

VERIDEA EAST • VERIDEA EAST

**RETAIL
OPPORTUNITY**



Veridea

APEX | NC

veridea-nc.com



Welcome to Veridea

One Visionary Community

Redefining the future of Apex with New Homes, Retail, Hospitality, Commerical Spaces, Health, Education, and Innovation—all in one connected place.

\$7 Billion

Total Investment

8,000

Residential Units

3.5M SF

Retail, Hospitality, and Civic Uses

12,000 +

Permanent Employment Created by Veridea, incl. NCC Hospital

700

Student Elementary School Servicing Apex Public School System

3,000

Student Campus for Wake Tech Community College

OPEN SPACE

Public Open Space and Walking Trails





A Dynamic New Masterplan

Veridea East Broke Ground in Early 2025



WEST VILLAGE

EAST VILLAGE

NORTH CAROLINA Children's

CORPORATE CAMPUS

INDUSTRIAL

SINGLE-FAMILY HOMES

TOWNHOMES

SUMMIT HOUSE

RETAIL

WAKE TECH

FUTURE ELEMENTARY SCHOOL

ABUNDANT OPEN SPACE & RECREATION AREAS

SOUTH VILLAGE

SUMMIT HOUSE

RETAIL

- EATERTAINMENT
- FOOD & BEVERAGE
- SOFT GOODS
- FITNESS
- OFFICE





Retail at Veridea East

Vibrant, Charming, Convenient.

Located at the heart of Veridea East offers a prime opportunity for retail brands to thrive within a fast-growing, walkable community. Surrounded by thousands of new homes, office space, and daily foot traffic, this vibrant retail district blends lifestyle, convenience, and charm.

Whether you're a local boutique, national brand, wellness provider, or food concept, Veridea East offers flexible storefronts, high visibility, and a ready-made audience—making it the ideal place to grow your business.

Demographic Considerations

Estimated Target Area Residential Population	Daytime Population	Estimated Average Household Income
3-Mile Radius 42K	3-Mile Radius 21K	3-Mile Radius \$145k
5-Mile Radius 131K	5-Mile Radius 62K	5-Mile Radius \$164k
10-Mile Radius 417K	10-Mile Radius 216K	10-Mile Radius \$151k





The Retail at Veridea East





LIFE AT VERIDEA EAST

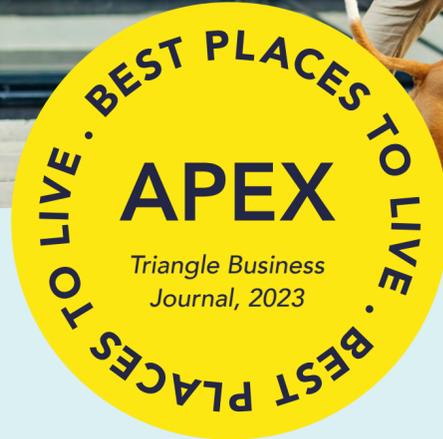
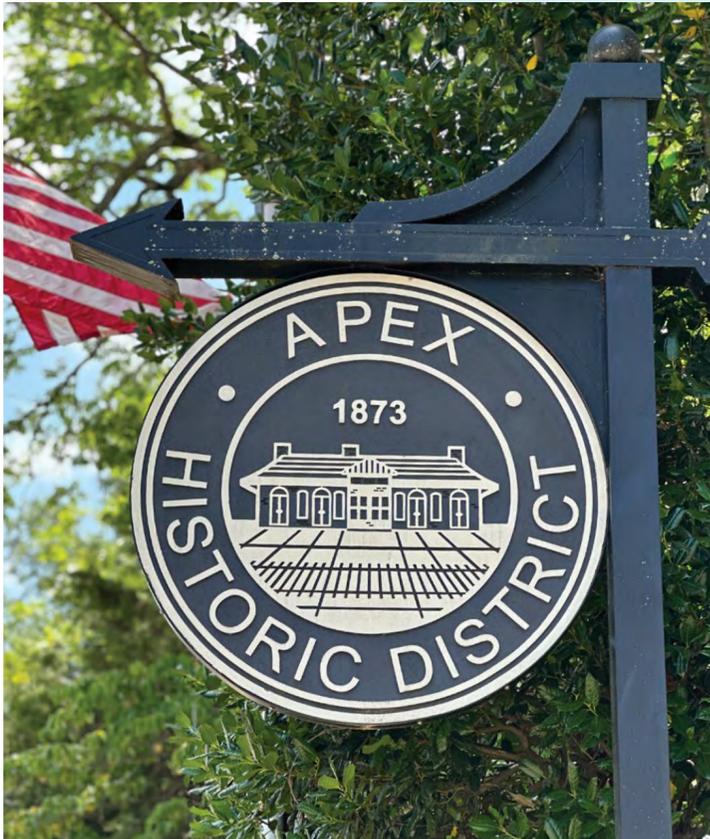
East Village





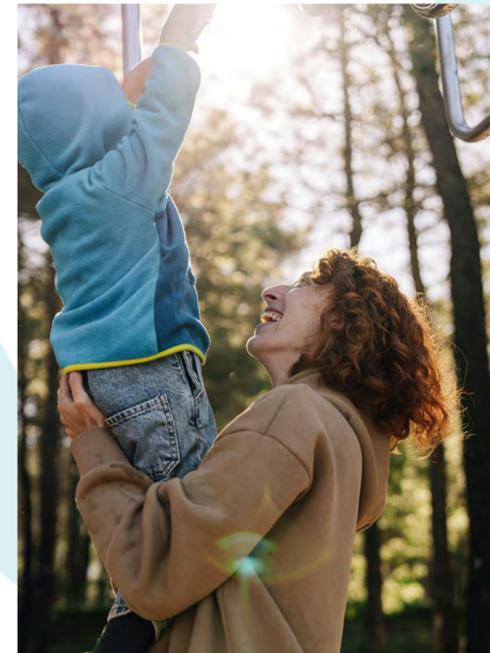
Why Apex, North Carolina

Thriving. Welcoming. Accessible.



"[Apex] has strong education and health-care systems that are magnets for the knowledge worker, and strong leadership that continues to invest in the region's infrastructure and quality of life."

SCOTT RECHLER, RXR CEO



LOCATION

Strategic Triangle Location

Minutes from Raleigh, Durham, and Chapel Hill, Apex is a fast-growing community that attracts families, students, and professionals alike.

CONNECTIVITY

Connected & Accessible

Served by GoTriangle, GoApex, and Apex-Cary Express bus lines, the area offers built-in foot traffic and convenient access for daily visitors and commuters.

PEOPLE-FIRST

Pedestrian-Friendly & People-First

Downtown Apex and emerging communities like Veridea are designed for walkability, with wide sidewalks, green space, and a growing ecosystem of retail, dining, and local businesses.

NEIGHBORHOOD

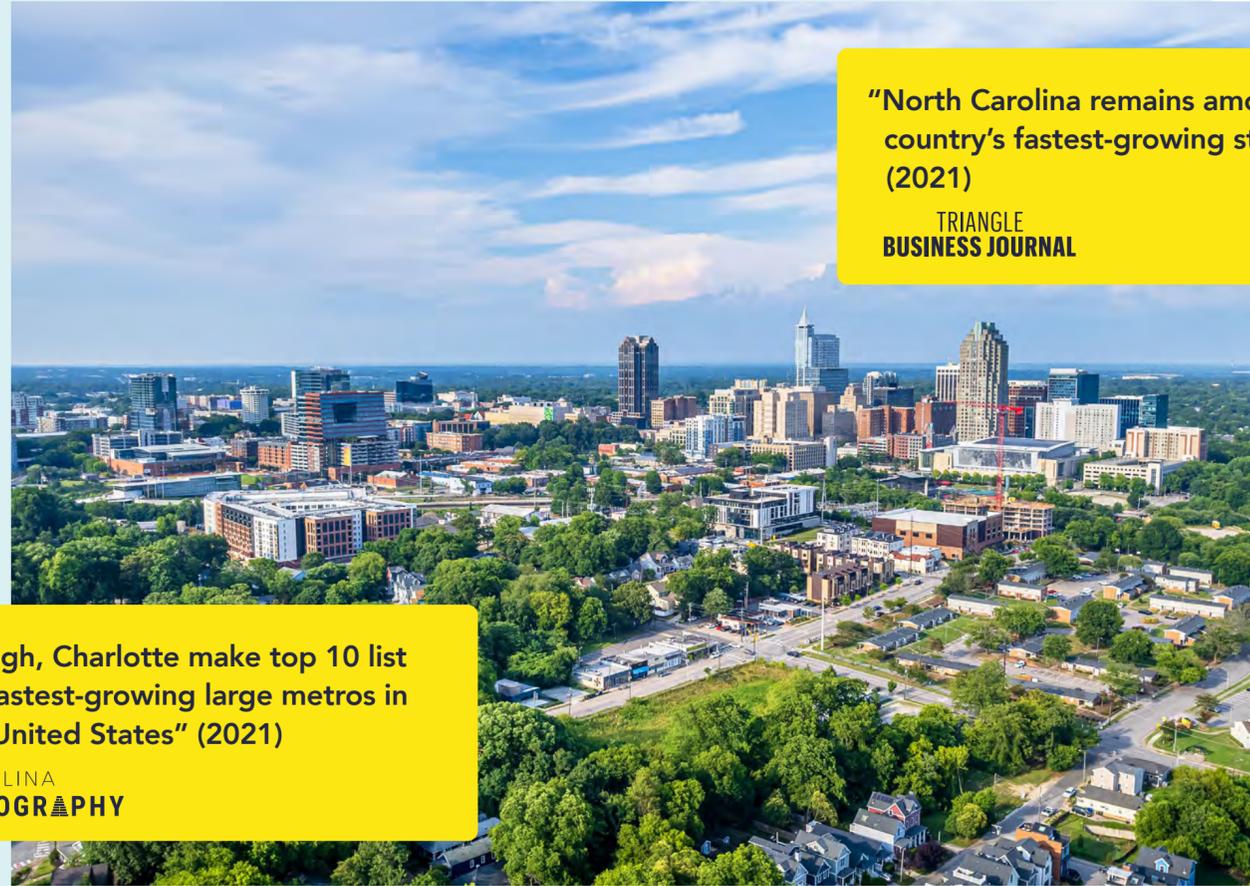
Educated, Affluent Demographic

Apex boasts a highly educated population with strong household incomes, creating demand for quality goods, services, and experiences—right where they live.



North Carolina

Lush with Growth and Opportunity.



"North Carolina remains among country's fastest-growing states" (2021)

TRIANGLE BUSINESS JOURNAL

"Raleigh, Charlotte make top 10 list for fastest-growing large metros in the United States" (2021)

CAROLINA DEMOGRAPHY



"Few signs of Pullback in Life Sciences in North Carolina's Research Triangle" (2023)

URBAN LAND

Nº1

BEST BUSINESS CLIMATE
LOWEST CORPORATE TAX RATE IN U.S. AT 2.5%
STATE IN SOUTHEAST FOR SUSTAINABILITY



"North Carolina city ranks among the nation's best place for families." (2023)

The News&Observer

POPULATION GROWTH

#21

Fastest-Growing Cities Nationwide (Raleigh-Durham, 2024)

HOUSING

46.3%

Increases in Home Values Since 2020

WORKFORCE

3RD

Highest Concentration of PHDs in The Country

NATURE

256K

Acres of Land and Water Recreation for Outdoor Exploration, with 35 State Parks and 13 National Park Sites



LOCATION

Retail

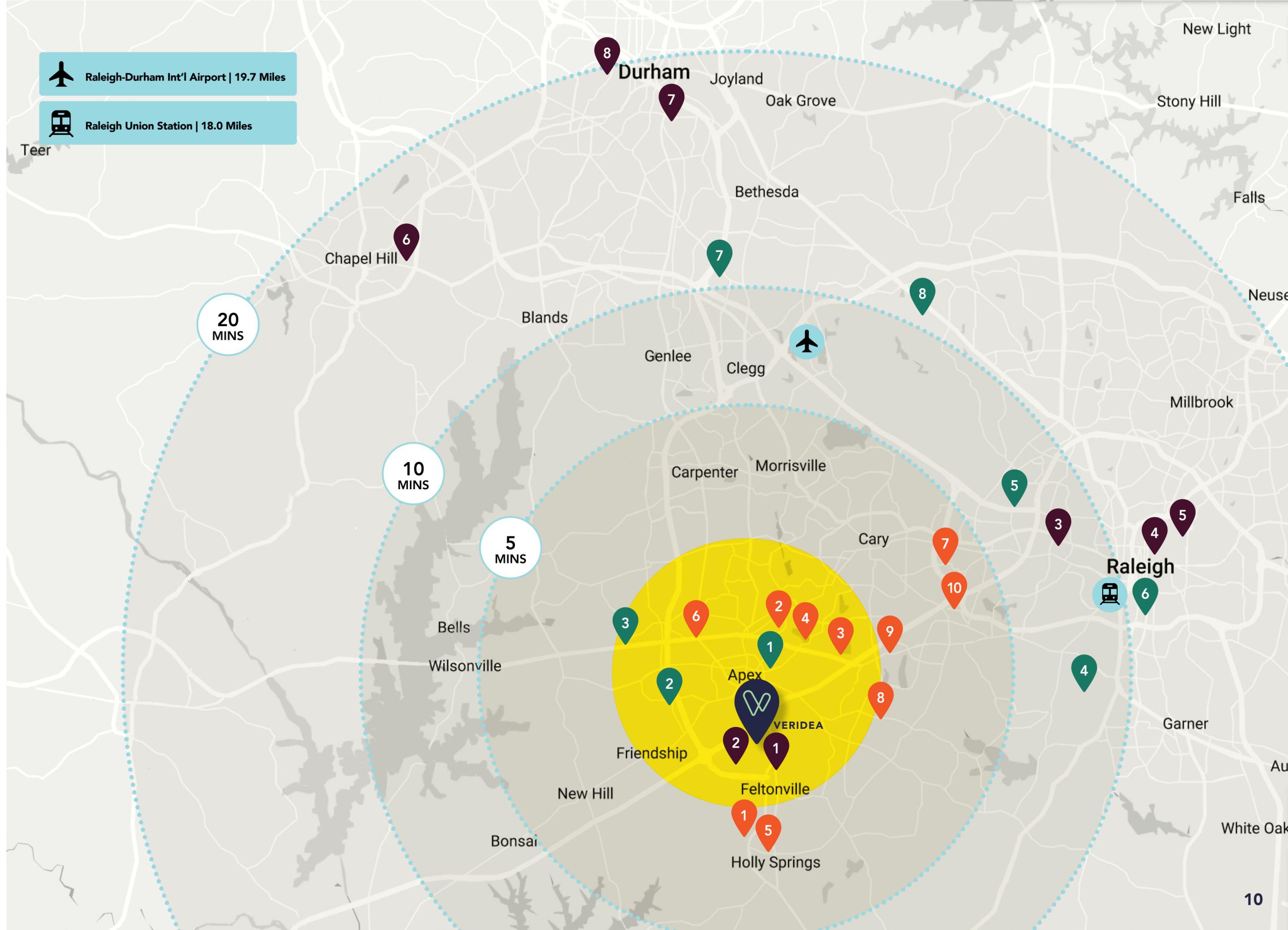
- Holly Springs Towne Center | 3.5 Miles**
Retail & Dining
- Nichols Plaza | 5.4 Miles**
Grocery & Retail
- Macgregor Village | 5.5 Miles**
Outdoor Retail
- Lake Pine Plaza | 5.7 Miles**
Retail & Dining
- Town Hall Commons | 6.0 Miles**
Retail & Office
- Beaver Creek Crossings | 6.0 Miles**
Retail & Dining
- Fenton | 6.9 Miles**
Mixed-Use Center
- Millpond Village | 7.1 Miles**
Grocery & Retail
- Waverly Place | 8.0 Miles**
Grocery & Retail
- Crossroads Plaza | 10.6 Miles**
Retail & Dining

Education

- Future Wake Tech Comm. College | On-site**
- Future Veridea Elem. School | On-site**
- NC State University | 11.3 Miles**
- Shaw University | 15.8 Miles**
- St. Augustine's University | 20.3 Miles**
- UNC Chapel Hill | 24.6 Miles**
- NC Central University | 25.1 Miles**
- Duke University | 27.8 Miles**

Landmarks

- Downtown Apex | 2.2 Miles**
- Apex Nature Park | 4.8 Miles**
- Sweetwater Town Center | 7.2 Miles**
- Historic Yates Park | 13.4 Miles**
- PNC Arena | 17.0 Miles**
- Raleigh Convention Center | 19.0 Miles**
- Research Triangle Park | 19.5 Miles**
- William B. Umstead State Park | 22.0 Miles**





LIFE AT VERIDEA EAST

A New Way of Living

Life At Veridea East

At Veridea East, life is about balance—between nature and innovation, comfort and vitality, wellness and convenience. With a walkable neighborhood, parks and green space, new homes, schools, retail, and places to gather, Veridea East is designed to bring people together in a vibrant and inclusive environment.



New Homes

A Range of Modern Townhomes and Single-Family Residences Designed for Comfort, Style, and Walkability.



World Class Pediatric Care

Prime Location in a High-Growth Market with Strong Infrastructure and Connectivity.



Wake Tech Community College

Access to Quality Education with 3,000 Student Future-Focused Community College Campus.



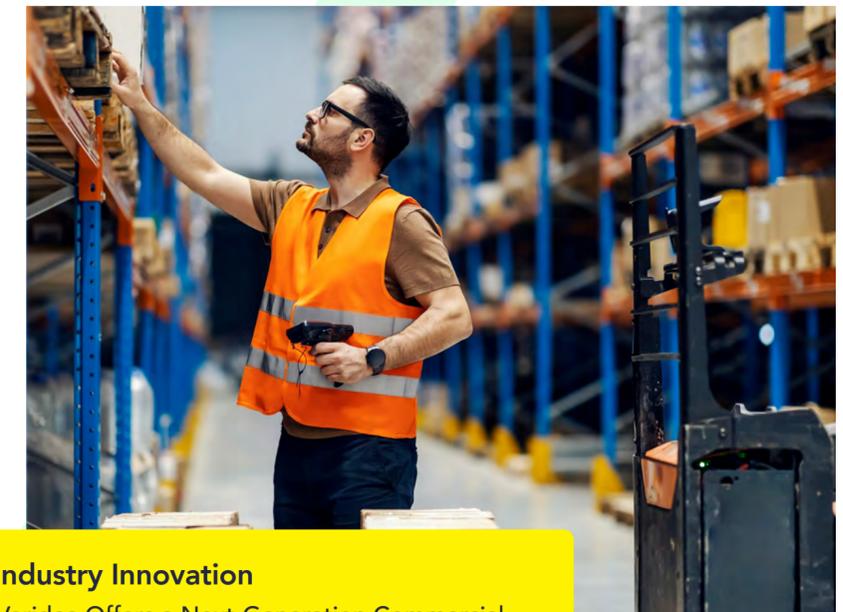
Unique Retail Opportunities

Stylish Shops, Services, and Daily Essentials—all within Walking Distance.



Modern Workplace

Prime Location in a High-Growth Market with Strong Infrastructure and Connectivity.



Industry Innovation

Veridea Offers a Next-Generation Commercial Hub Designed for Innovation, and Growth.



SUMMIT HOUSE

Where Sophistication Meets Community.

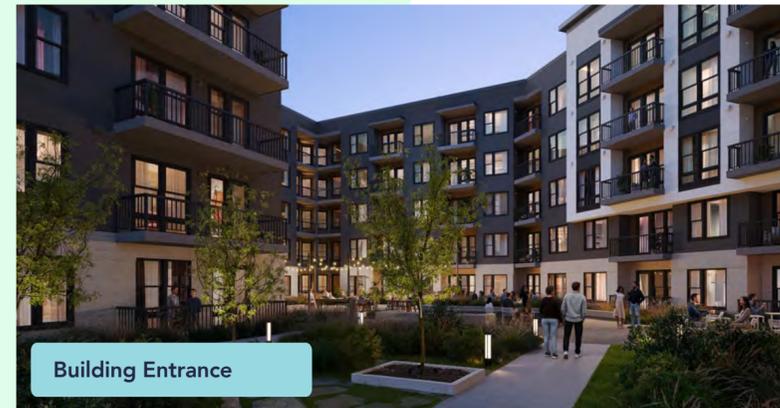
291 Total Units

Set in the heart of Veridea’s vibrant master-planned community, Summit House brings a growing population of engaged, lifestyle-focused residents right to your doorstep. This refined collection of residences—from junior one-bedrooms to spacious two-bedroom homes with dens—creates a built-in audience for retailers seeking high visibility and consistent foot traffic.

With Summit House residents just steps from fine dining, boutique shopping, and green spaces, your business has the opportunity to tap into a dynamic, high-engagement audience. Position your brand where convenience, culture, and daily life converge—at the center of Veridea’s thriving, evolving neighborhood.



Aerial Shot



Building Entrance



Pool



Facility Entrance



Retail Only Steps Away



LIFE AT VERIDEA EAST



New Campus. New Opportunities.

Education That Powers Community Growth

In partnership with Wake Tech Community College, Veridea will be home to a new 340,000-square-foot campus serving over 3,000 students daily. This innovative educational hub offers top-tier workforce training, advanced technology programs, and lifelong learning—while giving students convenient access to Veridea's vibrant retail and dining options, creating spaces to study, socialize, and connect with the community outside the classroom.

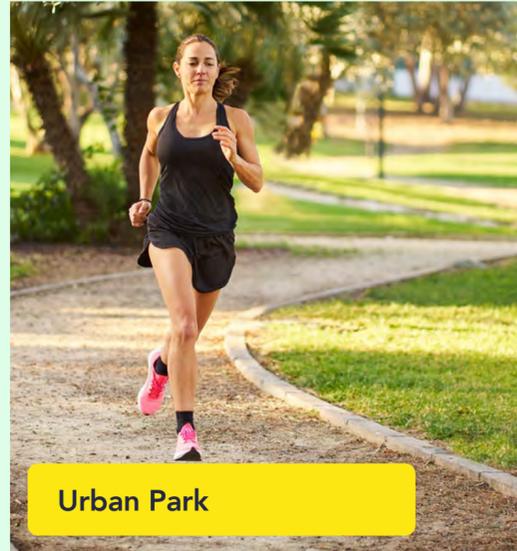




The Next Chapter

Phase Two and Beyond

The next chapters of Veridea begin with Phase Two, spanning Veridea West and Veridea South—home to a Children’s Hospital, Entertainment District, Life Sciences Campus, Convention Center, Hotel, and additional Housing. Anchored by an Urban Park and designed for connection, these future phases will enhance Veridea’s mix of culture, commerce, and community—creating a fully realized, next-generation neighborhood.



Urban Park



Entertainment District



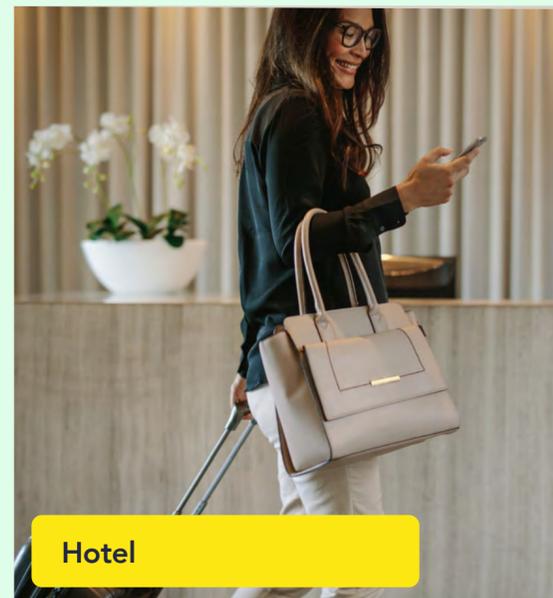
Life Sciences Campus



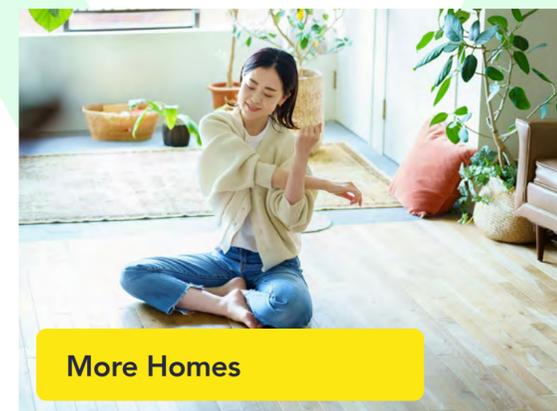
Wake Tech Community College



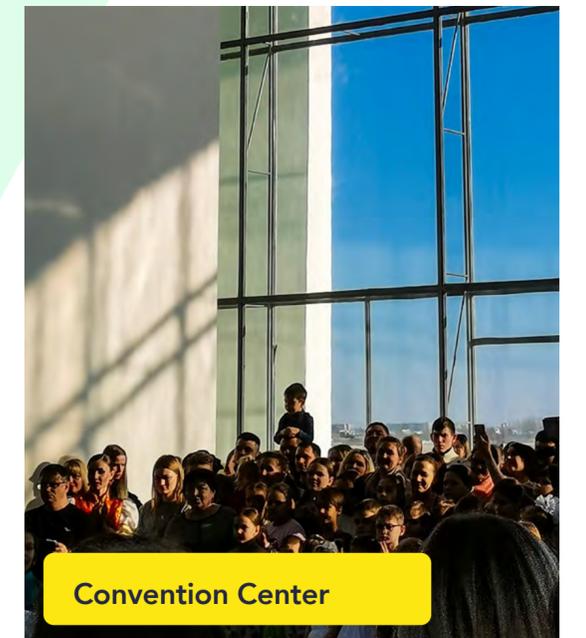
N.C. Children’s Hospital



Hotel



More Homes



Convention Center



About RXR

Committed to Long-Term, Enduring Value Creation.

We are committed to applying a customer and community-centered approach to building properties, services, and products that create enduring value for all our stakeholders and change the ways in which people live, work, and operate in communities.

Our cycle-tested leadership team averages 28 years of commercial and residential real estate experience, allowing us to be forward-thinking and agile to stay ahead of market trends. We believe that “doing good and doing well means doing better.” Our focus is on future-proofing our properties and communities through sustainability programs, cutting-edge technology and digital tools, and making health and wellness a priority. incomes, creating demand for quality goods, services, and experiences—right where they live.

450+
Experienced, Multi-Disciplined Team and Vertically Integrated Platform

12,400
Multifamily and For Sale Units in Various Stages of Development

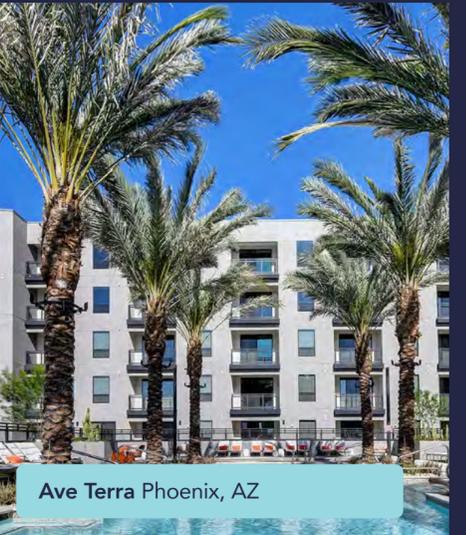
\$18B
Aggregate Gross Asset Value

30.5M
Square Feet of Commercial Properties

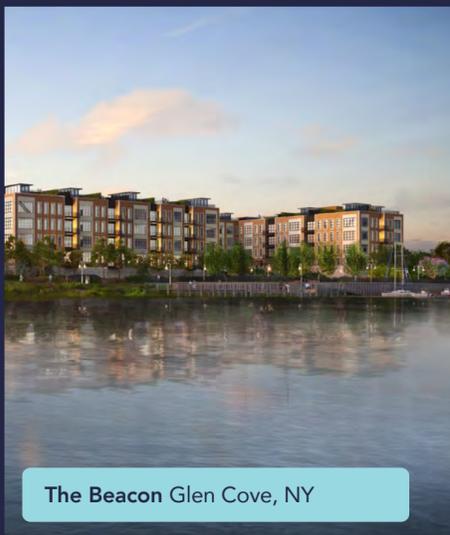
\$10.2B
Total Real Estate Private Equity Managed



175 Park Avenue New York, NY



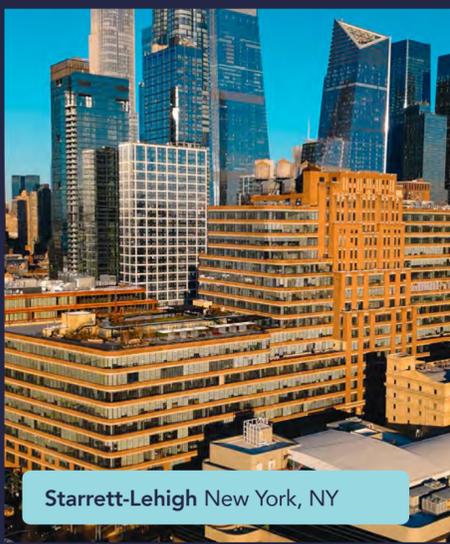
Ave Terra Phoenix, AZ



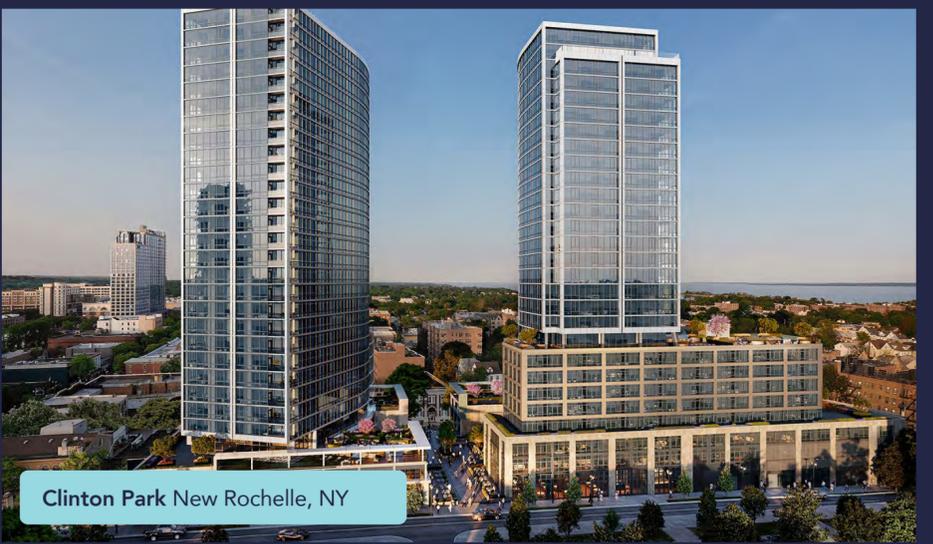
The Beacon Glen Cove, NY



590 Madison New York, NY



Starrett-Lehigh New York, NY



Clinton Park New Rochelle, NY



Project Partners

Visionaries. Builders. Innovators.

Veridea is the result of a powerful collaboration between best-in-class partners—each bringing a proven track record, deep expertise, and a shared vision for building something extraordinary in the heart of Apex, North Carolina.



ARCADIS

CBRE



FLEISHMAN
HILLARD

Gensler



Grubb
Ventures

LENNAR®



MCADAMS





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