

BRIDGEWATER COMMONS

 BRIDGEWATER TOWNSHIP, NJ

[BRIDGEWATERCOMMONS.COM](https://www.BridgeWaterCommons.com)

Leasing Presentation

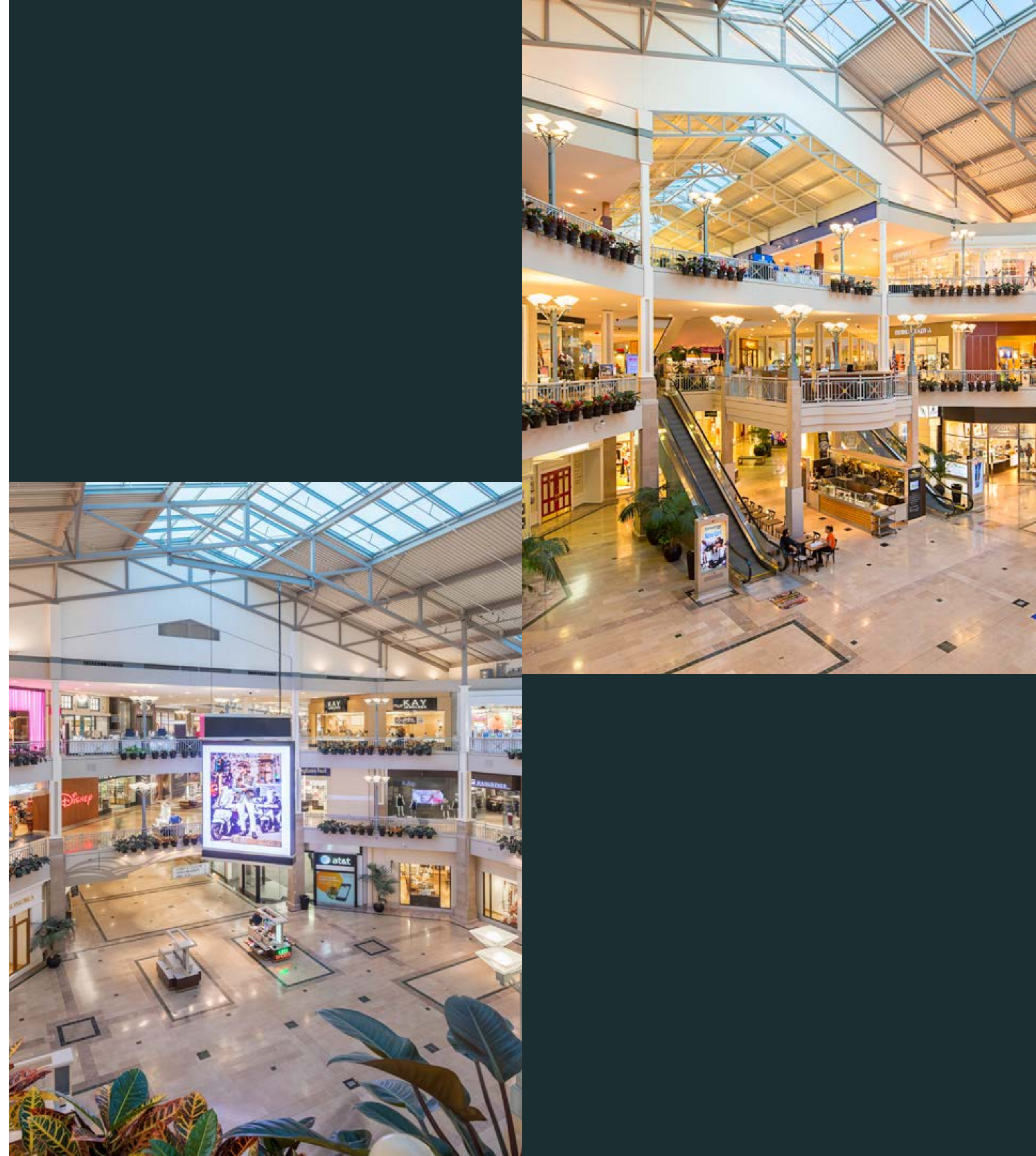
TRADEMARK

Welcome

Located along the major I-287 corridor in Bridgewater, N.J, Bridgewater Commons is a more than 1.2 million SF shopping center serving the Central N.J. region's affluent residential market. The shopping center boasts an array of over 150 leading retailers and restaurants and is home to anchor department stores Bloomingdale's and Macy's; iconic retailers including Apple, lululemon, Pottery Barn, Sephora, J Crew, Swarovski and Williams-Sonoma; along with a collection of restaurants and entertainment venues such as California Pizza Kitchen, Seasons 52, The Cheesecake Factory, Redstone American Grill and AMC Dine-In Theatres, among many more.

Further enhancing the property is The Village at Bridgewater Commons, a unique 94,000 SF open-air shopping district with over 10 leading retailers and restaurants including Banana Republic, LOFT, Maggiano's Little Italy, Shake Shack and Starbucks for visitors to enjoy.

 **BRIDGEWATER TOWNSHIP, NJ**
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Development Overview

QUICK FACTS

- Built in 1988
- 1,264,155 SF regional mall
- Includes 94,000 SF open-air shopping district
- Strong department store lineup that includes Bloomingdale's and Macy's
- Lifestyle tenants including Apple, lululemon, LUSH, J. Crew, Pottery Barn, Sephora, Swarovski and Williams-Sonoma

KEY RETAILERS

lululemon  athletica



SHAKE  SHACK

WILLIAMS-SONOMA

**POTTERY
BARN**

SEPHORA

ADDITIONAL RETAILERS

LUSH

J. Crew

Swarovski

California Pizza Kitchen

The Cheesecake Factory

Redstone American Grill

Seasons 52

Uncle Julio's Mexican From Scratch

Free People

Eddie Bauer

Maggiano's Little Italy

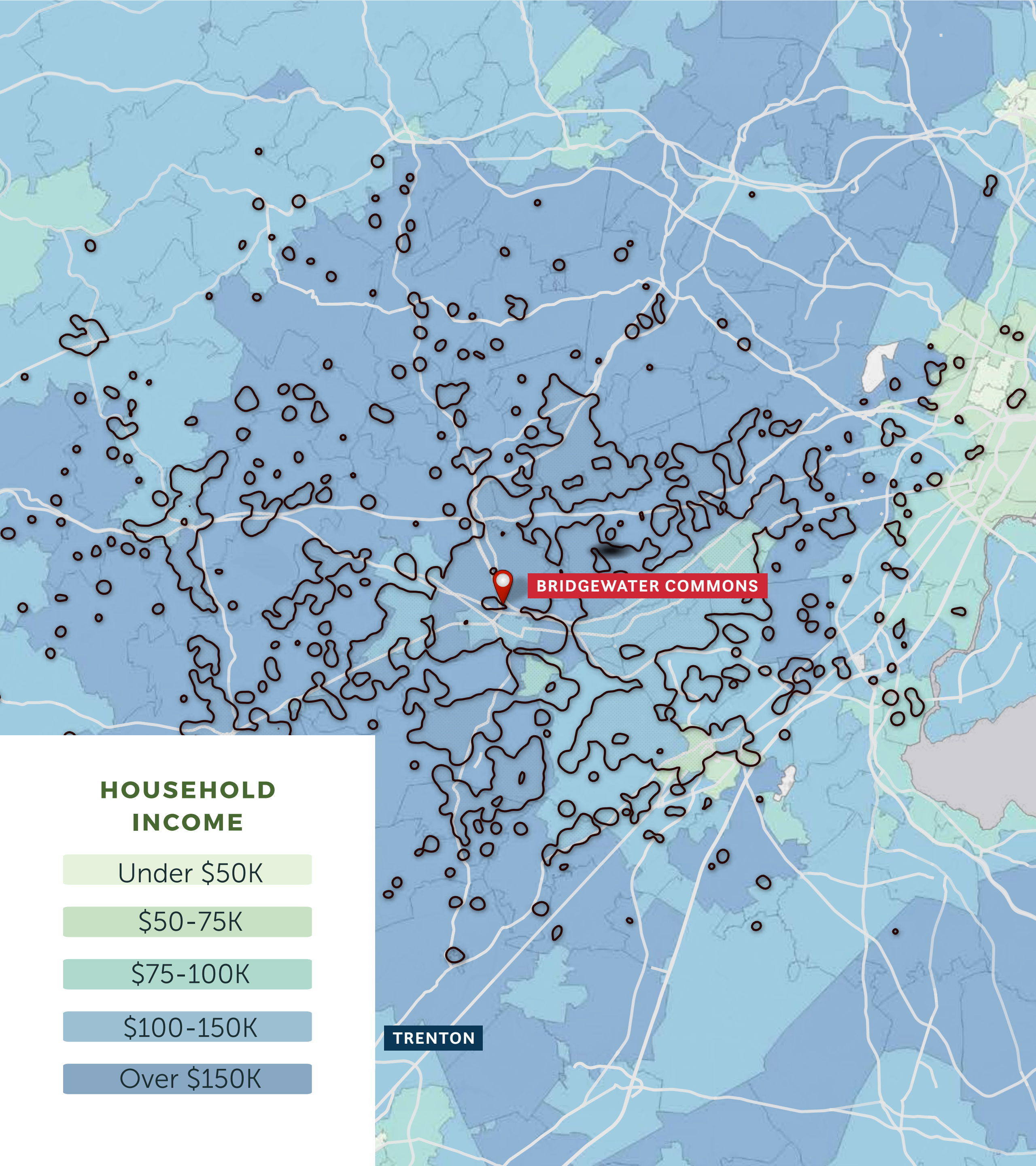
White House Black Market



RETAIL COLLECTION

[!\[\]\(ec9132f1d27c8919987d92907322654d_img.jpg\) **VIEW SITE PLAN**](#)

Demographics



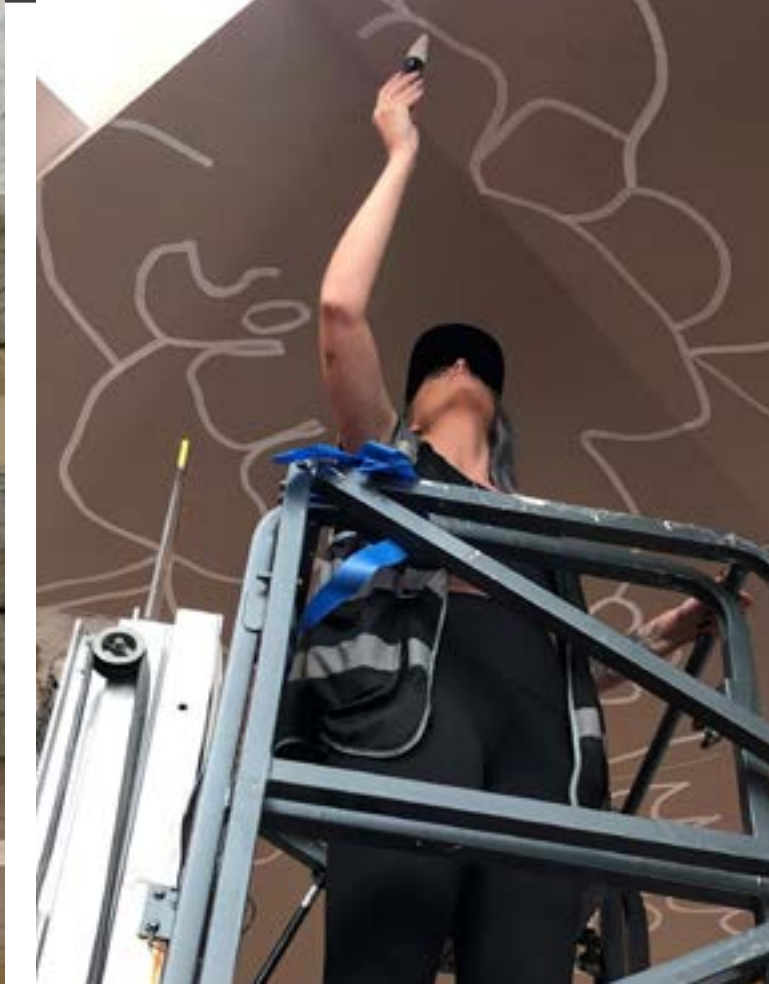
TRADE AREA

Population:	1,118,046
Avg. HH Income:	\$140,273
HHI \$150K+:	132,403
Median Age:	38

3-5 MILE RADIUS LABOR

White Collar	72%
Executive/Professional	56%
Total	133,344



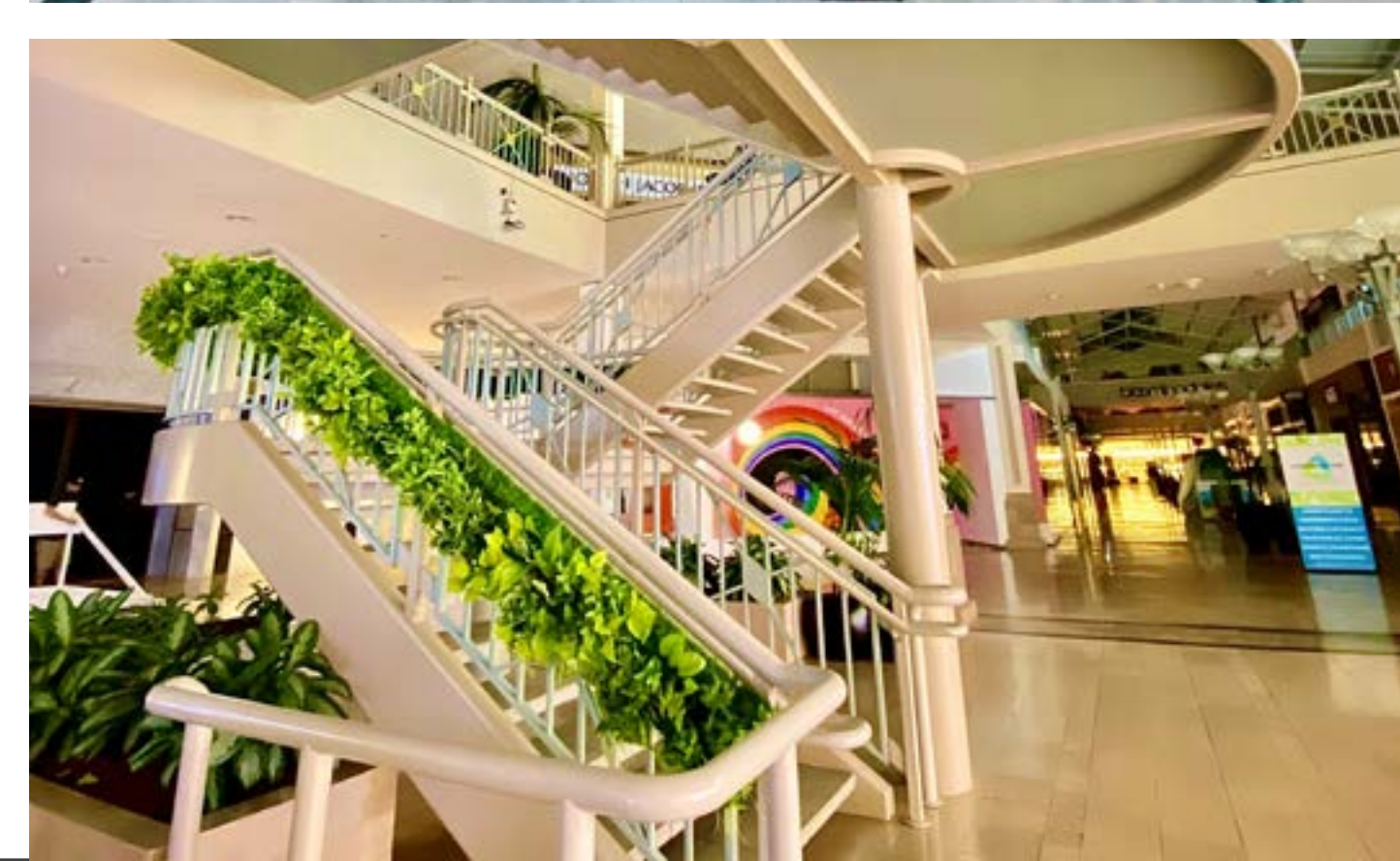


Placemaking

CREATING A SENSE OF PLACE

Customization,
Localization & Curation

- Context and details are important
- Destination-worthy public spaces
- Custom artwork & FF&E
- Partnered with local artists & artisans
- Customized music lists



Tenant Marketing

Bridgewater Commons features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

DIGITAL & SOCIAL

- Inclusion on property website and directories.
- Regular social media posts on property social media channels with paid support when applicable.
- Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

PUBLIC RELATIONS

- Press releases coordinated with tenants, released in conjunction with paid social posts.
- Strong relationships with local media and influencers who can offer turnkey services.

ADVERTISING

- Strategic campaigns for center brand awareness across digital, social, print and sponsorships.



Environmental, Social & Governance

OUR COMMITMENT

At Bridgewater Commons, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Trademark Property strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at all levels.



LED is highly energy efficient technology. The widespread use of LED lighting has the greatest potential impact on energy savings, and we're proud to have over 2,000 LED lights installed. Solar panels also deliver energy from our rooftops.



We make recycling easy for our tenants and our customers. All recyclables are placed in a single bin for recycling.



We will have 20 new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



This is a crucial component to centralizing property infrastructure. Our operations run efficiently to monitor ventilation, lighting, energy, fire, security systems and more.



Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Bridgewater Commons.

IREM
Certified

Bridgewater Commons is an IREM Certified Sustainable Property (CSP) as recognized by the Institute of Real Estate Management.

The Village

- The Village at Bridgewater Commons is a 94,000 SF lifestyle center adjacent and on the overall proper of Bridgewater Commons.
- There are 5 buildings on that site with Summit Medical Group occupying a 35,000 SF building (under construction) and Maggiano's Little Italy occupying 15,500 SF freestanding restaurant opposite end of the center from Summit Medical Group.
- The other 3 buildings include a 9,000 SF available space, a 5,000 SF LOFT, Cava Grill, Chipotle, Shake Shack, Charles Schwab 5,500 SF, Starbucks, Bluemercury, White House Black Market, Sticky's Finger Joint, Dig, uBreakiFix and Sarku Japan.
- Vehicle access directly from Commons Way including easy access from US Hwy 202/206, I-287, and US Hwy 22.
- Center shares an intersection with the Bridgewater Marriott and two 9-story office buildings.



LOFT

CAVA

SHAKE  SHACK

bluemercury
makeup • skincare • spa

MAGGIANO'S
LITTLE ITALY

UBREAKIFIX

DIG

Sarku
japan 



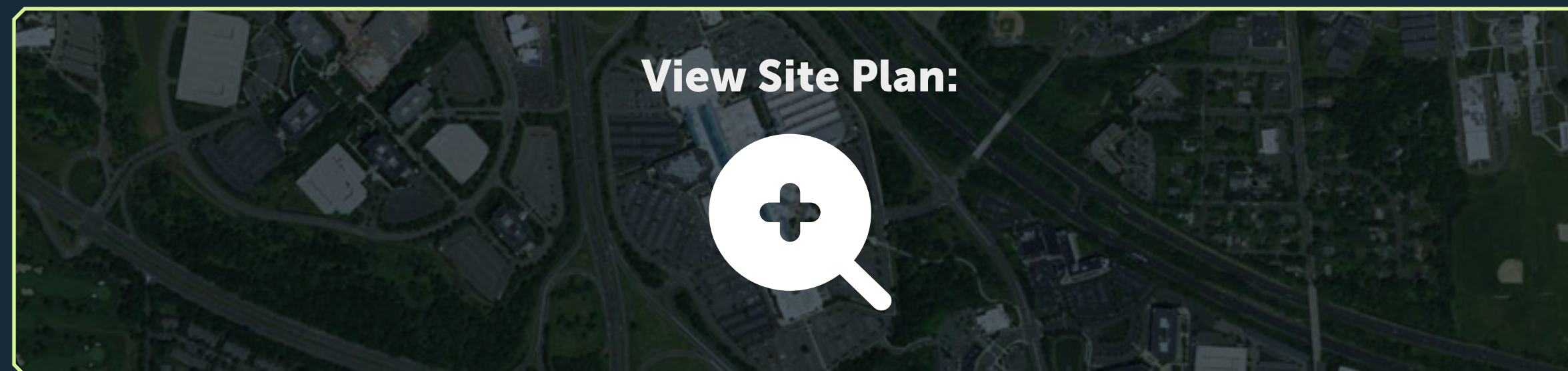
Sticky's
FINGER JOINT



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TRADEMARK

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