

NEW MIXED-USE DEVELOPMENT

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

11 Franklin Avenue, Belleville, NJ



tulfra
real estate

HAMPSHIRE
OWNER/DEVELOPER

LOCATED BETWEEN MILL STREET & FRANKLIN AVENUE



EXCLUSIVE RETAIL LEASING

KATZ & ASSOCIATES

RETAIL REAL ESTATE ADVISORS

Jonathan Greenberg

VICE PRESIDENT

jonathangreenberg@katzretail.com

(201) 731-8468

Property Overview

HIGHLIGHTS

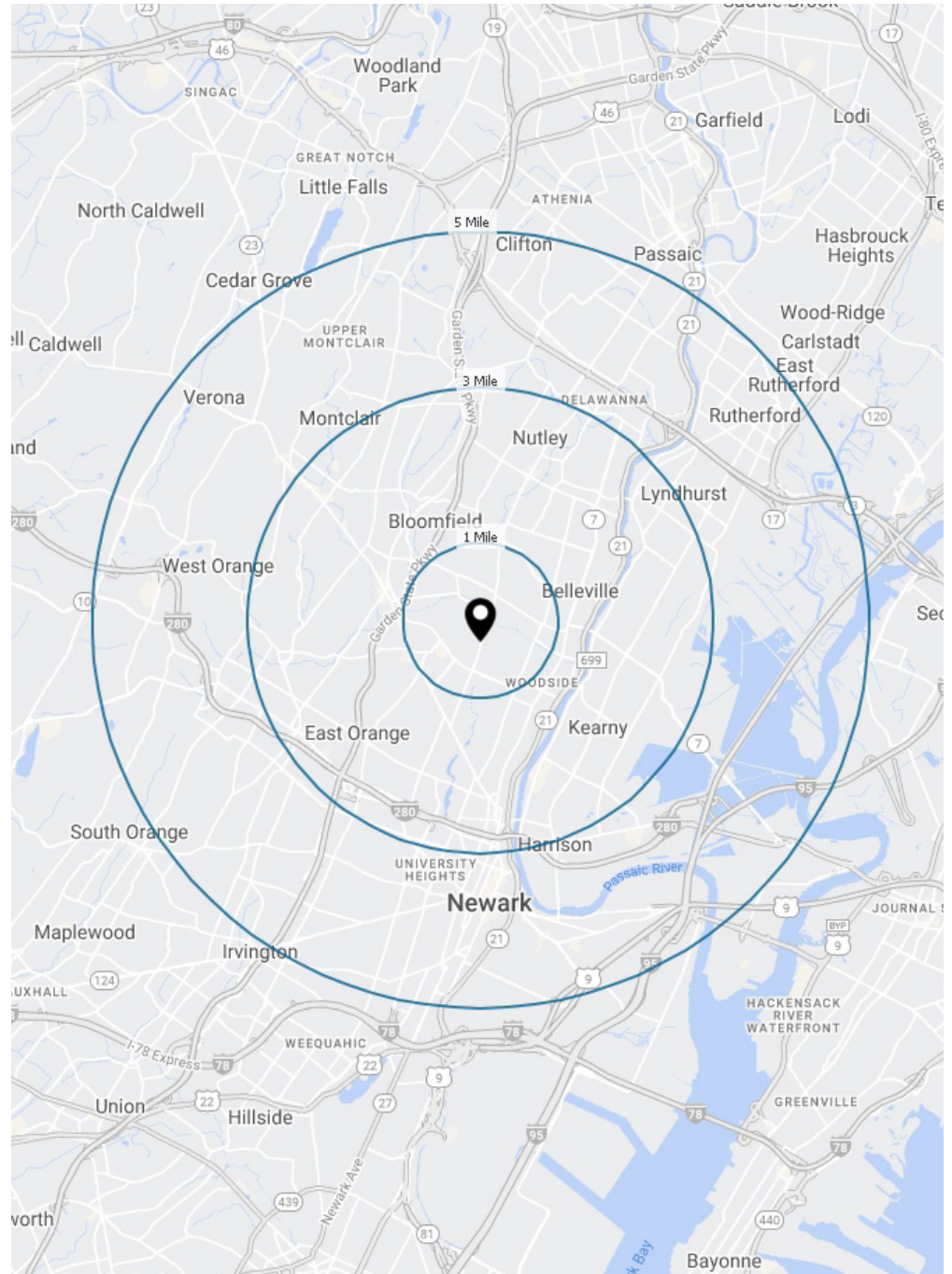
- Only 2,600 SF left remaining on Pad 1 next to Chipotle and Konala
- Master-planned development situated on the former 20-acre Roche Diagnostics site
- 175 market rate units above 50,000 square feet of retail space
- 2 retail pads adjacent to Starbucks and Wawa totaling close to 3 acres
- Steps from 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

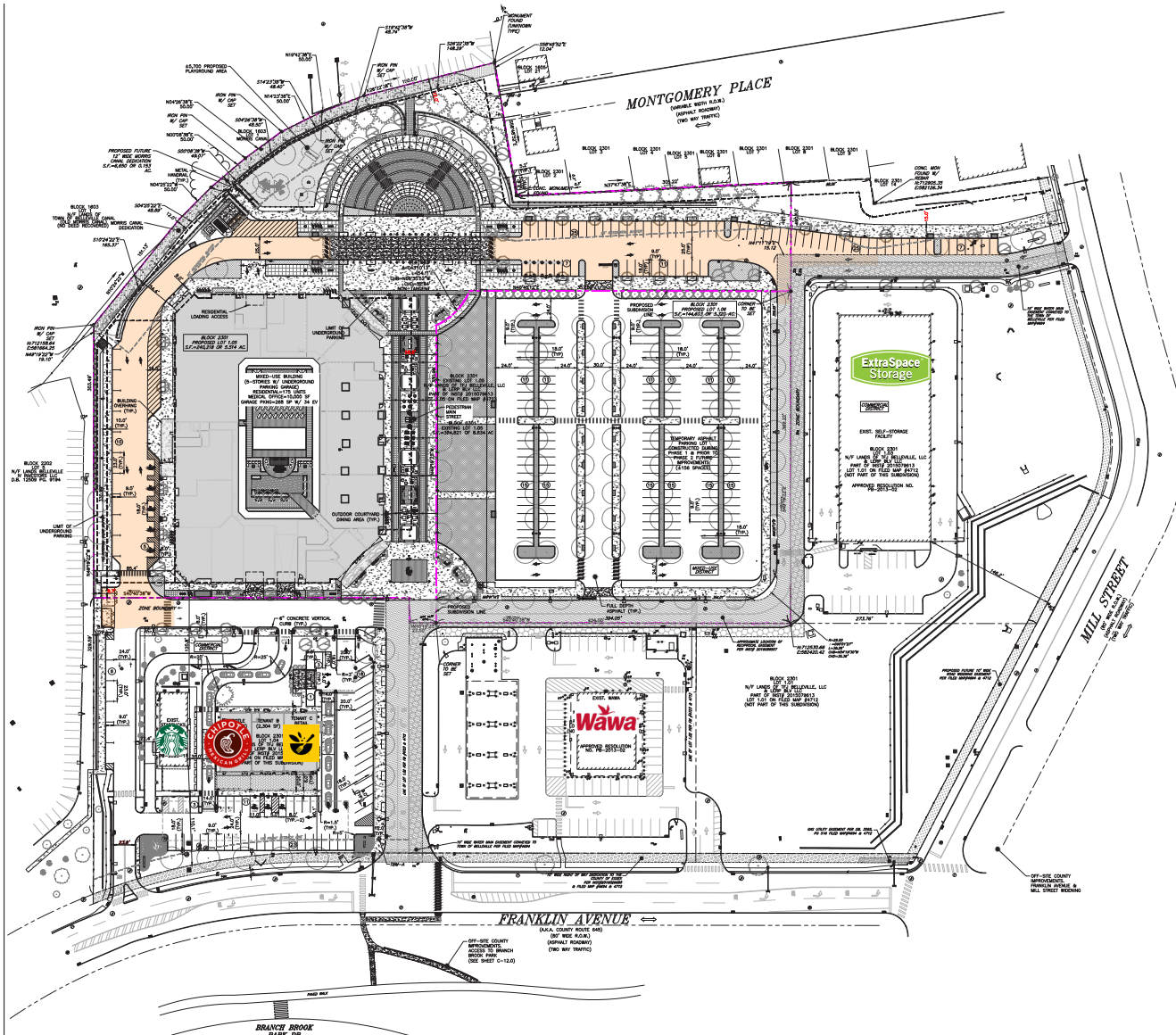
DEMOGRAPHICS

	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



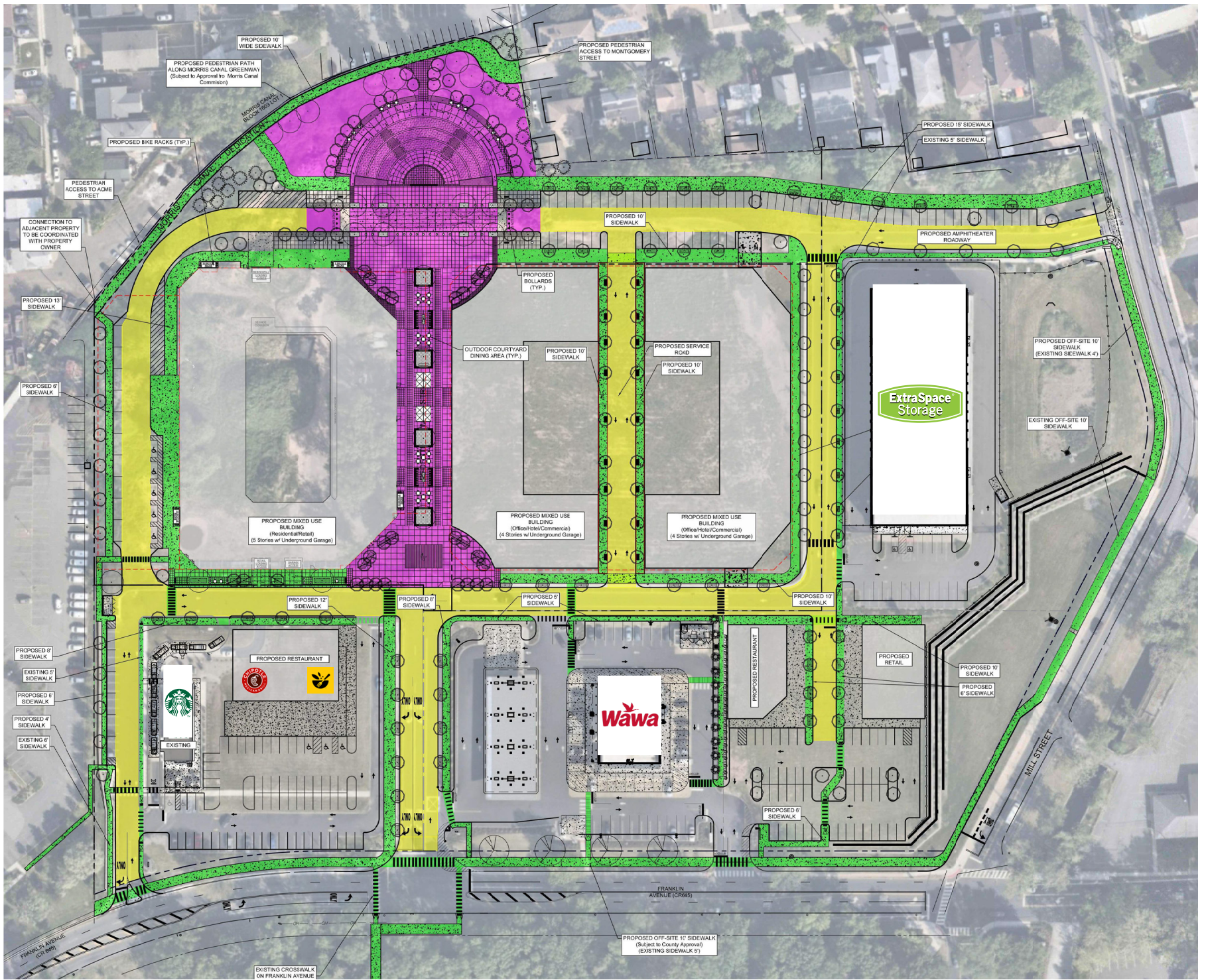


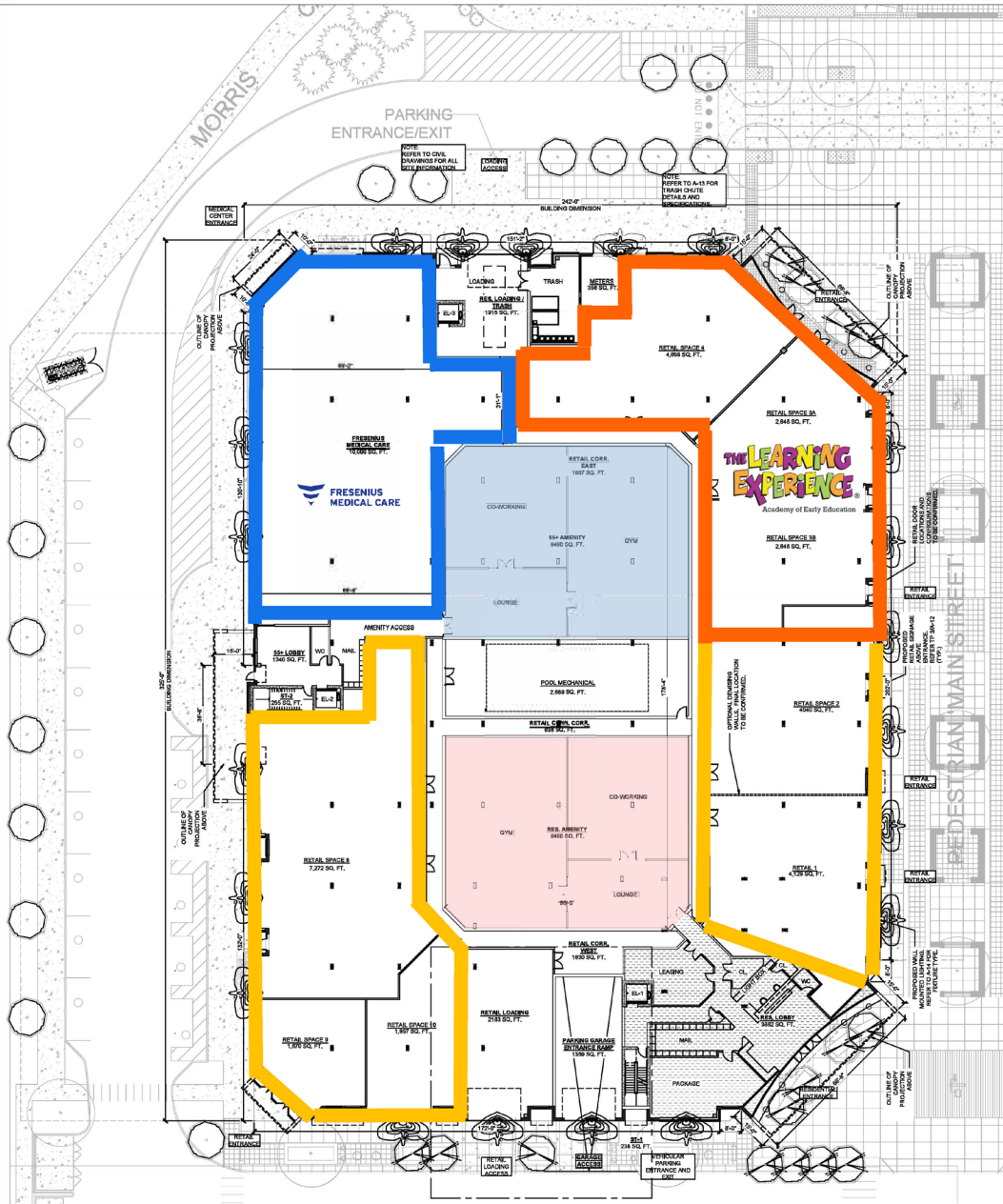
OVERALL USES

Hotel	Schools/ Tutoring Centers
Retail Sales and Services	Recreational Services (Swim, Cricket, Fencing, Basketball & Other Sports)
Restaurant	Gyms & Fitness Studios
Bars, Breweries & Night Clubs	Veterinarian/ Pet Care
Cafe	Residential
Office	Public & Private Recreational Uses (Plazas & Amphitheaters)
Medical Office/Lab	Access Driveway & Internal Roadways
Banks	Mixed Use (Combination of Uses Above)
Personal Service	Multi-Use (Multiple Uses Above)

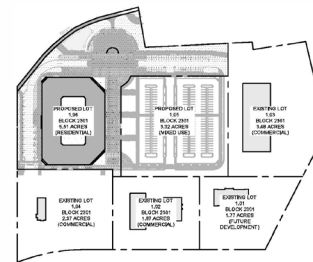
PLAZA USES

Hotel	Schools/ Tutoring Centers
Retail Sales and Services	Recreational Services (Swim, Cricket, Fencing, Basketball & Other Sports)
Restaurant	Gyms & Fitness Studios
Bars, Breweries & Night Clubs	Veterinarian/ Pet Care
Cafe	Mixed Use (Combination of Uses Above)
Personal Service	Multi-Use (Multiple Uses Above)





GROUND FLOOR PLAN



2 KEY PLAN

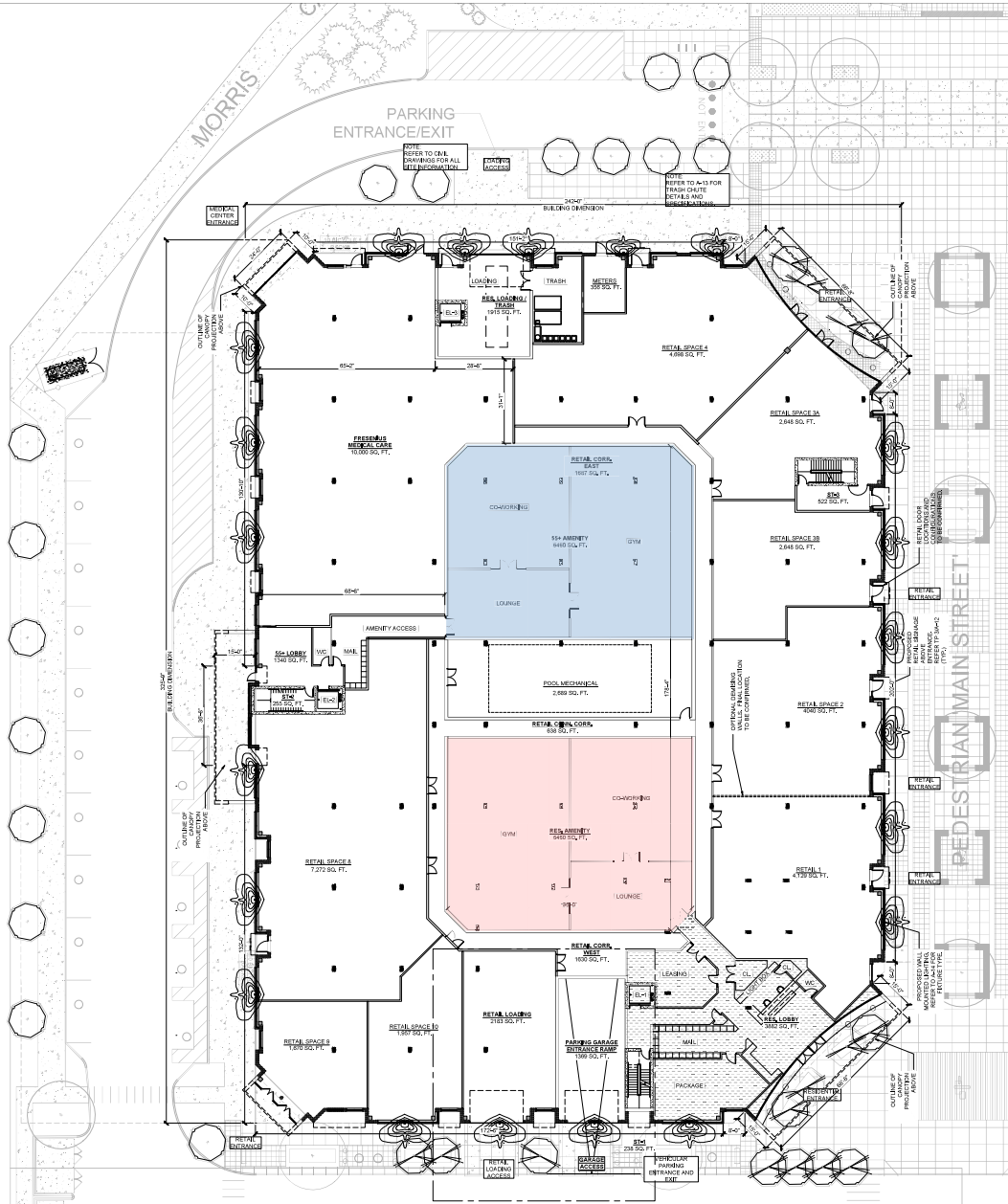
PROJECT SUMMARY	
TOTAL LOT AREA	253,860 SF
GRANDER FLOOR AREA	402,843 SF
RESIDENTIAL UNIT COUNT	176
AVERAGE SF PER UNIT	2,289 SF
TOTAL RETAIL/COMMERCIAL	28,002 SF
TOTAL PROJECT AREA (GROSS)	402,843 SF
F.A.R.	1.06
BUILDING HEIGHT	58'-0"

TOTAL GROSS AREA CALCULATION	
CELLAR/PARKING GARAGE	106,647 SF
FLOOR 1	76,674 SF
FLOOR 2	54,831 SF
FLOOR 3	54,831 SF
FLOOR 4	54,831 SF
FLOOR 5	54,869 SF
ENTIRE ROOF DECK	7,234 SF
BALCONIES (NOT INCLUDED)	8,364 SF
TOTAL PROJECT AREA	402,843 SF

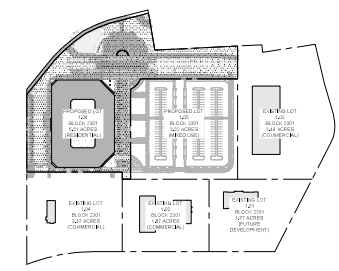
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2	10-16-2024	SITE PLAN APP
1	8-28-2024	SITE PLAN APP
#	DATE	ISSUE
PROJECT TITLE		
11 FRANKLIN AVENUE BELLEVILLE, NJ 07109		
BLOCK 2301, LOT 01		
PROJECT DESCRIPTION		
PROPOSED MIXED USE DEVELOPMENT WITH 175 RESIDENTIAL UNITS OVER RETAIL AND PARKING		
APPLICANT		
TULFRA REAL ESTATE 87 W. PASSAIC STREET, FLR 2 ROCHELLE PARK, NJ 07862		
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	233,650 SF
GROSS FLOOR AREA	402,943 SF
RESIDENTIAL UNIT COUNT	176
AVERAGE SF PER UNIT	2,289 SF
TOTAL RETAIL/COMMERCIAL	39,982 SF
TOTAL PROJECT AREA (GROSS)	402,943 SF
SCALE	1:500
BUILDING HEIGHT	50'-6"

TOTAL GROSS AREA CALCULATION	
CELLAR/PARKING GARAGE	106,647 SF
FLOOR 1	70,878 SF
FLOOR 2	54,531 SF
FLOOR 3	54,531 SF
FLOOR 4	54,582 SF
FLOOR 5	54,669 SF
ENTIRE ROOF DECK	7,204 SF
BALCONIES (NOT INCLUDED)	6,984 SF
TOTAL PROJECT AREA	402,943 SF

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 Adrian Melia, AIA
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1	8-28-2024	SITE PLAN APP
#	DATE	ISSUE
PROJECT TITLE		
11 FRANKLIN AVENUE BELLEVILLE, NJ 07109		
PROJECT DESCRIPTION		
PROPOSED MIXED USE DEVELOPMENT WITH ITS RESIDENTIAL UNIT'S OVER RETAIL AND PARKING		
APPLICANT		
TOLFA REAL ESTATE 87 W PASSAIC STREET, FLR. 2 ROCHELLE PARK, NJ 07862		
PROJECT NO.		
DRAWN BY		
CHECKED BY		
SCALE AS NOTED		
SHEET TITLE		
GROUND FLOOR PLAN		
SHEET NUMBER		
A-5		



TOWNE CENTRE
TJ-maxx Walgreens
DOLLAR TREE
DUNKIN' petvalu

LYNDHURST

NORTH ARLINGTON
HIGH SCHOOL
570 STUDENTS

CLARA MAASS
MEDICAL CENTER
342 BEDS

Staples
DOLLAR TREE
SALLY BEAUTY
SUBWAY
DUNKIN'

SALOMÉ UREÑA
ELEMENTARY SCHOOL
399 STUDENTS

FIRST AVENUE
ELEMENTARY SCHOOL
1,081 STUDENTS

RAFAEL HERNANDEZ
ELEMENTARY SCHOOL
725 STUDENTS

TARGET
Bj's
ShopRite
OLD NAVY
DOLLAR TREE
PETSMART
FIVE BELOW





PHASE 2

ExtraSpace Storage

CLARA MAASS MEDICAL CENTER
342 BEDS

PAD 2
2,000-12,000 SF
AVAILABLE

3.32 AC



2,600 SF
AVAILABLE



1.77 AC
AVAILABLE

FRANKLIN AVENUE - 15,265 AADT



Contact Broker

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