

# 21 Bridge Commons — Development Prospectus

Location: 1054–1084 McCarter Highway, Newark, NJ 07102

Project Type: Mixed-Use Affordable Housing, International Marketplace, Urban Fulfillment Hub

Zoning: MX-2 (Medium-Density Residential, Office, Retail)

Lot Size: ±2.4 Acres | Corner Site with Passaic Riverfront Access

Traffic Count: 44,700+ Vehicles Daily

## Vision

21 Bridge Commons is a catalytic riverfront development reimagining Newark's waterfront as a hub of housing, commerce, and community life. The project integrates:

- Affordable Housing that meets the city's demand for resilient, modern, and sustainable residential units.
- International Marketplace, a global food and cultural exchange hub supporting small businesses and entrepreneurship.
- Urban Fulfillment & Logistics Center to strengthen last-mile distribution, support vendors, and create workforce opportunities.
- Anchor Tenants (Wawa & Zadie's Child Care Center), ensuring reliable community-serving retail and family resources.

The development stands as a model for equitable growth, economic empowerment, and sustainable urban design.

## Project Components

### 1. Residential Tower

- 8-story solar-integrated building with rooftop garden and public plaza
- 168 Mixed-Income Units: Studios, 1BR, 2BR, and 3BR layouts
- Family-friendly amenities including community lounge, green roof, and wellness spaces

## 2. Zadie's Child Care & Learning Center (Anchor Tenant)

- Ground-floor tenant within the residential tower
- Early childhood education and home-school co-op services
- Dedicated playground and outdoor learning space
- Employment pipeline for local residents and professional caregivers
- Provides critical family support services, making the site more attractive to working families

## 3. Wawa (Non-fuel) — Anchor Tenant)

- Convenience retail anchor serving residents, workers, and commuters
- Healthy grab-and-go food, grocery staples, and café-style seating
- Street-level design to activate McCarter Highway frontage
- Job creation, local vendor sourcing opportunities, and customer draw for the marketplace

## 4. International Marketplace

- 40–50 vendor stalls for local and global food & retail
- Test kitchens, coworking spaces, and cultural performance stage
- Indoor–outdoor culinary pavilion supporting small business incubation
- Programming for cultural festivals, night markets, and food fairs

## 5. Parking & Fulfillment Center

- 3-story structured parking serving residents, retail, and marketplace
- Ground-floor Product & Food Fulfillment Hub to streamline last-mile delivery
- Supports marketplace vendors and e-commerce enterprises
- Logistics training and workforce development opportunities

## Impact & Alignment

- Economic Empowerment: Local vendor incubation, childcare access, workforce training, and logistics jobs

- Urban Resiliency: Brownfield-eligible site aligned with NJEDA, HUD, and USDA funding streams
- Green Design: Solar-integrated housing, stormwater management, and rooftop green space
- Cultural Activation: Marketplace as a platform for food, music, and cultural exchange
- City Priorities: Directly aligned with Newark's Riverfront Renewal & Resiliency Goals

## Project Readiness

- Architectural renderings & 3D massing in progress
- Environmental review & brownfield assessment underway
- City engagement & community partnership toolkit in development
- Funding proposals drafted for HUD, USDA, NJEDA, and private capital

## Development Team Seeks

- Anchor Tenants & Vendors (Wawa & Zodie's, engaging)
- Joint Venture & Development Partners
- EPC Firms & Construction Management Teams
- Institutional, Impact, and Community Investors

## Contact

B. Marcus Flanders

Lead Developer – 21 Bridge Commons

[bmarcus@bmfglobal.co](mailto:bmarcus@bmfglobal.co) | 732.258.6864

