Long Branch, New Jersey



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A City by the Sea

Located in the heart of New Jersey shoreline, Pier Village is one of the most dynamic and successful mixed-use retail developments in New Jersey. It is highlighted by successful eateries, entertainment, fitness and amenities. All of which helped lead into the development of Phase 2 of Pier Village, which includes additional residential and oceanfront retail.

Retail Opportunity

- Multiple opportunities available
- Two vented retail spaces ready for food & beverage
- Outdoor dining and sidewalk activation opportunities
- Tremendous visibility and access to both local and tourist population
- Directly adjacent to the Wave Resort with oceanfront views for a unique retail experience
- Adjacent to year-round event areas and boardwalk

History of Long Branch & Pier Village

Long Branch is a well-known and long standing beach resort town since the late 18th century. Most famously known for Seven Presidents Park (adjacent to Pier Village), named after the seven presidents who frequented the area and at one point declared Long Branch the nations "Summer Capital". The municipality is made up of numerous unincorporated communities, each with its own character, from year-round residents to summer vacationers. In addition to the Seven Presidents Park, Long Branch was famed for its landmark amusement pier which was unfortunately destroyed in a fire in 1987. However, Pier Village was developed in its place and aimed to restore the rich history of Long Branch's oceanfront through the project's world class retail, residential and resort hotels.

The Shops at Pier Village

A jewel on the New Jersey coast, Pier Village is the Jersey Shores most iconic year-round destination.

- 2.7MM annual visitors
- Over \$2MM in annual beach badge sales (#2 in Monmouth County behind Belmar)
- Over 170,000 square feet of retail consisting of shops, dining experiences, amenities, fashion and more
- 492 luxury oceanfront rental units
- 243 newly constructed oceanfront condos
- 193 key hotel rooms including the recently opened Wave Resort
- 1,875 surface parking and garage parking available on site
- Nearly 2-mile-long boardwalk with oceanfront dining
- Year-round events including miniature golf, carousel, Boardwalk Fun N' Games Arcade, Spring Kite Festival, Fresh Market, Blue Sky Pottery, Pier Pins, Movies & Concerts at the Pier
- Monmouth University student population on-site
- Blocks away from Monmouth Medical Center, a 547 bed regional hospital, and one of New Jersey's largest academic medical centers
- Over 25 dining experiences including some of Monmouth County's most popular restaurants









New Jersey

Market Demographics

- Strong average incomes north of \$100,000
- Nearly 100,000 people living within the immediate area
- Adjacent to Monmouth University with over 6,000 students and 590 staff
- Additional 55,000 employees working in the market
- Estimated retail sales of nearly \$2B within 5-miles of Pier Village

Market Activators

Garfield Park

- **NJ Transit** Ocean Palace
- Long Branch Beach & Boardwalk

Monmouth Medical

Seven Presidents Oceanfront Park

- **Monmouth University**
- **Wave Resort**

Co-Tenants



























purpose

SIMPLY
GREEK













Radius	Population	Employee Population	Median Age	Total Daytime Population
1 Mile	14,144	10,408	39.6	17,398
3 Mile	47,581	23,861	41.5	49,156
5 Mile	94,593	58,108	43.3	108,878
7 Mile	177,438	117,727	43.0	210,728
10 Mile	269,422	158,377	44.1	299,172









Pier Village – Phase 1 & 2

Description

- The namesake portion of the project originally developed in 2005 to replace the Long Branch Pier and Kids Amusement Park after a fire in the late 1980's
- Consists of 492 luxury rental units and 100,000 square feet of retail space
- Includes event space and year-round activation via miniature golf, farmers markets, shows, Pier Pins, Blue Sky Pottery and more
- Sits directly adjacent to the boardwalk with oceanfront views
- Mix of longstanding successful restaurants (18 + years) and new wave of restaurants opening this summer Avenue, Pier house, Sirena, Turning Point, Mogo Taco and more!

Opportunities

- Multiple opportunities
- Liquor license available in town
- Vented retail for restaurant available

Pier Village – Phase 3

Description

- The next evolution in the development of Pier Village is the recently completed expansion between Morris Avenue and Melrose Terrace along the Oceanfront.
- Consists of 243 luxury condos, 41,800 square feet of retail space and one of New Jersey's hottest oceanfront resorts in the Wave Hotel
- Sits directly adjacent to the boardwalk with oceanfront views
- Modern and state of the art retail design
- Multiple dining experiences such as Salt, Maya and Branch Cantina

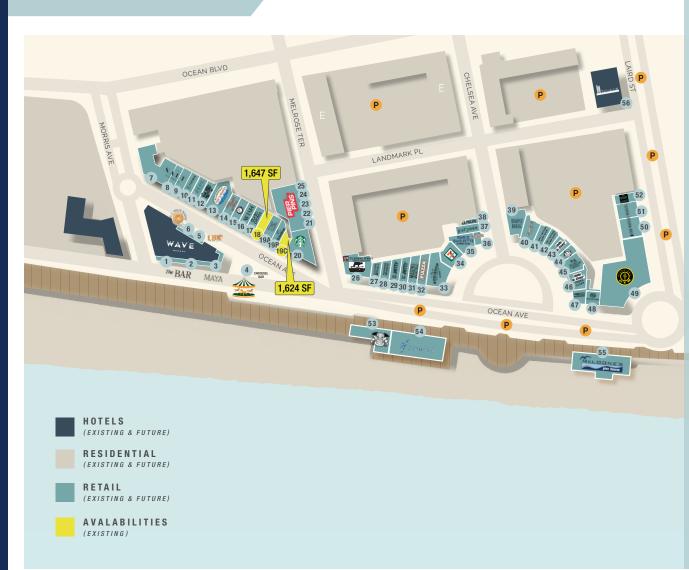






New Jersey

Overall Site Plan



PIER VILLAGE

city by the Sea

TENANTS

1. The Bar

2. The Bar

3. Maya

4. The Carousel Bar

5. LBK Grill

6. Bubbi's Bagels

7-9. SALT Steakhouse

10. Phorm Fitness

11. Pepé Kitchen

12. Blue Sky Pottery

13. Boardwalk Fun 'N Games

14. Little Words Project

15. The Baked Bear

16. Wish

17. Studio Pilates

18. Available - 1,647 SF

19A. Doggie Sweets

19B. The Book House

19C. Available - 1,624 SF "Pre-Leasing"

20. Starbucks

21-25. Pier Pins

26. Turning Point and Cowabunga Coffee

27. Playa Bowls

28. Hummus Republic

29-30. Jetty

31. Mason's Famous Lobster Rolls

32. Piazza on the Pier

32. Piazza on the Pier

33. Robinson Ale House

34. 7-Eleven

35. Paris Baguette

(Coming Soon)

36. Rocky Mountain
Chocolate Factory

37. Purpose Yoga

38. City of Long Branch Police Department

39. Simply Greek

40. Sugar Pop

41-42. Salt Nation Surf Shop

43. Molly & Zoey

44. Coney Waffle

45. Kahuna Burgers

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46. Molly & Zoey Undercover

47. Mogo Tacos

48. Buttermee Pancake

49. Gold's Gvm

50-51, Strand Salon

52. The Wine Loft

53. Sirena Ristorante

54. Avenue

55. McLoone's Pier House

56. BungaLounge

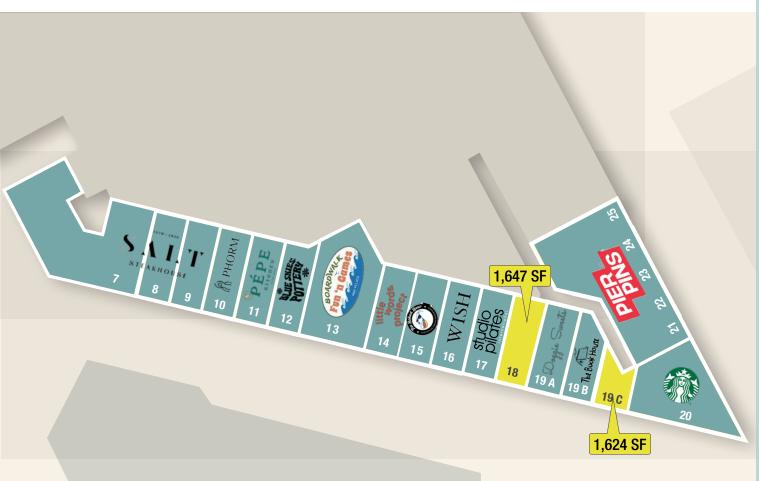






New Jersey

Site Plan - Phase 3





TENANTS

- 7-9. SALT Steakhouse
- 10. Phorm Fitness
- 11. Pepé Kitchen
- 12. Blue Skies Pottery
- 13. Boardwalk Fun 'N Games
- 14. Little Words Project
- 15. The Baked Bear
- 16. Wish
- 17. Studio Pilates
- 18. Available 1,647 SF
- 19A. Doggie Sweets
- 19B. The Book House
- 19C. Available 1,624 SF "Pre-Leasing"
- 20. Starbucks
- 21-25. Pier Pins







Site Plan - Phase 1 & 2



PIER VILLAGE

TENANTS

- 26. Turning Point and Cowabunga Coffee
- 27. Playa Bowls
- 28. Hummus Republic
- 29-30. Jetty
- 31. Mason's Famous Lobster Rolls
- 32. Piazza on the Pier
- 33. Robinson Ale House
- 34. 7-Eleven
- 35. Paris Baguette (Coming Soon)
- 36. Rocky Mountain Chocolate Factory
- 37. Purpose Yoga
- 38. City of Long Branch Police Department
- 39. Simply Greek

- 40. Sugar Pop
- 41-42. Salt Nation Surf Shop
- 43. Molly & Zoey
- 44. Coney Waffle
- 45. Kahuna Burgers
- 46. Molly & Zoey Undercover
- 47. Mogo Tacos
- 48. Buttermee Pancake
- 49. Gold's Gym
- 50-51. Strand Salon
- 52. The Wine Loft
- 53. Sirena Ristorante
- 54. Avenue
- 55. McLoone's Pier House







New Jersey





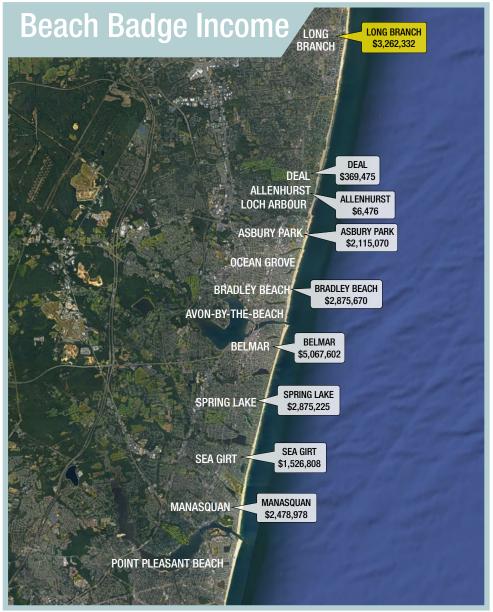






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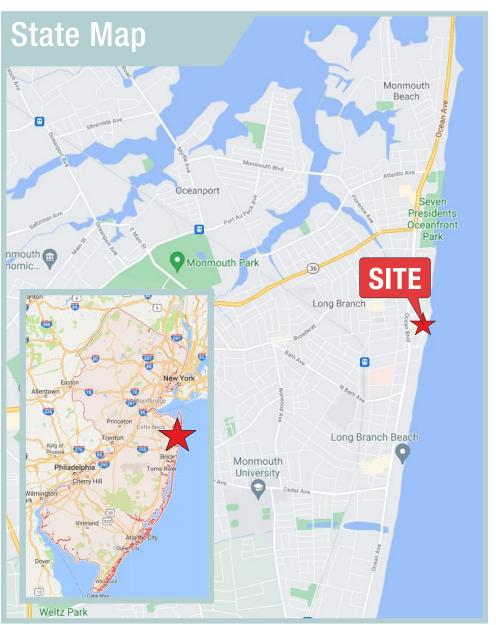






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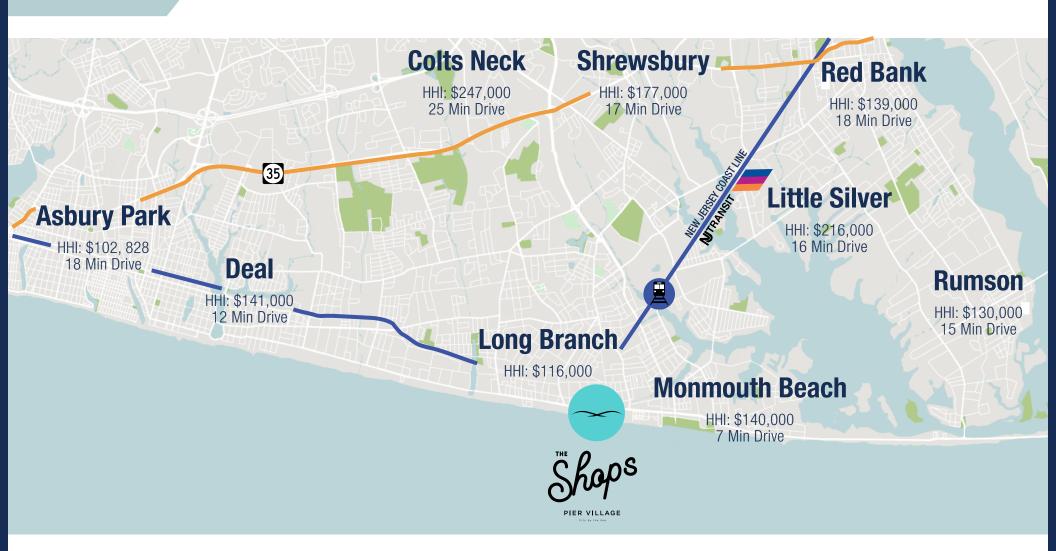








The Shore







Accessibility



- 60 Minute drive from Manhattan
- 45 Minute drive from Jersey City
- 90 Minutes drive from Philadelphia
- Ocean Blvd 15,616 Vehicles per day (less than 1 min drive)
- Route 36 22,775 Vehicles per day (approx. 7 min drive)
- Route 35 35,886 Vehicles per day (approx. 12 min drive)
- Route 18 51,317 Vehicles per day (approx. 17 min drive)
- Garden State Parkway Most heavily trafficked highway system in NJ (approx. 18 min drive)







Long Branch Station

- 72 Minutes to Manhattan via Northeast Corridor direct
- Walking distance to Pier Village
- 60 additional trains added during summer season for increased ridership
- Nearly 275,000 annual weekday riders

Ferry Service

- 50 Minutes by Ferry from New York
- 72 Minutes by Ferry from Jersey City
 - Additional Ferry lines planned in the future

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