



## Mixed-Use | Wellness Plaza

The Wellness Plaza project, which will be owned and operated by the New Brunswick Parking Authority, is approximately 600,000 square feet with an estimated development cost of \$106 million. The Wellness Plaza project will include:

The 49,000 square foot supermarket will be operated by the Fresh Grocer who maintains several successful urban supermarkets in Philadelphia with a focus serving an urban population that has previously lacked access to fresh foods. The facility will be the first full service supermarket to open in New Brunswick's downtown.

The 62,000 square foot hospital based fitness and wellness center (including an aquatic center) will be operated by Fitness and Wellness, Inc. in a joint venture partnership with the Robert Wood Johnson University Hospital, a healthcare provider in New Brunswick and the region. The fitness center will offer New Brunswick residents a reduced monthly membership rate of 50% below the standard rate and will offer a Red Cross "Learn to Swim Program" for the New Brunswick Public School students at no cost to the local Board of Education.

The parking component of the project consists of a 1,275 car parking garage, which will serve the needs of the retailers, as well as support current and future demand for parking in New Brunswick.

The project will bring new retail tenants to downtown New Brunswick, resulting in approximately 370 new permanent jobs, including full-time positions and part-time positions. In addition, it is expected that the project will generate an estimated 350 direct construction jobs.

The project is funded through a combination of local, county, state and federal funding sources. Specifically, the project includes Build America Bonds, Recovery Zone Bonds, New Markets Tax Credit proceeds, Urban Transit Hub Tax Credit proceeds and grant funds from Middlesex County.



**anticipated completion**

NOVEMBER 2012

**location**

100 KIRKPATRICK STREET, DIRECTLY ACROSS FROM THE NEW BRUNSWICK TRAIN STATION

**size**

585,000 SQ. FT. ON A 71,000 SQ. FT. FOOTPRINT

**occupancy**

THE FRESH GROCER, ROBERT WOOD JOHNSON FITNESS & WELLNESS CENTER, AND A 1,275 SPACE PARKING GARAGE

**developer**

DEVCO

**architect**

PS&S, JARME KIZEL ARCHITECTS AND ENGINEERS, INC, BALONGUE DESIGN

**investment**

\$106 MILLION

