

*Project Name*  
Cherry Hill Mall

*Architect*  
JPRA Architects

*Location*  
Cherry Hill, N.J.

*Developer/Owner*  
PREIT

*Square Footage*  
200,000 (addition)

**Credits**

*Contractor*  
Torcon

*Structural Engineer*  
Shenberger &  
Associates

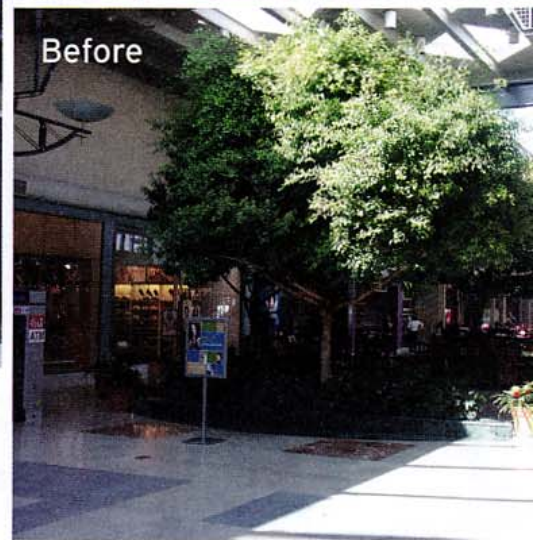
*Lighting Design*  
Grenald Waldron  
Associates

*Electrical Engineer*  
Stern & Associates

*Mechanical/Plumbing  
E&S Construction  
Engineers*

*Code & Life Safety  
Consultants*  
Code Consultants

*Landscape Architect*  
Mesa Design Group



## Cherry Hill Mall

### Renovated or Expanded Enclosed Center

**T**he renovation and repositioning of Cherry Hill Mall shows that sometimes a simple solution can achieve big results. JPRA Architects' design for the PREIT property took what was best from the original Victor Gruen scheme and added modern flourishes while flooding the center with natural light. The renovation improved the circulation of the mall while

seamlessly incorporating 200,000 square feet of new retail space. The execution of the renovation was "nicely done" according to one judge because it "allows you to see the original structure." Another lauded it for being a "minimal renovation with a lot of bang." Since the renovation, retailers have seen sales increases averaging 13.8 percent per month.