



Outside the Region: Zenith Realty/Goldberg Group JV name Ripco agent for retail project

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Holmdel, NJ Zenith Realty Advisors, a New York/New Jersey development and private equity firm based in New York City, and in partnership with The Goldberg Group, a developer based in White Plains, NY, have hired Ripco Real Estate's New Jersey office to exclusively represent them for retail leasing at the retail development of "Shoppes at Union Avenue, Holmdel," a 30-acre planned supermarket anchored shopping center located at the intersection of Rte. 35 and Union Ave.

Stephanie Harris, Ira Kerner and Curtis Nassau will be leading the leasing efforts at Ripco for this project.

"With the key acquisition of the corner parcel of this lot – the parcel at the intersection of Union Ave. and Rte. 35 – this site now offers potential retailers greater visibility and access.," said Josh Goldberg, a principal of The Goldberg Group." We are thrilled to be working with Ripco. Their experience in national retail leasing and ground-up development work makes them uniquely qualified for this exciting project."

"The Holmdel market presents itself with a unique mix of demographics that so many national retailers look for in this part of the state. Being part of a new shopping center in the primary retail stretch of the Rte. 35 corridor and the close proximity to the Garden State Parkway makes this development a regional draw for a great many surrounding towns," said Harris.

Kerner said, "We have already received numerous calls from prospective tenants. In particular, we received a lot of extremely positive attention and feedback at this past RECON/ICSC convention in Las Vegas."

Nassau said, "The energy in this project is something that we don't see very often. The ongoing interest in this market is something that we have needed to address for many years. It not only confirmed our belief that access to a signal was critical to tenants, it also pointed out how many retailers still need stores in the prime Holmdel section of the Rte. 35 corridor"

The developers expects to deliver space to tenants as soon as the end of the 3rd quarter in 2018.

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