



PROPOSAL

380 MOUNTS MILLS RD MONROE TOWNSHIP, NJ 08831

+/-4.21 AC Raw Land Zoned Neighborhood Commercial

Marcus & Millichap

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Activity ID #ZAG0280513

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380 Mounts Mills Rd

Monroe Township, NJ, 08831



Listing Price
\$1,890,000



Lot Size
4.21 Acres



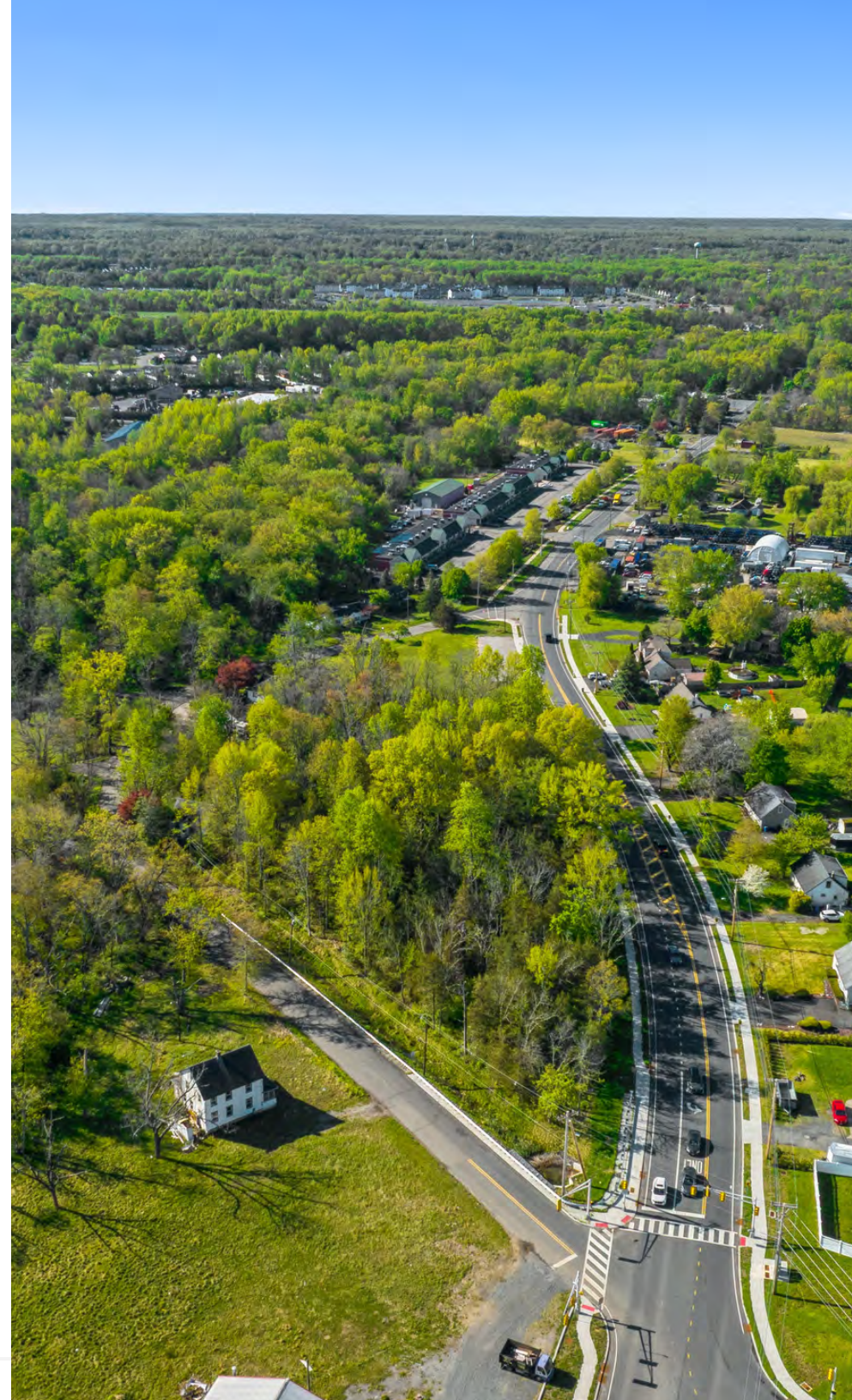
Allowable Buildable SF
TBD

FINANCIAL

Listing Price	\$1,890,000
Down Payment	100% / \$1,890,000
Price/Acre	\$448,931

OPERATIONAL

Zoning	NC
Development Type	Land
Lot Size	4.21 Acres (183,387 SF)



380 MOUNTS MILLS RD

PROPERTY SUMMARY

PROPERTY DESCRIPTION

The Geller Group at Marcus & Millichap is pleased to present the offering of a 4.21-acre development site located at 380 Mount Mills Road, Monroe Township, New Jersey, offered for sale at \$1,890,000. The property is zoned N-C (Neighborhood Commercial District), a designation intended to accommodate neighborhood-serving retail, service, and professional uses within a cohesive, pedestrian-oriented commercial environment.

The N-C zoning permits a wide range of daily-needs retail and service uses, including retail stores, personal service establishments, professional and business offices, banks, and fully enclosed restaurants. Additional uses such as automotive service facilities, neighborhood shopping centers, and quasi-public uses may be permitted through a conditional use approval process, providing developers with flexibility to enhance use mix and maximize site value within the Township's planning framework. A defining characteristic of the N-C District is its emphasis on village-style, small-scale commercial development, requiring projects to be designed as a unified center rather than traditional strip retail.

Buildings must incorporate cohesive architectural themes, pedestrian-oriented layouts, and high-quality materials, with internal walkways linking adjacent residential neighborhoods. These standards support long-term tenant demand, improved site aesthetics, and alignment with Monroe Township's preference for context-sensitive, community-focused retail development. The zoning also includes buffering and landscaping requirements, including 60-foot landscaped buffer areas with berms and evergreen screening along roadways and residential interfaces. While requiring thoughtful site planning, these design standards enhance compatibility with surrounding residential uses and contribute to a high-quality, defensible retail environment. From an environmental standpoint, the New Jersey Department of Environmental Protection (NJDEP) has issued a Letter of Interpretation (LOI) confirming that wetlands on the property are classified as isolated wetlands. This determination allows disturbance under an NJDEP General Permit, eliminating the need for a more intensive Individual Permit and removing prior buffer constraints.

As a result, the site benefits from a materially expanded developable building envelope, improving layout flexibility, site efficiency, and overall development potential. Monroe Township continues to experience sustained residential growth, creating strong demand for rooftop-driven, neighborhood-serving retail, including dining, medical, financial, and personal service uses. The Township's strategic location within Middlesex County, with access to Route 33, Route 130, and the New Jersey Turnpike, supports both local convenience traffic and broader regional accessibility. With limited supply of similarly zoned commercial land and increasing demand for well-located neighborhood retail, 380 Mount Mills Road represents a compelling opportunity for retail developers, pad-site operators, and mixed-use sponsors to deliver a village-style commercial project aligned with municipal planning objectives and local consumer demand. The offering provides a clear zoning framework, favorable environmental conditions, and strong underlying demographics, positioning the asset for efficient entitlement and long-term value creation.



PROPERTY HIGHLIGHTS

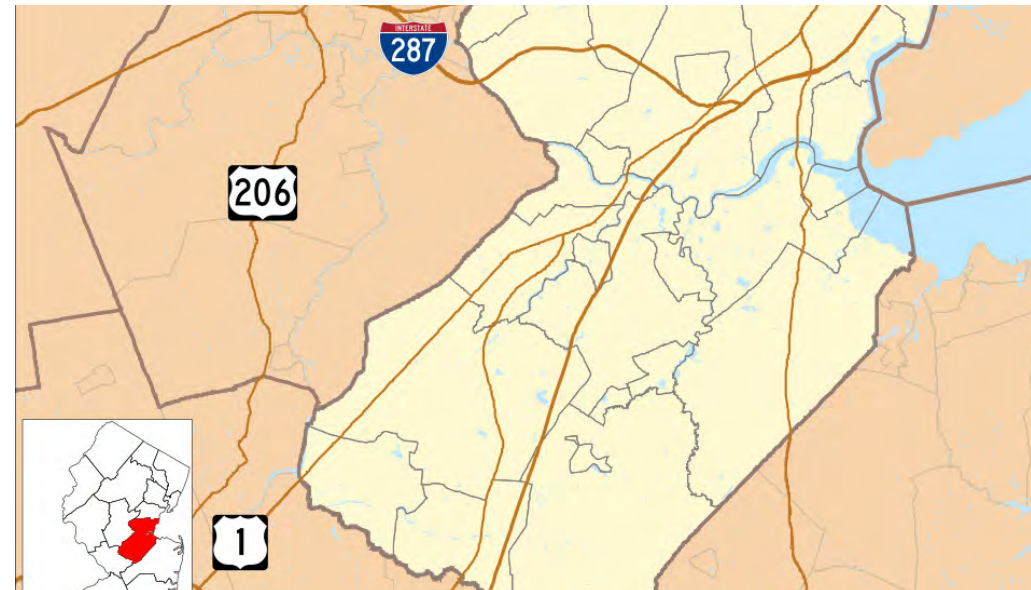
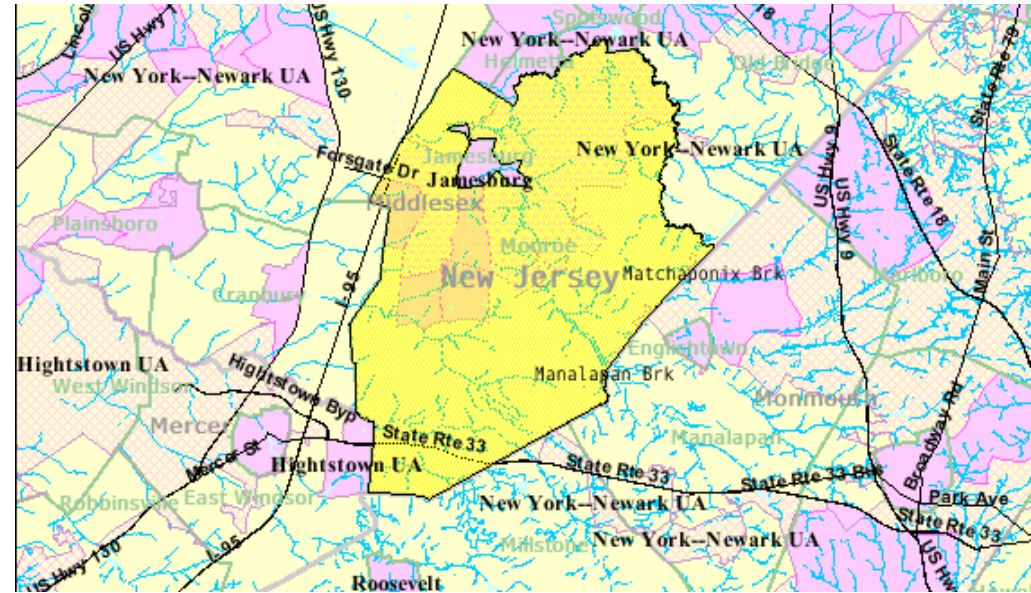
- Investment Highlights
- N-C Zoning Supports Neighborhood Retail Development
Zoned Neighborhood Commercial (N-C), the site allows for a broad range of daily-needs retail, restaurant, office, and service uses, with additional upside through conditional approvals for uses such as automotive services or a neighborhood shopping center. The zoning is specifically designed to encourage pedestrian-oriented, village-style retail, aligning with current tenant and consumer demand.
- Expanded Building Envelope via Favorable NJDEP Determination
NJDEP has issued a Letter of Interpretation confirming isolated wetlands, enabling disturbance under a General Permit. This eliminates prior buffer constraints and results in a materially increased developable footprint, enhancing layout flexibility, tenant stacking, and overall project yield.
- Rooftop-Driven Retail Demand in High-Growth Market
Located in Monroe Township, a rapidly expanding residential market, the site benefits from strong household growth and increasing rooftops, which directly drive demand for convenience retail, dining, medical, and service uses. Limited supply of well-located commercial land further strengthens long-term leasing fundamentals and absorption potential.

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CITY INFORMATION

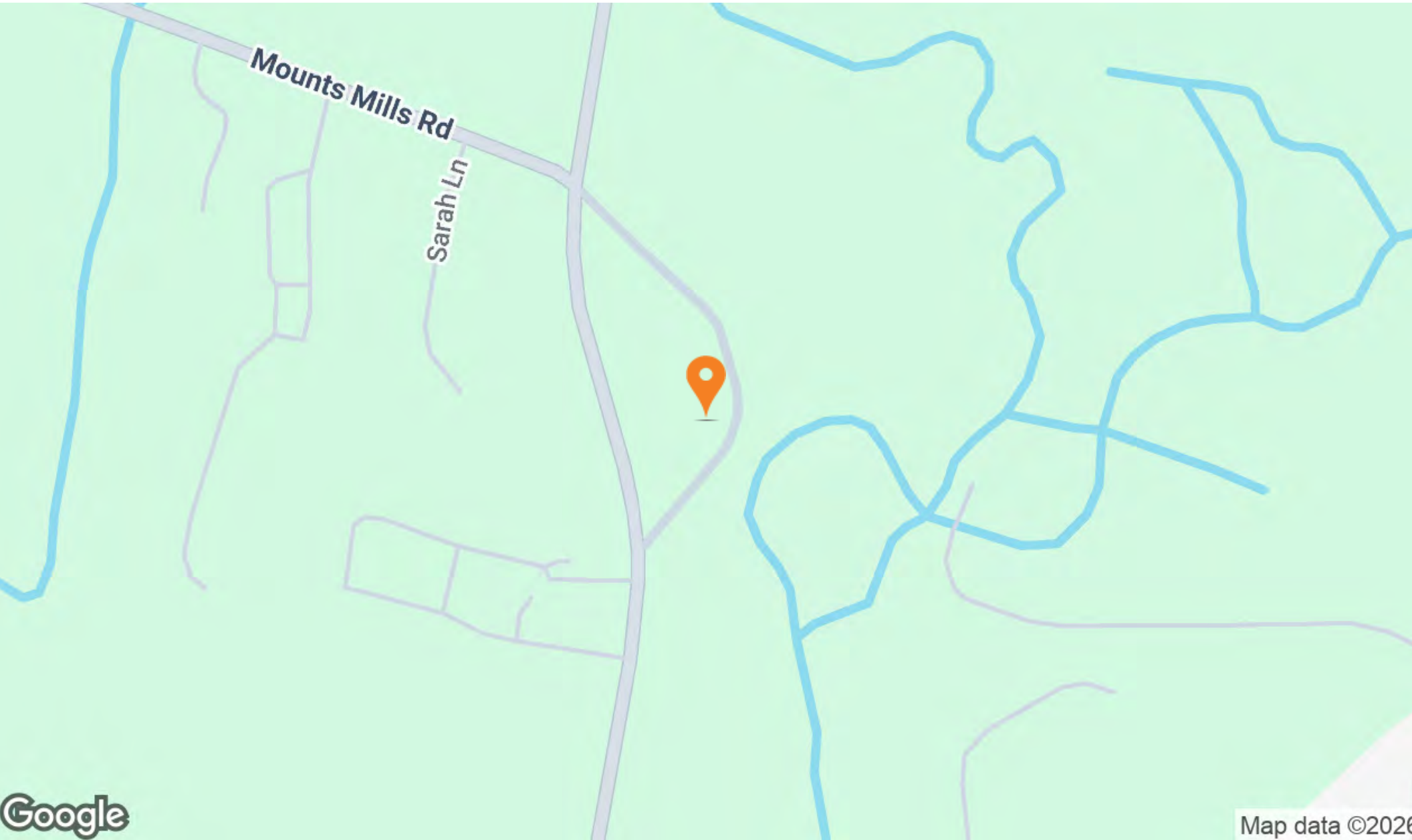
MONROE TOWNSHIP

Monroe Township features a well-established and steadily expanding retail base that primarily serves its rapidly growing residential population. Retail development in the township is characterized by neighborhood- and community-oriented shopping centers, freestanding pad sites, and service-driven uses designed to meet daily consumer needs. Major retail corridors along Routes 33, 130, and 9, as well as internal collector roads, support grocery-anchored centers, pharmacies, banks, medical offices, quick-service and sit-down restaurants, fitness users, and professional services. As residential density has increased through large master-planned communities and age-restricted developments, demand for convenience retail, dining, and personal services has grown in parallel. The township's retail environment is largely insulated from big-box oversupply and regional mall competition, positioning neighborhood-scale retail as the dominant and most successful format. This dynamic has supported strong tenant retention, stable occupancy, and continued interest from national and regional operators seeking infill and expansion opportunities within Central New Jersey. Municipal planning policies in Monroe Township emphasize measured commercial growth that complements residential development rather than standalone or auto-oriented retail sprawl. As a result, zoning districts that permit limited, integrated retail components, such as neighborhood commercial uses within planned developments, are particularly attractive to developers seeking to enhance project economics while aligning with township objectives. These retail components are typically viewed favorably when designed to serve on-site residents and surrounding neighborhoods, reinforcing walkability and reducing reliance on external retail nodes. Within this context, retail permitted under the PD-AH/NC zoning district—including small-format retail, professional offices, banking, personal services, and restaurants—fits squarely within the township's demonstrated demand profile. The ability to introduce a controlled amount of neighborhood-serving commercial space within a residentially driven market provides developers with an opportunity to capture additional value, improve project activation, and respond directly to local consumer needs in a supply-constrained retail environment.



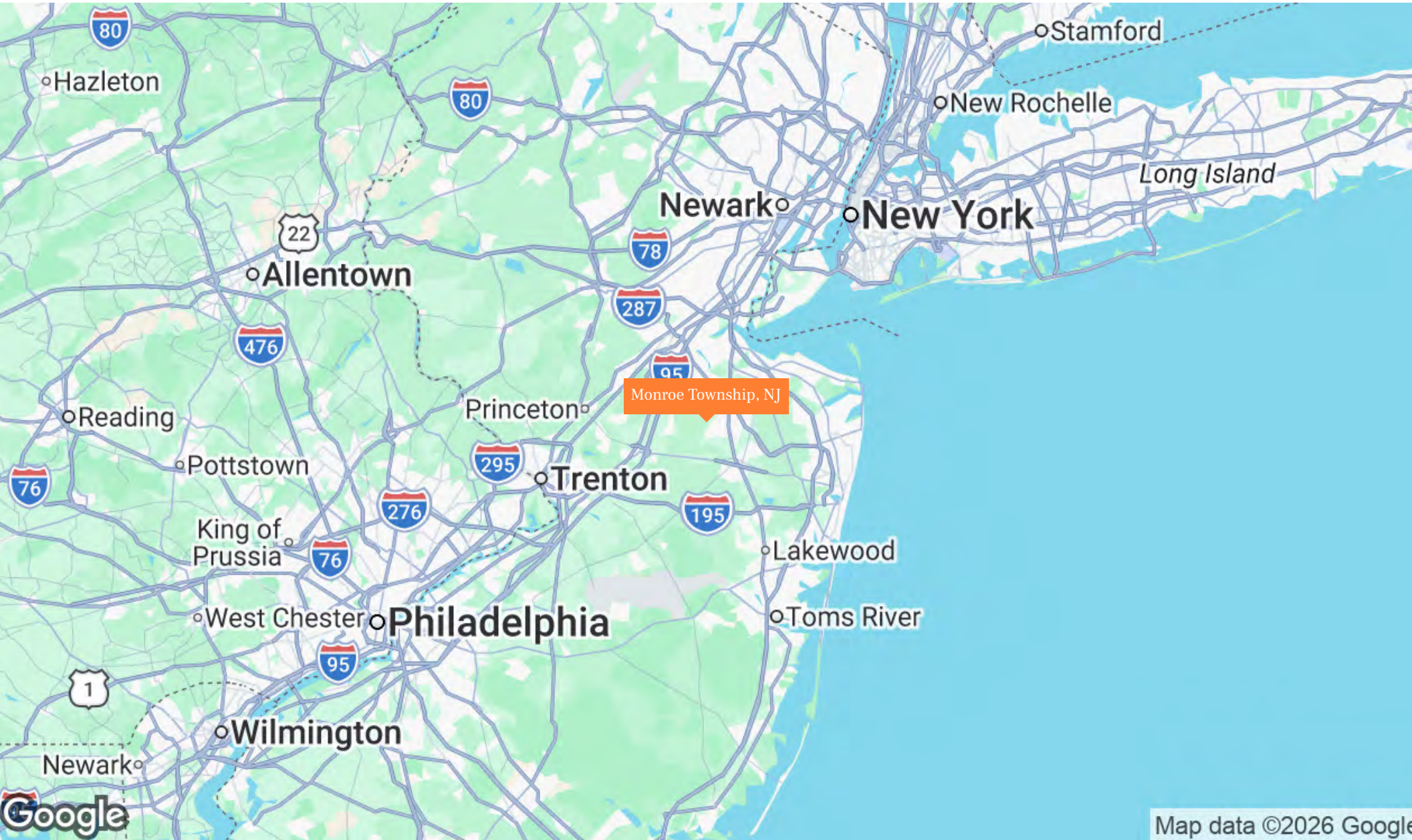
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LOCAL MAP



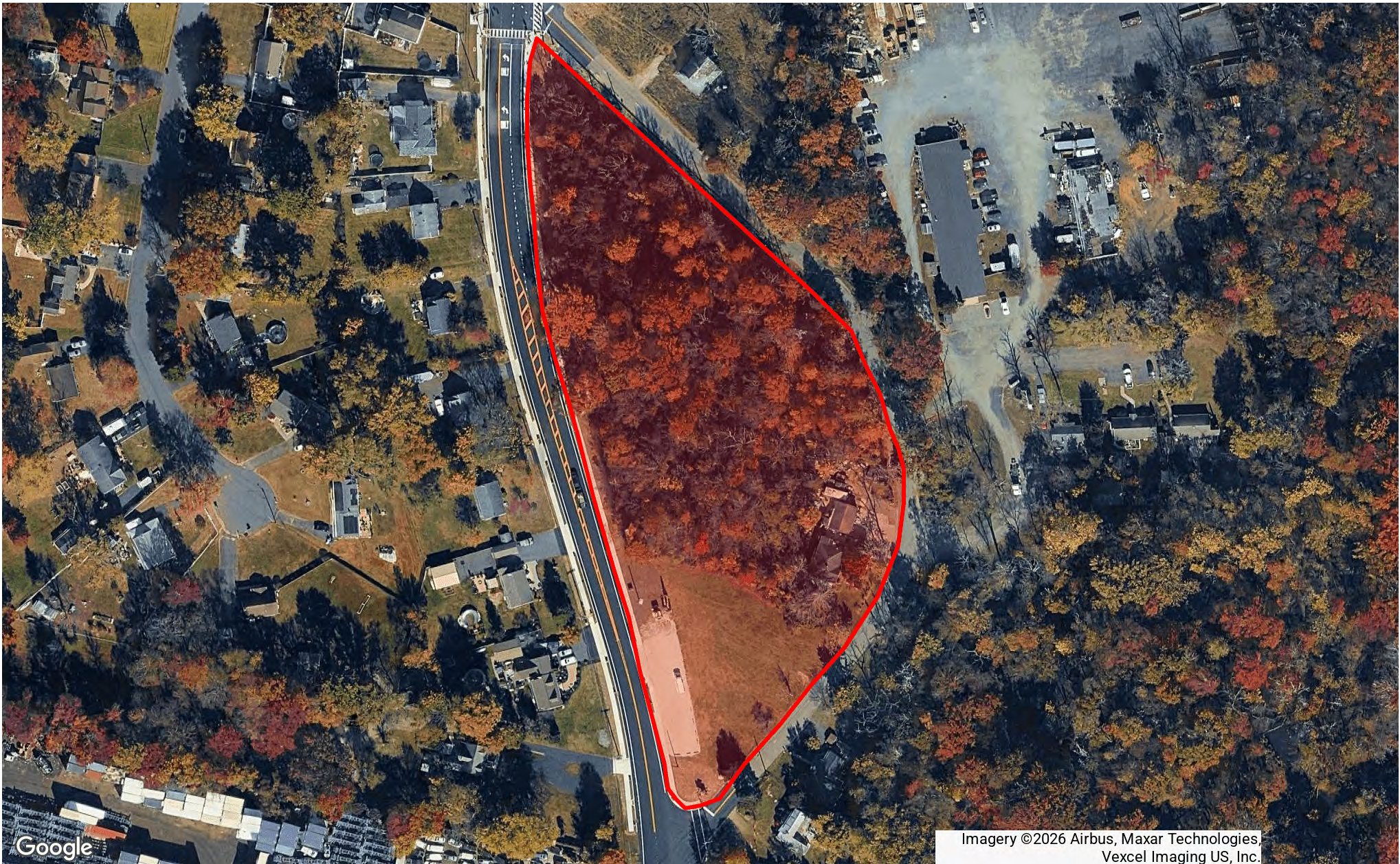
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REGIONAL MAP



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AERIAL MAP



Google

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RETAILER MAP



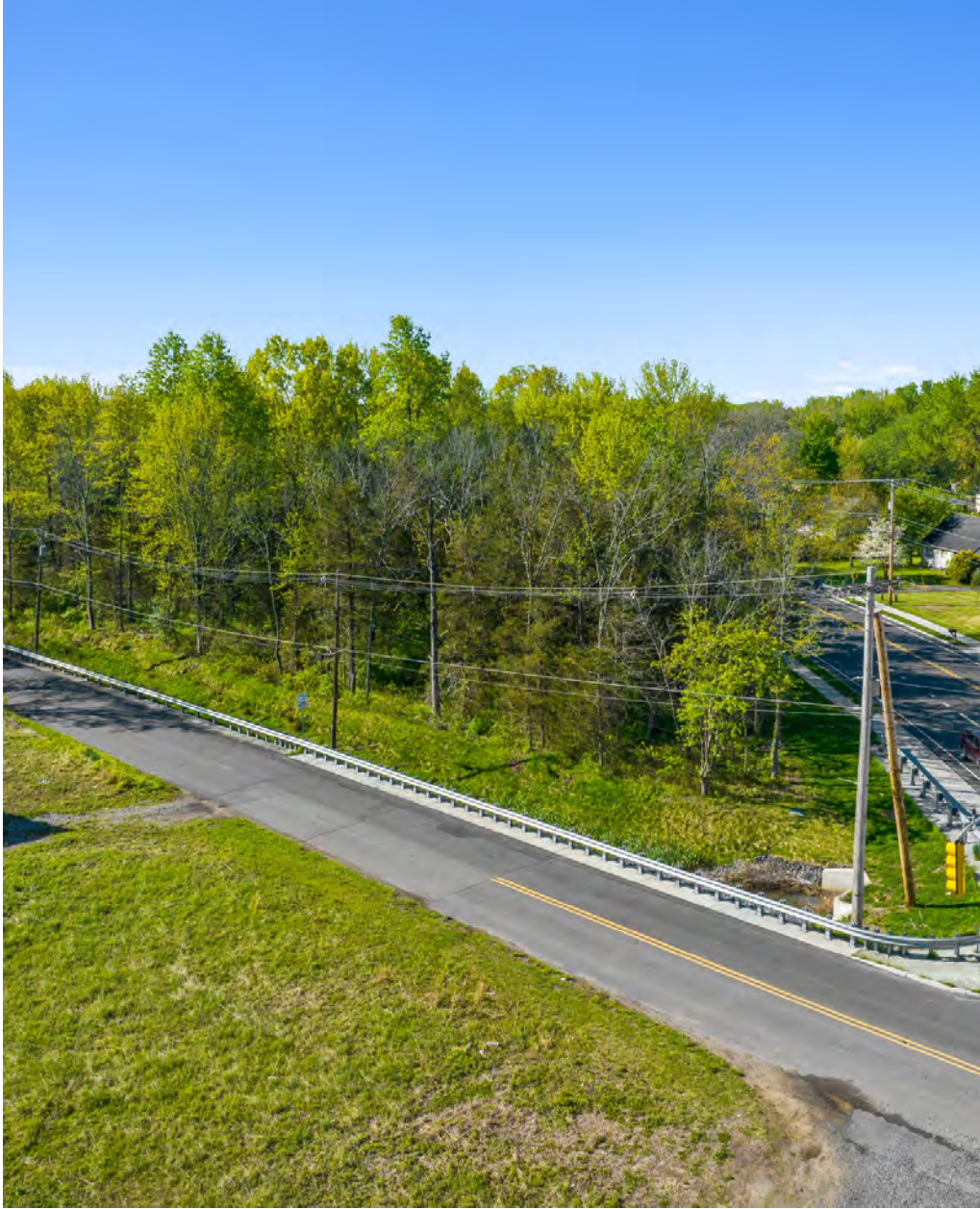
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ADDITIONAL PHOTOS



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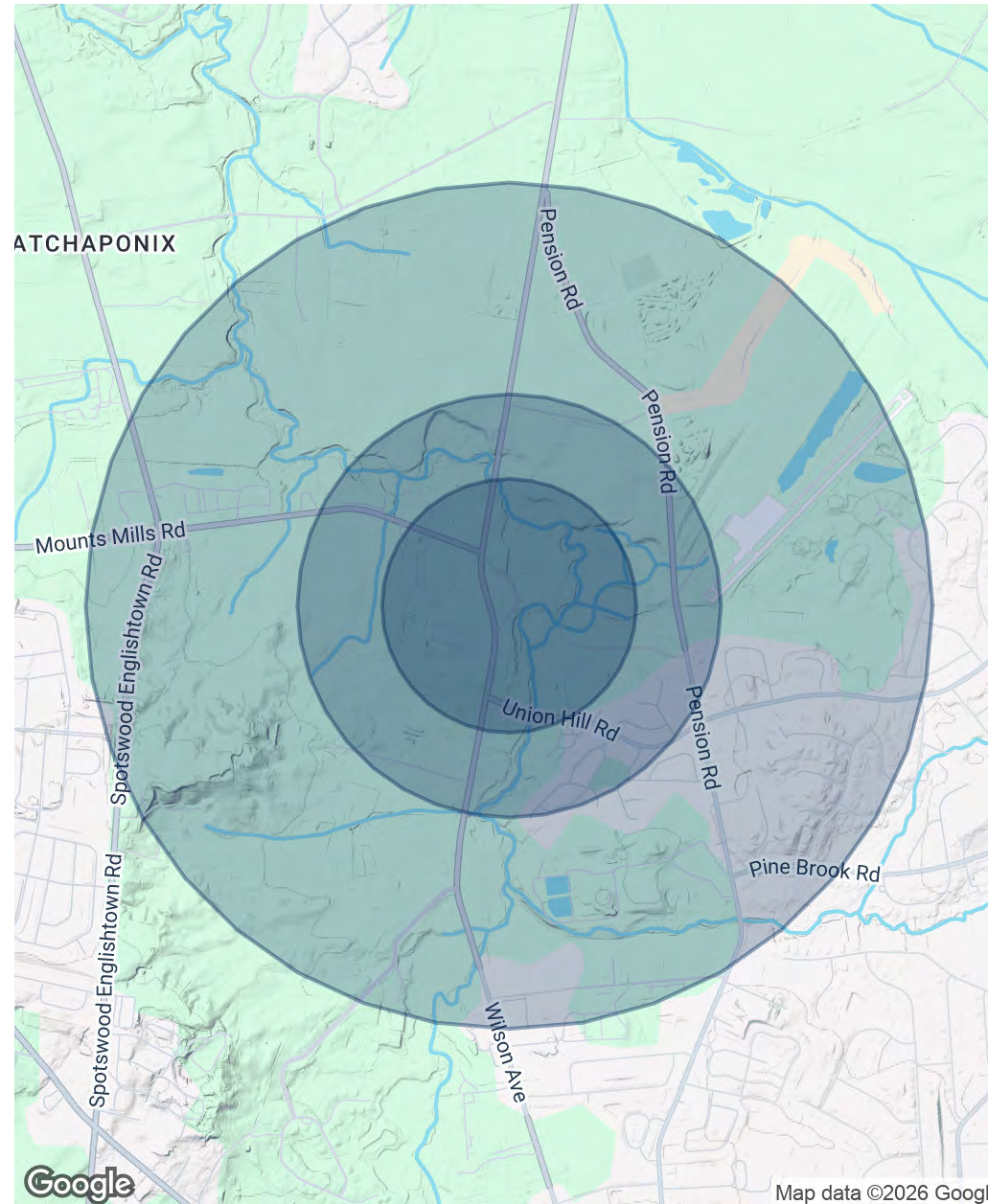
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DEMOGRAPHICS MAP & REPORT

POPULATION	0.3 MILES	0.5 MILES	1 MILE
Total Population	33	438	2,067
Average Age	62	44	42
Average Age (Male)	62	43	42
Average Age (Female)	63	44	43

HOUSEHOLDS & INCOME	0.3 MILES	0.5 MILES	1 MILE
Total Households	15	159	684
# of Persons per HH	2.2	2.8	3
Average HH Income	\$154,604	\$204,774	\$223,791
Average House Value	\$731,787	\$679,236	\$715,167

2020 American Community Survey (ACS)



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BROKER OF RECORD

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