

## *Bridgewater Shops, Bridgewater, New Jersey*

This Urban Development project was the result of collaboration between BGA and Prismatic Development in response to a request from the Town of Bridgewater, New Jersey. The project called for the development of this raw site to provide retail outlets and social service facilities to serve nearby Federal Section 202 (Senior) Housing. Aspects of the project included:



- Creation of a small scale, town center style of shopping center, consisting of low-rise buildings linked to the Section 202 housing by a new pedestrian bridge over the stream
- Design of the main building to include retail shops, food service and a bank, while the second building was developed as a medical arts center for the nearby senior population
- An illuminated parking lot, providing easy access to the shopping plaza complex
- Selection of materials that were aesthetically appealing, colorful and durable to reinforce the village-like quality of this new development
- An efficient, flexible layout for the buildings, designed to adjust to a variety of retail tenant types and sizes over time

