



# INDIGO 301

THE VILLAGE AT  
VALLEY FORGE

A 363-UNIT  
LUXURY MULTI-  
HOUSING  
COMMUNITY

KING OF PRUSSIA,  
PENNSYLVANIA



# INDIGO 301

THE VILLAGE AT  
VALLEY FORGE

Jones Lang LaSalle Americas, Inc (“JLL”) is pleased to present the opportunity to acquire Indigo 301 (the “Property”), a 363-unit, luxury Class A multi-housing mid-rise located in the heart of King of Prussia, Pennsylvania.



“ INDIGO 301 IS A UNIQUE OPPORTUNITY TO ACQUIRE A RARE, CORE ASSET IN PHILADELPHIA’S MOST DESIRABLE SUBURBAN LOCATION.”



## EXECUTIVE SUMMARY

Indigo 301 is prominently situated amidst the lively King of Prussia Town Center, which is home to Wegman's, LA Fitness, Nordstrom Rack, Davio's Steakhouse, Fogo de Chao, REI and more. The King of Prussia Mall (the "Mall"), which is the largest retail mall in the United States, is less than a mile from the Property, offering high-end national retailers, fine-dining, and a wide range of employment and entertainment options. Additionally, Indigo 301 is at the convergence of several heavily-traveled thoroughfares as it is less than a half mile to I-76, Route 202, the expanding Route 422 and the Pennsylvania Turnpike, affording residents with convenient access to attractions throughout the region. This highly coveted location appeals to an affluent renter demographic attracted to the unrivaled suburban "Live-Work-Play" experience.

Indigo 301 features 363 luxury apartments and a conveniently located 123 spot parking garage. The Property offers an unrivaled amenity package highlighted by a modern resident lounge, a state-of-the-art fitness center with a spin/yoga room, unique sports/golf simulator, a contemporary resident game room, and three outdoor courtyards that feature a luxurious resort-style pool, bocce courts, dog run & pet spa, outdoor kitchen with built-in grills, and more. The Property offers a variety of unique, spacious unit layouts, ranging from one-bedroom to three-bedrooms, all with market leading unit finishes.



INDIGO 301,  
301 VILLAGE DRIVE  
KING OF PRUSSIA, PA 19406



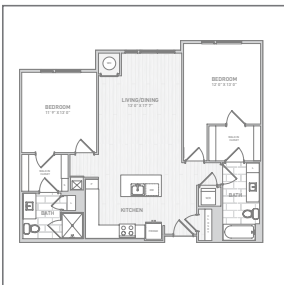
**INDIGO**  
**301**  
THE VILLAGE AT  
VALLEY FORGE

## PREMIERE LUXURY MID-RISE

Completed in 2017, Indigo 301 broke the suburban Class A luxury apartment barrier, creating a five-star environment suited to meet the needs of today's renters. The Property offers an elegant modern design with 37 unique floor plans, ranging from one-bedroom to three-bedroom units. Units offer 9-foot ceilings with a elegant wood plank flooring throughout the contemporary living space and luxury kitchens comprised of gas range & oven, quartz countertops, stainless steel appliances, movable kitchen islands, extra-deep sinks with chrome gooseneck faucets, and a modern subway tile backsplash. All units contain full-size washer and dryers.



Residents benefit from an unrivaled community amenity package that is highlighted by three separate outdoor courtyards that feature a luxurious resort-style pool, bocce courts, dog run & pet spa, outdoor kitchen with built-in grills, and more. Additionally, inside, Indigo 301 offers a modern resident lounge, a state-of-the-art fitness center with a yoga/spin room, unique golf/sports simulator, a contemporary resident game room, and more. Lastly, the Property is just steps away to the 300,000 SF of dining, shopping, and entertainment in the King of Prussia Town Center and less than a mile to the King of Prussia Mall, the largest retail mall in the country.



**RESIDENTIAL UNITS**  
363

**RESIDENTIAL RENTABLE SF**  
346,321

**YEAR OF COMPLETION**  
2017

**AVERAGE UNIT SIZE**  
954 SF

**PARKING SPACES**  
215

**AVERAGE IN-PLACE RENT**  
\$2,074 (\$2.17 PSF)



## STABLE MARKET FUNDAMENTALS

King of Prussia is a highly visible, vibrant community located on the border between two of Pennsylvania's wealthiest counties, Montgomery and Chester County. Once a destination for retail and office, King of Prussia has been transformed into one of the nation's most desirable sub-markets with extensive residential developments, retail expansions, and employment growth. It is the largest employment center outside of Center City Philadelphia with over 4,000 companies, accounting for 12% of all jobs in Montgomery County.

King of Prussia offers one of the lowest real estate tax rates in the county, making it an ideal and affordable option for businesses seeking alternatives to Center City Philadelphia's city wage taxes. Anchored by the 3 million SF Mall, the 3,600 acre Valley Forge National Historical Park, the 600 slot machine Valley Forge Casino Resort and 100,000 square foot Valley Forge Convention Center, King of Prussia offers a true, suburban "Live, Work, Play" experience. (Source: Axiometrics)

“

***KING OF PRUSSIA  
OFFERS ONE OF THE  
LOWEST REAL ESTATE  
TAX RATES IN THE  
COUNTY...”***

### ROBUST AREA DEMOGRAPHICS

WEALTHIEST COUNTY IN PENNSYLVANIA #2

KING OF PRUSSIA UNEMPLOYMENT 4.2%

AVERAGE HOUSEHOLD INCOME \$130,451

MEDIAN HOUSING VALUE \$533,749

WHITE COLLAR WORKERS 86%

POPULATION WITH BACHELOR'S DEGREE OR HIGHER 70%

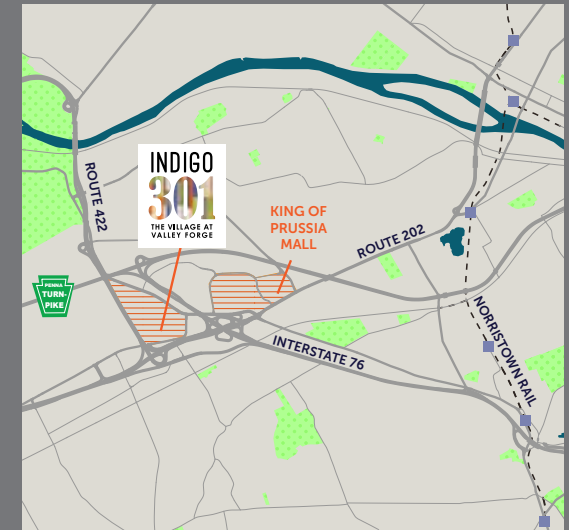
COMMUTE LESS THAN 30 MINUTES DAILY 68%





# EXCELLENT ACCESSIBILITY

Indigo 301 is strategically located in the heart of the recently-constructed Village at Valley Forge (or, the "Village"), a massive 122-acre mixed-use development less than a mile from the King of Prussia Mall. The Village, which is situated at the confluence of four major highways, is anchored by the 115,000 SF Children's Hospital of Philadelphia Specialty Care & Surgery, which is building an additional 250,000 SF inpatient hospital with 52 beds, 20 bay emergency department, and 4 operating rooms, and the vibrant King of Prussia Town Center, which is home to a 135,000 SF Wegman's. The 24-hour one-of-a-kind Wegman's houses a wine & beer shop, a pub with outdoor patio space and an in-house catering service, making it an unrivaled shopping experience. At full build-out, the Village will be home to over 500,000 SF of retail and approximately 1 million SF of office, including the #1 pediatric hospital in the country.



Further development regarding the accessibility and convenience of the King of Prussia Town Center came in 2018 when the project received approval for the necessary funding and approvals for the nearly \$1B expansion project along the Norristown High Speed Line. Once complete, this transformation project will connect the three largest employment centers in the Philadelphia region - Center City, University City & King of Prussia.

**INDIGO**  
**301**  
THE VILLAGE AT  
VALLEY FORGE



## LUXURY APARTMENT FEATURES

- Spacious floor plans
- 9-foot ceilings
- Elegant wood plank flooring throughout
- Slide-in\* gas range & oven
- Quartz countertops
- Extra-deep kitchen sinks and chrome gooseneck faucets
- Stainless steel, ENERGY STAR® appliances
- Movable kitchen islands\*
- Stylish French-door refrigerators\*
- Walk-through closets\*
- Bathrooms feature both tubs and walk-in showers\*
- Balconies\*

\* In Select Units

## BEST-IN-CLASS AMENITY PACKAGE

- Resort Style Swimming Pool
- Dog Run & Pet Spa
- Contemporary Fitness Center
- Bocce Court
- Outdoor Kitchen & Grilling Stations
- Sport Simulator
- Demo Kitchen
- Game Room
- Bike Storage & Repair
- Media Bar
- Electric car charging stations
- National Green Building Standard Bronze Certification



## JLL EXCLUSIVE MARKETING ADVISORS:

Mark Thomson  
Senior Managing Director  
484-532-4206  
mark.thomson@am.jll.com

Francis Coyne  
Director  
484-532-4171  
fran.coyne@am.jll.com

Carl Fiebig  
Senior Director  
484-532-4166  
carl.fiebig@am.jll.com

Ryan Ade  
Managing Director  
484-532-4209  
ryan.ade@am.jll.com

This publication is the sole property of Jones Lang LaSalle and must not be copied, reproduced or transmitted in any form or by any means, either in whole or in part, without the prior written consent of Jones Lang LaSalle. The information contained in this publication has been obtained from sources generally regarded to be reliable. However, no representation is made, or warranty given, in respect of the accuracy of this information. We would like to be informed of any inaccuracies so that we may correct them. Jones Lang LaSalle does not accept any liability in negligence or otherwise for any loss or damage suffered by any party resulting from reliance on this publication. Jones Lang LaSalle Americas, Inc., California license # 01223413. Jones Lang LaSalle Americas, Inc. License # 19262.



**INDIGO**  
**301**  
**THE VILLAGE AT  
VALLEY FORGE**



Any opinion or estimate of value of any asset in this presentation is based upon the high-level preliminary review by JLL. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice. JLL expressly disclaims any liability for any reliance on any opinion or estimate of value in this presentation by any party.

Copyright © Jones Lang LaSalle IP, Inc. 2021