

Long Branch, New Jersey

THE
Shops

PIER VILLAGE

City by the Sea

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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



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
- Long Branch Beach & Boardwalk
- Monmouth Medical
- Monmouth University
- NJ Transit
- Ocean Palace
- Seven Presidents Oceanfront Park
- Wave Resort

Co-Tenants

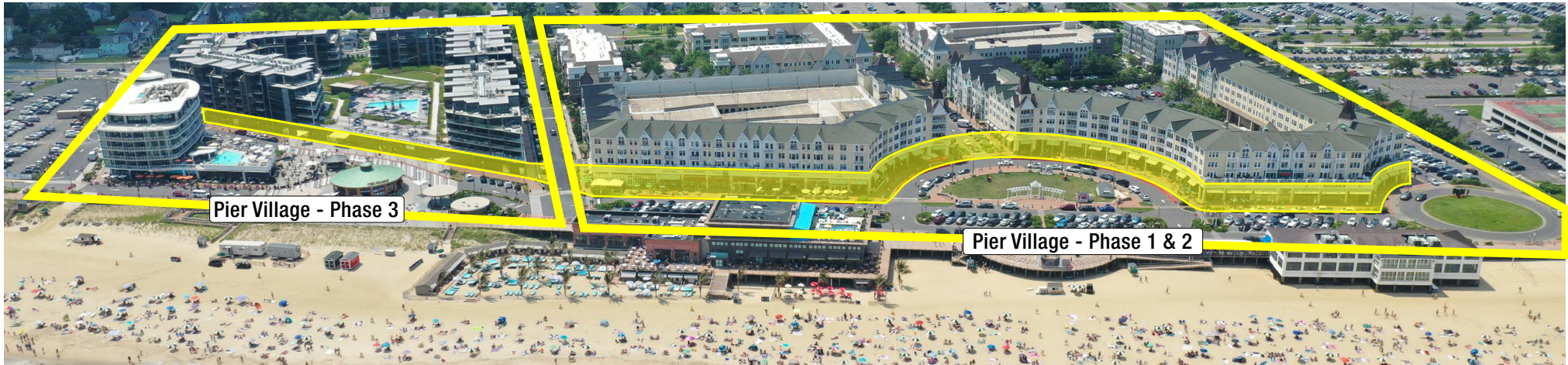
McLOONE'S pier house | purpose | PLAYA BOWLS | Molly & Zoey® | Starbucks | sugarpop CANDY BAR | MOGO KOREAN FUSION TACOS

SALT STEAKHOUSE | HUMMUS REPUBLIC | TURNING POINT breakfast, brunch & lunch™ | BOARDWALK Fun 'n Games PIER VILLAGE | ROCKY MOUNTAIN CHOCOLATE FACTORY | EST. The 2014 ROBINSON ALE HOUSE LONG BRANCH | COLBY GYM | PARIS BAGUETTE (COMING SOON)

SIMPLY CREEK | buttermee | JETTY | MASON'S FAMOUS Lobster Rolls | PIER PINS | And more...

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

Overall Site Plan



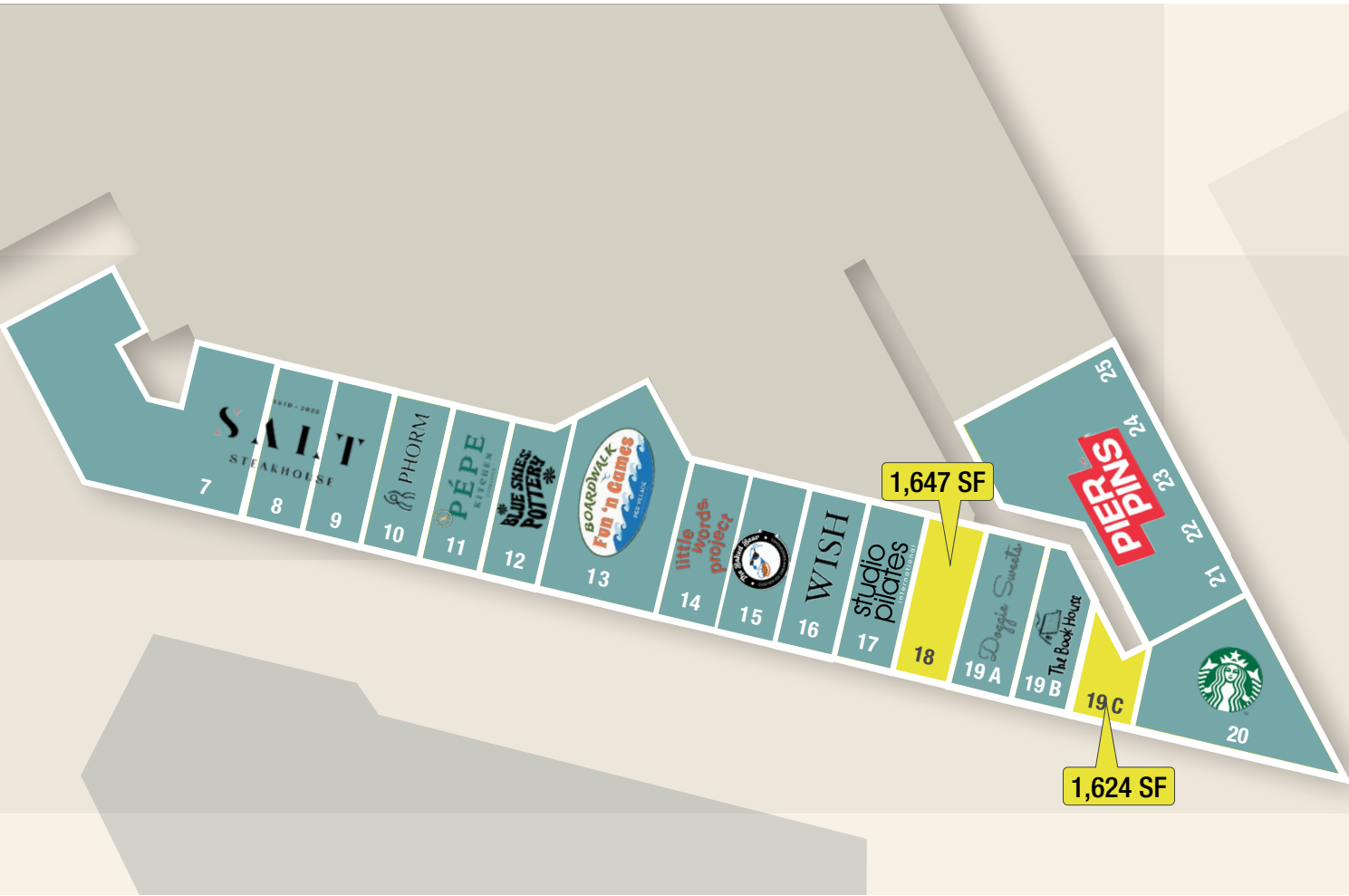
PIER VILLAGE City by the Sea TENANTS

- | | |
|---|--|
| 1. The Bar | 32. Piazza on the Pier |
| 2. The Bar | 33. Robinson Ale House |
| 3. Maya | 34. 7-Eleven |
| 4. The Carousel Bar | 35. Paris Baguette
(Coming Soon) |
| 5. LBK Grill | 36. Rocky Mountain
Chocolate Factory |
| 6. Bubbi's Bagels | 37. Purpose Yoga |
| 7-9. SALT Steakhouse | 38. City of Long Branch
Police Department |
| 10. Phorm Fitness | 39. Simply Greek |
| 11. Pepé Kitchen | 40. Sugar Pop |
| 12. Blue Sky Pottery | 41-42. Salt Nation Surf Shop |
| 13. Boardwalk Fun 'N Games | 43. Molly & Zoey |
| 14. Little Words Project | 44. Coney Waffle |
| 15. The Baked Bear | 45. Available - 2,509 SF |
| 16. Wish | 46. Molly & Zoey Undercover |
| 17. Studio Pilates | 47. Mogo Tacos |
| 18. Available - 1,647 SF | 48. Buttermee Pancake |
| 19A. Doggie Sweets | 49. Gold's Gym |
| 19B. The Book House | 50-51. Strand Salon |
| 19C. Available - 1,624 SF "Pre-Leasing" | 52. The Wine Loft |
| 20. Starbucks | 53. Sirena Ristorante |
| 21-25. Pier Pins | 54. Avenue |
| 26. Turning Point and Cowabunga Coffee | 55. McLoone's Pier House |
| 27. Playa Bowls | 56. BungaLounge |
| 28. Hummus Republic | |
| 29-30. Jetty | |
| 31. Mason's Famous Lobster Rolls | |
| 32. Piazza on the Pier | |

Site Plan - Phase 3

PIER VILLAGE
City by the Sea
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
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- 17. Studio Pilates
- 18. Available - 1,647 SF
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- 19B. The Book House
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- 20. Starbucks
- 21-25. Pier Pins



Site Plan - Phase 1 & 2

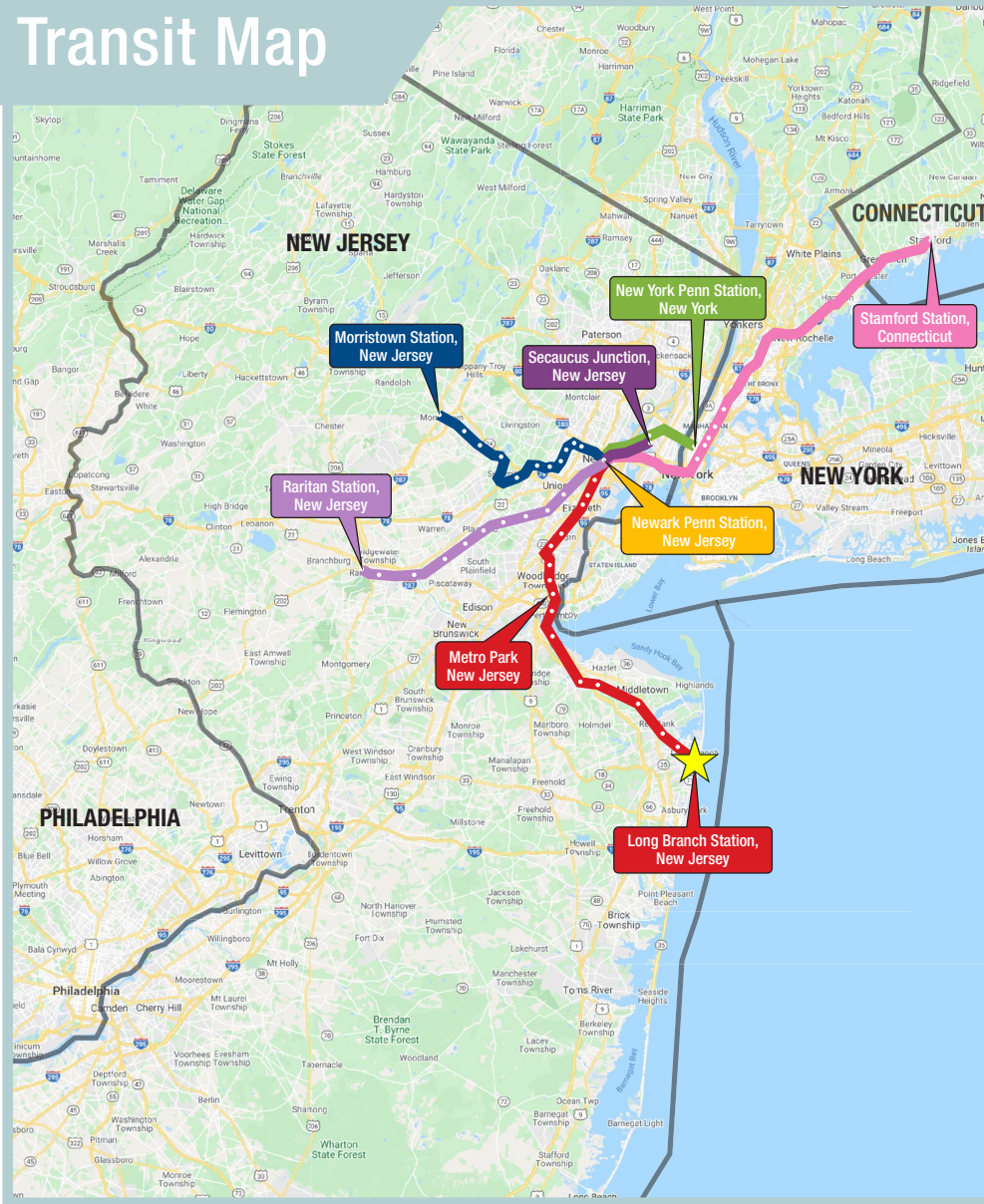


PIER VILLAGE
City by the Sea

TENANTS

- | | |
|---|------------------------------|
| 26. Turning Point and Cowabunga Coffee | 40. Sugar Pop |
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| 36. Rocky Mountain Chocolate Factory | 50-51. Strand Salon |
| 37. Purpose Yoga | 52. The Wine Loft |
| 38. City of Long Branch Police Department | 53. Sirena Ristorante |
| 39. Simply Greek | 54. Avenue |
| | 55. McLoone's Pier House |

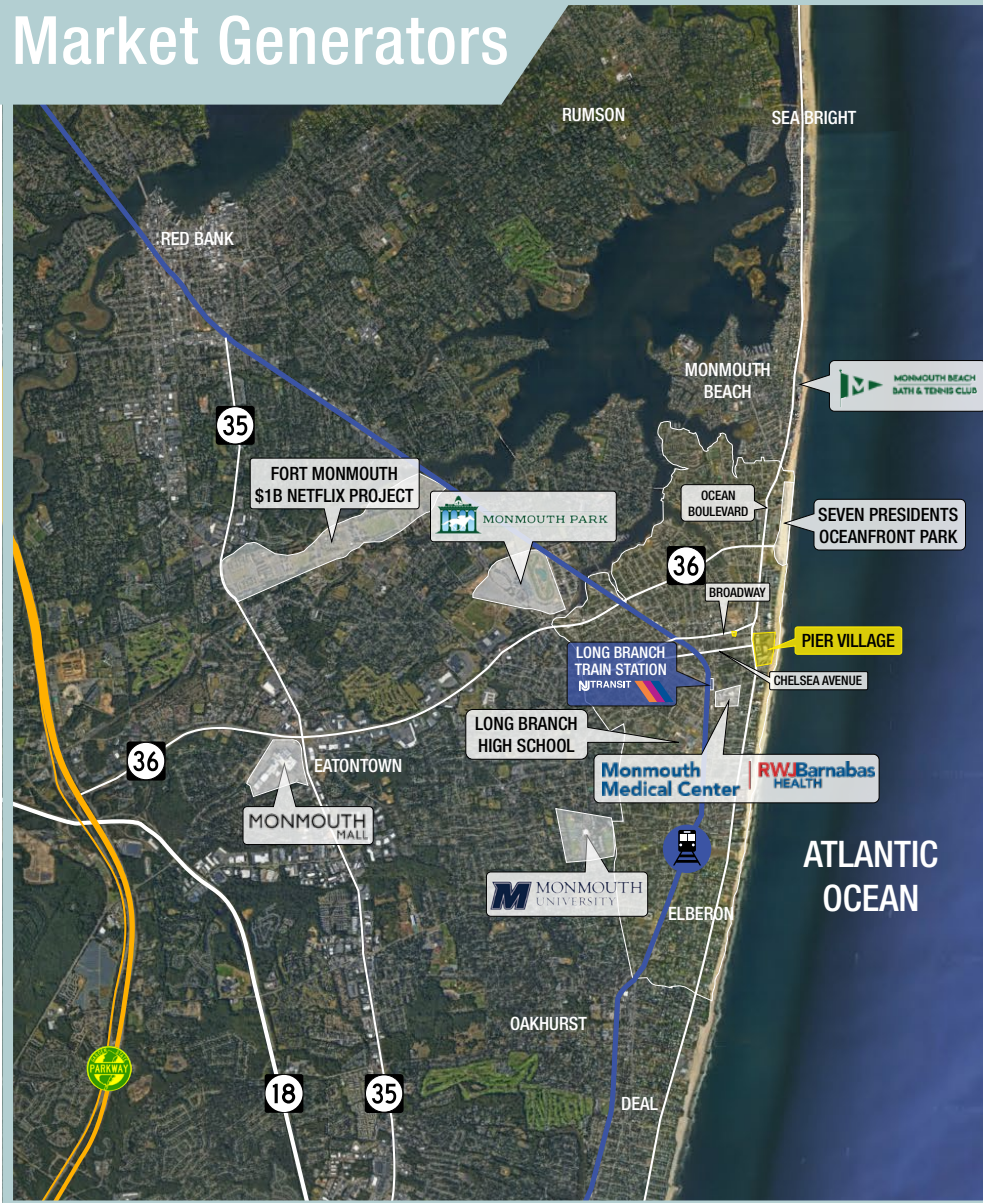
Transit Map



Development Map



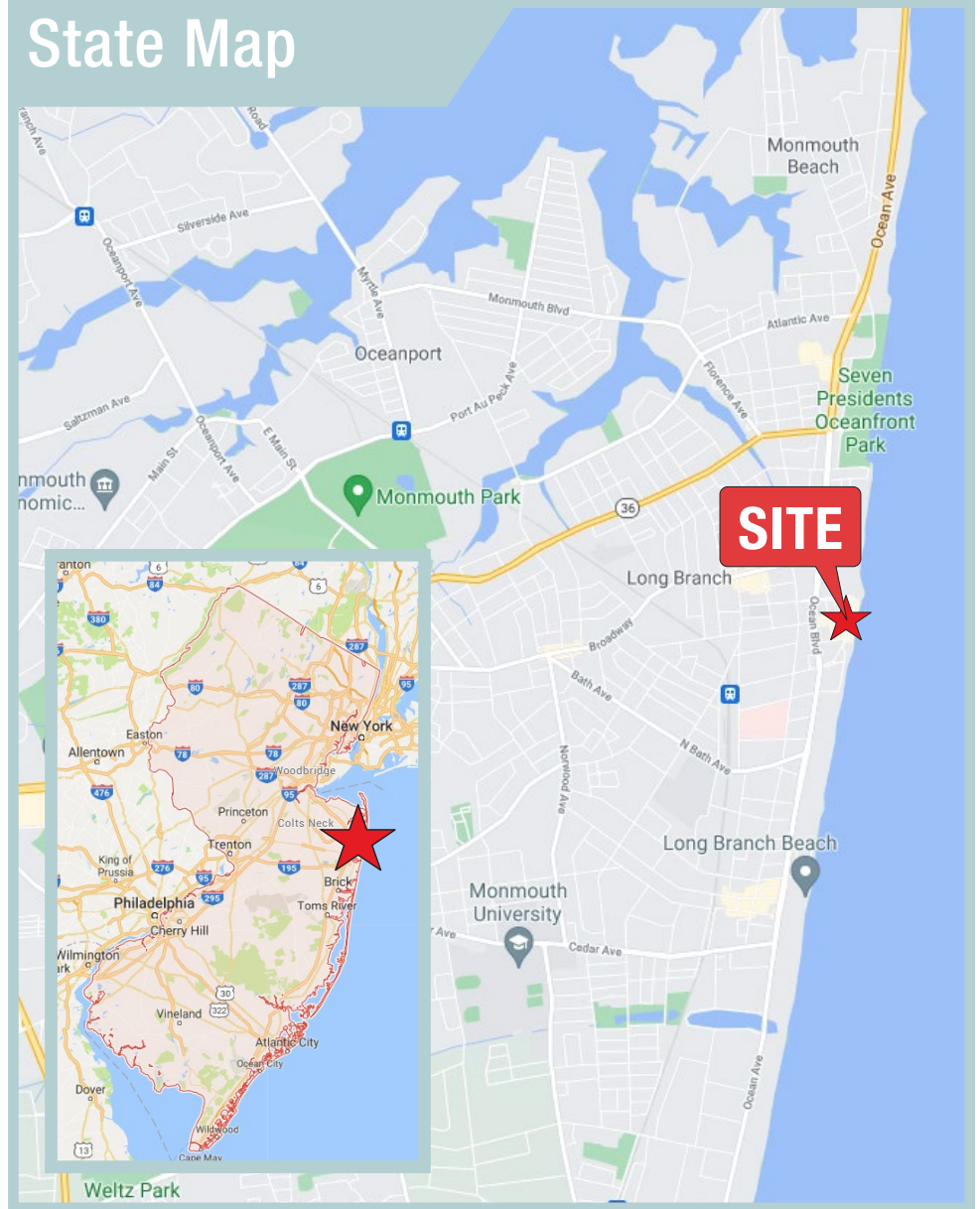
Market Generators



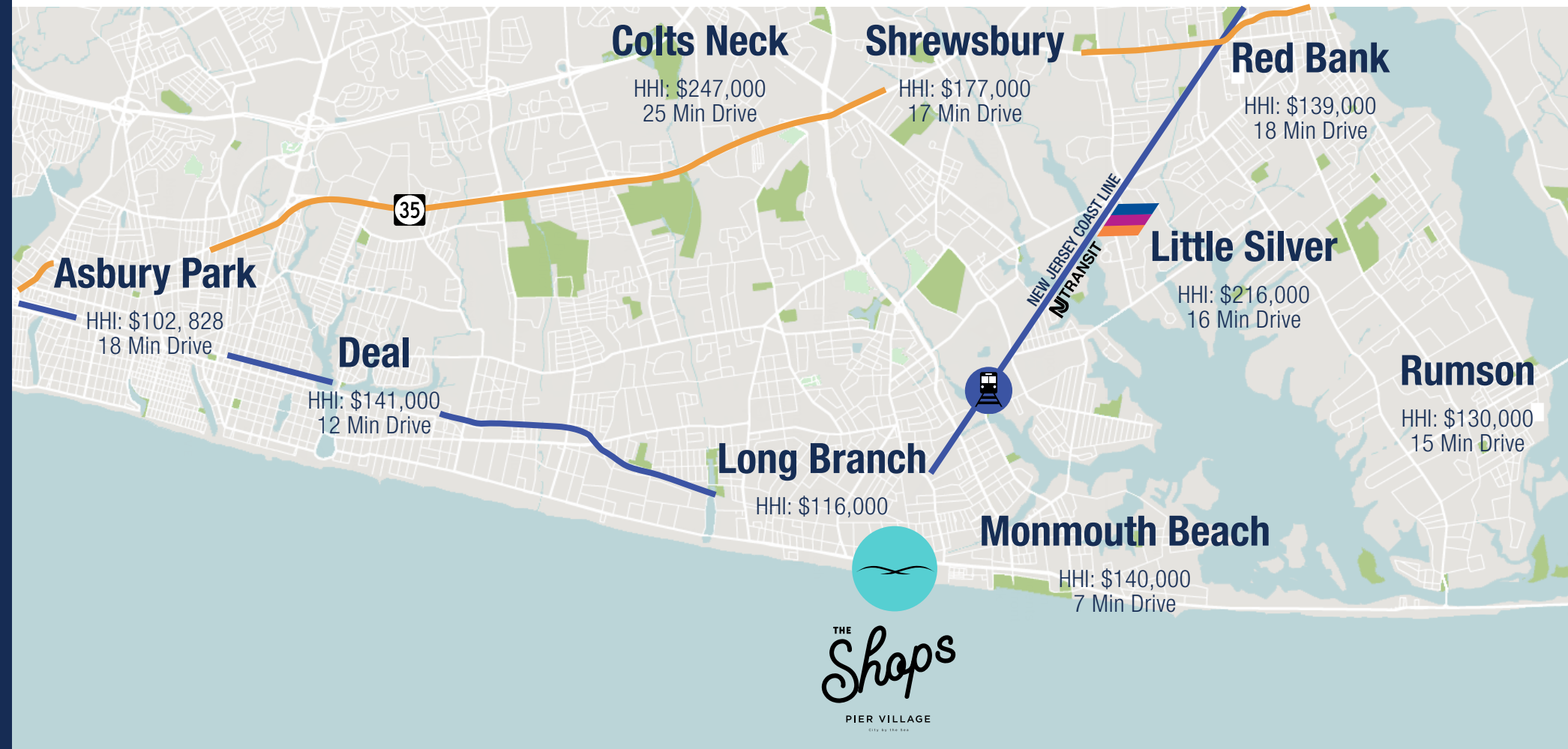
Beach Badge Income



Market Aerial



The Shore



Accessibility

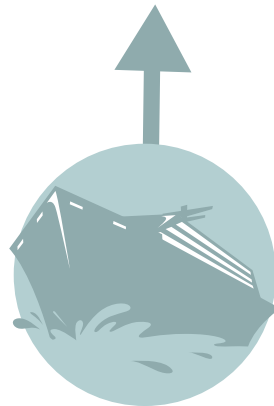


Minutes away from Major Highway Systems

- ~ 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)

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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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