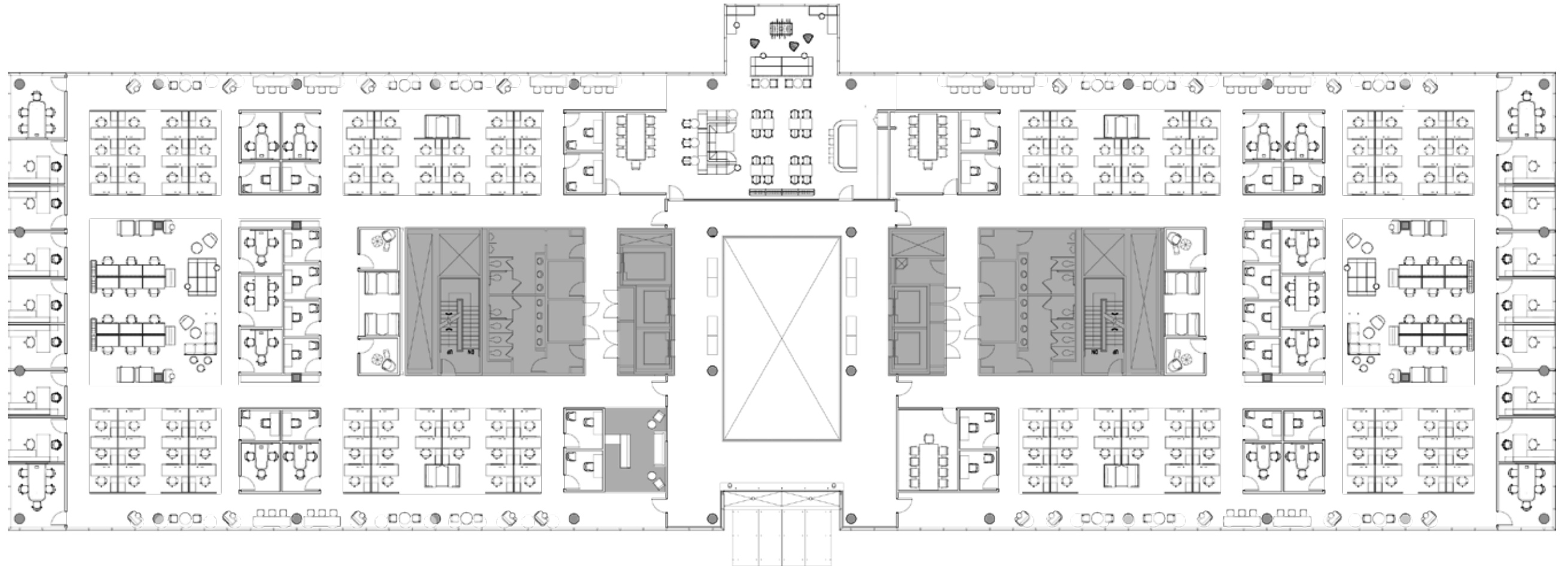
Traditional

Level 1

Typical Floor +/-38,000 SF

Dashboard

Private office	14	Open collaboration	40
Focus seats/workstation	136	Copy/print/coffee	4
Reception	1	Wellness	2
Focus room	24	Pantry	1
Huddle room	12	Prayer/serenity	2
Meeting room	9	Vistas	78
Flex meeting	0	Phone booth	8



Testfit

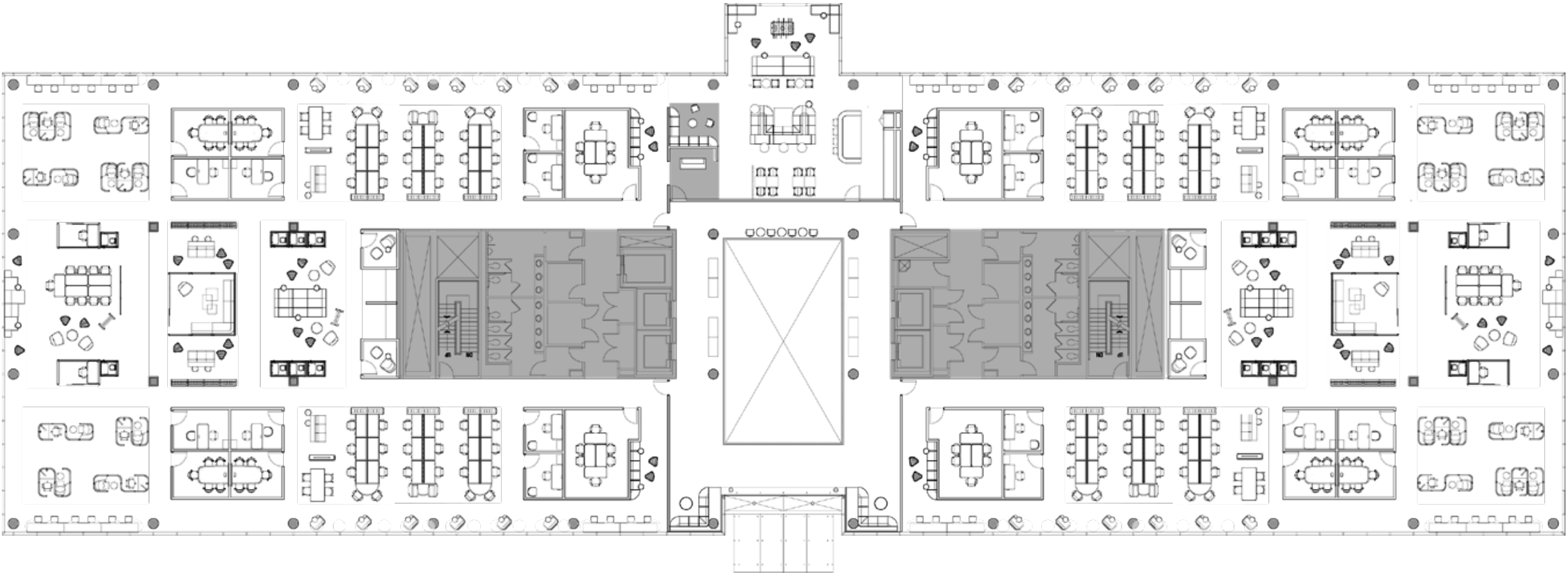
Menu

Testfit Agile

Agile

Level 1
Typical Floor +/-38,000 SF

Dashboard			
Private office	8	Open collaboration	110
Focus seats/workstation	112	Copy/print/coffee	2
Reception	1	Wellness	2
Focus room	10	Pantry	1
Huddle room	8	Prayer/serenity	2
Meeting room	2	Vistas	64
Flex meeting	1	Phone booth	16



Testfit

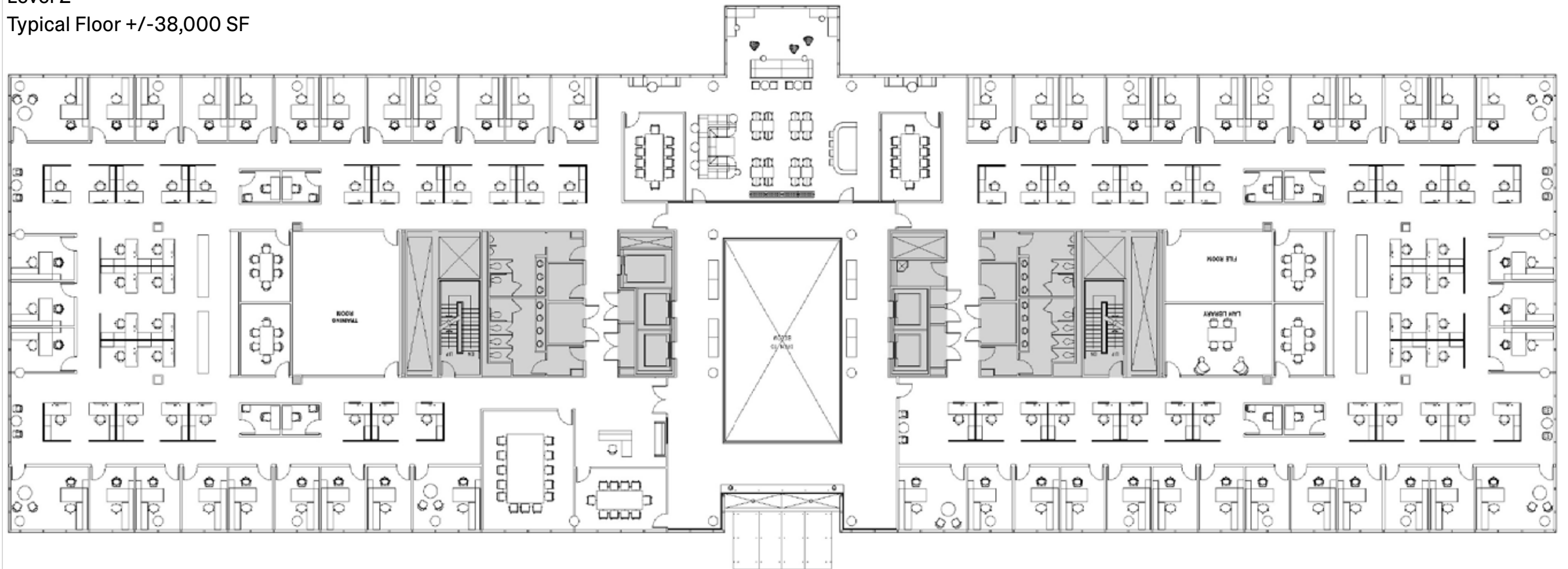
Professional Services

Dashboard

Partner office	6	Copy/print/coffee	2
Associate office	46	Law Library	1
Work stations (6x8)	61	Filling Room	1
Reception	1	Pantry	1
Focus room	8	Training Room	1
Meeting room	8		

Level 2

Typical Floor +/-38,000 SF



Multi-tenant

Potential multi-tenant demising plan

Dashboard

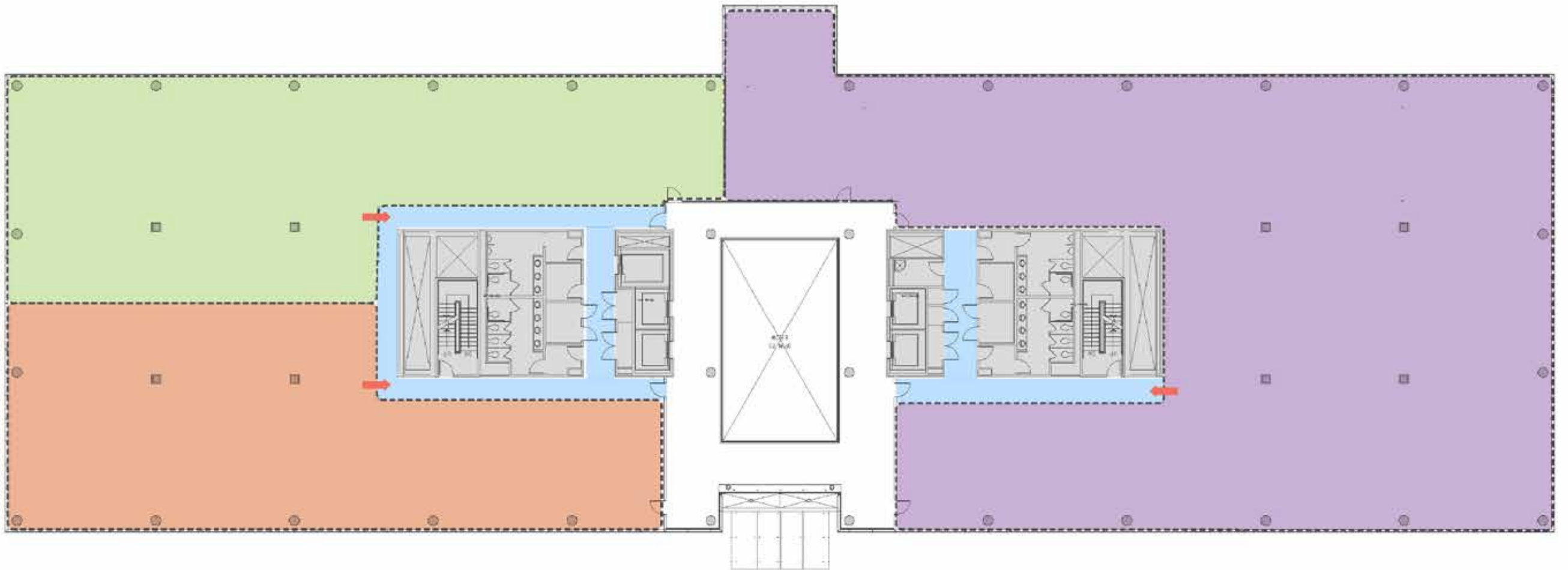
Tenant 1 – 12,947 USF

Tenant 2 – 5,494 USF

Tenant 3 – 5,836 USF

Common Corridors

Egress →



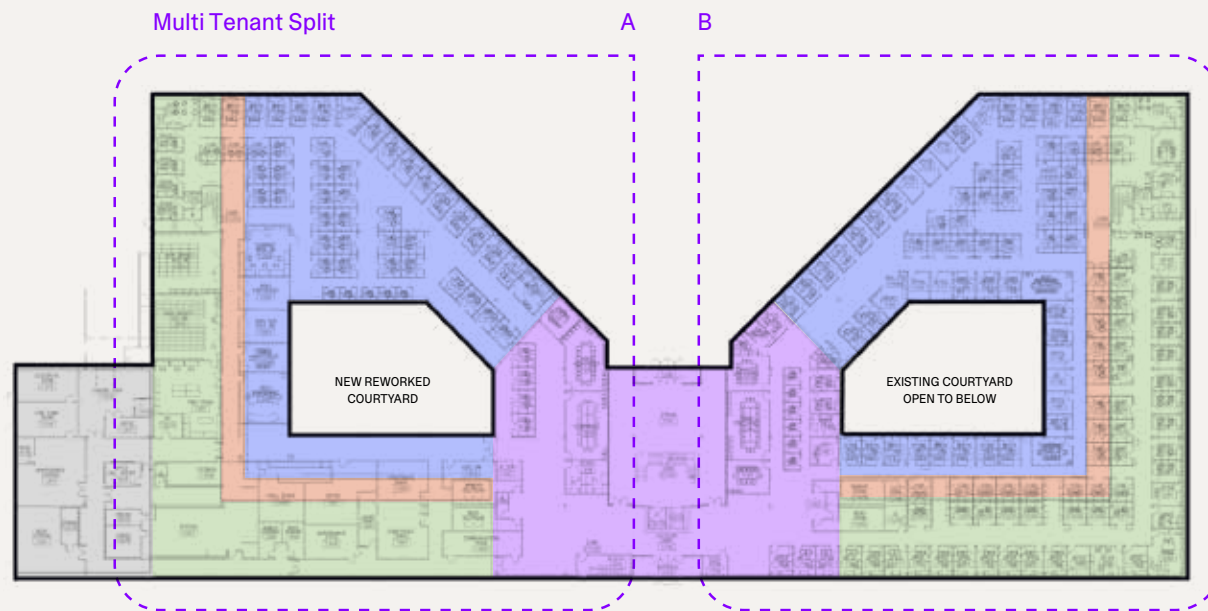


Lab/R&D Opportunity.

Building Three presents a unique opportunity to serve as an ancillary Lab/R&D facility, separate from its traditional office counterparts on-site.



Massing Study



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Floor plate

- 75,000 SF (+/-) per level
- Shallow depth may be used for open lab in lieu of support labs
- Deeper areas for office conferencing
- Prone to be spec lab in lieu of specialty

Ceiling height

- 13' 6" to 14' 0" to underside of slab (TBC)
- Activated roofs are best with electronic labs

Open Lab

Closed Lab

Conference/Amenities

Workplace

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Discovery ahead.

Situated in East Hanover, one of Morris County's most prominent amenity corridors, Arena enjoys a prime location that seamlessly blends work and play. Just minutes away from Route 10, Route 24, and I-287, Arena offers convenient accessibility from all directions as well as easy access to Morristown's Airport.

10 Minutes

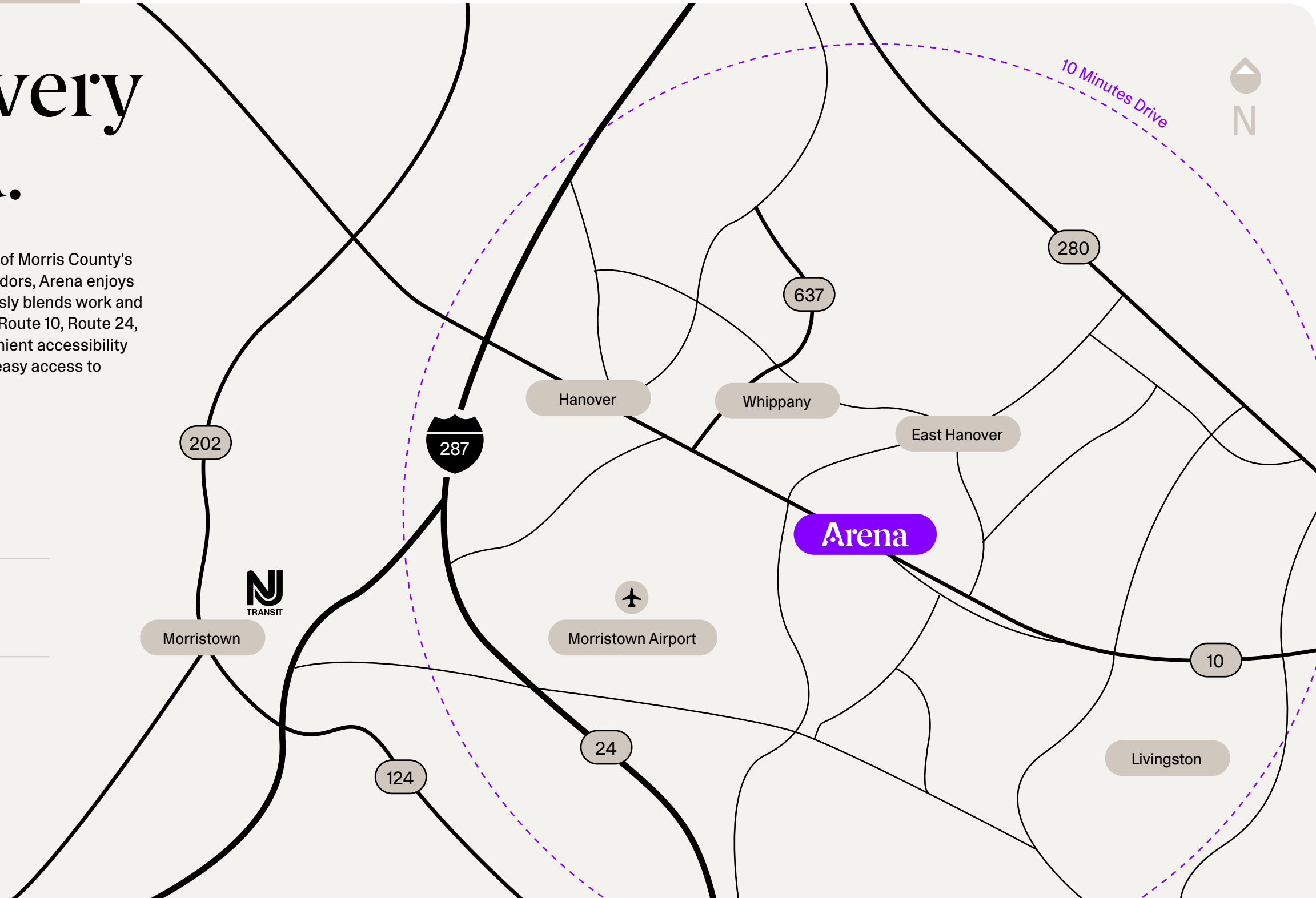
by car to Interstate 287

12 Minutes

by car to Morristown Airport

15 Minutes

by car to NJ Transit Rail



Journey outside the Arena.

Just off campus and within a 10-minute drive, you'll discover restaurants, bars, shops, parks, and entertainment options, including renowned dining establishments such as Godfather's and Il Capriccio. Furthermore, within a 15-minute drive, lies Morristown, rich in history and bustling with activity, it opens up to a wide array of options to cater to various needs.



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Morristown



Morristown, NJ, a town rich in history and vibrant activity, offers diverse options to cater to various needs both day and night. Explore charming streets with boutique shops and hidden treasures. Sample exquisite culinary delights at renowned restaurants like 1776 by David Burke, Jockey Hollow, Blue Morel, Stirling Tavern, and Roots Steakhouse. Unwind at local bars, where lively ambiance and refreshing libations await. Immerse yourself in captivating performances at the Mayo Performing Arts Center for cultural entertainment.



Revolution Gastropub



Morristown Green



1776 On The Green



National Historical Park



NJ Transit



Luna Cafe

Adding to its historical significance, Morristown National Historical Park was the site of the 1779-'80 winter encampment of the Continental Army under General George Washington. Morristown truly comes alive, offering a unique day-to-night experience.

A guide to Morris County.

Restaurants and Bars

- 01. Il Capriccio
- 02. Godfather's
- 03. Shake Shack
- 04. Luigi's Italian
- 05. Summit Thai
- 06. Panevino Ristaronte
- 07. Capital Craft
- 08. Seasons 52
- 09. The Capital Grille
- 10. Trattoria Toscana
- 11. The Committed Pig
- 12. The Office Tavern Grill
- 13. Guerriero's
- 14. South+Pine
- 15. Stirling Tavern

Retail

- 01. PGA Superstore
- 02. Whole Foods Market
- 03. REI
- 04. Trader Joes
- 05. Nordstorm Rack
- 06. Livingston Mall

Recreation

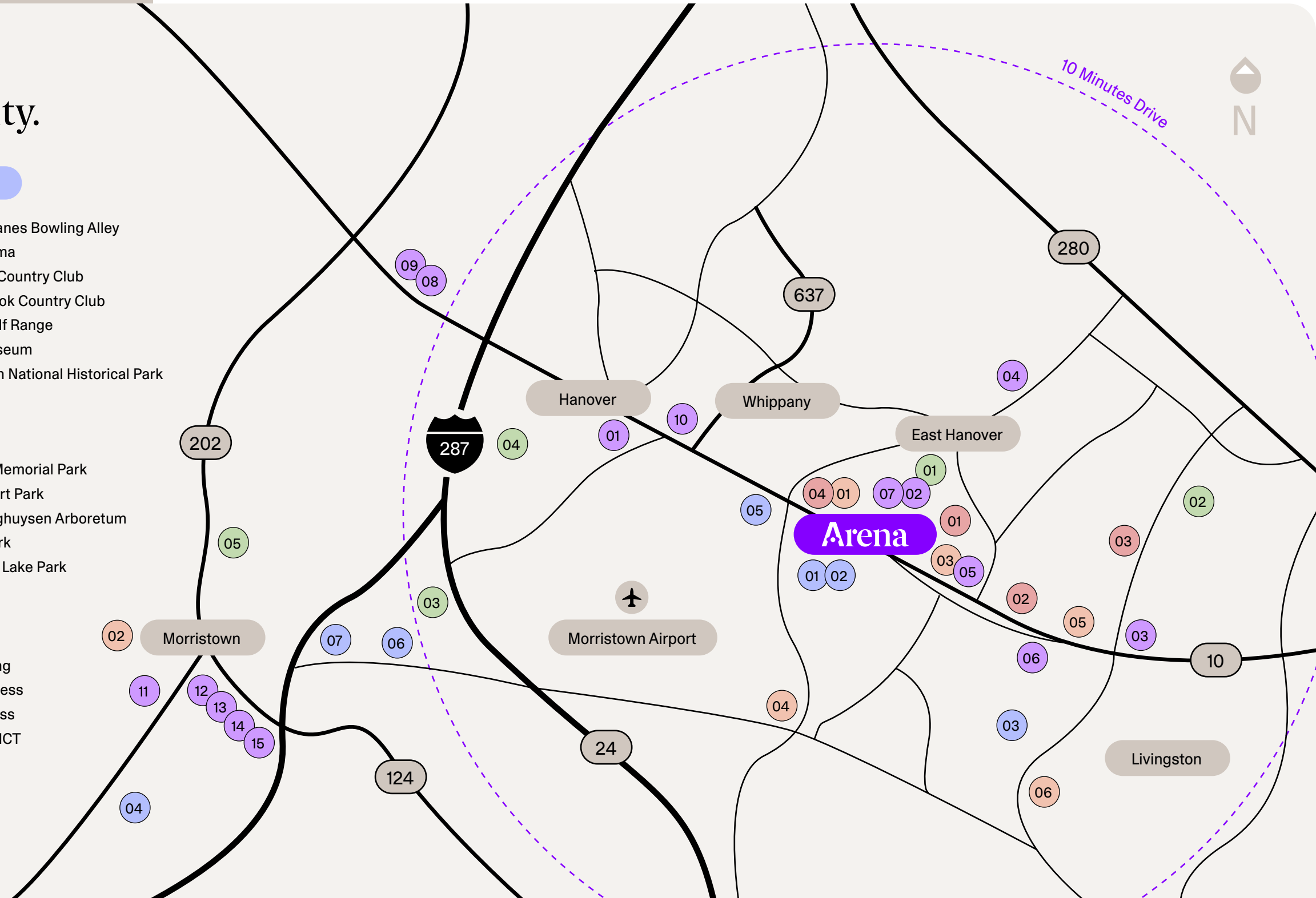
- 01. Hanover Lanes Bowling Alley
- 02. AMC Cinema
- 03. Cedar Hill Country Club
- 04. Spring Brook Country Club
- 05. Anchor Golf Range
- 06. Morris Museum
- 07. Morristown National Historical Park

Parks

- 01. Restland Memorial Park
- 02. Riker Hill Art Park
- 03. The Frelinghuysen Arboretum
- 04. Central Park
- 05. Speedwell Lake Park

Fitness

- 01. F45 Training
- 02. Planet Fitness
- 03. Zapp Fitness
- 04. The DISTRICT



Member and Tenant Engagement Services.

Experience Management delivers on-site programs and services which target your tenants' specific interests and appeal to a diverse and competitive workforce

Convenience & value

WELLNESS ON DEMAND



This smart vending machine brings wellness products to your fingertips. The 3' x 2' device can be added to spaces such as a fitness center, bathroom or tenant lounge distributing items like deodorant, floss & sunscreen.

DISCOUNTS AND POP-UPPERKS



Engage members with surprise perks and discounts each month administered via your building's tenant app. Spontaneous prizes include national and on-site retailer gift cards, or building swag to keep tenants engaged.

Health & wellness

SURFS UP



Take your training out of the water with this full body, surf-inspired strength and conditioning class. Workouts aim to help you develop that lean, strong, and confident surfer's physique.

VEUVE & VINYASA



Looking to unwind after a long day? Look no further than your rooftop for an amazing yoga flow class followed by a champagne happy hour. Breathe, relax and enjoy.

Entertainment & education

BUILD YOUR OWN POKE BOWL



Become an expert in poke bowl-building. This class teaches participants how to source fresh fish, cook the best rice and provides recipes for a variety of different flavor profiles, ensuring each bite bursts with flavor.

ILLUSTRATION STATION



Calling all fashionistas. Miami fashion illustrator and blogger, Gissi Jimenez, will be on site creating live sketches and drawings of your latest looks. Come dressed to impress and Gissi will provide you with a custom portrait to take home.

Social & sustainable

LETTUCE GROW



These hydroponic farm stands allow your properties to cultivate vegetables and herbs in any tenant lounge, lobby, or rooftop. Promoting building wide sustainability our team will help to develop programs supporting each garden.

COASTAL CLEAN UP



We've partnered with the Miami Seaquarium to help protect the habitats of endangered species. Transportation will be provided to volunteers who wish to join us for an afternoon of coastal cleanup at our local beaches.

Sample Programming

Building Specifications.

West & East Buildings

Campus

Year Built:

2007

Renovated:

2024

Size

Five-story ~170,000 SF office building
Typical floor ~38,000 RSF

Construction

Full height glass curtain wall façade with steel construction and full height five-story interior atrium

Ceiling Height

9’6” finished ceiling height above a 18” raised floor that circulates HVAC

Column Spacing

30’ lengthwise and 40’-30”-40’ on the width

Loading Dock

Central loading and trash management facility including service elevators in each building and an interconnected basement

Basement

~15,000 SF of storage space

Services

Coffee bar on each floor

Parking Garage

Size

4/1000 parking in surface and garage
1033 parking spaces within the garage
66 visitor parking spaces and a drop off area serving both buildings

Lab/R&D

Size

~150,000 SF lab/R&D asset that can be repurposed or redeveloped into purpose built technical facility

30 Farinella Drive

Size

~75,000 SF biopharmaceutical facility

31 Farinella Drive

Size

~50,000 SF of tech/ life science facility

Making a mark on a grand scale.

New Vernon Equities (NVE), founded in 2019 by Michael Petillo, Michael Mackessy, and Peter Gilpatric, specializes in acquiring, developing, and managing properties that enhance local communities in line with master plans and zoning regulations. Our projects drive local economic development and provide tenants with innovative, sustainable spaces. NVE is dedicated to generating outstanding returns for Principals, partners, and investors.

Peter Gilpatric
Co-founder, NVE

“Ultimately, we are creating a place where ideas, science and business, meet a true work, play, learn environment that cultivates corporate and personal growth.”



NE NEW
VERNON
EQUITIES

A shared path.

The NVE team is committed to working with local stakeholders and development experts to evolve this property with careful consideration for professional needs, shared community benefits and the future of Morris County's East Hanover township.

hlw

Architect

Utilizing discovery and design, HLW actively explores diverse ideas and cultures. Each project expresses unique goals; through partnership, we create places that connect, engage, and inspire.

LANGAN

Engineer

Our mission is to contribute to the success of our clients by providing an unmatched combination of people's technical excellence, practical experience, and responsiveness.



Exclusive Leasing

Jones Lang LaSalle (JLL) is a leading provider of real estate and investment management services. We assist clients in the purchase, development, occupancy, and investment of various asset types, including industrial, commercial, retail, residential, and hotel real estate.



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Blake Goodman
+1 973 476 5162
blake.goodman@jll.com

Colleen Maguire
+1 201 841 2021
colleen.maguire@jll.com

Tim Greiner
+1 202 841 2021
tim.greiner@jll.com

Jones Lang LaSalle Brokerage, Inc.
A licensed real estate broker
8 Campus Drive, Suite 305, Parsippany, NJ 07054
+1 973 829 4800 (main)

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