

A newsletter

DIETZ & ASSOCIATES, LLC
ARCHITECTS

"designing success into every project"

In addition to its great agricultural background, New Jersey also has a rich manufacturing history. Because of mergers and acquisitions, and in some cases changes in the way goods are manufactured, many industrial sites in the state closed years ago and what remains are properties in need of environmental remediation and a new purpose.

Many developers have turned their attention to these sites and are managing remediation efforts and transforming these properties into vital neighborhoods. Brand new housing is emerging on these sites, and with that, the need for retail services.

Dietz & Associates, LLC is currently involved in several of these projects including the design of the Canal Crossing Plaza in South Bound Brook, NJ. This is part of the redevelopment of the former GAF Materials site in conjunction with the downtown revitalization program.

"We are designing the retail section of about 22,560 sq. ft., as well as working downtown with the mayor and the architectural review committee to

promote existing retail building façade enhancements. The commercial portion, which sits next to a brand new residential development, will include retail on the ground level and apartments on the

second floor. South Bound Brook was largely an industrial area when GAF occupied the site. This entire project literally turns it into a neighborhood with a downtown 'Main Street' feel," said Dietz.

Stay tuned to www.dietzllc.com for frequent updates on this project.

Changing direction

New life for former industrial sites



A rendering of the new Canal Crossing Plaza, a former industrial site.

"People who commute all week long, don't want to spend the weekends dealing with traffic and crowds all over again, and I believe this, among other things, has ignited the downtown revival."

Move away from crowded indoor shopping malls to a more civil, relaxing stroll down Main Street, NJ has clearly been the trend over the past several years, and Dietz & Associates, LLC has emerged as one of the leading architects in these projects. Whether a project requires the ground-up design to create a downtown, or redesign of older, tired downtown areas, Dietz and Associates fashions Main Street, NJ to accommodate restaurants, shops, supermarkets, banks, and just about anything that brings services, shopping, recreation, and conveniences right to the residents' front doors.

This has been a steady trend for several years now," said Chuck Dietz, President, Dietz & Associates, LLC. "People no longer want to drive 20 minutes to a mall, usually located on a busy highway, and once they get there, they have to deal with crowds of people."

Instead, Dietz explained, people prefer to walk or drive a few minutes into "town", stroll along the streets and have a variety of retail services, restaurants, family recreation activities, and independently owned specialty shops combined with full service national tenants.

"People who commute all week long, don't want to spend the weekends dealing with traffic and crowds all over again, and I believe this, among other things, has ignited the downtown revival," said Dietz.

Dietz explained that his firm has long been recognized for its innovative approach to Main Street projects, which is why so many communities and developers hire him. "We are very experienced in this type of design. While it's not our sole specialty, it is certainly one area where we have a wealth of experience and bring a unique perspective to the projects. When design complexities arise we have the ability to deal with them quickly, innovatively, and within budget."

Dietz expects the Main Street revival to continue for many years. "We don't see this slowing down for a while. New Jersey is a very desirable state, more people continue to move here, and as long as new homes are still being built, the demand for downtown services will continue."

For more information, contact Chuck Dietz at 973-884-7400.



Dietz & Associates, LLC has become the leading architect for state's "downtown" revivals. A redevelopment site in West Belmar, along Route 71, casts a new glow over the area.

Bringing the flair

to a neighborhood

Fitness chain gets a makeover

WOWing the state with a new look



Workout World fitness center gets its signature look from Dietz & Associates, LLC.

Workout World fitness centers, primarily a south Jersey chain, will be getting its signature look from Dietz & Associates. The East Hanover architectural firm was chosen to design WOW's distinctive look at the new WOW Plaza located on Route 130 in Washington Township, Mercer County, New Jersey.

"This project will include a two story Workout World which will anchor

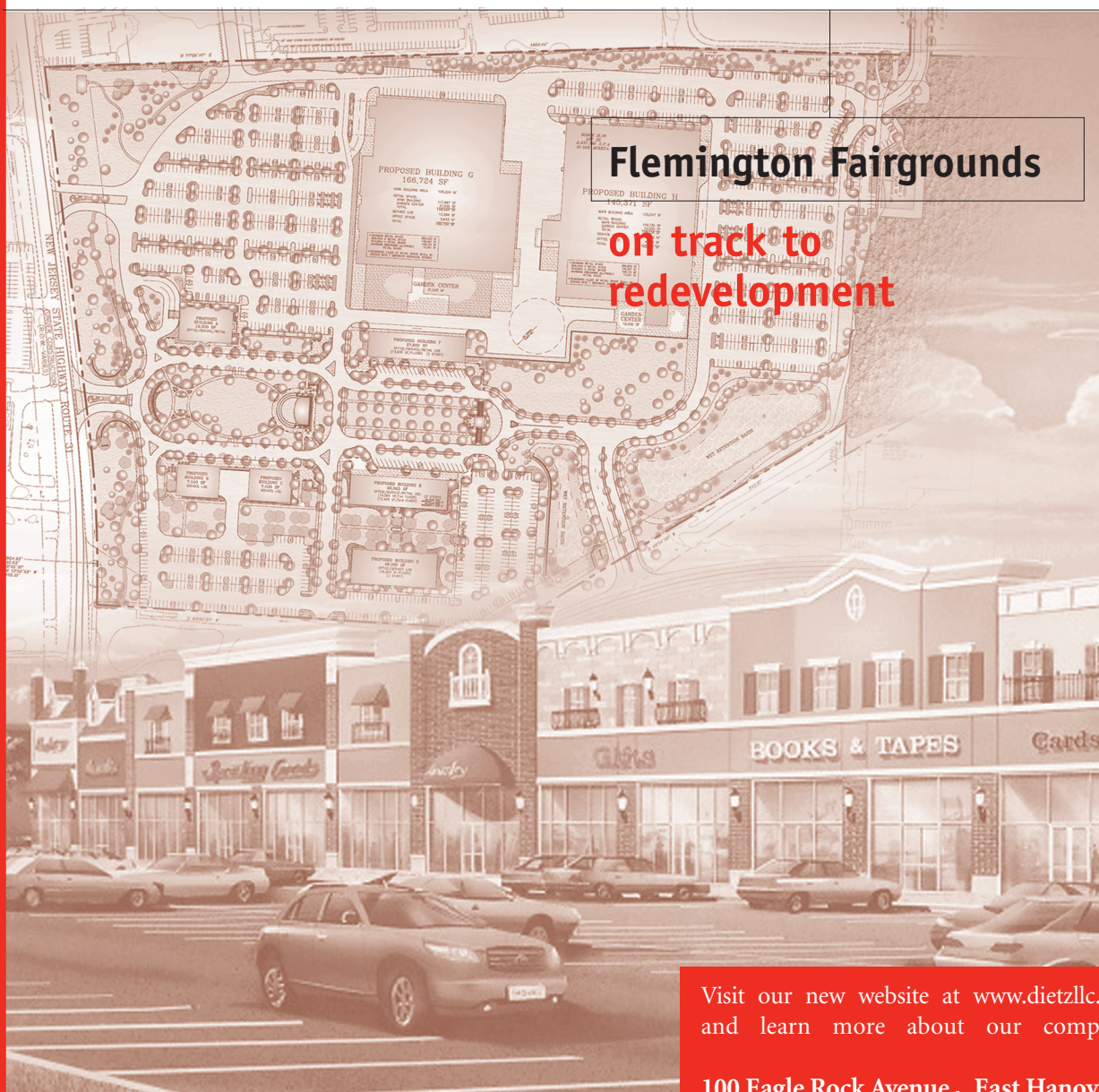
the shopping center, for a total 57,447 sq. ft. of space," explained Chuck Dietz, President, Dietz & Associates, LLC. "It will create an attractive look for the site, and a branding for the WOW chains."

"We also recently completed Ocean Plaza in Ocean Township, New Jersey, adjacent to the Asbury Circle, and the former Seaview Square Mall, an area that is experiencing revitalization," said Dietz.

Finally, stay tuned for more news about the Village at Manalapan project, which we detailed in our last newsletter. This 135 acre mixed use site will be completing another step in the municipal process this spring. We will keep you up to date on this exciting project through our website.



Ocean Plaza in Ocean Township is an area that is experiencing revitalization with the help of Dietz & Associates.



Flemington Fairgrounds

on track to redevelopment

Life-long New Jersey residents may fondly remember the Flemington Fairgrounds and the famous Flemington Speedway, a 5/8 mile paved oval located on the Flemington Fairgrounds in Raritan Township, NJ. It was the oldest weekly auto racing track in the country. The facility shut down in 2000 after the owners decided that the associated fair was no longer viable.

The site is currently being redeveloped, and Dietz & Associates, LLC will be handling the design of the 510,000 sq. ft. redevelopment project.

The site is located on Route 31 and will become the Raritan Town Square. Start your engines...

... and heading North

Having already put its mark on Wayne Township, along Route 23, at the WayneChester Plaza, Dietz & Associates, LLC will continue to place its creative signature in Wayne along Hamburg Turnpike, where the new Wayne Bridge Plaza will be constructed. This lifestyle center will feature a freestanding drugstore, bank and 39,000 sq.ft. of upscale stores and restaurants and is close to receiving final approval. More information will soon follow.

Visit our new website at www.dietzllc.com and you can view our projects—past, present, and pending, and learn more about our company. We will help you "design success into every project".

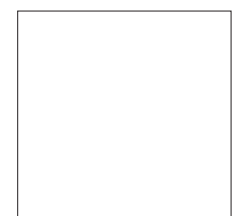
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