

# BRIDGEWATER COMMONS

BRIDGEWATER, NEW JERSEY



## OUTSTANDING MERCHANDISING MIX

- Bridgewater Commons has a strong fashion anchor lineup, including Bloomingdale's, Lord & Taylor and Macy's.
- As one of General Growth Properties' top 15 most productive centers, Bridgewater Commons has positioned itself as a destination for better fashion retailers in northern New Jersey.
- The mall's impressive lineup of retailers includes Apple, bareMinerals, Bose, Brighton Collectibles, Coach, francesca's, Hanna Andersson, J.Crew, lululemon athletica, Michael Kors, Microsoft, Pottery Barn, Sephora, Swarovski, True Religion Brand Jeans, Vera Bradley and Williams-Sonoma.
- The center is further enhanced by The Village at Bridgewater Commons, a 94,000-square-foot open-air center located adjacent to the center. This venue offers destination retailers and restaurants such as Crate & Barrel, Maggiano's Little Italy, Banana Republic, Origins, LOFT, Brooks Brothers, White House | Black Market, Chipotle Mexican Grill and Coldwater Creek.
- The restaurant lineup includes The Cheesecake Factory, California Pizza Kitchen and McCormick & Schmick's Seafood Restaurant.

## SUPERB LOCATION

- The center is located at the intersection of five major highways in Somerset County (I-287, I-78, Routes 202/206 and Route 22).
- The center draws its consumer from two of Forbes Top 10 Wealthiest Counties in the United States. Somerset County comes in ninth, and Hunterdon County currently holds sixth place in the annual ranking.
- Approximately 21% of all households within the Bridgewater Commons trade area earn average household incomes of \$150,000 or more.
- A 350-room Marriott Hotel and nearly two million square feet of office space are located on sites adjacent to Bridgewater Commons, resulting in both local tourism and business travelers seeking shopping, entertainment and dining options.

## THE FUTURE

- Bridgewater Commons has completed upgrades in recent years including a remodeled Food Court and interior, mall amenities, escalators and additional restaurant offerings. General Growth Properties continues to review plans to further develop the center with additional restaurant offerings and retail selections.

## MALL INFORMATION

LOCATION: Junction Route 22 & 202/206

MARKET: Somerset County, NJ

DESCRIPTION: Three-level, enclosed, with a super-regional draw and an adjacent open-air center

ANCHORS: Bloomingdale's, Lord & Taylor and Macy's

TOP THREE PERFORMING CATEGORIES: Home entertainment/ electronics, teen apparel and family apparel

TOTAL RETAIL SQUARE FOOTAGE: 994,000

PARKING SPACES: 4,950

OPENED: 1988

EXPANSION/RENOVATION: 1997, 2006 and 2008

## TRADE AREA PROFILE

2013 POPULATION 582,932

2018 PROJECTED POPULATION 596,127

2013 HOUSEHOLDS 204,499

2018 PROJECTED HOUSEHOLDS 209,121

2013 MEDIAN AGE 40.3

2013 AVERAGE HOUSEHOLD INCOME \$118,887

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$141,430

## 7 - MILE RADIUS

2013 POPULATION 196,681

2018 PROJECTED POPULATION 202,888

2013 HOUSEHOLDS 73,823

2018 PROJECTED HOUSEHOLDS 76,137

2013 MEDIAN AGE 41.7

2013 AVERAGE HOUSEHOLD INCOME \$121,136

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$144,393

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 47,324

5 - MILE RADIUS 83,557

Source: Esri 2013

