



# Bell Works

101 Crawfords Corner Rd.  
Holmdel, NY 07733

SABRE

# WELCOME TO THE METROBURB



S

**Metroburb (noun):** an urban hub; a metropolis in suburbia.

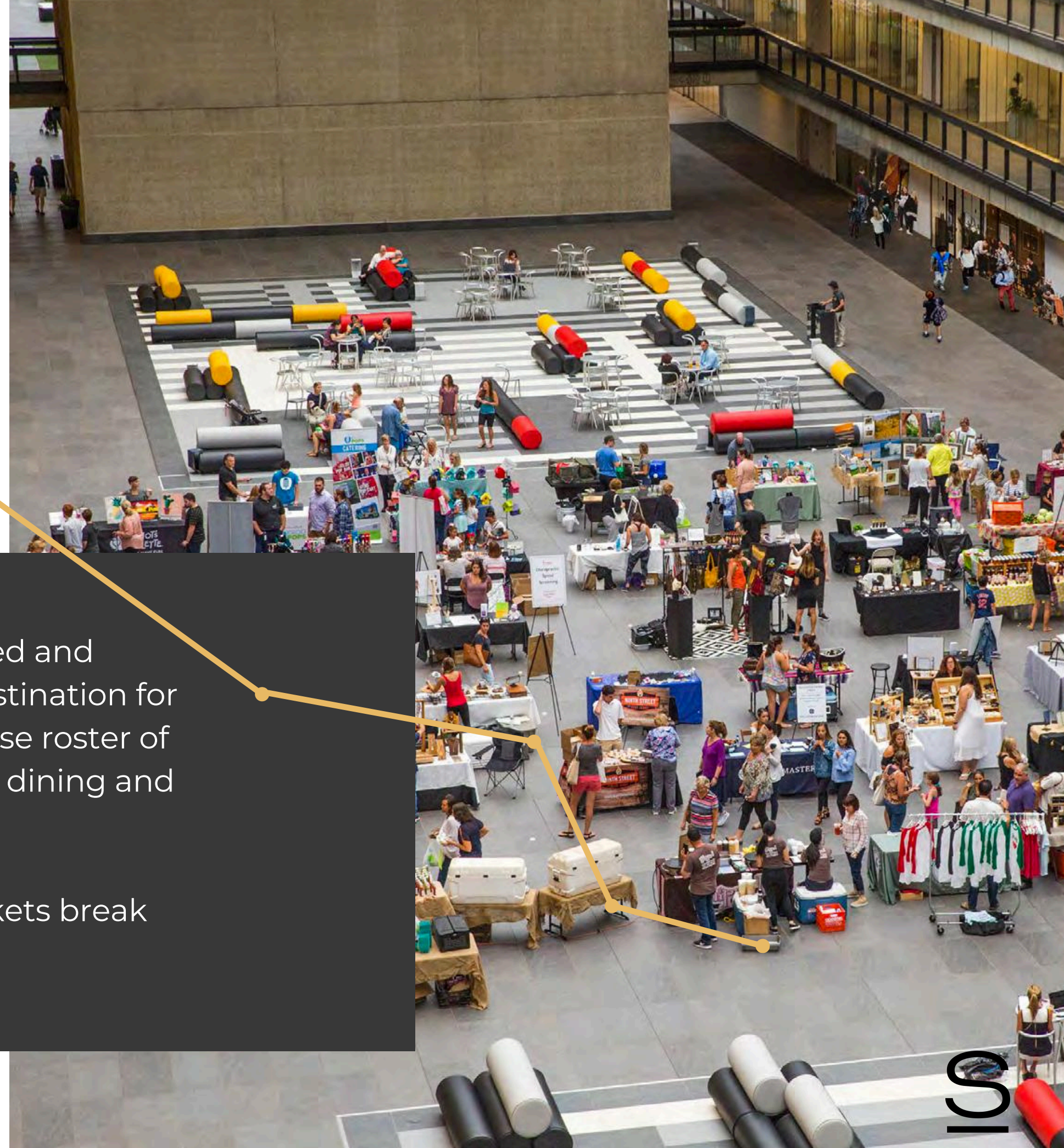
A city in and of itself. A large-scale mixed-use building comprised of office, retail, entertainment, hospitality, residential, health/wellness, fitness, and events.

It's the experiential and cultural center of the surrounding community.

# AN INSPIRED AND INVENTIVE COMMUNITY

Bell Works New Jersey set a new standard of urbanized and activated office environments. It is a one-of-a-kind destination for business and culture where the public—and our diverse roster of tenants—enjoy a bustling indoor city street lined with dining and shopping.

Frequent events like fitness classes and farmer's markets break down barriers, bringing people and ideas to life.





Over 1 Million People Live Within a 30 Minute Drive



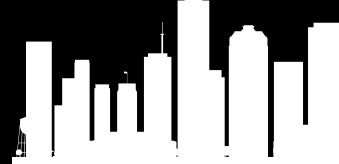
JFK International Airport

54 Miles



Newark Airport

30 Miles

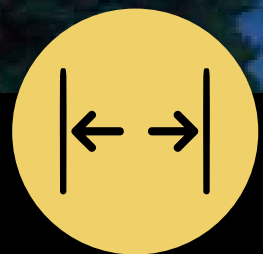


NYC

42 Miles



1 Mile off Exit 114 of the Garden State PKWY



**2.2 MILLION SF**  
Total GLA



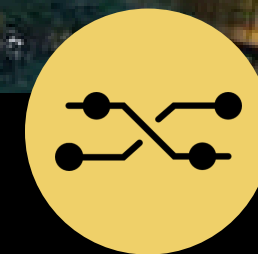
**1,200,000+ SF**  
office space



**180,000+ SF**  
retail, dining, entertainment,  
health/wellness,  
personal services



**200+**  
upscale carriage and  
single-family homes  
on-site



**Conference Space**  
**Gathering +**  
**Event Hub**



# TRADE AREA SUMMARY

5 Mile Radius

## KEY FACTS



116,821  
Population



42,669  
Households



45.5  
Median Age



\$126,366  
Median Income

10 Mile Radius

## KEY FACTS



448,371  
Population



170,543  
Households



43.4  
Median Age

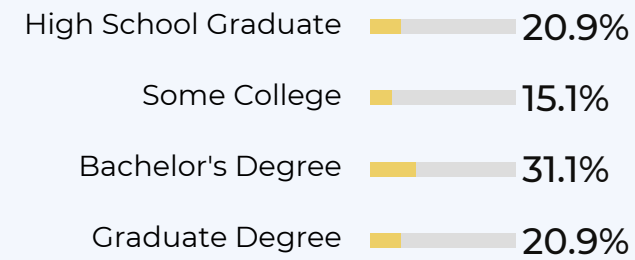


\$102,201  
Median Income

# TRADE AREA OVERVIEW



## EDUCATION



## INCOME



\$126,366  
Median Household Income



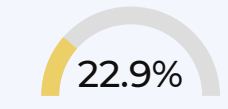
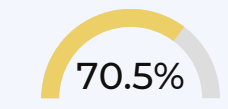
\$65,056  
Per Capita Income



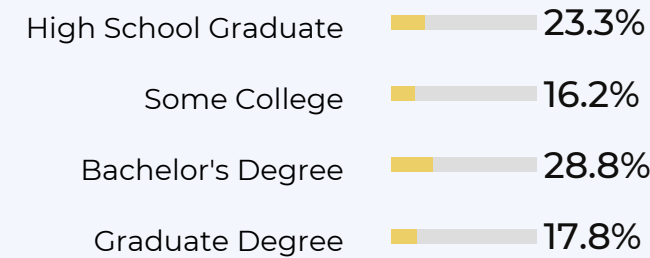
\$177,794  
Average Household Income



## EMPLOYMENT



## EDUCATION



## INCOME



\$102,201  
Median Household Income



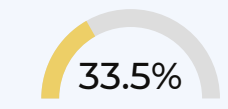
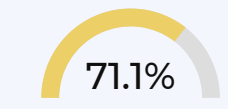
\$57,164  
Per Capita Income



\$149,891  
Average Household Income



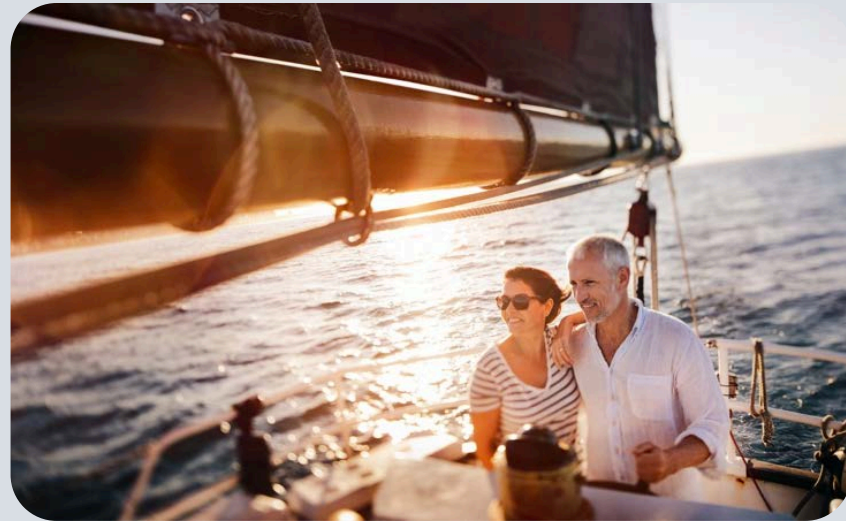
## EMPLOYMENT



# TRADE AREA OVERVIEW

## PSYCHOGRAPHICS

### Top 3 Tapestry Segments



#### **American Royalty**

Head of Household Age: 51-65  
Est. Household Income:  
\$250,000+  
Population Percentage: 11.6%

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers



#### **Philanthropic Sophisticates**

Head of Household Age: 66-75  
Est. Household Income:  
\$100,000–\$124,999  
Population Percentage: 15.6%

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles



#### **Settled in Suburbia**

Head of Household Age: 36-45  
Est. Household Income:  
\$75,000 - \$99,999  
Population Percentage: 11.8%

- Comfortable lifestyles
- Young children
- Large households
- Do-it-yourselfers
- Tech apprentices
- Theme park vacations

# WHAT'S AVAILABLE



## ATRIUM LEVEL

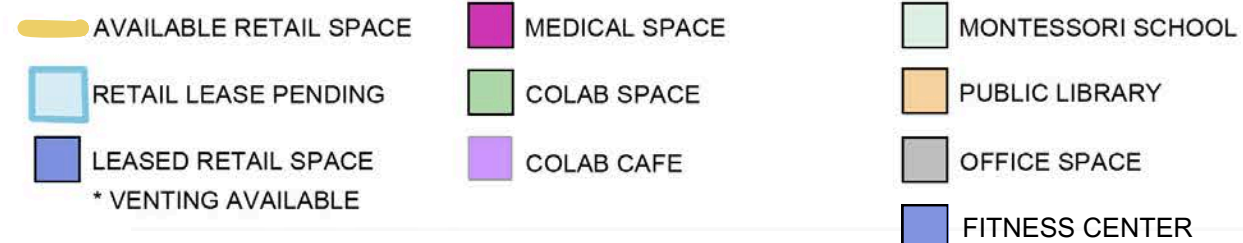
### Available Space:

- 2,047 SF
- 8,526 SF
- 1,083 SF



2,047 SF AVAILABLE

8,526 SF AVAILABLE 2ND GEN MEDICAL SPACE





WORK  
DIFFERENTLY





# WE WORK WITH YOU

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Bell Works provides maximum flexibility, offering everything from a pop-up to flagship spaces, allowing your brand to easily find the space you need, at the right deal terms, and begin benefiting from our remarkable culture and lifestyle.

# IS YOUR BUSINESS THE RIGHT FIT?



Discover the potential of joining a vibrant hub where 6,000 office employees and 1-2K daily visitors converge.

We're seeking dynamic businesses that are:

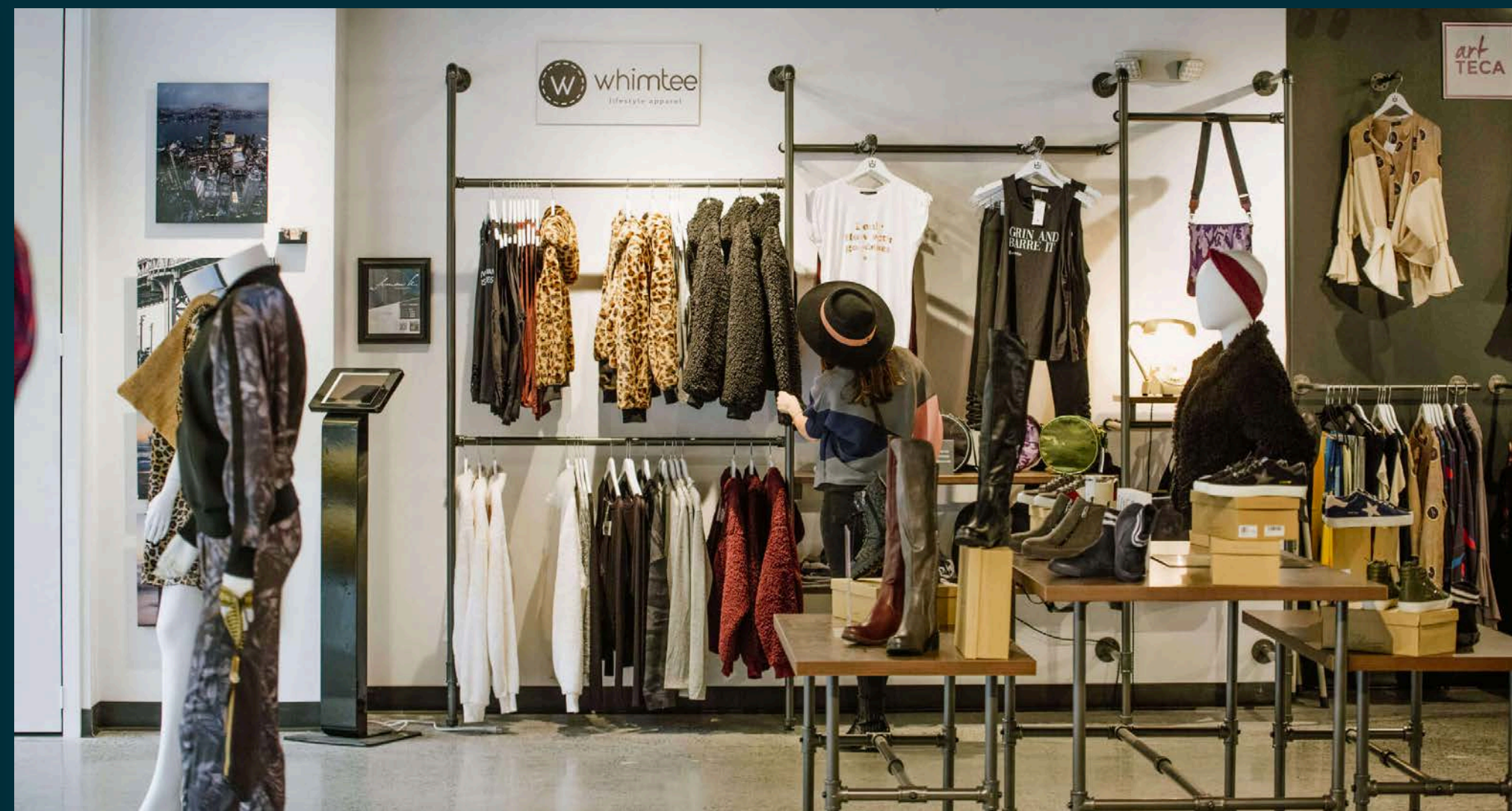
- Committed to investing in marketing and brand development.
- Eager to collaborate and be part of a thriving, supportive community.

**If your business is ready to grow and connect, Bell Works is the place to be.**



# The Block at Bell Works

A self-contained metropolis. The Block is our indoor city street. It's open to the public and lined with places to eat, drink, and shop. Energetic and ever-changing, it's where you can develop your next great idea on a lunchtime walk, run an errand before heading out, or just relax with a drink and some friends.



EVENTS AND HAPPENINGS



# EVENTS CALENDAR

< > This Month June 2024 ▾

| SUN | MON | TUE | WED  | THU   | FRI | SAT  |
|-----|-----|-----|--|---|-----|--|
| 26  | 27  | 28  | 29<br>11:00 am - 4:00 pm<br>Bell Works Fresh<br>4:00 pm - 7:00 pm<br>Sundown Sessions:<br>Angelo Cicco x Jessica Lopez                                 | 30  | 31  | 1<br>5:00 pm<br>Sundown<br>feat. [unclear]<br>Wood |
| 2   | 3   | 4   | 5<br>11:00 am - 4:00 pm<br>Bell Works Fresh<br>12:00 pm - 1:00 pm<br>Bell Works Hiking Club<br>4:00 pm - 7:00 pm<br>Sundown Sessions:<br>Justine Ewald | 6<br>6:00 pm - 8:00 pm<br>Trivia Thursdays at<br>World's Fair<br>6:00 pm - 9:00 pm<br>Doggy Disco | 7   | 8  |
| 9   | 10  | 11  | 12<br>11:00 am - 4:00 pm   | 13<br>5:30 pm   |     |  |



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[SEE ALL EVENTS](#)

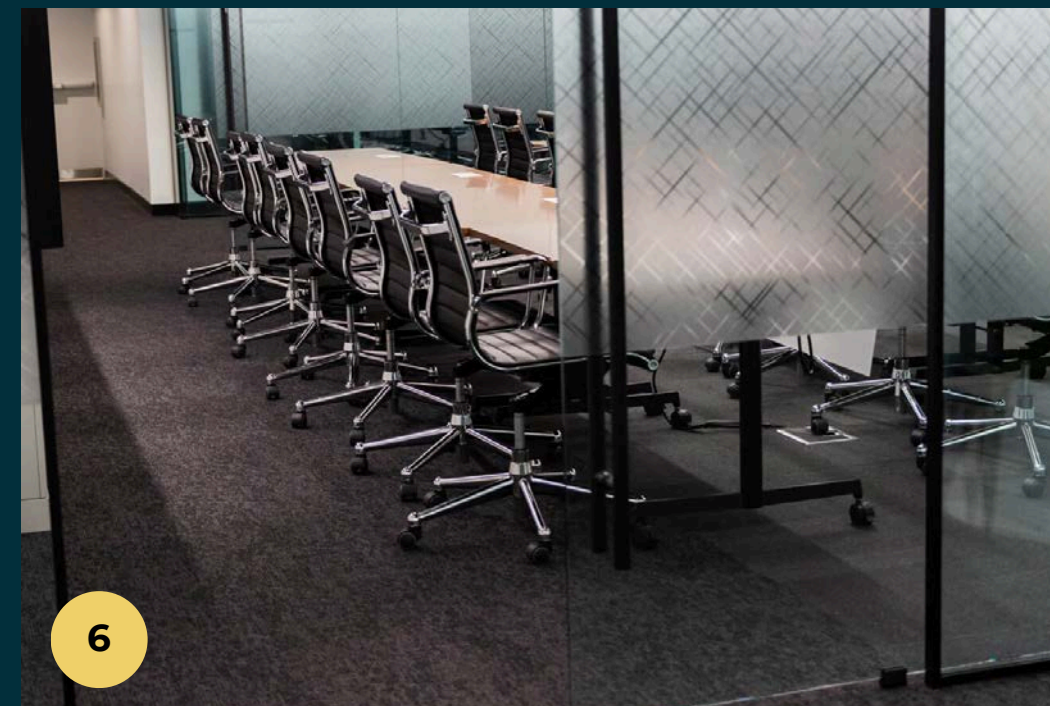
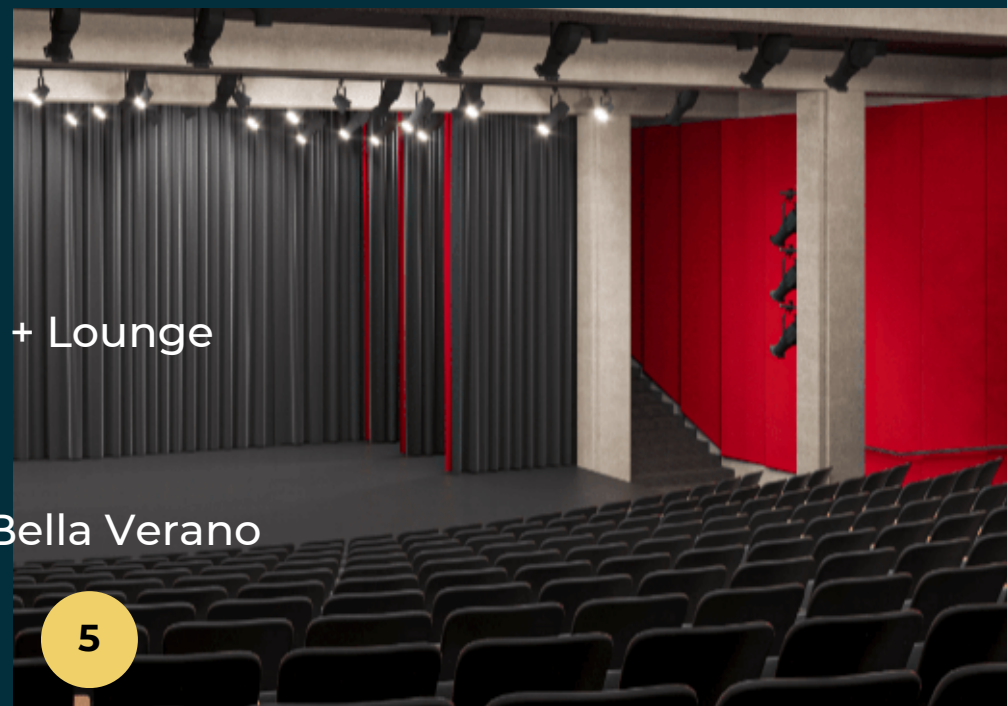


# Inspired Events

The event spaces at Bell Works are a dynamic hub that attracts visitors and drives traffic to retail tenants, creating a vibrant atmosphere. With a diverse range of events, from markets to concerts, retailers benefit from increased exposure and customer engagement.



- 1. The Ballroom
- 2. The Block
- 3. Zen Lake
- 4. Bar Bella Inverno + Lounge
- 5. Bell Theater
- 6. The Talk
- 7. Roof Deck + Bar Bella Verano





CONTACT US FOR  
FURTHER INFORMATION

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**201.249.8911**

**BELL WORKS**

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