

HOWELL VILLAGE SQUARE

ROUTE 9
HOWELL TOWNSHIP
MONMOUTH COUNTY, NJ



TYPE OF PROJECT: Retail and Office
SIZE: 11,050 sf Retail / 20,000 sf Office
CLIENT: Blitzer, Rosenblum Realty Group, Inc.
SERVICES PROVIDED: Civil Engineering
Land Planning
Landscape Architecture



DESCRIPTION:

This property is a uniquely configured through lot that contains frontage on a commercialized portion of NJSH Route 9 as well as frontage along a rural portion of Kent Road. The project was designed to be compatible with both areas. To provide consistency with the surrounding neighborhood, the retail portion of the project was oriented towards the highway, and the office portion was oriented towards Kent Road; keeping high and low intensity uses separate. The landscaping along Route 9 was designed to attract business whereas the landscaping along Kent Road (pictured above) was designed to help the building blend into the rural environment. The result is a successful development that truly fits with its surroundings.