

# MID ATLANTIC REAL ESTATE JOURNAL

NEW JERSEY-PENNSYLVANIA-DELAWARE-MARYLAND-VIRGINIA

November 13, 2009

Volume 21, Issue 11

## SHOPPING CENTERS

### By Charles Dietz, The Dietz Partnership “Think ahead” a winning strategy for the Dietz Partnership

While Chuck Dietz of The Dietz Partnership, LLC does not think of himself as an economic forecaster, he knows enough about business trends to steer his East Hanover, NJ architectural firm through the unpredictable tides of the current economy and maintain a leadership role in his field.

“For many years we’ve been a leading firm for shopping plazas and downtown revitalization projects,” said Dietz whose projects include the Raritan Town Square in Raritan Twp. and Ocean Plaza Shopping Center in Ocean Twp. NJ. “As the firm started to grow and we continued to be in demand for these projects, I wanted to bring in architects whose experience was well-rounded so that we could start expanding into other areas in case one sector experienced a slow down. As a result, we not only remain in demand for our shopping centers and Main Street revitalization



Charles Dietz

projects, but our resume now boasts restaurants, health and fitness centers, medical surgery centers, stand alone retail, and we even designed an airport hangar at Morristown Airport,” Dietz said.

As testament to the quality of their work, three Dietz Partnership projects were recently recognized with Golden Trowel Masonry Awards: the former APA Trucking site in North Bergen, which is now a retail shopping plaza; the interior of Bobby’s Burger Palace at the Monmouth Mall, one

of many restaurants from the celebrity chef, Bobby Flay; and Oakland Cross-

example, our design of the Work Out World fitness building led to work with

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roads, a two-story office building and retail center in Oakland, NJ.

“In the past few years, we have cultivated a number of restaurant accounts including Five Guys Burgers and Fries, Bobby’s Burger Palace, and most recently, a thin crust pizzeria and restaurant,” said firm partner, David Delle Donne. “Exposure at various trade shows and word of mouth has really driven our success.”

“Word of mouth and increased visibility has certainly helped fuel a more diverse business trend,” added Dietz. “For

other health clubs like Anytime Fitness, Strength & Fitness, and Fitness Factory.”

The Dietz Partnership has also designed a number of medical surgery centers around the state. Currently the firm is working on the design of a new 16 lane bowling alley for The Funplex family entertainment center in Mount Laurel, NJ and an upgrade and remodeling of The Funplex center in East Hanover, NJ is underway. The family entertainment center is exploring similar upgrades in other, new locations.

“Recent retail locations include a Barnes and Noble and several Walgreens,” said Dietz. “We’ve done a number of Walgreens locations and have a very good relationship with the popular drugstore.”

In addition the firm recently received approval on and is starting construction drawings for Cooks Landing in Jackson, NJ, a 31,000 s/f neighborhood retail center. Preliminary drawings are in the works for Marlboro Crossing, a 95,000 s/f retail plaza with a possible supermarket anchor in Marlboro, NJ.

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**Charles Dietz is managing partner with the Dietz Partnership. ■**