

FOR IMMEDIATE RELEASE



D1 Training strength and conditioning studio to open at Somerset Shopping Center in Bridgewater, N.J.

4,500-square-foot lease continues leasing momentum at Barnes & Noble-anchored center

BRIDGEWATER, N.J. (Feb. 25, 2026) — D1 Training, a nationally recognized performance-based strength and conditioning concept, will open a 4,500-square-foot fitness studio at [Somerset Shopping Center](#) in Bridgewater, N.J. The new studio will further strengthen the center’s tenant lineup and reflect continued leasing momentum at the Barnes & Noble-anchored property. The 219,000-square-foot community shopping center is leased and managed by [Levin Management Corporation](#) (LMC). It is located along the U.S. 202/206 corridor near Route 28 and Somerville Circle.

Founded in 2001, D1 Training offers coach-led strength and conditioning programs for youth athletes and adults. The brand has grown to more than 150 locations nationwide and has New Jersey studios in Bergen County, Middletown and Princeton.

“Somerset Shopping Center continues to strategically evolve as a destination that aligns with how consumers shop and live today,” said Vanessa Kelty, LMC senior leasing representative. “D1 Training is a natural fit, adding to the tenant mix and complementing the surrounding retailers and services with a wellness-focused use that drives repeat visitation.”

Kelty arranged the lease transaction on behalf of ownership. Jake Frantzman of RIPCOC Real Estate represented D1 Training.

“Fitness and wellness concepts have become an important part of a well-balanced tenant mix,” said Matthew K. Harding, chief executive officer of LMC. “Adding a brand like D1 Training supports consistent traffic, strengthens the customer experience and helps ensure centers remain relevant to the communities they serve.”

Somerset Shopping Center draws about 1.2 million visits annually, according to Placer.ai, and serves a strong Bridgewater-area trade area with 126,623 residents within five miles and an average household income of \$178,015. The area also supports significant daily demand, with a daytime population of 216,656 within five miles.

D1 Training's lease follows recent additions at the center, including Boot Barn, Strand Salon Studios, Liquor Cave, Fred Astaire Dance Studio and Style Brow Bar. Other tenants include Gap Factory, Fortunoff Backyard Store, Men's Wearhouse, Hand & Stone Massage & Spa, Pearle Vision, Norman's Hallmark and Optimum, along with a mix of dining options.

LMC is currently marketing available spaces ranging from 2,500 to 22,200 square feet.

North Plainfield, N.J.-based Levin Management Corporation (LMC) is a full-service commercial real estate services firm with more than 70 years of experience. The company's portfolio includes approximately 125 properties totaling 16 million square feet across the Northeast and Mid-Atlantic, primarily focused on grocery-anchored open-air retail centers. LMC provides leasing, property management, construction, accounting and financial reporting, marketing, and acquisition/disposition consulting, delivering tailored strategies to maximize asset value for institutional and private owners.

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[About Levin Management Corporation \(LMC\)](#)

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