



the  
park

by The Connell Company

# Welcome to The Park

*Redefining a Hospitality Centric Hub  
for Live-Work-Shop-Dine-Play*

Berkeley Heights, NJ

# Step Inside The Park

The Park Community	3
The Park Location	5
The Park Campus	7
Play at The Park	9
The District at The Park	11
Shop at The Park	14
Dine at The Park	16
Entertainment at The Park	18
Live at The Park	21
Stay at The Park	23
Work at The Park	24
Work at The Park - RTS	29
Park Life -Table & Banter	32
300 & 400 at The Park	35
The Connell Company	49

**the  
park**

Through a hospitality driven approach, The Park emphasizes design and services to promote exceptional dining, shopping, living, work and recreational experiences.

**COMMUNITY**



**A MIXED-USE COMMUNITY  
Hospitality Focused Ecosystem**

## COMMUNITY

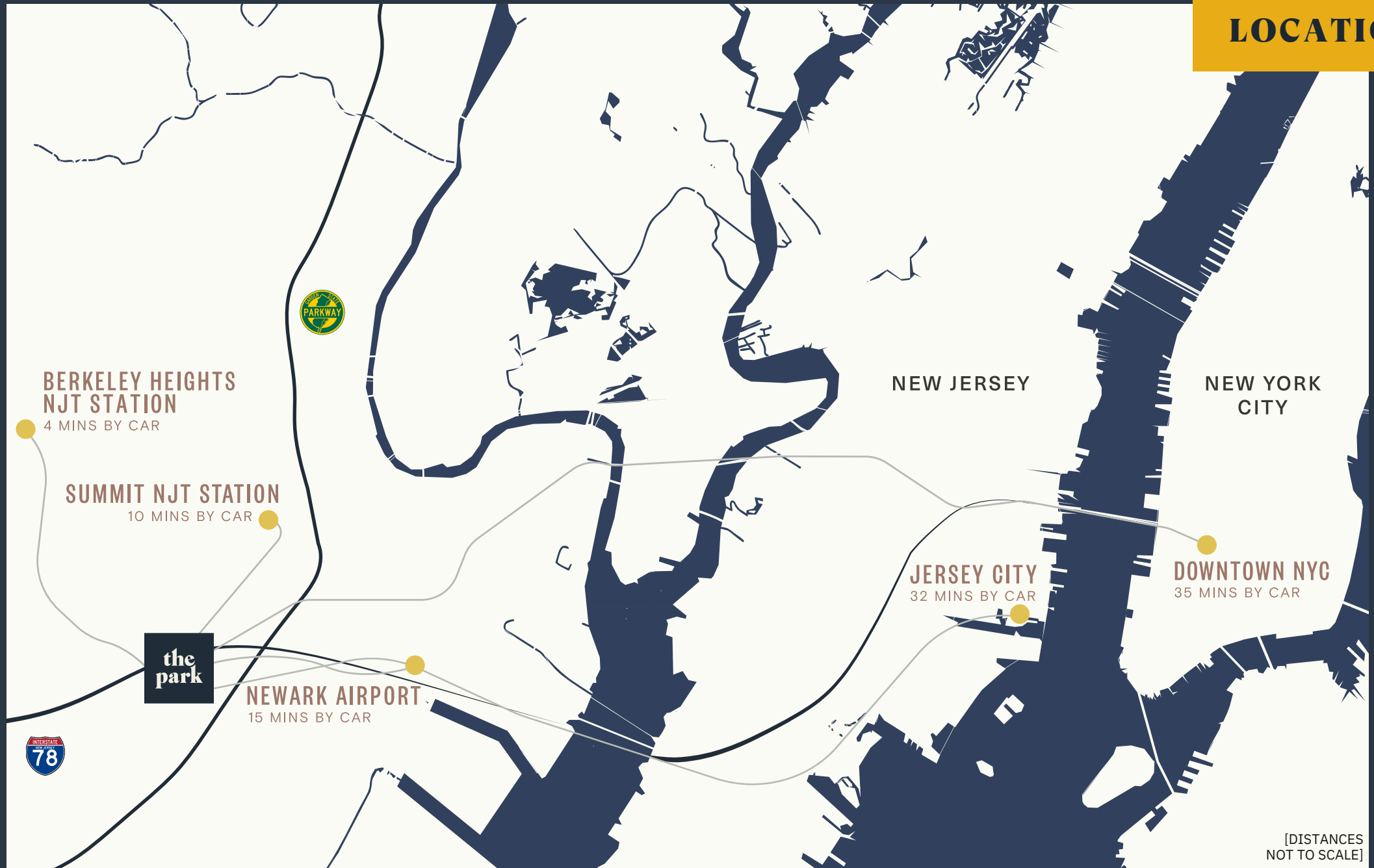
# Where People Find Community

The Park has curated its entire 185 acres to offer places where shoppers, tenants, residents and the public can interact through shared indoor and outdoor venues, workspaces and amenities, social and cultural hosted events, culinary experiences, public parks, fitness trails, and retail and dining options.



# A Suburban Campus with Urban Access

## LOCATION



Centrally located in the Tri-State Area with direct access off Route 78, The Park is just 30 minutes from Downtown NYC, 15 minutes to Newark Airport and within a quick drive to key suburban neighborhoods.

## LOCATION

# Discover Berkeley Heights

Ranked #6 in CNN/Money magazine's 2013 "Best Places to Live - America's Top 50 Small Towns," Berkeley Heights is a family-oriented community bordering on the 2000+ acre Watchung Mountain Reserve and just 28 miles from Manhattan.



# CAMPUS

The Park is a destination mixed-use campus with dynamic connections between work, entertainment, dining, shopping and recreation, indoors and out.



# Urban by Nature

The Park campus was inspired by the scale, proximity, and character of NYC's iconic neighborhoods. Here, office, retail, gyms, parks, hotel, cafés, shopping and restaurants are all mere steps away from one another.

At The Park, these civic sensibilities have been woven into 185 acres of thoughtfully programmed landscape architecture, parks, and walking paths bringing a level of urban sophistication to the suburbs.



CAMPUS





# Public Parks & Recreation

Our network of public parks and trails link all areas of the campus and gives residents, tenants and visitors the opportunity to play, exercise and socialize in a gorgeous natural setting.

**PLAY**



# The Grove

The Grove is a seven-acre urban park, located in the center of The Park that is activated with North and South Grove areas.

The North Grove features Grover's Roadside Burgers, a 1950's style burger joint that offers indoor and outdoor seating. Located on the rooftop of Grover's is Pickle on Top, an outdoor bar where you can spend time together with friends and play pickleball or ping pong. Dogs Among People is a members only social dog park, where members and their dogs can play, eat, drink, and socialized in a dog-centric outdoor space with window service from Grover's Roadside.

The South Grove features a large open amphitheater and outdoor work, dining and social spaces to gather.



PLAY



**the  
park**

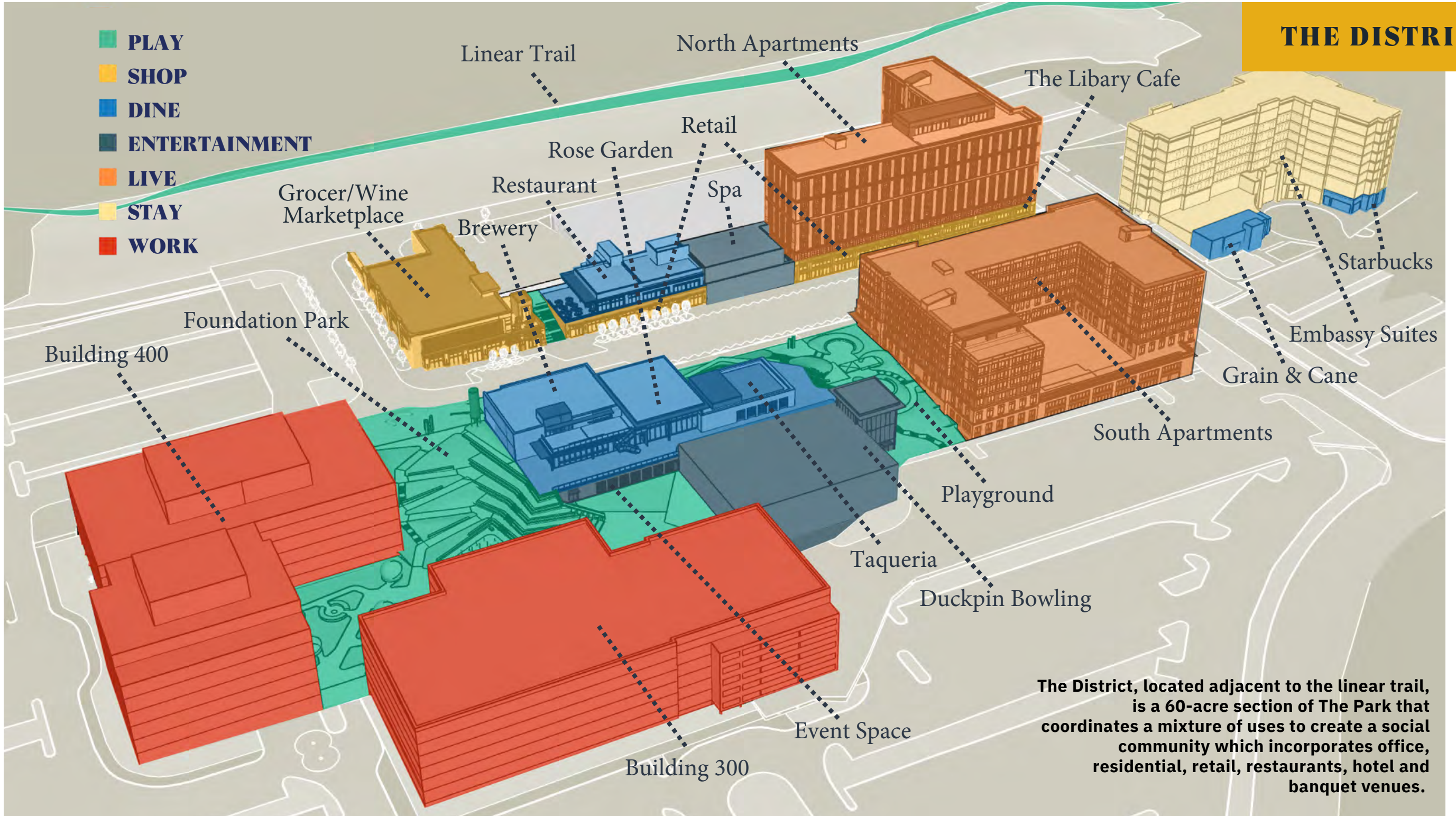
The Park is undergoing an inspiring \$400 million transformation from office park to a 24-7 live/work/play community. This reinvention will create a place where the community can live, work, dine, stay, and play – today and in years to come.

**THE DISTRICT**

**THE DISTRICT**  
Reinventing The Suburbs

# THE DISTRICT

- PLAY
- SHOP
- DINE
- ENTERTAINMENT
- LIVE
- STAY
- WORK



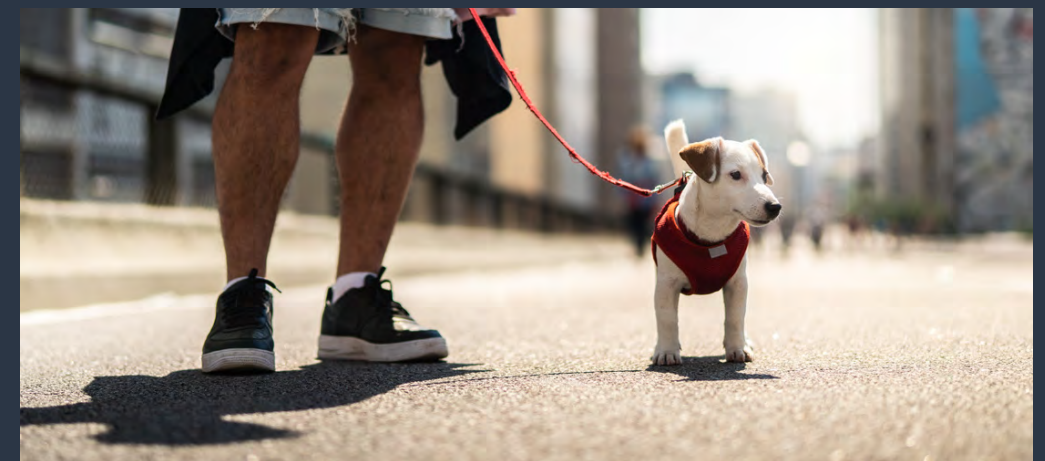
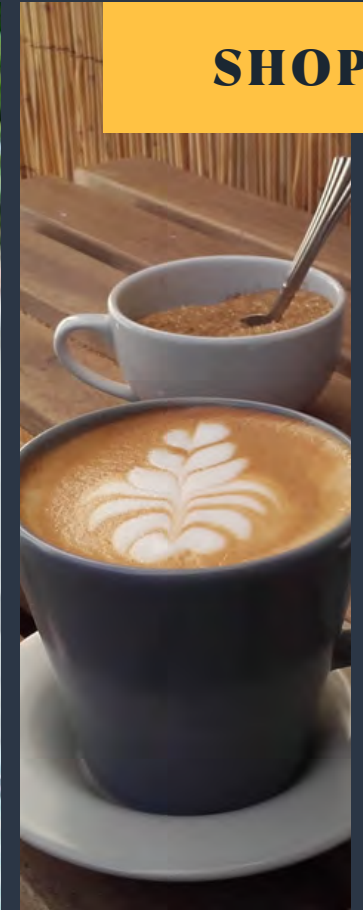
The District, located adjacent to the linear trail, is a 60-acre section of The Park that coordinates a mixture of uses to create a social community which incorporates office, residential, retail, restaurants, hotel and banquet venues.

the  
park

THE DISTRICT

The District's Main Street is inspired by the urban sensibility of a New York City neighborhood, tailored to a suburban population. Main Street consists of 328 urban-styled condo quality apartments above retail, restaurants, parks, shopping, office buildings and the Embassy Suites hotel.

The walkable District is connected by pedestrian friendly Main Street that includes retail and restaurant options along with shared amenities, parks and public events and activities.



the  
park

A boutique gourmet grocery is programmed to anchor the Main Street shopping experience.

SHOP





# Culinary Culture is a Cornerstone

**DINE**

Nothing brings people together like food, and The District at The Park is the food destination New Jersey has been waiting for. Anchored by Grain & Cane, Blue Rose Taco, a craft brewery, The Duck, an Italian steakhouse and duckpin bowling concept, and a hipster coffee concept. The District will offer a vibrant social scene with opportunities for indoor/outdoor dining.





the  
park

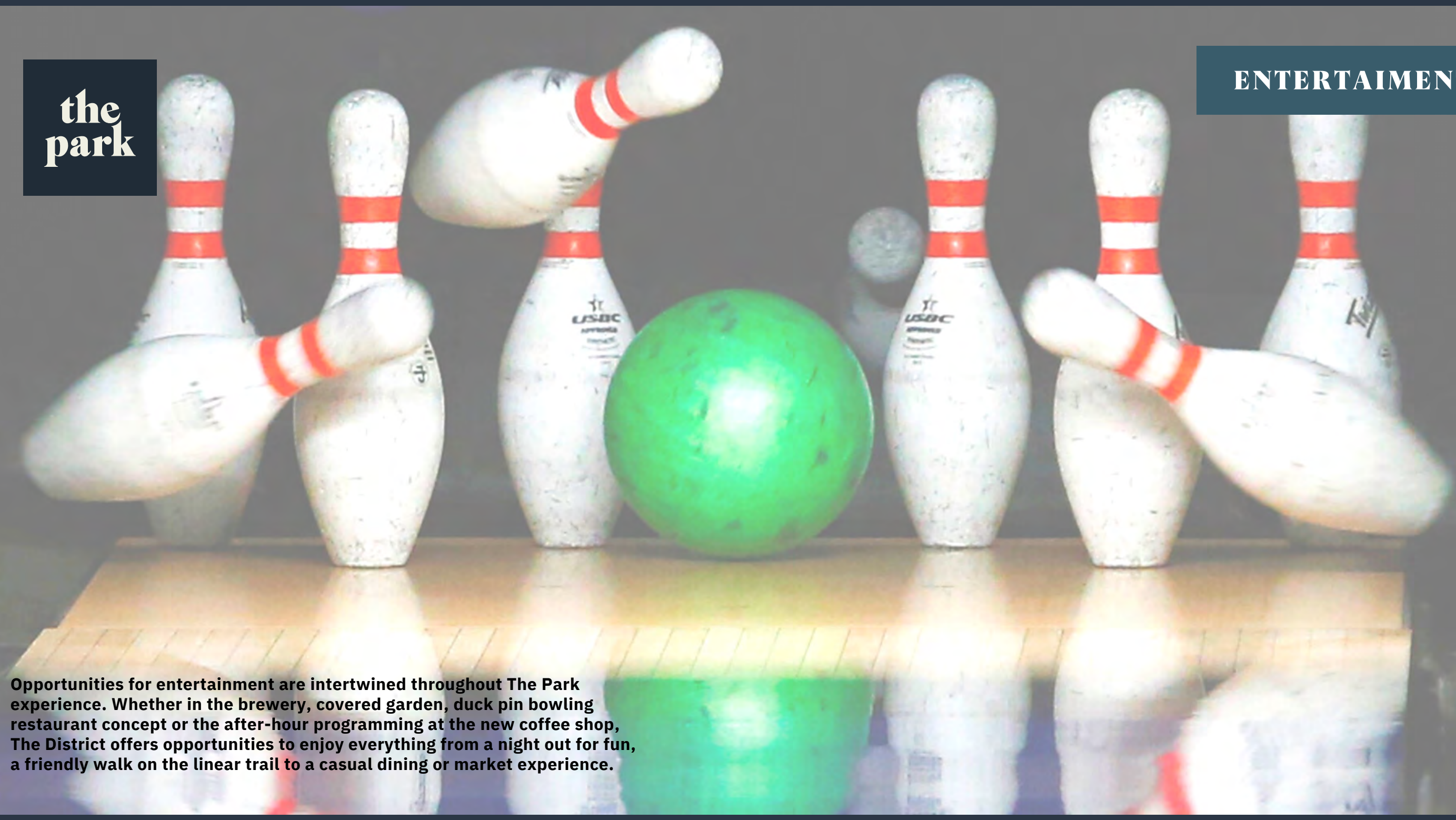
The District's buildings are designed to be both modern and timeless and integrate new indoor and outdoor dining uses.

DINE



**the  
park**

**ENTERTAINMENT**



**Opportunities for entertainment are intertwined throughout The Park experience. Whether in the brewery, covered garden, duck pin bowling restaurant concept or the after-hour programming at the new coffee shop, The District offers opportunities to enjoy everything from a night out for fun, a friendly walk on the linear trail to a casual dining or market experience.**



## ENTERTAINMENT



The Park will host farmer's markets in the summer and ice skating in the winter, as well as a full calendar of outdoor events, concerts, and movie nights in the outdoor parks. Recreational uses and restaurant concepts are all designed to host outdoor social and corporate events, catered and served by The Park's hospitality and culinary teams.

**ENTERTAINMENT**

**the  
park**

Outdoor venue, dining and entertainment spaces are prioritized with shaded porches and façades that are opened up to street level life.





# A Fresh Take On The Social Club Provides Tenants and Members with the Ultimate Luxury: **TIME**

**LIVE**

Residences in The District offer one-two-and-three bedroom apartment homes with condo quality design and finishes. Living in The District allows residents to take advantage of every amenity you can imagine along with concierge services, The Park's social activations, and co-working solutions, that deliver the best of The Park lifestyle - time saving, life-enhancing, resort-level services.



**the  
park**

**LIVE**

**DISTRICT LOFTS**

**Living at The Park gives its residents the benefits of an urban experience, with the convenience and beauty of the suburbs. And, with its location in the heart of The Park's walkable district, residents will enjoy easy access to restaurants, a brewery, coffee shops, bars and shopping.**

# Hospitality at The Park

**STAY**

Located at the end of The District's Main Street is Embassy Suites by Hilton. This hotel offers 176 all-suite rooms and over 12,000 sq ft of meeting and event space, including a large 5,000 SF Ballroom and 2,500 sq ft Glass House.





the  
park

WORK

The Park is a reimagined campus that brings urban energy and community to the suburbs of New Jersey. This walkable, 185-acre campus offers over 1.5 million sq ft of Class A offices, flexible workspaces, and collaborative lounges anchored by an inventive culinary scene and wellness programming.

# Office Buildings at a Glance



# Office Buildings at a Glance

The Park's workplaces offer a hospitality approach to dining options, service and amenity design



**50 CONNELL DRIVE  
L'OREAL HQ**

180,000 Gross sq ft  
 Single Tenant  
 Gold LEED Rated  
 Solar Canopies  
 Full-Service Café  
 Electric Car Chargers  
 Adjacent to Lifetime Fitness  
 Access to the Trails  
 Concierge The Park App

**100 CONNELL DRIVE  
FISERV TECH HUB**

428,000 Gross sq ft  
 Single Tenant  
 Atrium Lobby Barista Service  
 Luxury Courtyard  
 Full-Service Café  
 Electric Car Chargers  
 Located on The Trails  
 Concierge The Park App

**200 CONNELL DRIVE  
INDUSTRIAL CHIC**

343,000 Gross sq ft  
 Multi Tenant  
 Luxury Outdoor Seating  
 RT Studio Club & Co-working  
 Eden Health Clinic  
 Full-Service Café  
 FIELDHOUSE Gym & Rec Room  
 Electric Car Chargers  
 Located on The Trails  
 Concierge The Park App

**300 CONNELL DRIVE  
DISTRICT VIBE**

UPGRADES IN DEVELOPMENT

286,000 Gross sq ft  
 Multi Tenant  
 Luxury Outdoor Seating  
 13,000 sq ft dining area,  
 lounge & bar  
 Test Kitchen & Game Room  
 Electric Car Chargers  
 Adjacent to The District  
 Concierge The Park App

**400 CONNELL DRIVE  
DISTRICT MAIN STREET**

UPGRADES IN DEVELOPMENT

256,000 Gross sq ft  
 Multi Tenant  
 Luxury Outdoor Seating  
 Access to Full-Service Café  
 FIELDHOUSE Gym & Rec Room  
 Electric Car Chargers  
 Located on Main St  
 Concierge The Park App



**WORK**



**Building 200 was the first building in The Park to be upgraded with The Park's new operations and design philosophy**

# Workplace Trends: Ahead of the Curve

WORK

The Park's five office buildings, comprising of more than 1.5 million sq ft, have been redesigned to accommodate the sensibilities of the 21st century workplace. They include everything from scalable floor plates, sustainable infrastructure, full-service concierge, personalized health and wellness programs and diverse fitness facilities. Collectively, these fundamental changes actualize a new brand of work/life balance.



the  
park

# A Design-Driven Approach

WORK

The Park's ownership assembled a team of architects, designers, and operators to realize its guiding principle: "Thoughtful design fosters creativity, productivity and innovation".



# Designed for Collaboration, Socialization & Coworking on Campus

**WORK**



**ROUND TABLE**  
STUDIOS

On par with the best urban membership clubs, Round Table Studios provides beautifully designed, flexible workspace solutions for entrepreneurs, teams, and individuals. Members enjoy inspired social programming, a dining and after-hours food and beverage program along with access to the FIELDHOUSE gym and game room.

Round Table Studios offers luxurious lounges and meeting rooms for easy collaboration, acoustically rated quiet space for deep focus, cutting-edge technology, and exceptional amenities and hospitality services.

**the  
park**

**WORK**

The Round Table Studios Lounge and Library offer task tables, sound attenuated phone booths, data enabled library tables, and lounge seating. Natural materials such as walnut and marble come together to establish a warm and luxurious aesthetic.

**WORK**

**RT Farm is a members-only restaurant and bar with chef-inspired healthy meal options utilizing organic and thoughtfully sourced ingredients. The restaurant evolves every evening into a full-service lounge with an exceptional mixology menu.**





## PARK LIFE

**The Park, a destination mixed-use campus, fosters an environment that offers tenants and guests a sense of community. Managed by Table & Banter, a hospitality, event, restaurant, catering and workplace management company, you can truly 'Live Your Life' at The Park.**



# Table & Banter Hospitality

**PARK LIFE**

A boutique luxury management company that takes a hospitality approach to servicing and managing The Park. Driven by the philosophy that residents and tenants should be treated like guests and offered top-level amenities and services to make their days more fulfilling and balanced.



Events & Social  
Programming



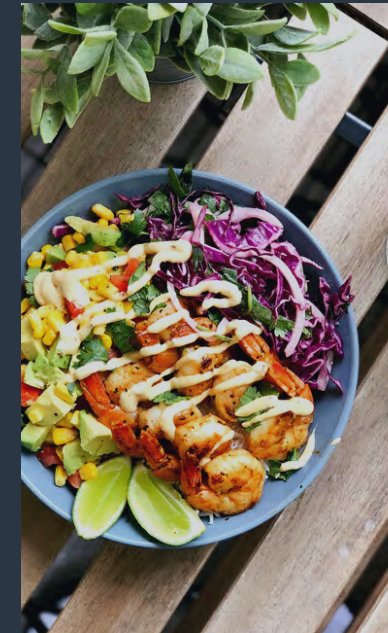
Experiential  
Management &  
Concierge Services



Coworking &  
Meeting Space



Health & Wellness  
Solutions



Catering & Meal  
Services



Café & Restaurant  
Concepts

# 24/7 at The Park



**Office Tenants**



**Hotel Guests**

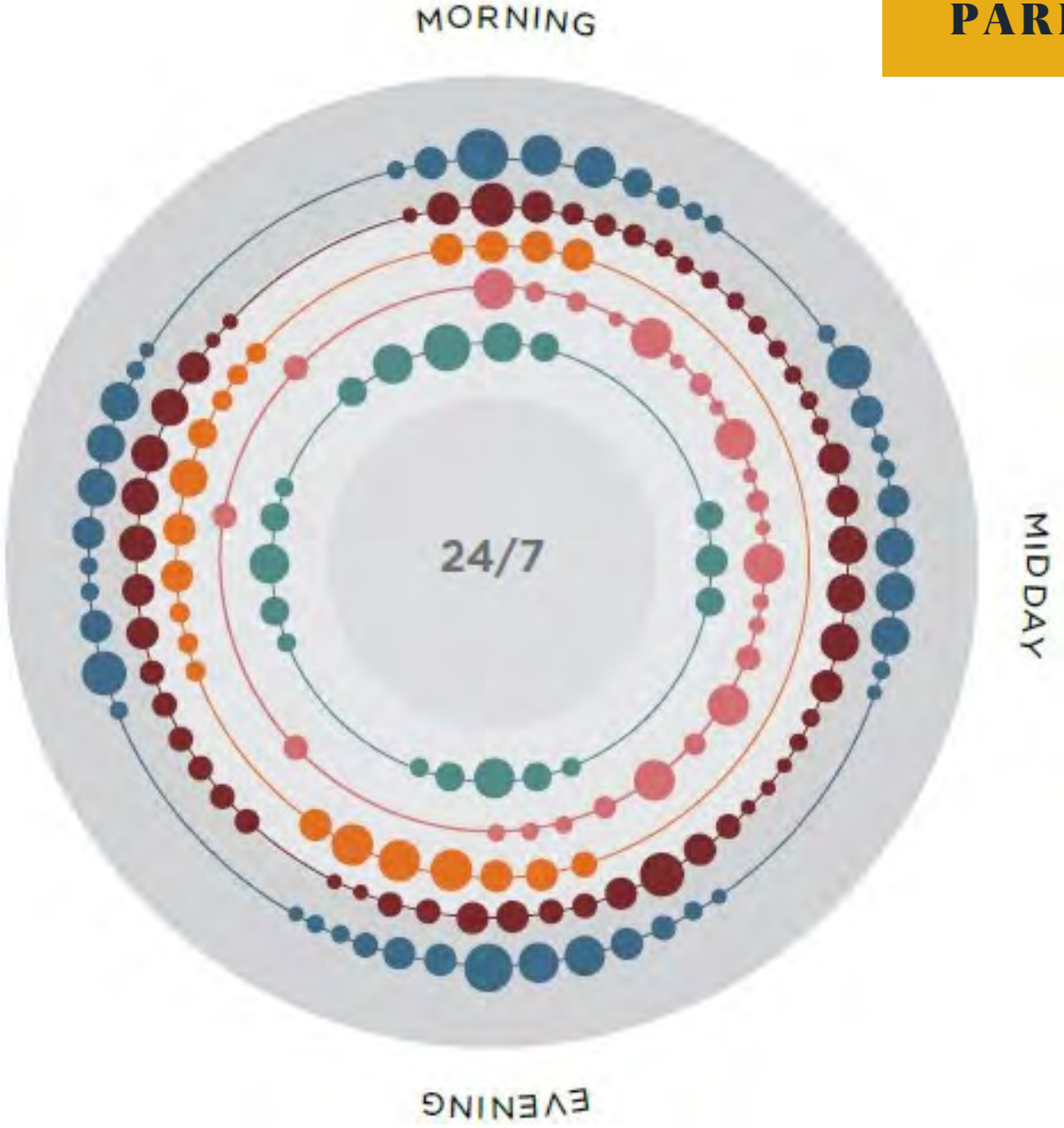


**District Residents**



**Nearby Residents**

- Grab & Go
- Breakfast
- Lunch
- Dinner
- Drinks
- Highline Walks
- Health Club
- Indoor/Outdoor Group Fitness
- Dry Cleaning
- Grocery
- Errands
- Grooming
- Child Care
- Play Dates
- Pet Care
- Shopping
- Work & Cowork
- Meetings
- Third Space Gathering
- Events





# 300 and 400 at The Park

# District Vibe On Main Street



The cojoined buildings 300 and 400 were the last buildings to be upgraded to reflect The Park's new designed philosophy and offerings.

Both buildings give tenants direct access to The District's main street and share featured amenities.

Facade



Aerial

Building 300 features  
a reimagined entrance  
and lobby lounge.



The dining area marketplace offers seating areas infused with natural light, where tenants can eat, work and socialize.





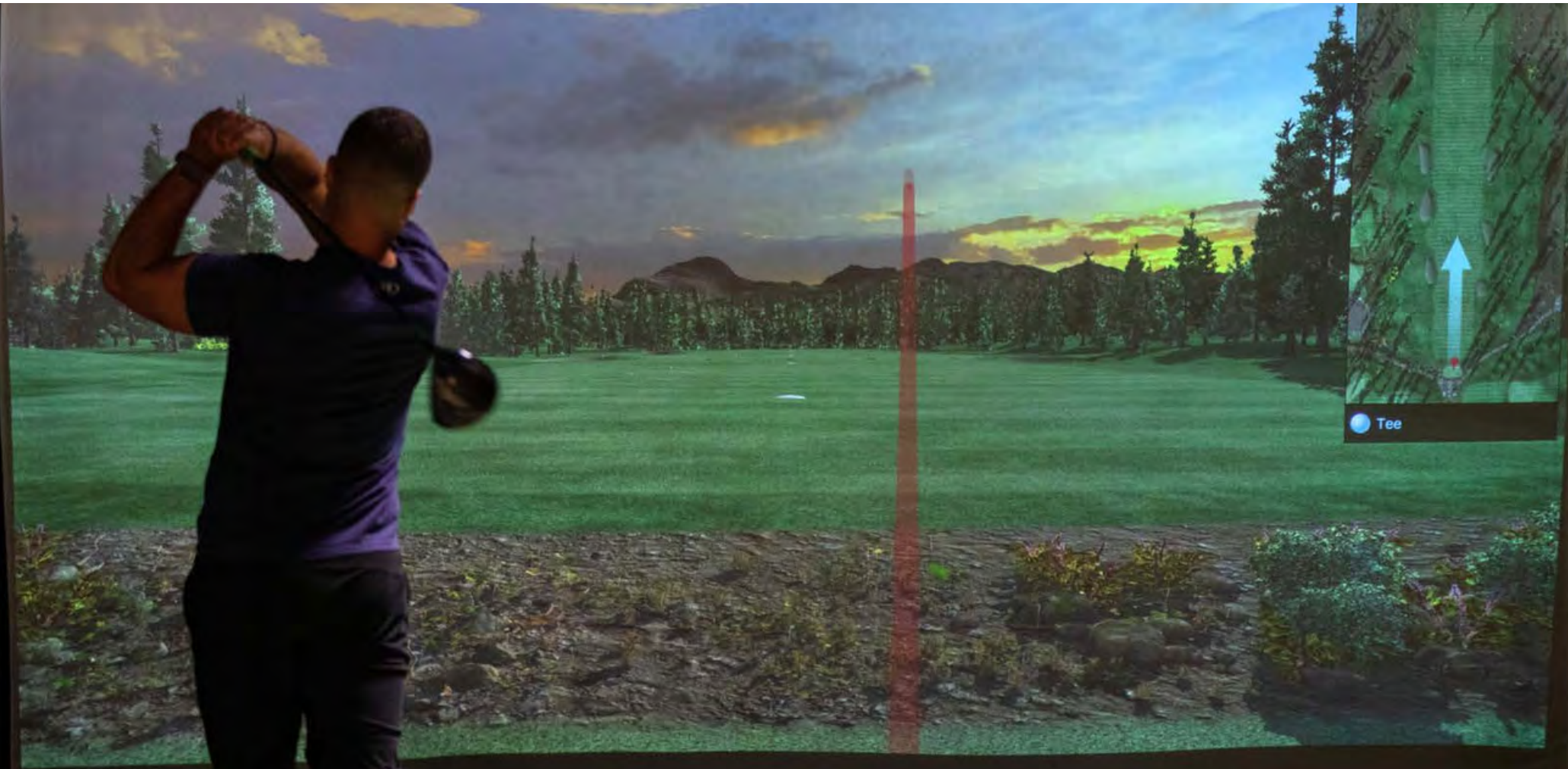
13,000 sq ft dining area  
includes a marketplace,  
lounge and bar, test  
kitchen and game room.





The game room offers a ping pong and pool table.





Golf simulators are available for casual play or a competitive round of golf.



The 22,000 sq ft FIELDHOUSE offers plentiful opportunities for tenants members and the public to exercise and engage. It features a circuit training space, state-of-the-art fitness equipment, yoga & meditation room, communal relax rooms and a game room.

The FIELDHOUSE game room offers a variety of games and amenities for tenant, member and public use and private events.





The separate fitness studio within FIELDHOUSE is a serene setting for yoga classes.

# Amenity Floor



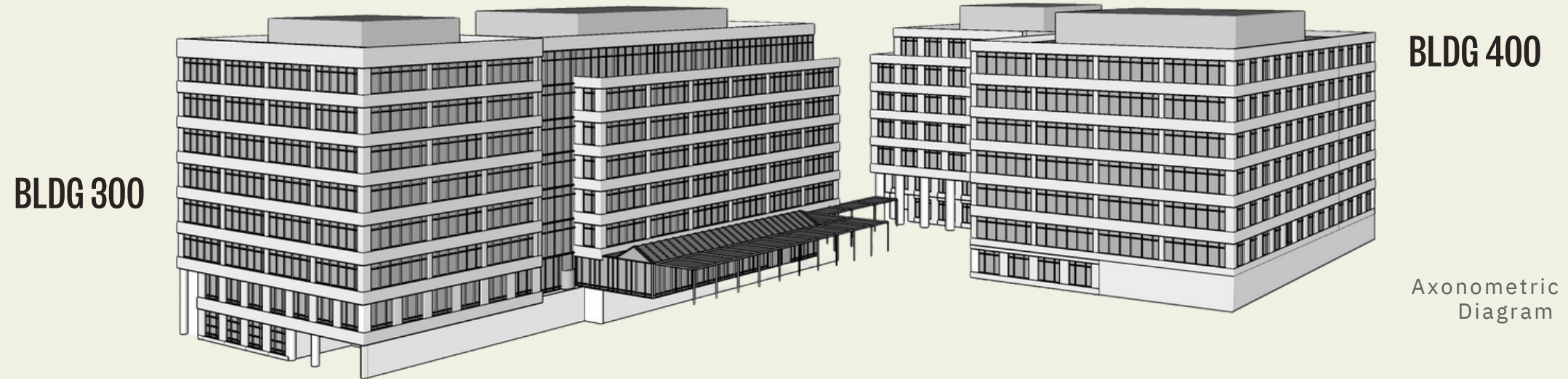
## Building 300

# Amenity Floor



## Building 400

# Building Specifications



## BUILDING 300

**286,000 sq ft**

building

**(eight) 37,000 sq ft**

floor plates,  
which can be subdivided

## **Food Service Program**

includes a 10,000 sq ft  
servery and dining area,  
café, private dining, outdoor  
dining as well as on and off-  
site catering and mealplans.

**30' x 30'**

column bays

## **Tenant Parking**

4 spots per 1,000  
rentable sq ft

## BUILDING 400

**256,000 sq ft**

building

**(seven) 40,000 sq ft**

floor plates,  
which can be subdivided

## **Fitness & Game Room**

inspired by the facilities of  
a university campus, a 22,000 sq ft  
FIELDHOUSE gym is available to tenants  
and the general public; it includes state-  
of-the-art equipment, a yoga, meditation  
and communal relaxation room and locker  
rooms. Both buildings feature game  
rooms and lounge areas with pool, ping  
pong tables and golf simulators.



# A Legacy of Locally Minded, Globally Connected Business Development



The Connell Company,  
established in 1926, is one  
of the largest privately-held  
firms in the U.S.



The Connell Company started developing The Park in 1981, with the acquisition of 40 acres and the development of 100 Connell Drive. At 428,000 sq ft, this property was the largest speculative office building in NJ at the time. Through 11 acquisitions and over a span of decades, The Connell Company acquired the site's full 185 acres and developed all five office buildings and Embassy Suites, as well as made the setting its company headquarters. The Connell Company has continued to have a vested interest in the development of Berkeley

Heights for the last four decades, and plays an integral role in its culture and community.

In a time when culture, shopping, living, dining, and working all are evolving at an exponential rate, adaptation seems to be a prerequisite for real estate success. With that in mind, The Connell Company began to envision something different for The Park, a way to distinguish the campus and its buildings as unique. To create a legacy for the family and the community. And so the transformation began.

In essence, The Connell Company looks at The Park as a bridge across the changing tides of modern culture and unyielding permanence of human nature. We are all social beings, trapped in a race for efficiency that is jeopardizing our balance and health. The Park embraces the need for productivity, but with a keen awareness that there is more to life and work. That there must be a work/life balance. Every offering at The Park speaks to this balance and forges a new way of being in the years ahead.



# the park

FOR LEASING INQUIRIES

**Lee S. Martino**

Vice President

908-673-3736 (direct)  
[lmartino@connellco.com](mailto:lmartino@connellco.com)