

VERIDEA CROSSING

APEX | NC

A VIBRANT SHOPPING, DINING & LEISURE DESTINATION IN THE HEART OF VERIDEA



ARTIST'S RENDERING

veridea-nc.com



Welcome to Veridea

One Visionary Community

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

\$7B

Total Investment

154K SF

of Retail in Phase I

3.5M SF

Retail, Hospitality, and Civic Uses when Completed

8,000

Residential Units

700

Student Elementary School Servicing Apex Public School System

12,000 +

Permanent Employment Created by Veridea, incl. N.C. Children's Hospital

GREEN SPACE

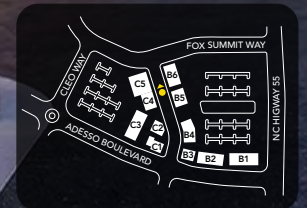
Enhanced Public Open Space, Biking and Walking Trails

3,000

Student Campus for Wake Tech Community College



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Apex's Largest Mix Use Destination

Veridea East Broke Ground in Early 2025

VERIDEA WEST

VERIDEA EAST

NORTH CAROLINA
Children's

SINGLE-FAMILY HOMES

TOWNHOMES

SUMMIT
HOUSE

FUTURE HOTEL

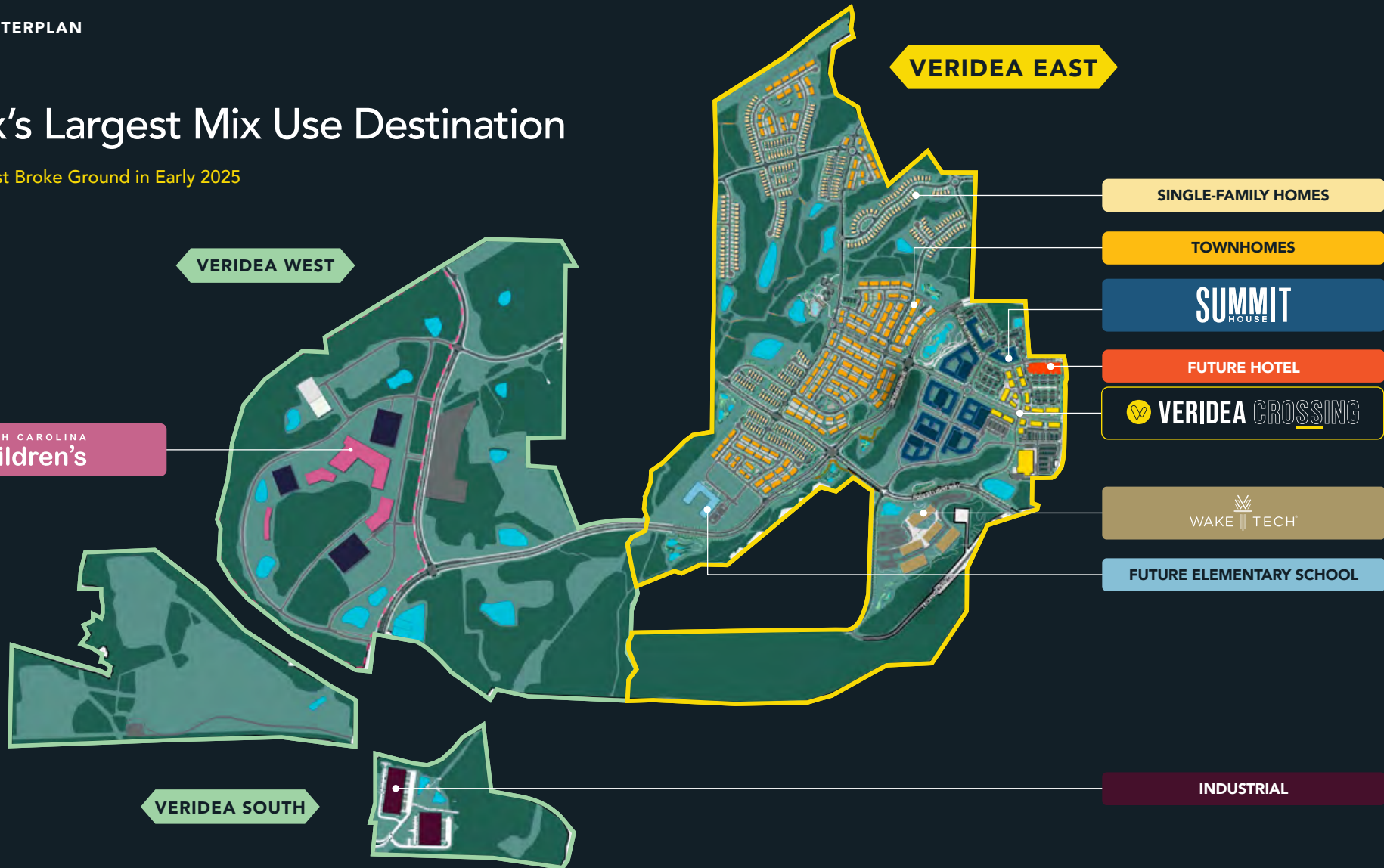
VERIDEA CROSSING

WAKE TECH

FUTURE ELEMENTARY SCHOOL

VERIDEA SOUTH

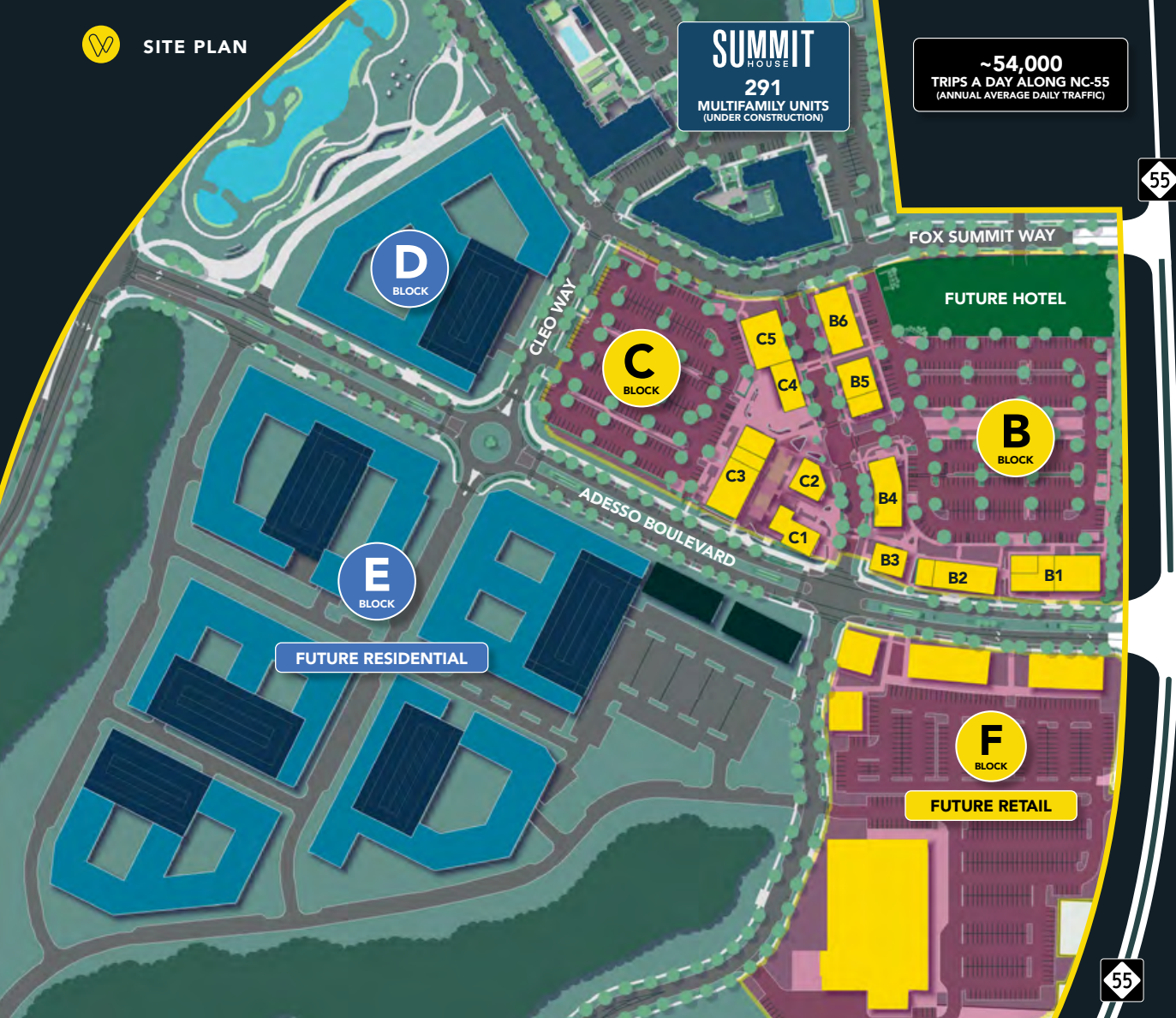
INDUSTRIAL





SUMMIT
HOUSE
291
MULTIFAMILY UNITS
(UNDER CONSTRUCTION)

~54,000
TRIPS A DAY ALONG NC-55
(ANNUAL AVERAGE DAILY TRAFFIC)



Retail Opportunities

VERIDEA CROSSING

BUILDING BLOCK B

BUILDING	LEVELS	FLOOR AREA (SF)
B1	1	7,503
B2	1	6,783
B3	2	5,734
B4	1	5,742
B5	1	5,004
B6	1	6,709

BUILDING BLOCK C

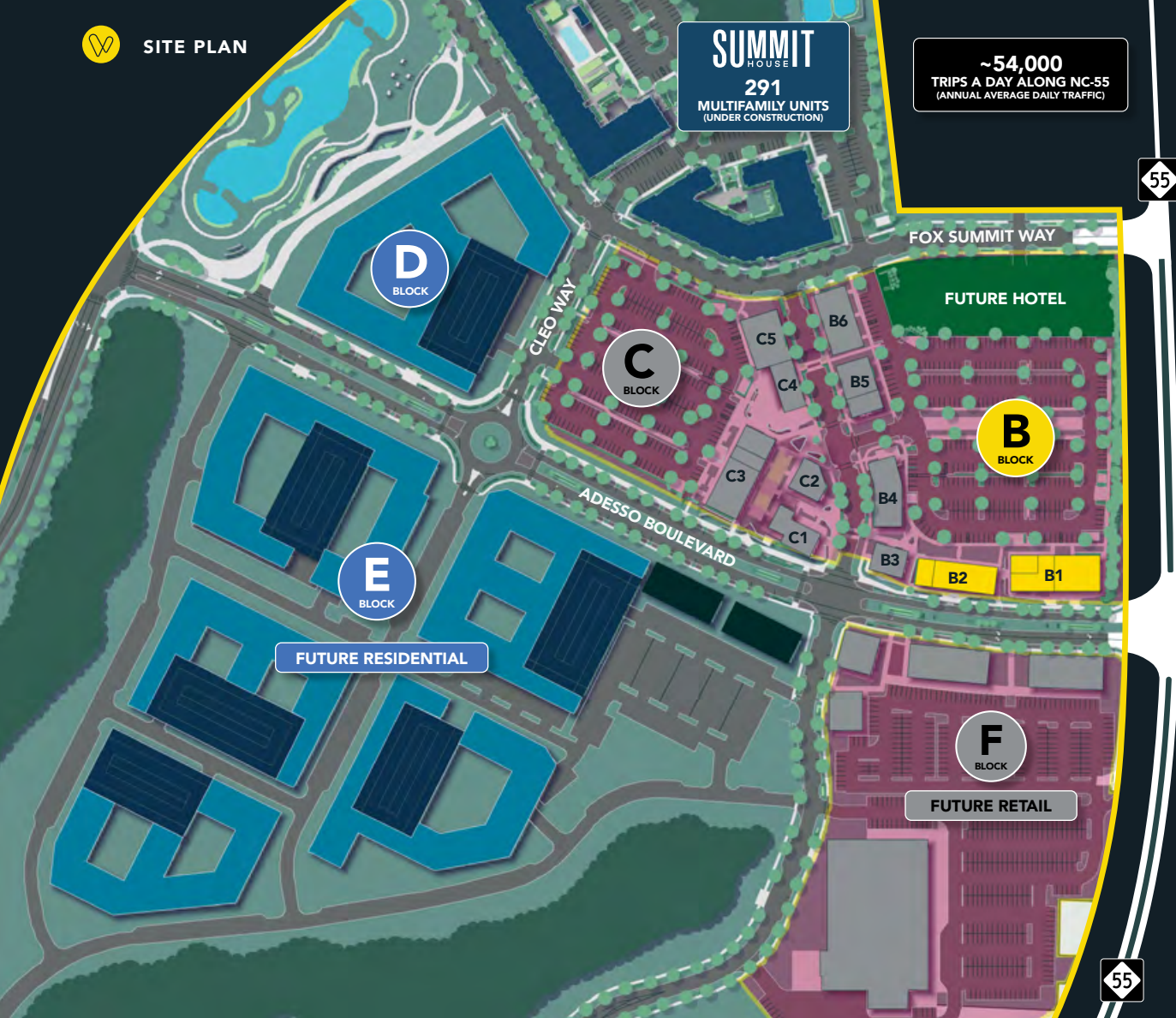
BUILDING	LEVELS	FLOOR AREA (SF)
C1	2	8,126
C2	1	3,262
C3	1	9,486
C4	2	30,610





SUMMIT
HOUSE
291
MULTIFAMILY UNITS
(UNDER CONSTRUCTION)

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2ND & 3RD FLOOR

Retail & Office Opportunities

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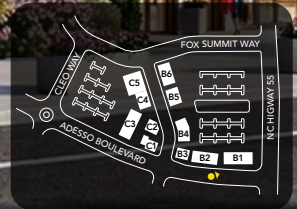
BUILDING BLOCK B

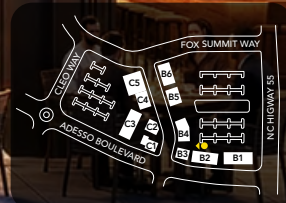
BUILDING	LEVELS	FLOOR AREA (SF)
B1 & B2	2 + 3	45,102
B3	2	5,734

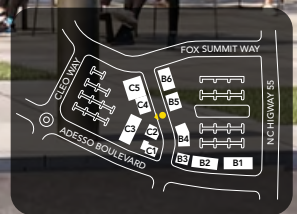




ARTIST'S RENDERING









Retail at Veridea Crossing

Vibrant, Charming and Convenient

Located in the heart of Veridea East, this prime location offers retail brands an exceptional opportunity 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 Crossing offers flexible storefronts, high visibility, and a ready-made audience – making it the ideal place to grow your business.

DEMOGRAPHICS

	5 MIN DRIVE	10 MIN DRIVE	15 MIN DRIVE
ESTIMATED POPULATION	15,042 People	126,495 People	397,832 People
ESTIMATED AVERAGE HOUSEHOLD INCOME	\$154,586	\$177,744	\$162,934
DAYTIME POPULATION	18,691 People	139,166 People	378,334 People

Source: ESRI 2025





Why Apex, North Carolina

Thriving, Welcoming
and 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.

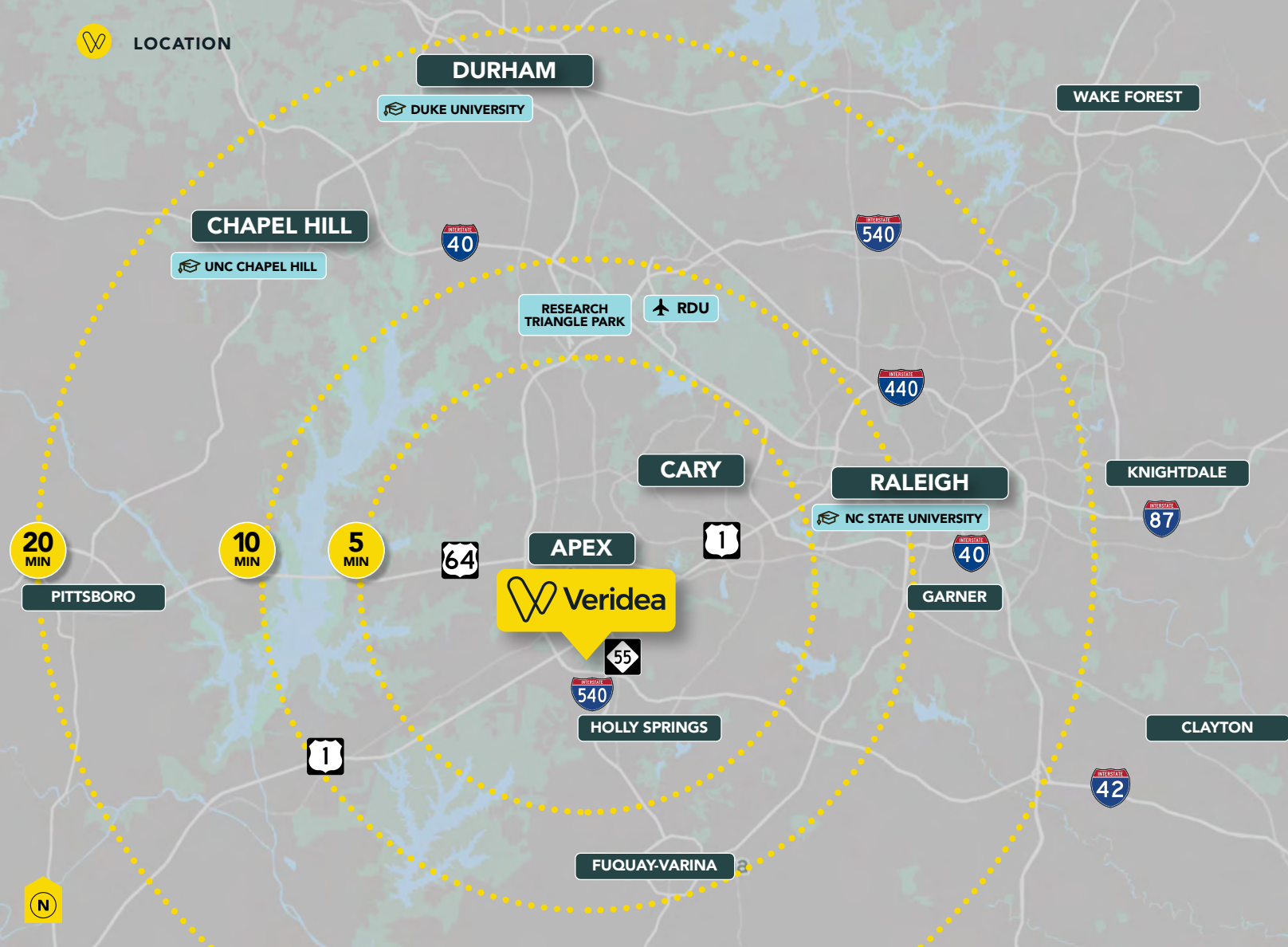
NEIGHBORHOOD

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.



LOCATION



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



Project Partners

Visionaries, Builders and 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



Gensler



LENNAR



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, 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

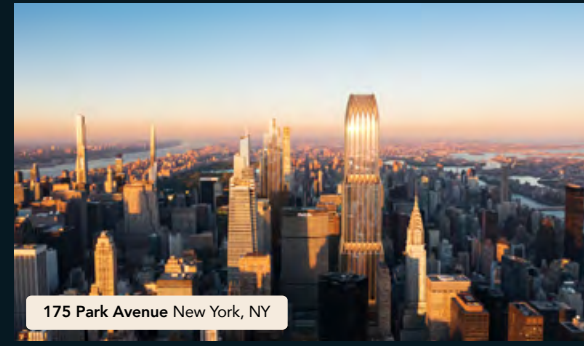
Aggregate Gross
Asset Value

30.5M

Square Feet of
Commercial Properties

\$10.2B

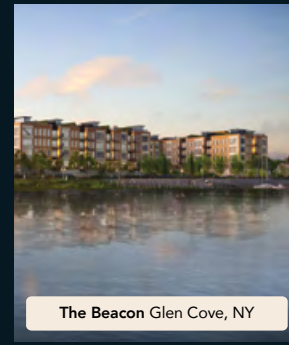
Total Real Estate Private
Equity Managed



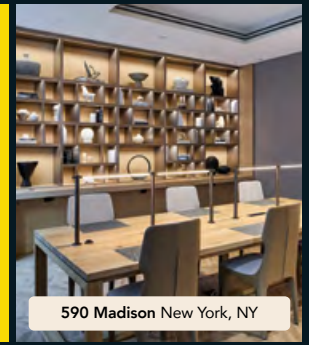
175 Park Avenue New York, NY



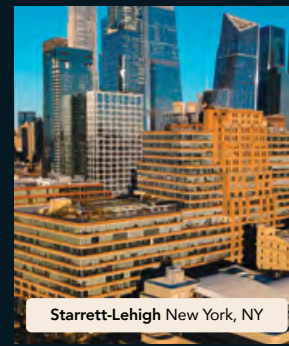
AVE Terra Phoenix, AZ



The Beacon Glen Cove, NY



590 Madison New York, NY



Starrett-Lehigh New York, NY



Clinton Park New Rochelle, NY

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INTERSTATE
540



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CBRE

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Retail & Office Consultant

RXR

Master Planner

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