



# BRIARCLIFF COMMONS

1711 STATE ROUTE 10 EAST, MORRIS PLAINS, NJ 07950



**RETHINK. RECREATE. REDEVELOP.**





## MORRIS COUNTY'S DESTINATION FOR EVERYDAY SHOPPING

Briarcliff Commons is one of the most visited shopping centers in its trade area. The property boasts a strong tenant lineup, including Kohl's, a new-to-market Uncle Giuseppe's Marketplace - featuring 42,000 square feet of gourmet, Italian food - as well as best-in-class dining and retail, including Chick-Fil-A, Chipotle, Chopt and Crumbl Cookies, in addition to First Watch and Skechers. A new City MD location recently opened. The center serves Morris Plains, Cedar Knolls, and portions of Hanover, Denville and Morristown. The property is located 2.5 miles from the mega-intersection of Route 80 and 287 and 5 miles from Morristown, the County Seat.

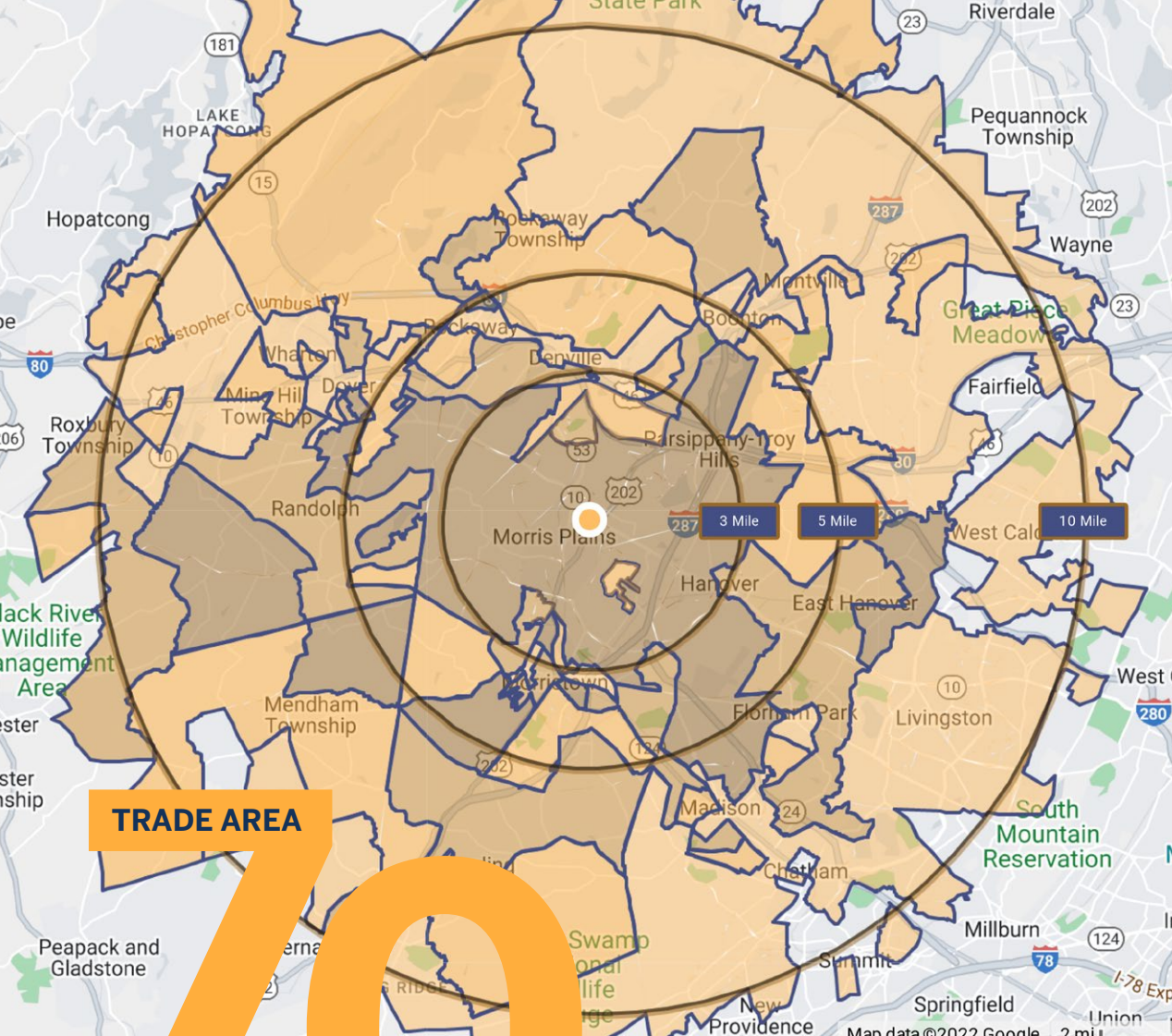


# Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950







TRADE AREA

70%

## DEMOGRAPHICS

Sources: ESRI and CreditnTell. CreditnTell's Tru Trade is based on geo-fenced data embedded in over 500 applications on tens of millions of mobile devices nationwide.

### POPULATION

**383,005**  
Tru Trade\*

**62,838**  
3 Mile

**153,033**  
5 Mile

### FAMILY HOUSEHOLDS

**139,104**  
Tru Trade\*

**23,300**  
3 Mile

**57,492**  
5 Mile

### AVERAGE HH INCOME

**\$164,236**  
Tru Trade\*

**\$168,979**  
3 Mile

**\$179,795**  
5 Mile

### COLLEGE EDUCATION

**57.3%**  
Tru Trade\*

**32%**  
3 Mile

**33.7%**  
5 Mile

\*Tru Trade Area; 9.5 Miles



# AERIAL



Steady traffic arrives at Briarcliff Commons from NJ Route 10 and Route 202. Ingress and egress improvements were made to the property in conjunction with the opening of Uncle Giusueppe's to improve traffic flow.



TENANTS

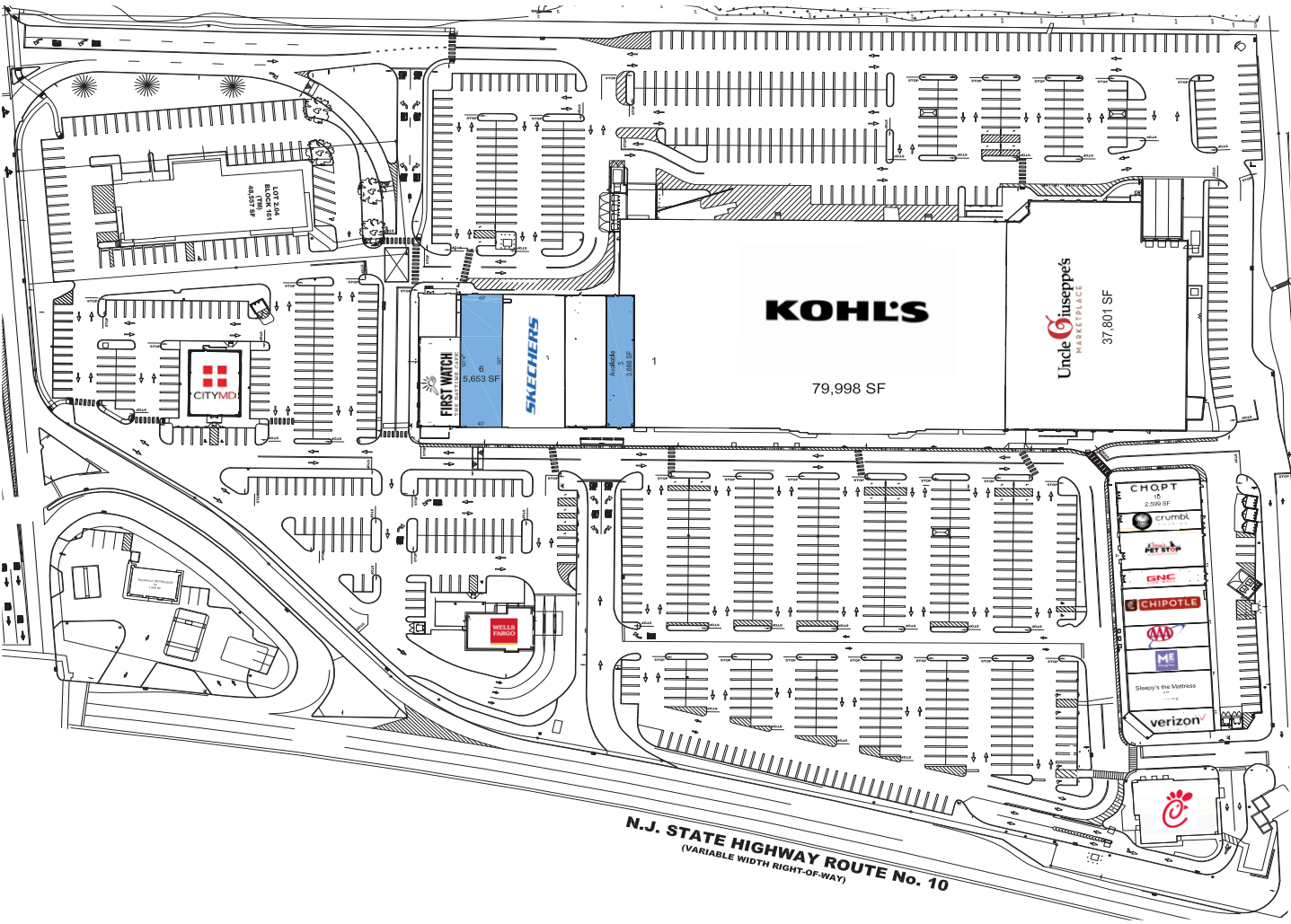
SQFT

1	Kohl's	79,998
2	Uncle Giuseppe's	37,801
3	Available	3,686
4	Hot Tub Central	5,586
5	Skechers	8,368
6	Available	5,653
7	First Watch	3,800
8	Prohaircutters	1,650
10	Chop't	2,599
11	Crumbl Cookies	1,619
12	Home Towne Pet Shoppe	3,200
13	GNC	1,600
14	Chipotle Mexican Grill	3,171
15A	AAA	2,000
15B	Massage Envy	2,003
16	Mattress Firm	3,200
17	Verizon	1,643
18	Wells Fargo	2,572
19	Raceway Petroleum	1,000
20	Chick-Fil-A	4,851
21	CityMD	3,500

HIGHLIGHTS

Total SF	175,999
Parking Spaces	891
Parking Ratio	4 : 1,000 SF

SITE PLAN





LEASING VIDEO



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