

DISTRICT 15 FIFTEEN

LOCATION:
1515 Route 10, Parsippany, NJ 07054
Lat: 40.839196 Long: -74.454327

NOW LEASING / RETAIL GRAND OPENING 2026



RETAIL / RESIDENTIAL / RESTAURANT / HOTEL



THE TRANSFORMATION OF THE ROUTE 10 CORRIDOR



TRAFFIC FLOW



EXCEPTIONAL MARKET

In the Heart of the 10th Wealthiest County In the Country



trade AREA

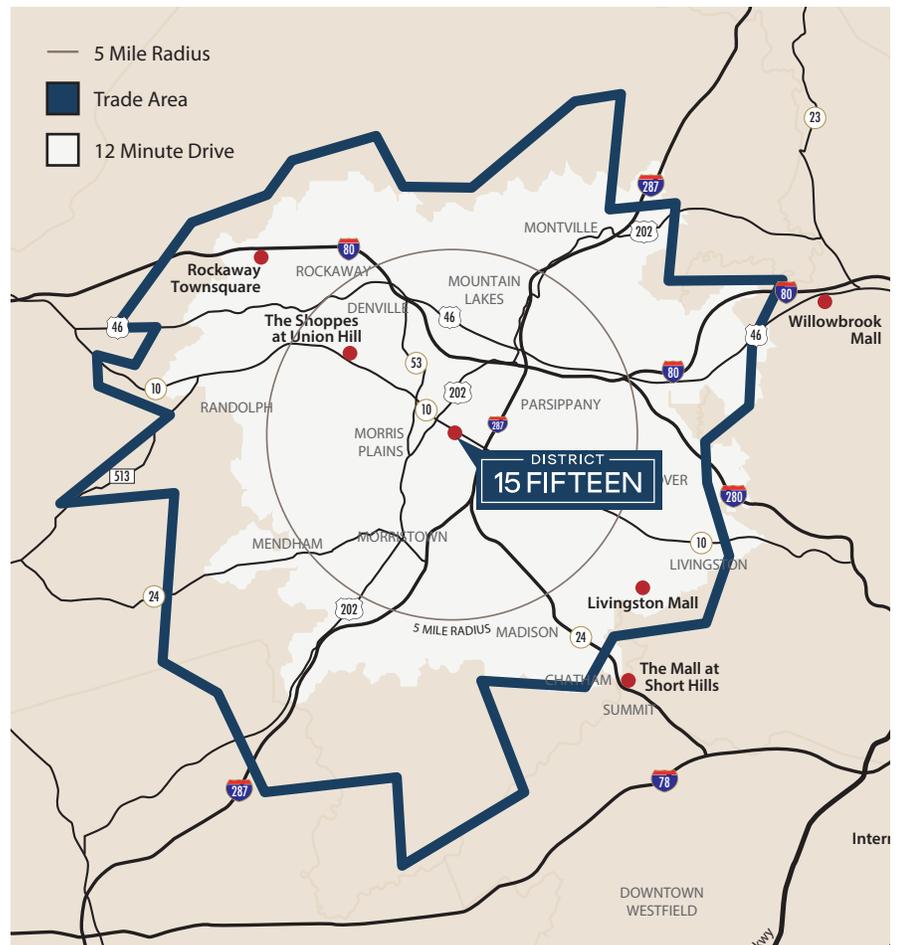
Population: 294,137
Households: 107,713
Average HHI: \$166,091
Annual HHI of \$150K+: 38,518

5 MILE RADIUS

Population: 157,600
Households: 54,400
Average HHI: \$163,500
Annual HHI of \$150K+: 19,475

12 MINUTE DRIVE

Population: 166,797
Households: 58,485
Average HHI: \$159,936
Annual HHI of \$150K+: 20,480



WORLD CLASS COMPANIES

Creating an Unmatched Daytime Population

fortune 1,000 company headquarters*

*North American Headquarters

Bayer

WYNDHAM
WORLDWIDE

Honeywell

PNY
TECHNOLOGIES

RJR
ACQUISITION

zoetis

PBF Energy

GAF

179,000

Daytime Workers
Within 5 Miles

11,032

Businesses
Within 5 Miles

16 million+ sf

Of Corporate
Office Facilities

191

Corporate HQ's employing
over 51,000 people



VIBRANT DOWNTOWN ATMOSPHERE

The District will be a Community Gathering Place



farmers market / movies in the park
live music / and so much more

DEMOGRAPHIC COMPARISONS

	RANK OUT OF 6	THE DISTRICT AT 15FIFTEEN PARSIPPANY, NJ	TICE'S CORNER WOODCLIFF LAKE, NJ	THE PROMENADE AT SAGEMORE MARLTON, NJ	THE GROVE AT SHREWSBURY SHREWSBURY, NJ	PRINCETON MARKETFAIR PRINCETON, NJ	BROOK 35 SEAGIRT, NJ
5 MILE							
Population (2025)	3	157,600	217,500	166,800	144,800	107,000	121,500
Number of HH's	3	54,400	73,600	59,400	51,200	35,400	46,500
Per-Capita Income	3	\$55,800	\$59,600	\$49,000	\$54,000	\$72,600	\$51,700
Average HH Income (2025)	3	\$163,500	\$185,200	\$142,000	\$161,500	\$214,200	\$137,000
Number of HH's over \$150k	2	19,475	29,955	17,582	15,360	16,001	11,858
Education (College Grad or Higher)	2	58%	55%	54%	47%	75%	46%
Daytime Population	1	179,000	124,200	111,000	92,000	119,000	52,300
7 MILE							
Population (2025)	3	284,600	447,800	301,100	225,000	210,800	219,800
Number of HH's	3	97,300	144,700	117,000	81,200	77,100	83,300
Per-Capita Income	2	\$54,700	\$54,700	\$45,300	\$52,800	\$58,200	\$46,800
Average HH Income (2025)	3	\$162,000	\$173,000	\$129,500	\$142,600	\$170,500	\$122,800
Number of HH's over \$150k	2	34,250	58,893	29,718	24,360	27,139	18,493
Education (College Grad or Higher)	2	56%	51%	48%	47%	62%	41%

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JOIN THIS EXCITING NEW DEVELOPMENT



DEVELOPMENT HIGHLIGHTS

- **+\$165,000 Average Household Income**
- 15fifteen is situated amongst the most sought after communities in Morris County including Parsippany, Florham Park, Morristown, Hanover, Madison, Randolph, Mountain Lakes and more.
- Morris County is the **12th wealthiest County** in the U.S.
- **1,000 feet of frontage** along Route 10 carrying **85,000 vpd** bordered by I-287 and Route 202 to the East and West respectively.
- Home to **Wyndham Worldwide, Bayer, MetLife, Zoetis, Tiffany & Co., GAF Roofing, Weichert Realty, Honeywell** and more.
- Parsippany is home to **16+ million square feet** of office and a daytime population of **185,000 workers**.
- 15fifteen will include **500 high end Apartments, 60,000 SF of retail, restaurant and service and a hotel**.
- More than **3,000 hotel rooms** within 3 miles

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