

# TRANSFORMATION

**THE DOWNTOWN ACADEMIC CAMPUS AS A DRIVER FOR  
URBAN RENEWAL**



**RUTGERS**  
THE STATE UNIVERSITY  
OF NEW JERSEY

**PERKINS —  
EASTMAN**

# MEET THE SPEAKERS



**James Butterfield**  
Perkins Eastman  
AIA  
Design Principal  
Principal



**Dario Brito**  
Perkins Eastman  
LEED AP  
Senior Designer  
Associate Principal



**Eric Fang**  
Perkins Eastman  
AIA, LEED AP  
Principal



**Frank Wong**  
Rutgers University  
Asst. Vice-President  
University Planning  
and Development



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# AGENDA

- **OVERVIEW**
- **RUTGERS-CAMDEN**  
**NURSING & SCIENCE**  
**BUILDING**
- **RUTGERS-NEWARK**  
**HONORS LIVING-**  
**LEARNING COMMUNITY**





# OVERVIEW | CAMDEN & NEWARK





# OVERVIEW | THE DOWNTOWN DEVELOPMENT PLANS

## DOWNTOWN CAMDEN STRATEGIC DEVELOPMENT PLAN



March 2004

Ehrenkrantz Eckstut & Kuhn Architects  
Real Estate Solutions  
CLARKE CATON HINTZ



NJ TRANSIT  
Delaware Valley Regional Planning Commission  
Greater Camden Partnership  
Camden Redevelopment Agency



## NEW NEWARK FOUNDATION DEVELOPMENT PLAN Newark, New Jersey



Ehrenkrantz Eckstut & Kuhn Architects  
Mikesell & Associates

October 1999

# OVERVIEW | THE RUTGERS STRATEGIC VISION

RUTGERS UNIVERSITY PHYSICAL  
MASTER PLAN

## RUTGERS 2030

CAMDEN

RUTGERS UNIVERSITY PHYSICAL  
MASTER PLAN

## RUTGERS 2030

NEWARK



# OVERVIEW | OUTCOME





# RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

## INSTITUTIONAL BACKGROUND



- **CHARTERED IN 1766 AS QUEEN'S COLLEGE**
- **EIGHTH OLDEST COLLEGE IN THE NATION**
- **RENAMED RUTGERS COLLEGE IN 1825**
- **NAMED NEW JERSEY'S LAND-GRANT COLLEGE IN 1864**
- **BIRTHPLACE OF COLLEGE FOOTBALL**
- **DESIGNATED THE STATE UNIVERSITY OF NEW JERSEY BY LEGISLATIVE ACTS IN 1945 AND 1956**
- **INTEGRATION WITH UNIVERSITY OF MEDICINE AND DENTISTRY OF NJ IN 2013**
- **JOINED B1G CONFERENCE IN 2014**



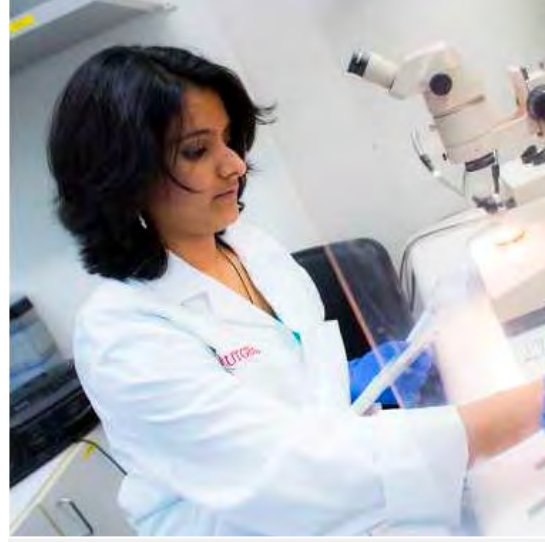
# RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

## INSTITUTIONAL BACKGROUND



### RUTGERS UNIVERSITY- NEW BRUNSWICK

**FLAGSHIP HOME OF  
RUTGERS, THE STATE  
UNIVERSITY OF NEW JERSEY**



### RUTGERS BIOMEDICAL HEALTH SCIENCES

**ONE OF THE NATION'S  
LARGEST ACADEMIC HEALTH  
CENTERS WITH  
2.1 MILLION ANNUAL  
PATIENT VISITS**



### RUTGERS UNIVERSITY - NEWARK

**A DIVERSE, URBAN RESEARCH  
UNIVERSITY ANCHOR  
INSTITUTION NOT JUST IN -  
BUT OF NEW JERSEY'S  
LARGEST CITY**

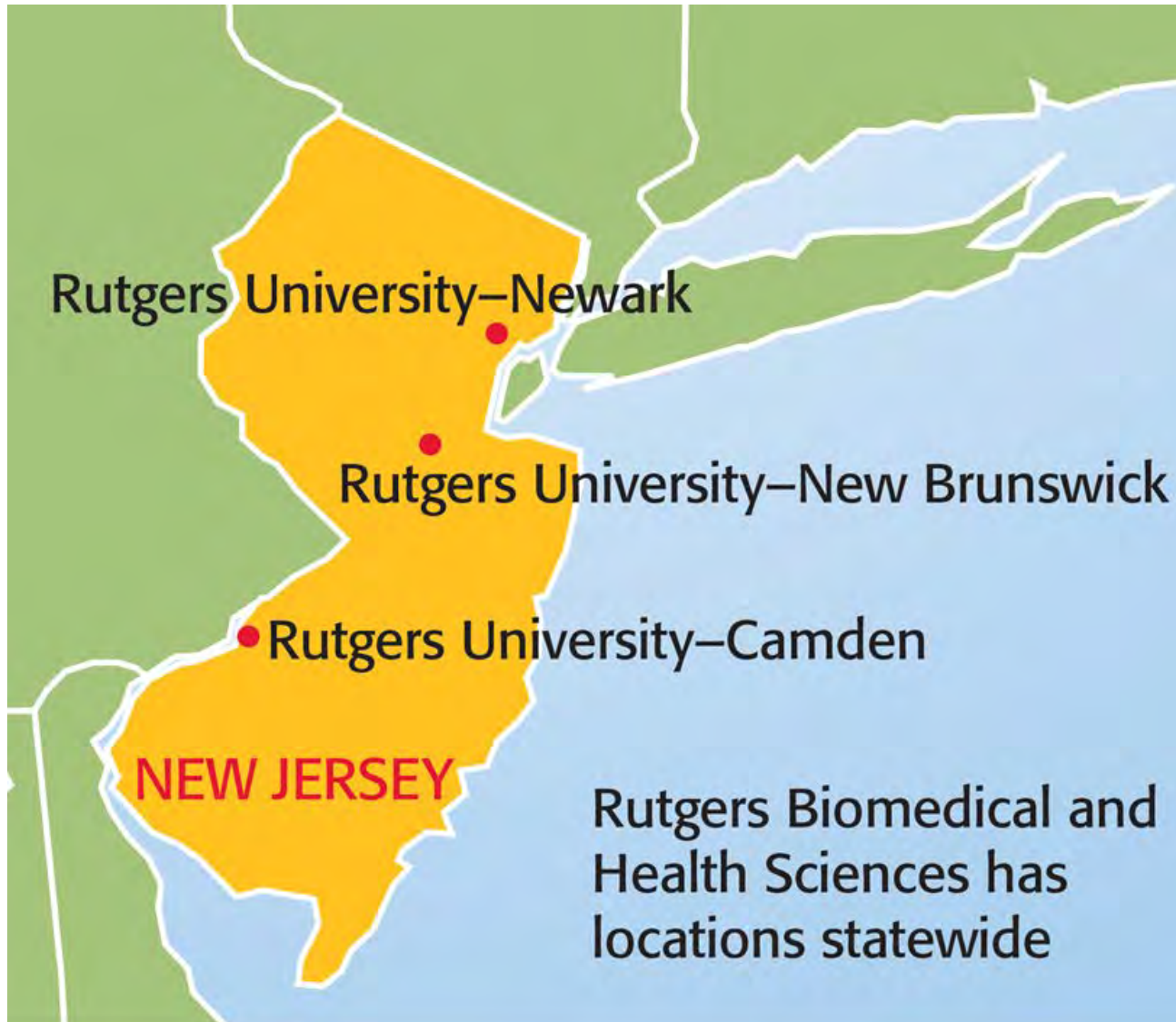


### RUTGERS UNIVERSITY- CAMDEN

**MINUTES FROM  
PHILADELPHIA,  
A PERSONALIZED SETTING  
FOR A TRANSFORMATIVE  
LEARNING EXPERIENCE**

# RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

## INSTITUTIONAL BACKGROUND



**THE STATE OF NEW JERSEY'S PREEMINENT,  
COMPREHENSIVE PUBLIC INSTITUTION OF  
HIGHER EDUCATION AND A LEADING  
NATIONAL RESEARCH UNIVERSITY**

- **70,000 STUDENTS**
- **23,400 FACULTY AND STAFF**
- **19,500 STUDENT BEDS**
- **1,000+ BUILDINGS**
- **29 MILLION GROSS SQUARE FEET**





## NURSING & SCIENCE BUILDING





# CAMDEN INDUSTRIAL HEYDAY





# CAMDEN DISINVESTMENT AND POPULATION DECLINE





# CAMDEN ECONOMIC DEVELOPMENT INITIATIVES: *WATERFRONT ATTRACTIONS*

STRATEGIC HOPE FOR THE CITY



CAMPBELL FIELD



TWEETER AMPHITHEATER



ADVENTURE AQUARIUM

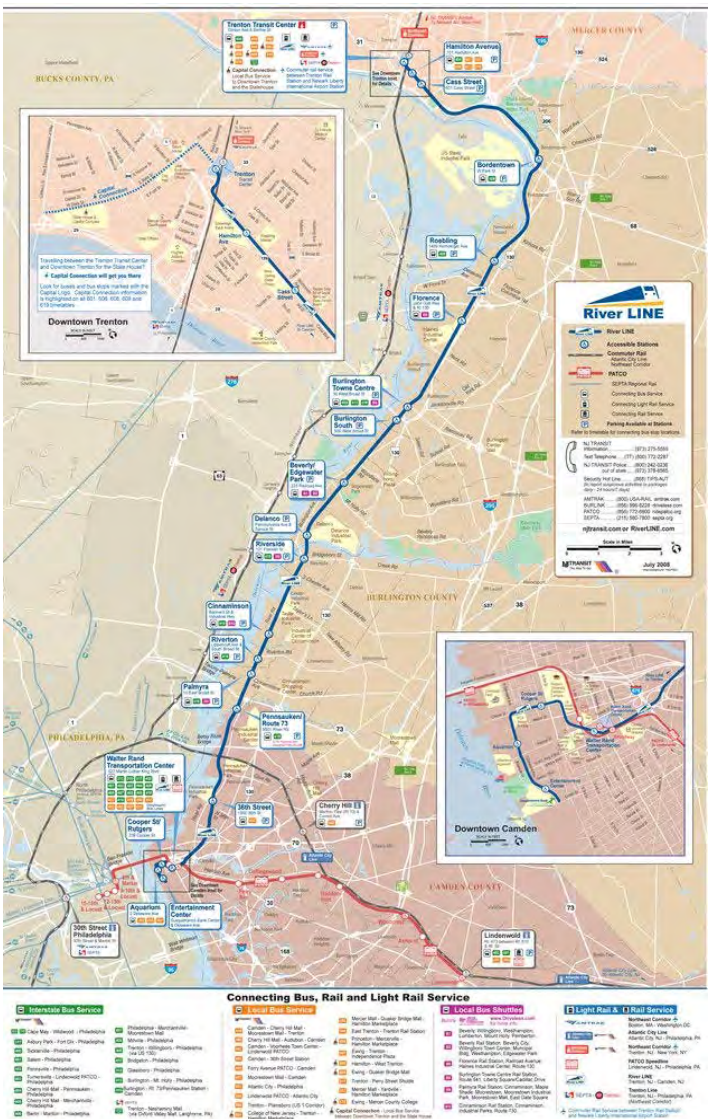
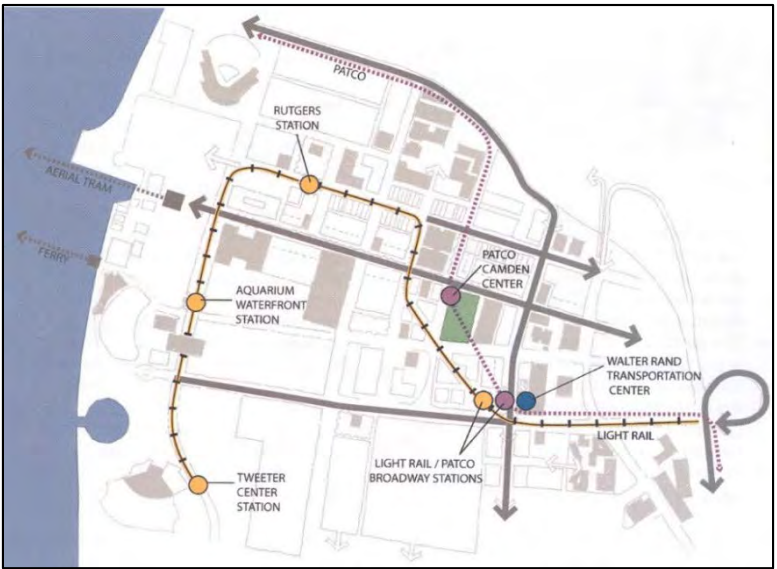


BATTLESHIP NEW JERSEY



# CAMDEN ECONOMIC DEVELOPMENT INITIATIVES: *NJ TRANSIT'S RIVERLINE*

## STRATEGIC HOPE FOR THE CITY



ECONOMIC DEVELOPMENT FOCUS  
AIMED AT **CONNECTING SOUTH JERSEY  
TO PHILADELPHIA**

34 MILE **LIGHT RAIL LINE** SPANNING  
21 STATIONS BETWEEN TRENTON AND  
CAMDEN

**\$998 MILLION PROJECT COST**

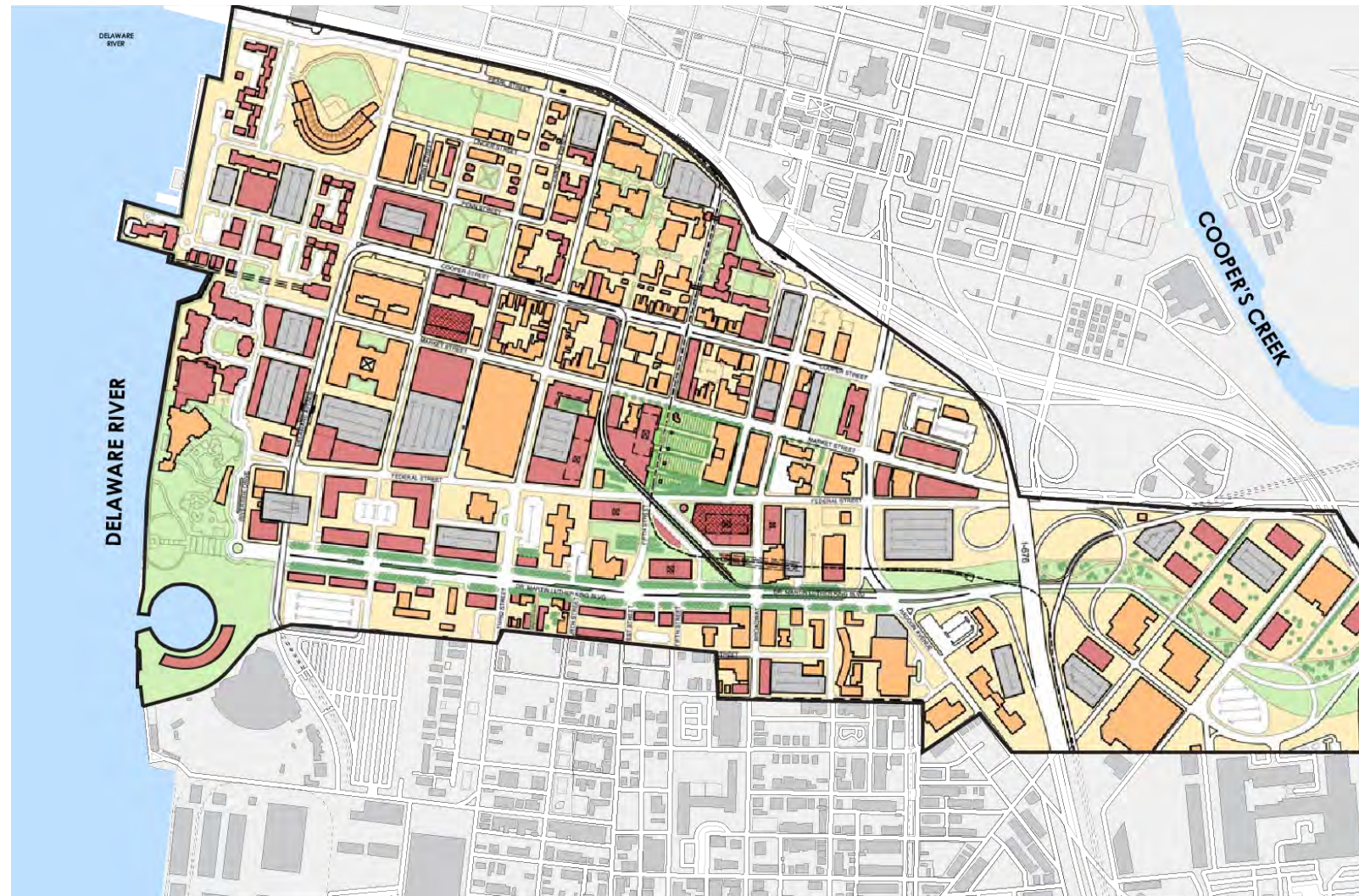
COMPLETED IN **2004**

FOUR DOWNTOWN CAMDEN STATIONS



# DOWNTOWN CAMDEN DEVELOPMENT PLAN

STRATEGIC HOPE FOR THE CITY



BUILD ON **EXISTING RESOURCES**

EMPHASIZE **PUBLIC ENVIRONMENTS**

LEVERAGE \$100 MILLION IN **HIGHER EDUCATION AND HEALTHCARE INVESTMENTS**

LEVERAGE \$175 MILLION IN STATE FUNDS FOR **INFRASTRUCTURE IMPROVEMENTS AND DEVELOPMENT PROJECTS**

○ CAMPUS PLAN  
0 250 500 1000 FEET



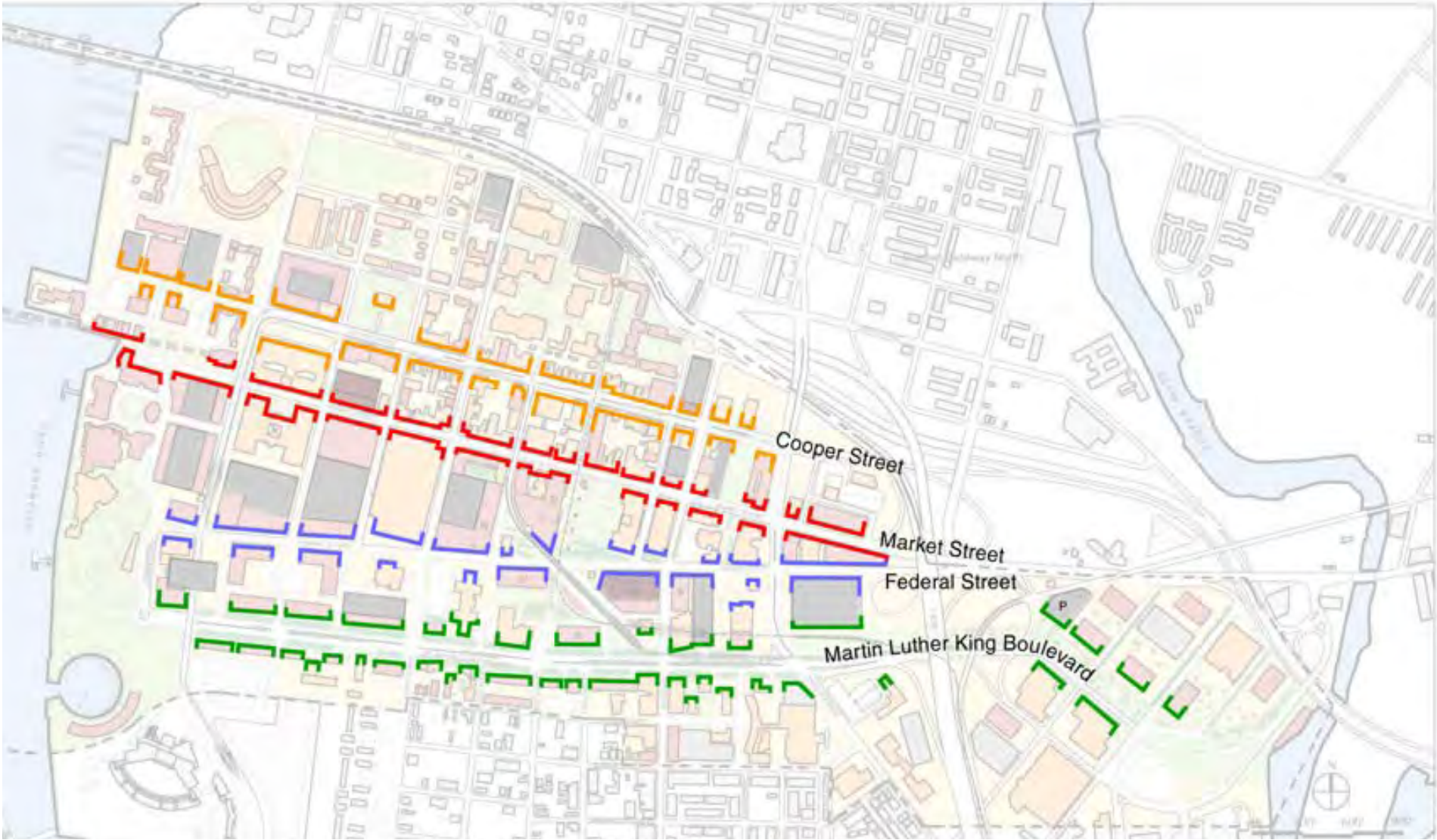
# DOWNTOWN CAMDEN STRATEGIC DEVELOPMENT PLAN





# DOWNTOWN CAMDEN STRATEGIC DEVELOPMENT PLAN

NEW DEVELOPMENT ORIENTED AROUND DOWNTOWN’S FOUR MAJOR EAST-WEST STREETS



“TOWN-GOWN” STREET



MAIN STREET



CIVIC CORRIDOR



BOULEVARD



# DOWNTOWN CAMDEN STRATEGIC DEVELOPMENT PLAN

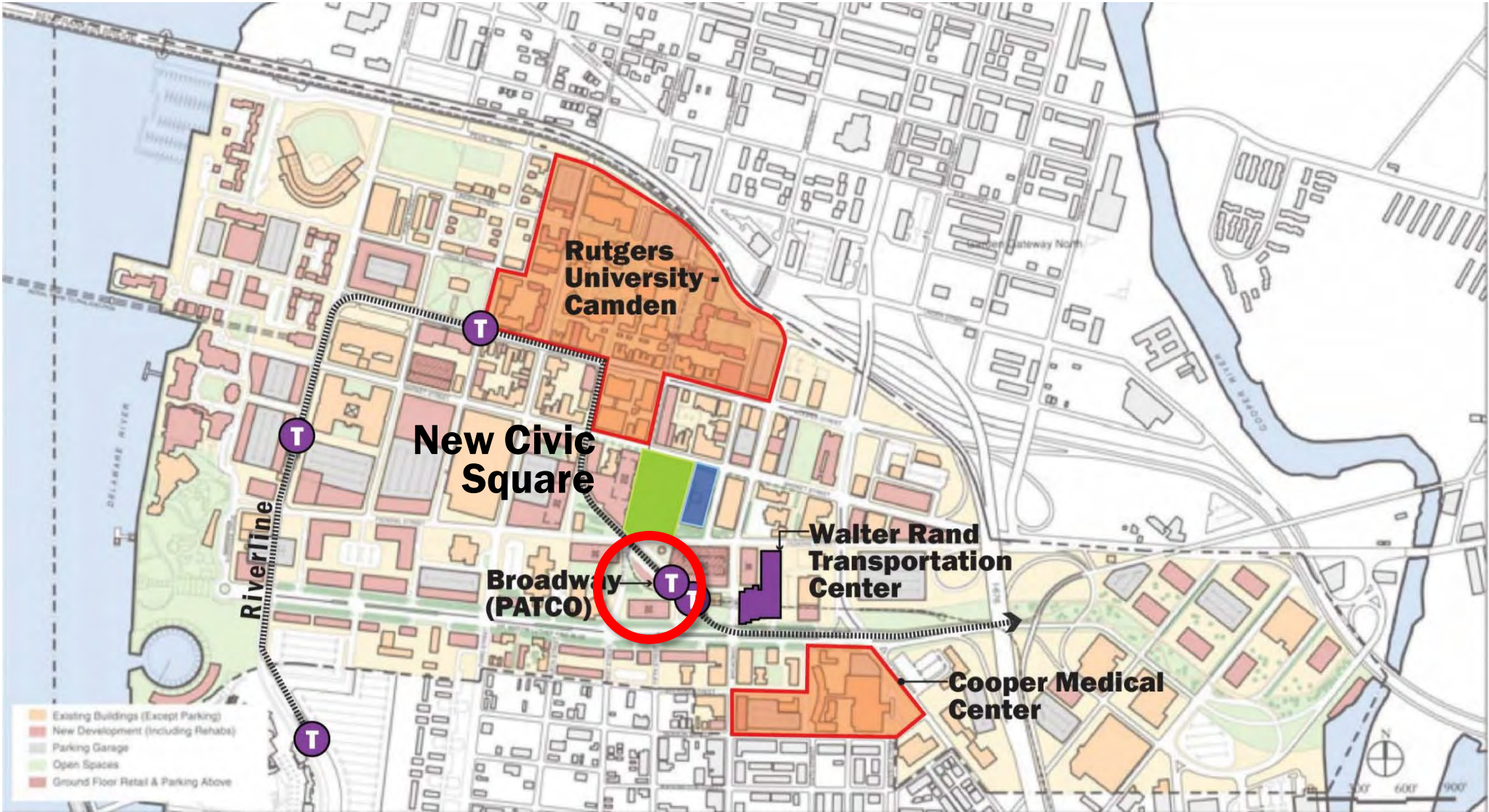
## CAMPUS DEVELOPMENT STRATEGIES





# DOWNTOWN CAMDEN STRATEGIC DEVELOPMENT PLAN

CONNECTION: ‘EDS AND MEDS’

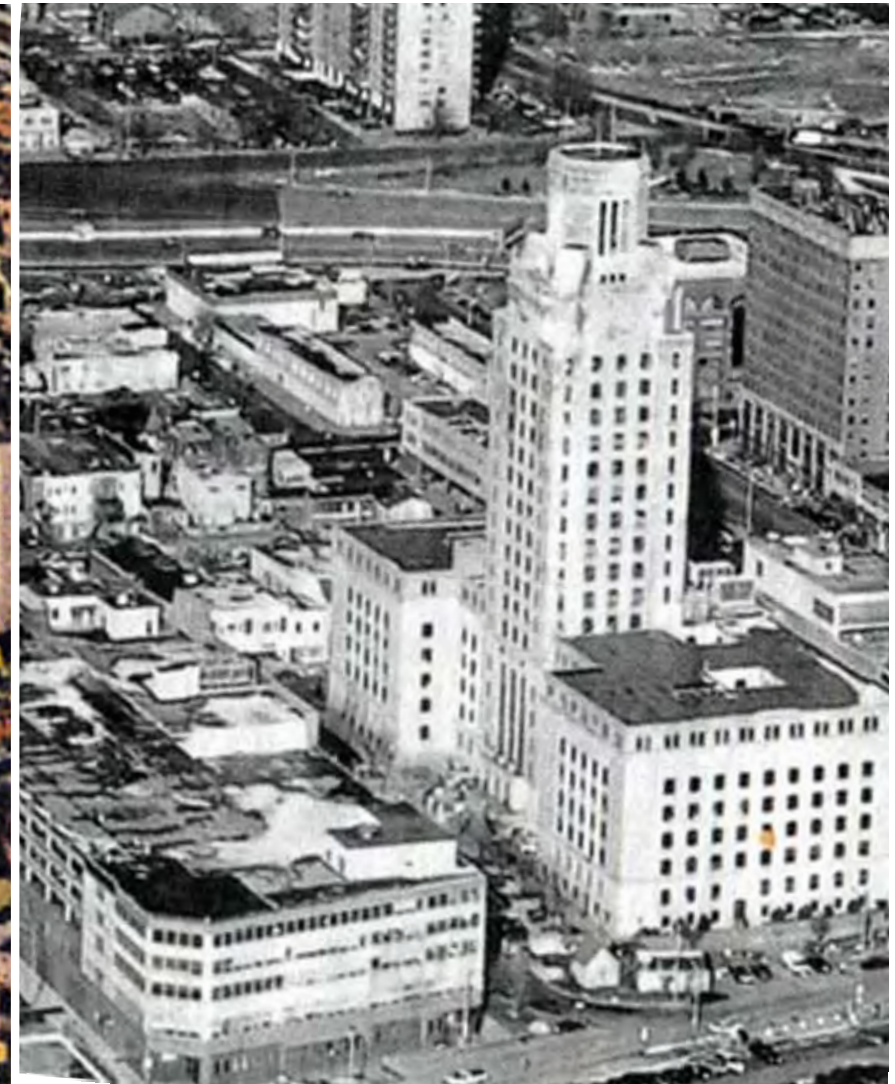




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# RECONSTRUCTING THE DOWNTOWN FABRIC

STRATEGIC HOPE FOR THE CITY





# RECONSTRUCTING THE DOWNTOWN FABRIC

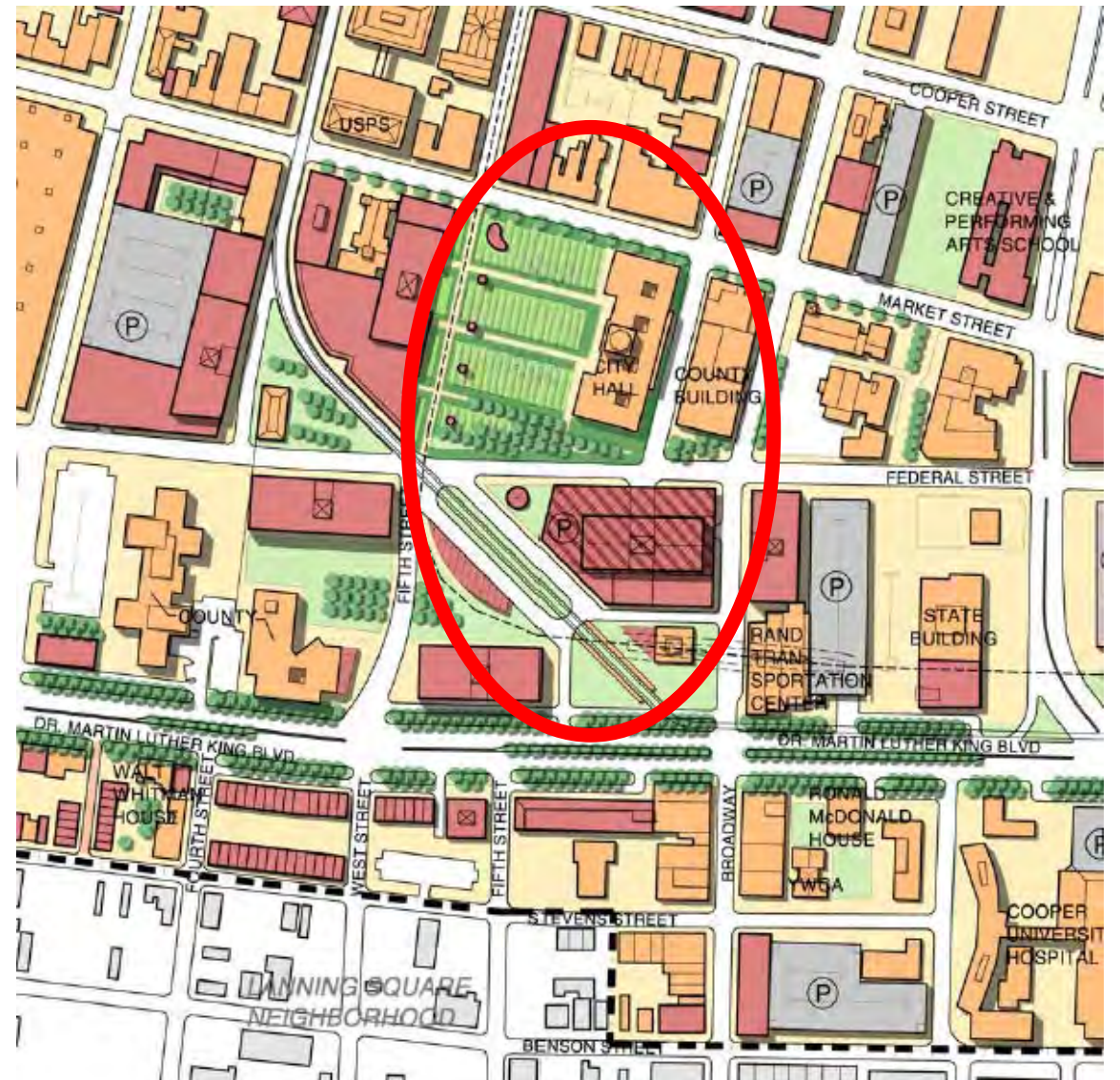
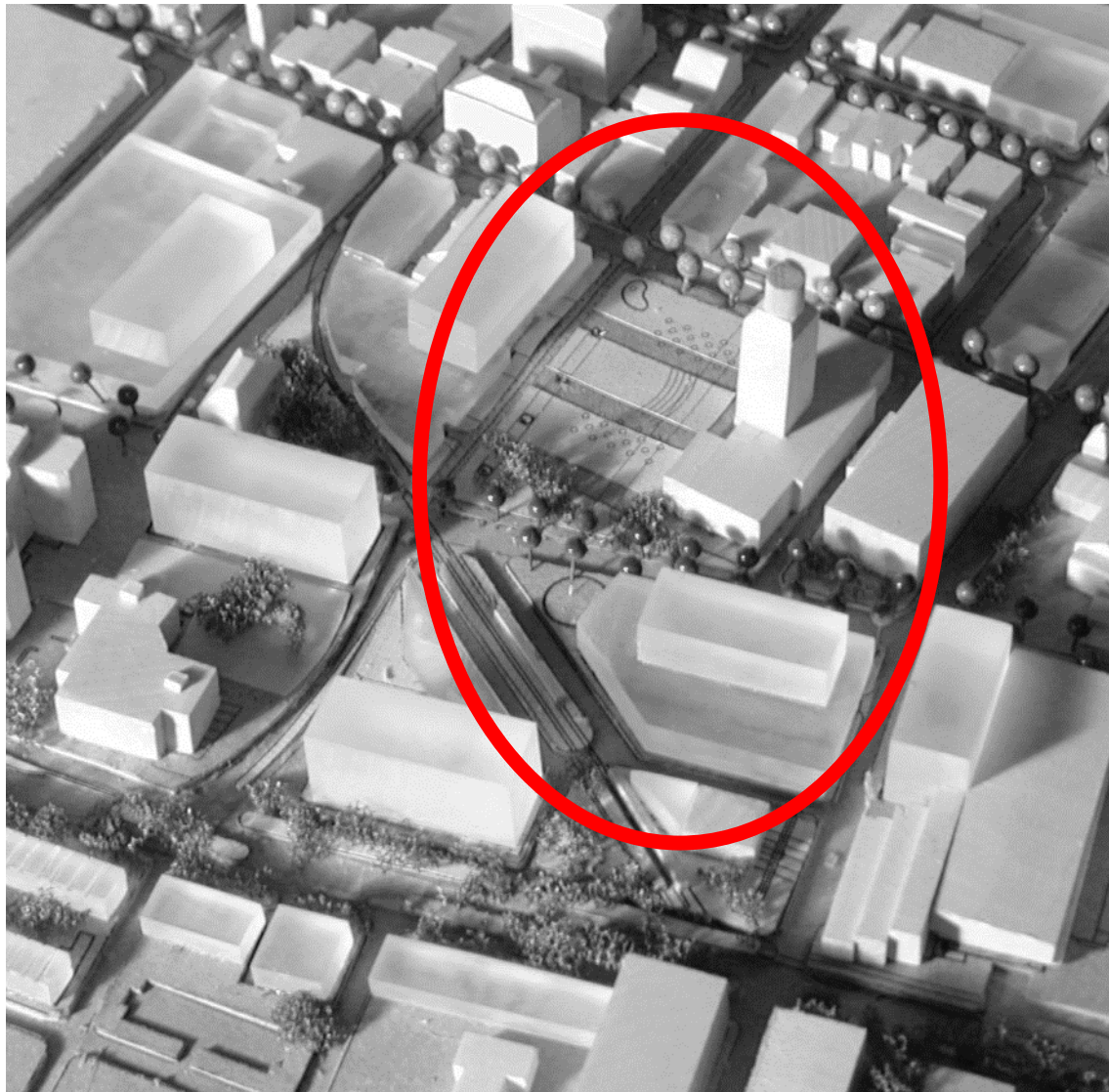
## CITY HALL & ROOSEVELT PLAZA PARK





# RECONSTRUCTING THE DOWNTOWN FABRIC

## CITY HALL & ROOSEVELT PLAZA PARK





# RUTGERS UNIVERSITY - CAMDEN

## CAMPUS HISTORY



**1926**

**RUTGERS' HISTORY IN CAMDEN BEGAN WITH THE CREATION OF THE SOUTH JERSEY LAW SCHOOL**



**1927**

**COLLEGE OF SOUTH JERSEY OPENS AS A JUNIOR COLLEGE COMPANION TO THE SOUTH JERSEY LAW SCHOOL**



**1950**

**BOTH SCHOOLS JOIN RUTGERS UNIVERSITY, CREATING THE CAMDEN CAMPUS**



# RUTGERS UNIVERSITY - CAMDEN

## INITIAL CAMPUS BUILDINGS 1950



*Administration Building  
406 Penn Street*

*Student Activities Building  
417 Penn Street*



*College Hall  
5th and Linden Streets*

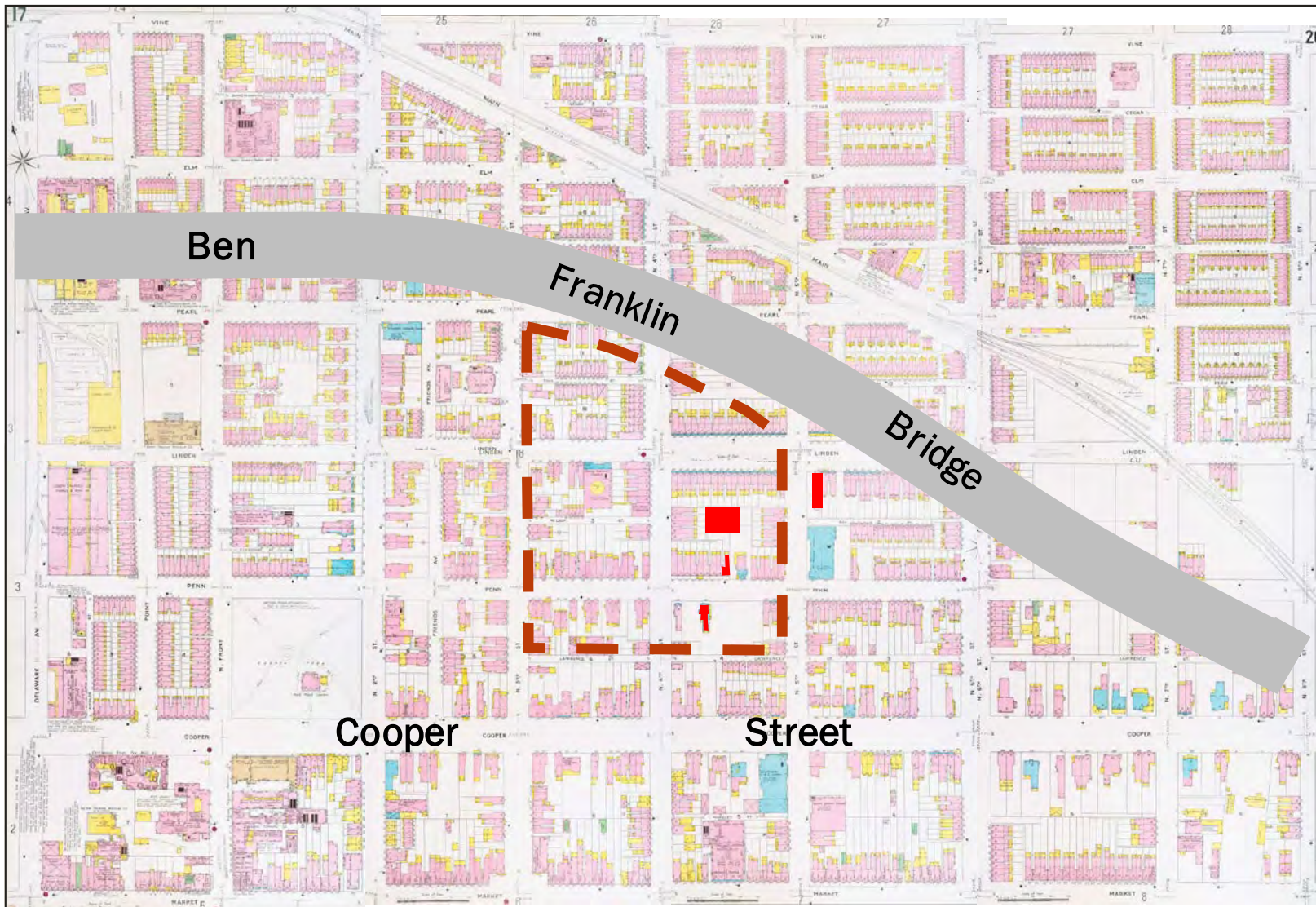


*LIBRARY  
406 Penn Street*



# RUTGERS UNIVERSITY - CAMDEN

## ESTABLISHMENT OF THE CAMPUS

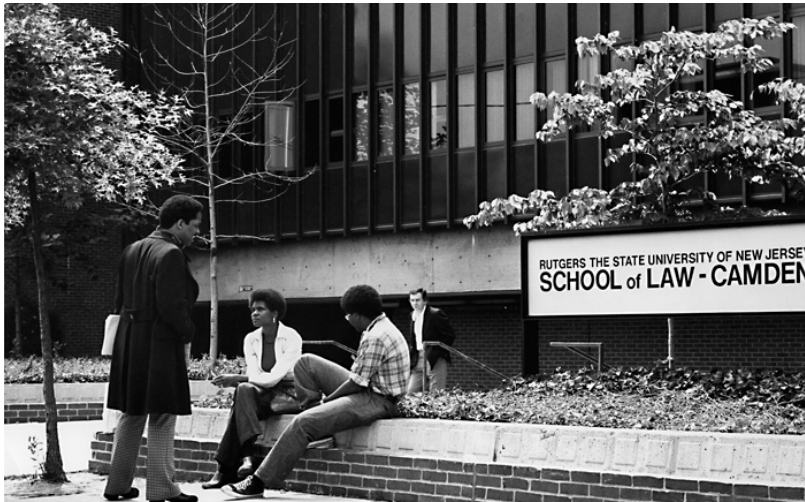


- **WITH A NEW MISSION AS THE STATE'S FLAGSHIP UNIVERSITY, THERE WAS A NEED TO EXPAND OPERATIONS IN SOUTHERN NEW JERSEY**
- **ESTABLISHMENT OF A CAMPUS IN THE COOPER STREET NEIGHBORHOOD**
- **LOCATED BLOCKS FROM CITY HALL AND BEN FRANKLIN BRIDGE APPROACH**



# RUTGERS UNIVERSITY - CAMDEN

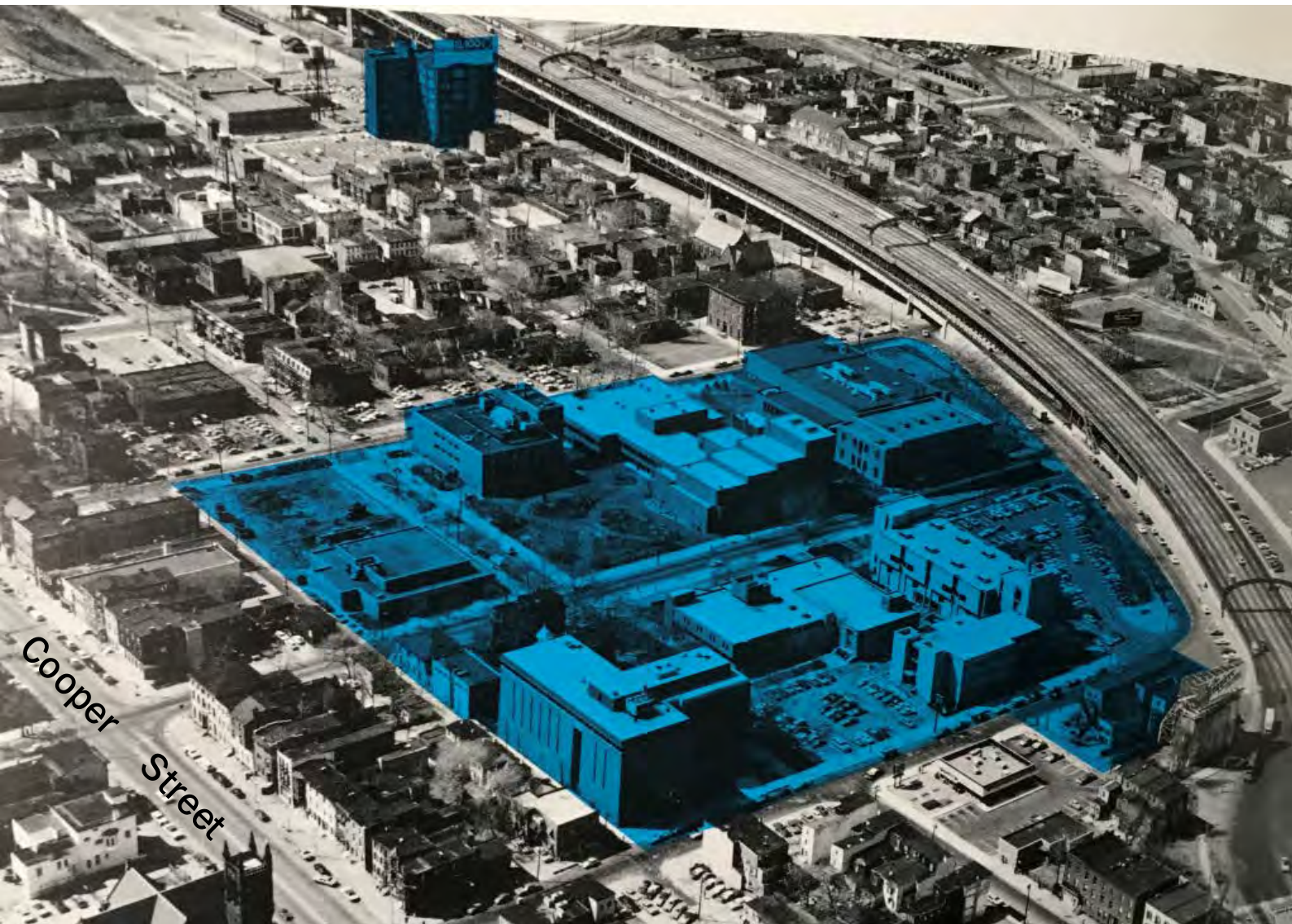
STATE FUNDS CAMPUS EXPANSION 1960 -1975





# RUTGERS UNIVERSITY - CAMDEN

CAMPUS IN 1976

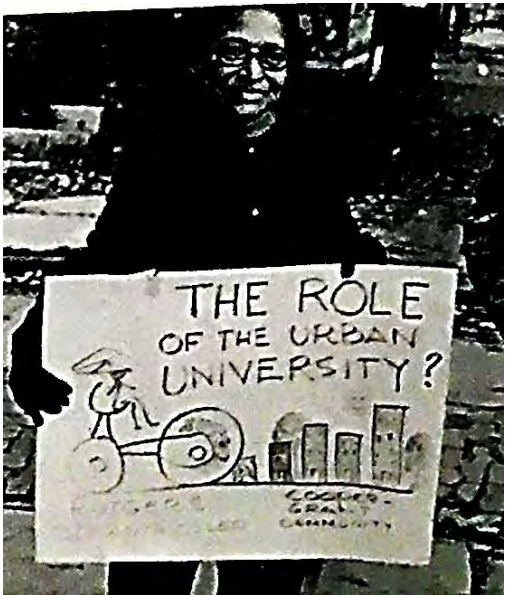
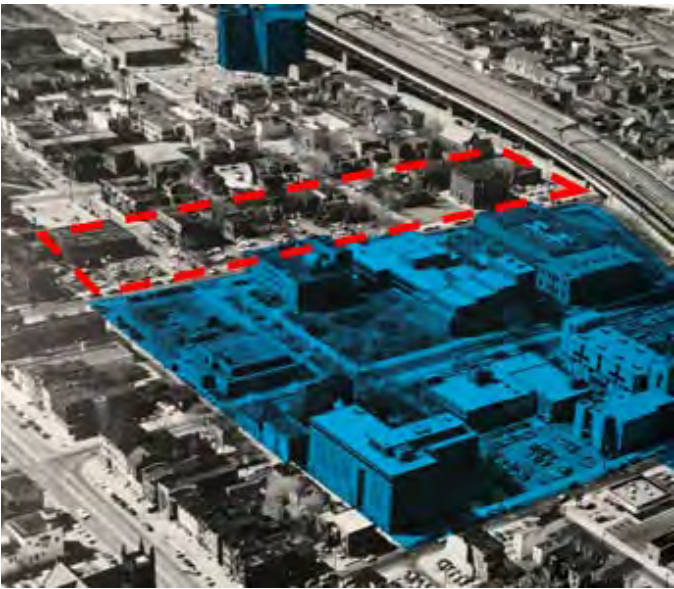


- **RESIDENTIAL NEIGHBORHOOD HEAVILY IMPACTED BY CAMPUS EXPANSION**
- **A NUMBER OF CITY STREETS WERE CLOSED AND ABSORBED INTO THE CAMPUS**
- **BRUTALIST ARCHITECTURAL STYLE CREATES UNINVITING, INSTITUTIONAL CAMPUS FEEL**



# RUTGERS UNIVERSITY - CAMDEN

## CAMPUS EXPANSION FRICTION





# RUTGERS UNIVERSITY - CAMDEN

## CAMPUS SURROUNDINGS IN DECLINE



- **RUTGERS -CAMDEN WAS A COMMUTER AND NIGHT SCHOOL AND LACKED AMENITIES**
- **LOCAL ENVIRONS OFF CAMPUS WERE CONSIDERED UNSAFE**
- **BRIDGE, NEIGHBORHOOD AND COOPER STREET CONFINES CAMPUS**
- **CITY OF CAMDEN IN TURMOIL**



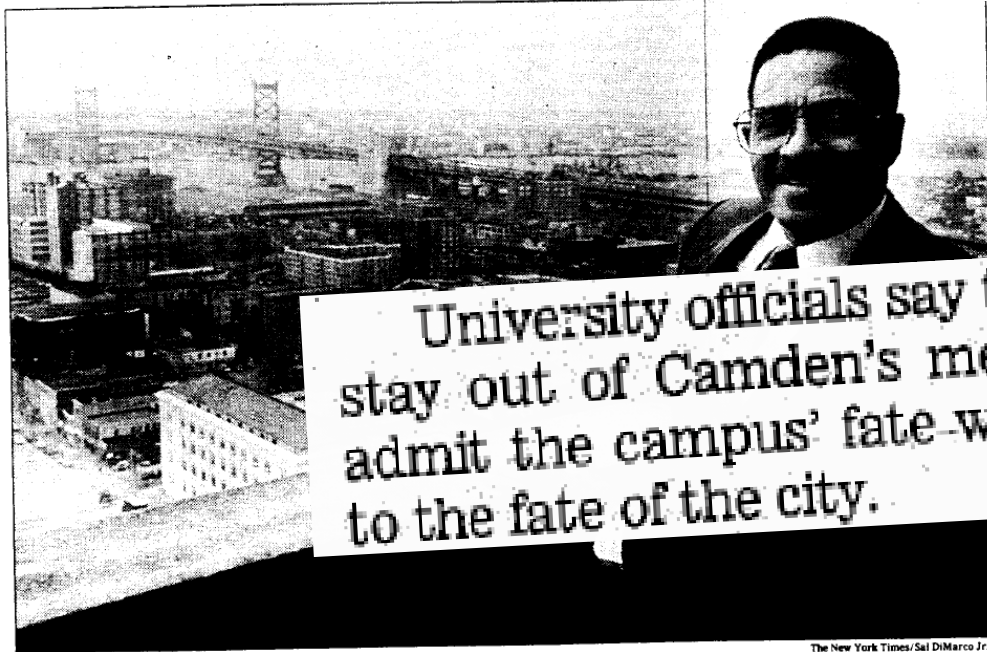
# RUTGERS UNIVERSITY - CAMDEN

CITY OF CAMDEN IN TURMOIL

## The New York Times

New York Times

NEW YORK, NEW JERSEY, CONNECTICUT / WEDNESDAY, FEBRUARY 7, 1990



Aaron A. Thompson, interim Mayor of Camden, N.J., defends his qualifications. "There is no preparation to be mayor," he said.

## A City in Pain Hopes for Relief Under Florio

By ANTHONY DePALMA  
Special to The New York Times

CAMDEN, N.J. — When people here talk about the future, they do so in a most guarded manner. "I wouldn't call it anticipation," said the Rev. Michael Doyle, the pastor of the Sacred Heart Roman Catholic parish, who has worked among Camden's poor for 21 years. "But there's a general feeling that things are going to improve. Or at

If Camden can be saved, some residents say, any city can.

shape on the Delaware River waterfront. The New Jersey Sports and Exposition Au-

tory for trying new ways to overcome the old problems of poverty, unemployment and despair.

Driving along any of the city's streets reveals how much still is wrong. And there is a chance that things could get still worse. The city's most prominent resident, the Campbell Soup Company, is undergoing a restructuring that has prompted speculation about a takeover. It is re-examining all existing plans, including one to build a new international headquarters on the waterfront. Next

## Trying to Rally, Camden Faces State Takeover

By LYNN DUKE  
Washington Post Staff Writer

CAMDEN, N.J.—In the poorest city in New Jersey, a place left behind by the roaring new economy, prosecutors say the mayor put his office up for sale.

The mayor is Milton Milan, who



er, is surrounded by reporters as he leaves City Hall after his March 30 indictment.

for a movie the-ater. Not one. And in a city of 34,000 people, there is but one supermarket.

Compared with the rest of relatively prosperous New Jersey, Camden is an island of desolation.



N.J. Gov. Christine Todd Whitman

nized police department. "The heart of the matter is the lack of money to run the city," said Howard Gillette Jr., a Rutgers University historian who is writing a book on Camden.

Milan's political rise and possible fall are products, in some respects, of this downward slide. He rose to power in a city that had ceased to exist in the classic sense and had become, instead, a field of rubble.

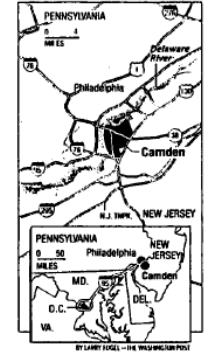
## Hope may be all Camden has

While Jersey works to revive city, others say effort is too late

By Mary Jo Patterson  
STAR-LEDGER STAFF

Over the last decade, state taxpayers have sent a billion dollars in school and municipal aid to close the gaping wound known as Camden, long New Jersey's poorest city.

But the bleeding never stopped. Calling Camden's condition "severe," Gov. Christine Whitman last month appointed a special review board to take over the city's finances and protect tax-



## Pocket of Poverty

Statistics on Camden, N.J.:

Unemployment in 1999: 13.2 percent, compared with 4.6 percent in rest of state.

Median income: \$17,386, compared to \$40,927 in rest of state (based on the 1990 census).

Population: estimated at 83,546 in 1998, down from 85,000 in 1990.

and the 54-page indictment spans a five-year period beginning before Milan joined the city council and extending into his tenure as mayor.

It chronicles how Milan allegedly received regular payments from Philadelphia mob boss Ralph Natale—before Natale became a government witness last year—in exchange for making sure mob businesses got contracts with the city. Milan also is accused of skimming campaign funds to pay for a vacation to Puerto Rico and staging a burglary at a construction company he once owned in order to collect insurance payments.

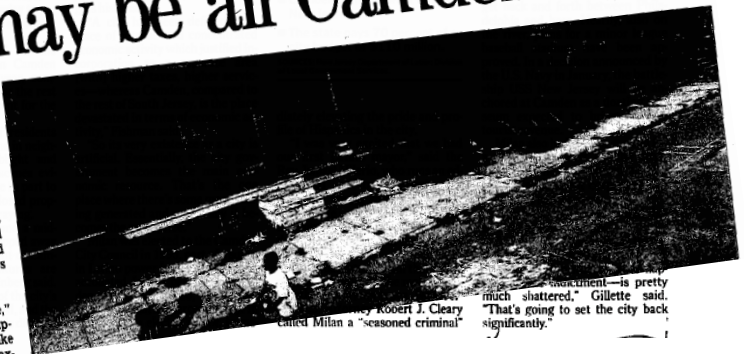
The indictment also alleges that Milan and a business associate accepted a \$65,000 business loan from drug traffickers, then handed the cash to cover up its source.

Milan pleaded not guilty to all the charges last week. He is the third sitting or former mayor to be indicted for wrongdoing in Camden.

What the indictment does not do is accuse Milan of drug trafficking himself. But several witnesses in a series of recent drug trials testified that Milan, in his life before politics, had been a drug dealer.

Wilson, the city councilman, bemoaned the fact that Milan's indictment spreads a smear across the city and its politicians in general. Walking along the waterfront and touting its development,

he is



Robert J. Cleary, a "seasoned criminal" who testified that Milan was a drug dealer.



# RUTGERS UNIVERSITY - CAMDEN

RUTGERS OUTREACH TO STABILIZE AREA

Camden provost believes campus' future is tied to the city's

## Enhancing Rutgers? Roger that

By **ELISA UNG**  
Col **Revival** is contagious in Camden

CA *Newcomers and housing values lift neighborhoods*

By Elisa Ung and Dwight On  
INQUIRER STAFF WRITER

cal His friends, his lawyer, e Ireland were horrified two Donal McCarthy left his and paid \$75,000 for a 1 rowhouse in New Jersey's But McCarthy, 32, a new who found Society Hill at lage too pricey, looked a

Cooper-Grant investors are confident.

Camden area's revival still viable

By Ewart Rouse  
INQUIRER STAFF WRITER  
Camden



Frank Fulbrook (left) and Carlos Vazquez, two longtime Cooper-Grant residents, discuss the renovation of the Linden Street house Vazquez recently bought for \$10,000.



## Rutgers-Camden lifting its image

BY KELLY HEYBOER  
STAR-LEDGER STAFF

It is one of Rutgers-Camden Provost Roger Dennis' oft-told stories. He swears it's true.

A few years ago, there was a promising student from Texas being recruited by Rutgers-Camden's law school. Intrigued by the offer, the student and his parents made the trip to New Jersey to visit the campus.

They never made it. The family took one look at the abandoned buildings and shady activity along Cooper Street and

poorest, most crime-ridden city.

As the campus celebrates its 50th anniversary this week, there are signs the tide is turning. After dropping 12 percent in the mid-1990s, enrollment is slowly climbing. New professors are being brought in and new programs, including computer science, criminal justice and e-commerce, are booming.

The university also is working to repair its turbulent relationship with city residents. Rutgers is investing \$20 million to spruce up the neighborhood surrounding the campus and donating land to develop

Camden and Philadelphia.

Meanwhile, the city wrestles with new political turmoil.

Last month, the Camden City Council asked Mayor Milton Milan to resign after he was indicted on federal charges of corruption and laundering drug money. Milan has pleaded not guilty, refused to resign and is awaiting trial. The state is poised to assume control of the city's day-to-day operations and finances.

Neither the city council nor the mayor's office returned phone calls to comment on Rutgers' anniversary.

University officials say they are trying to

New signs of life along  
Camden's waterfront  
Projects underway to create critical mass

46M  
By JEREMY FEILER  
Staff Reporter

Sometimes location isn't everything. Interstates 676 and 95, Routes 130 and 30 serve Camden, N.J., the first stop on the PATCO high-speed rail line from Philadelphia and soon host a light rail station.

Campbell's Soup, Subaru, Lockheed Martin are its largest employers. It's 20 minutes from the Philadelphia International Airport, and lies within of New Jersey's two federal empowerment





# RUTGERS UNIVERSITY - CAMDEN

REDEVELOPMENT ALONG DELAWARE RIVER WATERFRONT





# RUTGERS UNIVERSITY - CAMDEN

UNIVERSITY INVESTS IN REHABILITATION OF COOPER STREET FRONTAGE





# RUTGERS UNIVERSITY - CAMDEN

CENTER OF CAMPUS BECOMES AN OASIS OF GREEN





# RUTGERS UNIVERSITY - CAMDEN

CAMPUS TODAY IS RE-ENGAGING WITH SURROUNDING COMMUNITY





# RUTGERS UNIVERSITY - CAMDEN

CAMDEN LAW SCHOOL / NORTH 5<sup>TH</sup> STREET CORRIDOR





# RUTGERS UNIVERSITY - CAMDEN

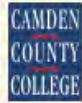
## PARTNERSHIPS ALONG “EDS & MEDS” CORRIDOR

### THE CAMDEN HIGHER EDUCATION AND HEALTHCARE TASK FORCE

**CAMcare**  
HEALTH CORPORATION

**CAMcare:** A Federally Qualified Health Center that has been providing high-quality comprehensive primary healthcare at four Camden locations for 30 years.

**Camden County College:** A comprehensive public community college that prepares students for success at three campuses, including its growing Camden campus.



**Cooper Medical School of Rowan University:** An MD-granting medical school with an innovative curriculum focused on educating highly skilled and socially conscious physician leaders who value a patient-centered, team approach to healthcare.

**Cooper University Health Care:** A leading provider of comprehensive health services, medical education and clinical research that has made Camden its home for over 125 years.



**Lourdes Health System / Our Lady of Lourdes Medical Center:** An acute-care hospital and regional referral center committed to promoting healthy communities and ensuring access to all.



**Rowan University/Rutgers-Camden Board of Governors:** A collaborative that aims to leverage educational and research assets to support growth in the region's healthcare capacity.



**Rutgers-Camden:** A research university with an international reputation for teaching, research and service and a vibrant 40-acre campus in the heart of downtown Camden.



**Virtua Camden:** A comprehensive outpatient center serving Camden 24/7, with a variety of healthcare services, including urgent care, as well as education and social services.

*“Eds and Meds are here at work, paving the way for the City of Camden to become a world-class research hub and magnet for knowledge-based industries.”*

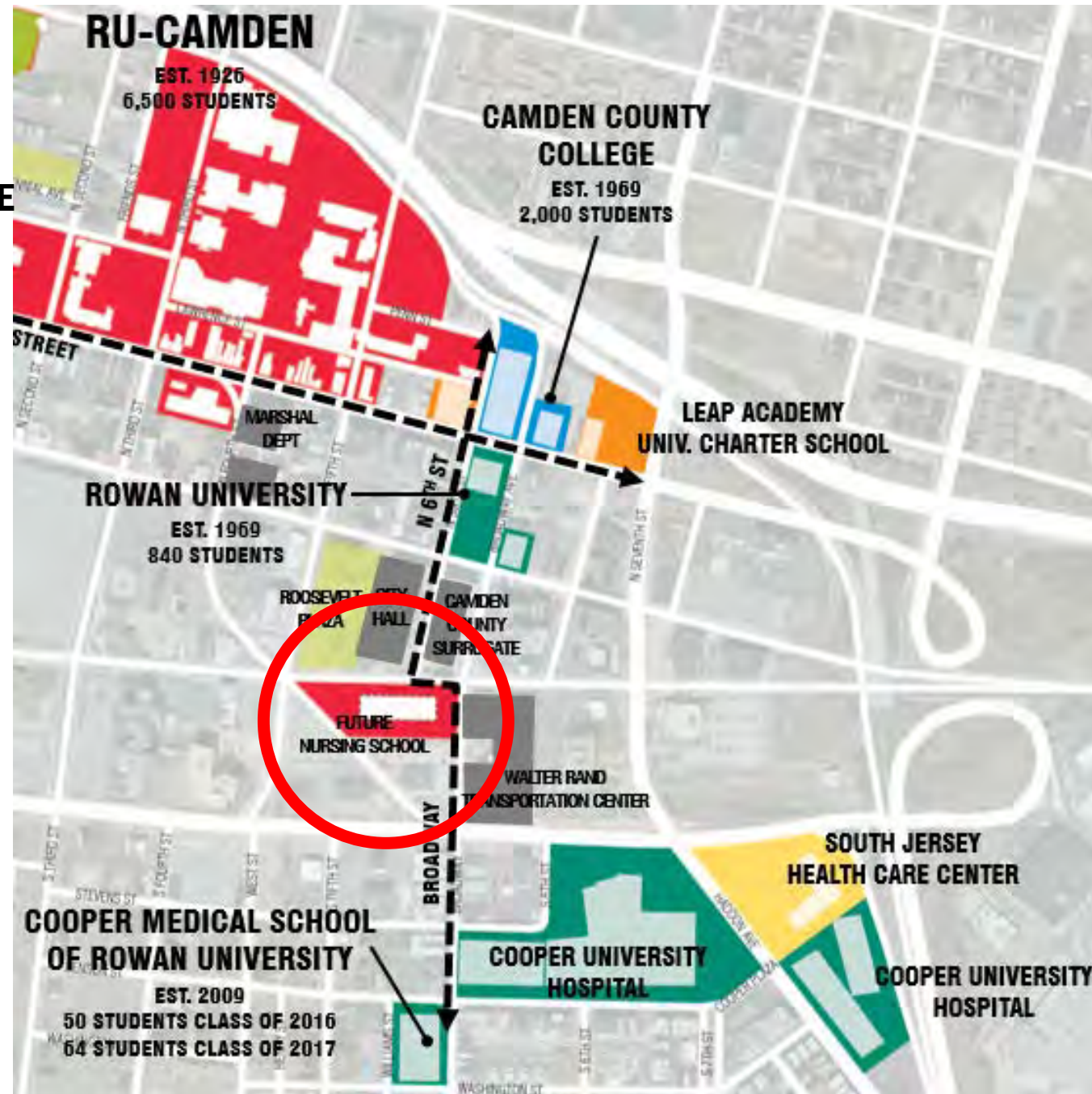
— Rep. Donald Norcross (NJ-1)

*“Our city's educational and medical institutions have not only played a large role in the physical redevelopment of Camden but contributed to the overall revitalization of the city.”*

— Camden Mayor Dana Redd



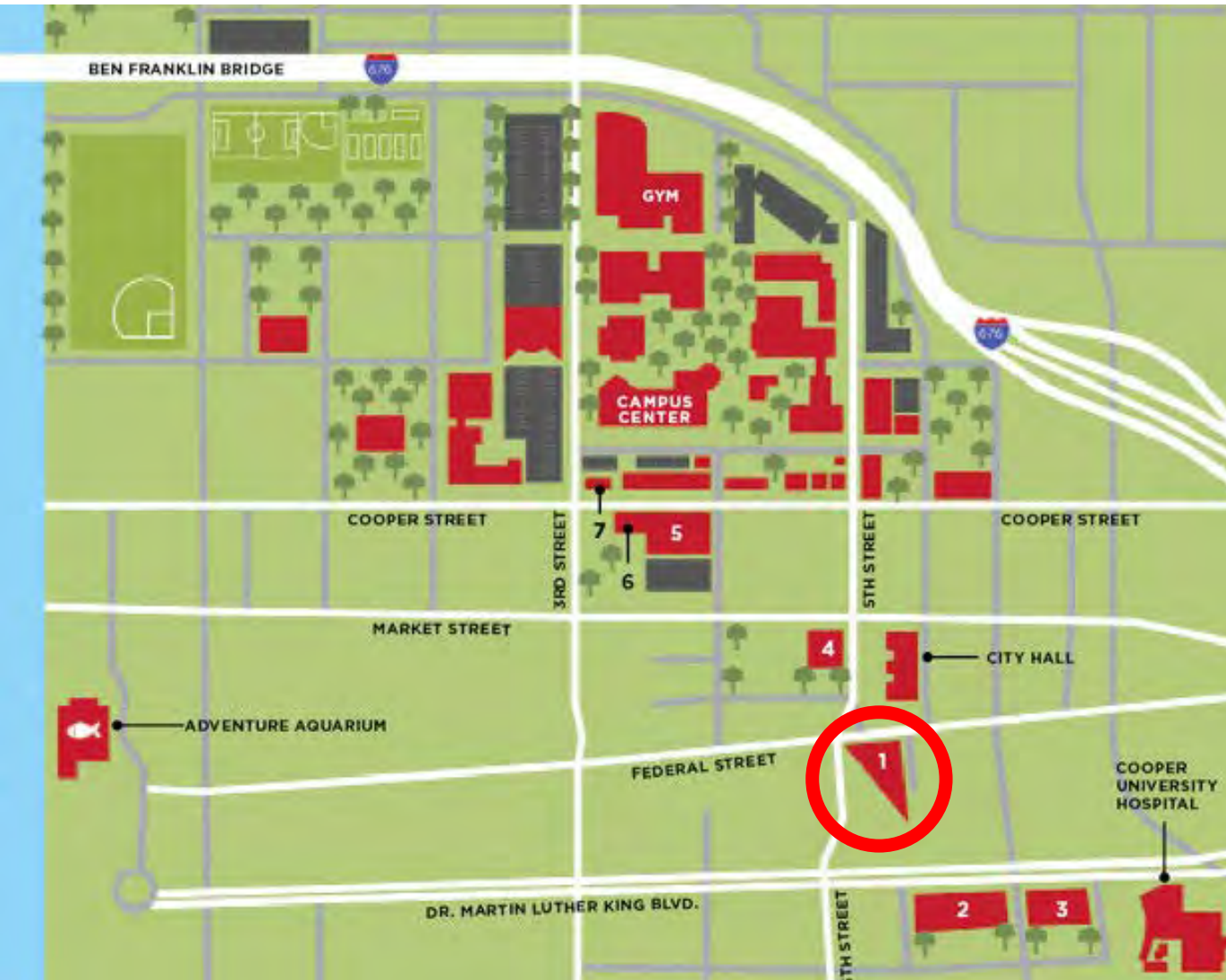
PERKINS EASTMAN





# RUTGERS UNIVERSITY - CAMDEN

## RUTGERS UNIVERSITY CAMDEN – STRATEGIC DIRECTIONS



## SHAPING OUR FUTURE RUTGERS UNIVERSITY–CAMDEN

### STRATEGIC DIRECTIONS FOR THE CAMPUS, 2014–19

..... *Playing a Leadership Role in Revitalizing Camden*



#### 1. Nursing and Science Building

The 106,735-square-foot building opened in the fall and is home to the School of Nursing, the physics department, and a wide range of classes across disciplines.



#### 2. The Joint Health Sciences Center

A collaboration of the Rowan University/Rutgers University–Camden Board of Governors (RURCBG), this building is under construction and scheduled to open in 2019. Rutgers, Rowan, and Camden County College will share the space.

#### 2. Rutgers Health Sciences Building

This proposed building will expand research opportunities for faculty and students and will promote collaborations with Camden organizations.



**4. School of Business Building** This envisioned 100,000-square-foot facility will sit across Fifth Street from City Hall. It will include retail and office space as well as provide space for the School of Business–Camden.



# RUTGERS-CAMDEN SCHOOL OF NURSING

## MISSION & VISION

### EDUCATION. RESEARCH. SERVICE. PRACTICE

- TO ADVANCE THE DISCIPLINE OF NURSING THROUGH **RESEARCH, SCHOLARSHIP AND PRACTICE**
- TO PROVIDE **CIVIC ENGAGEMENT AND OUTREACH** TO DIVERSE POPULATIONS
- TO TRAIN CHAMPIONS OF HOLISTIC HEALTH AND **ADVOCATES FOR THE MOST VULNERABLE**

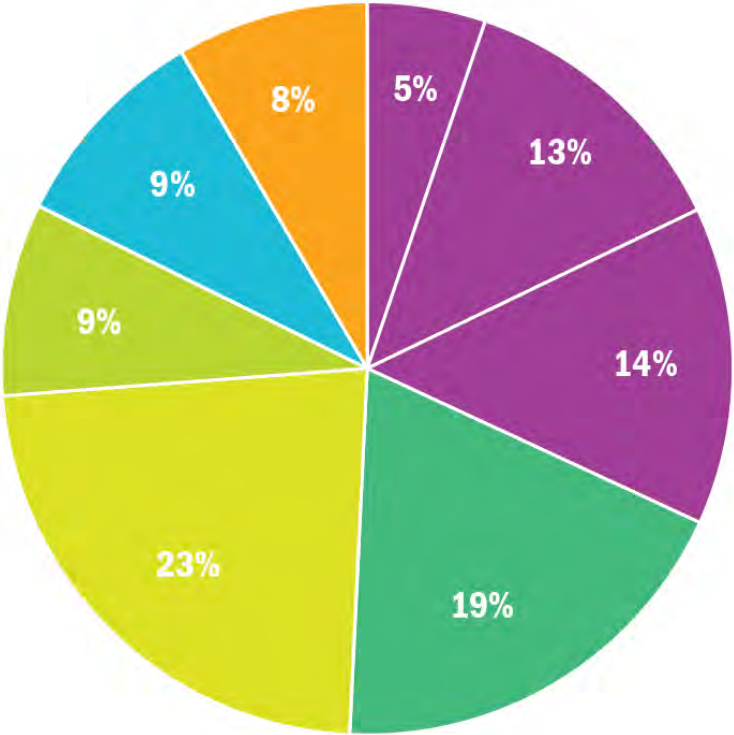


# SCHOOL OF NURSING & SCIENCE | PROGRAM

## PROGRAM

DEPARTMENT	AREA (SF)
NURSING ADMINISTRATION	3,078
NURSING FACULTY AREAS	7,470
NURSING SKILLS & SIMULATION LABS	8,278
SCIENCE DEPARTMENT	11,130
GENERAL CLASSROOM	13,600
STUDENT LIFE	5,000
GENERAL BUILDING	5,450
RETAIL	5,000
SUBTOTAL	59,006
GROSSING FACTOR	1.65
TOTAL GSF	97,360

## CAMDEN | NSB | PROGRAM



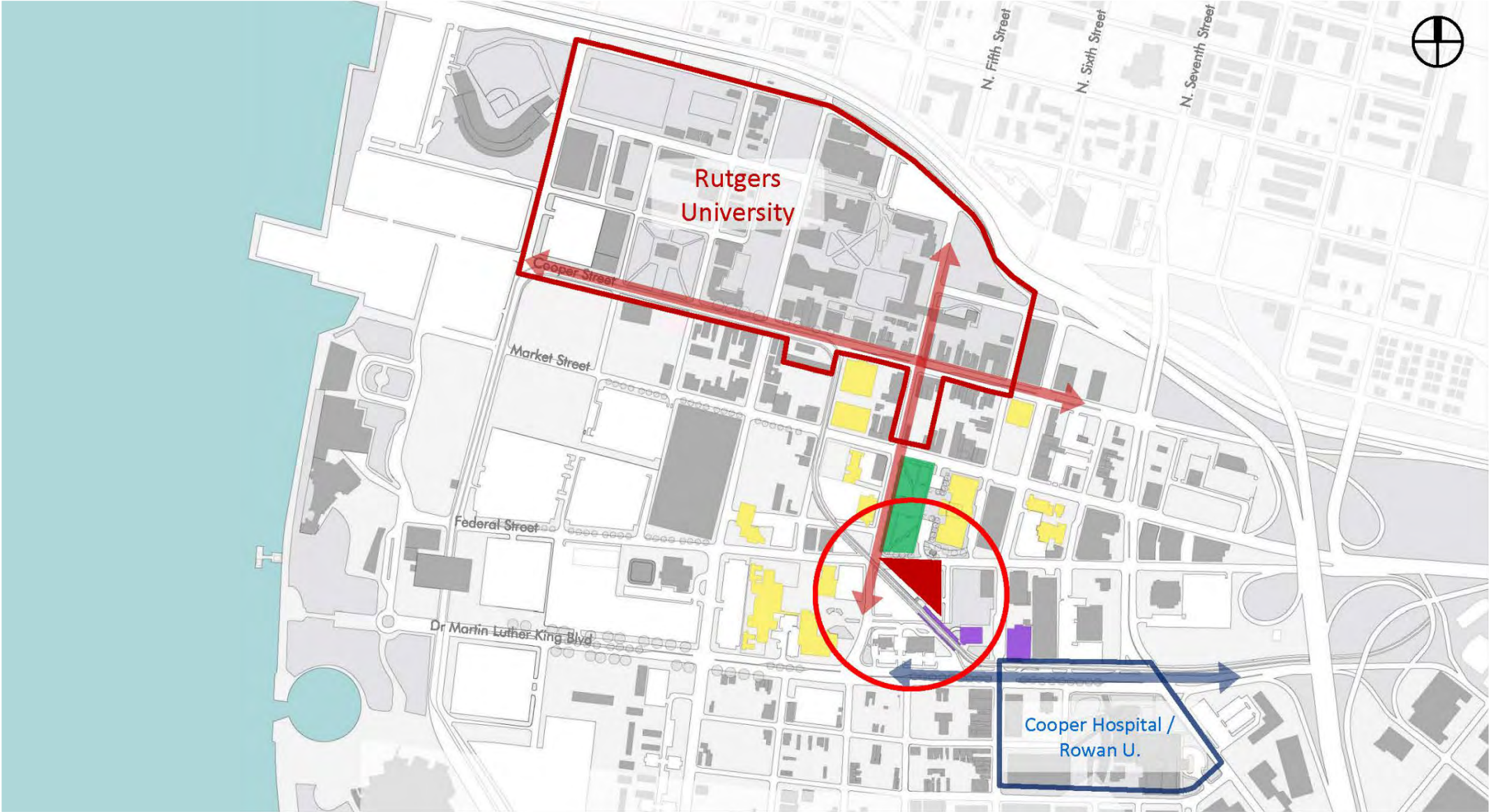


# SCHOOL OF NURSING & SCIENCE | SITE



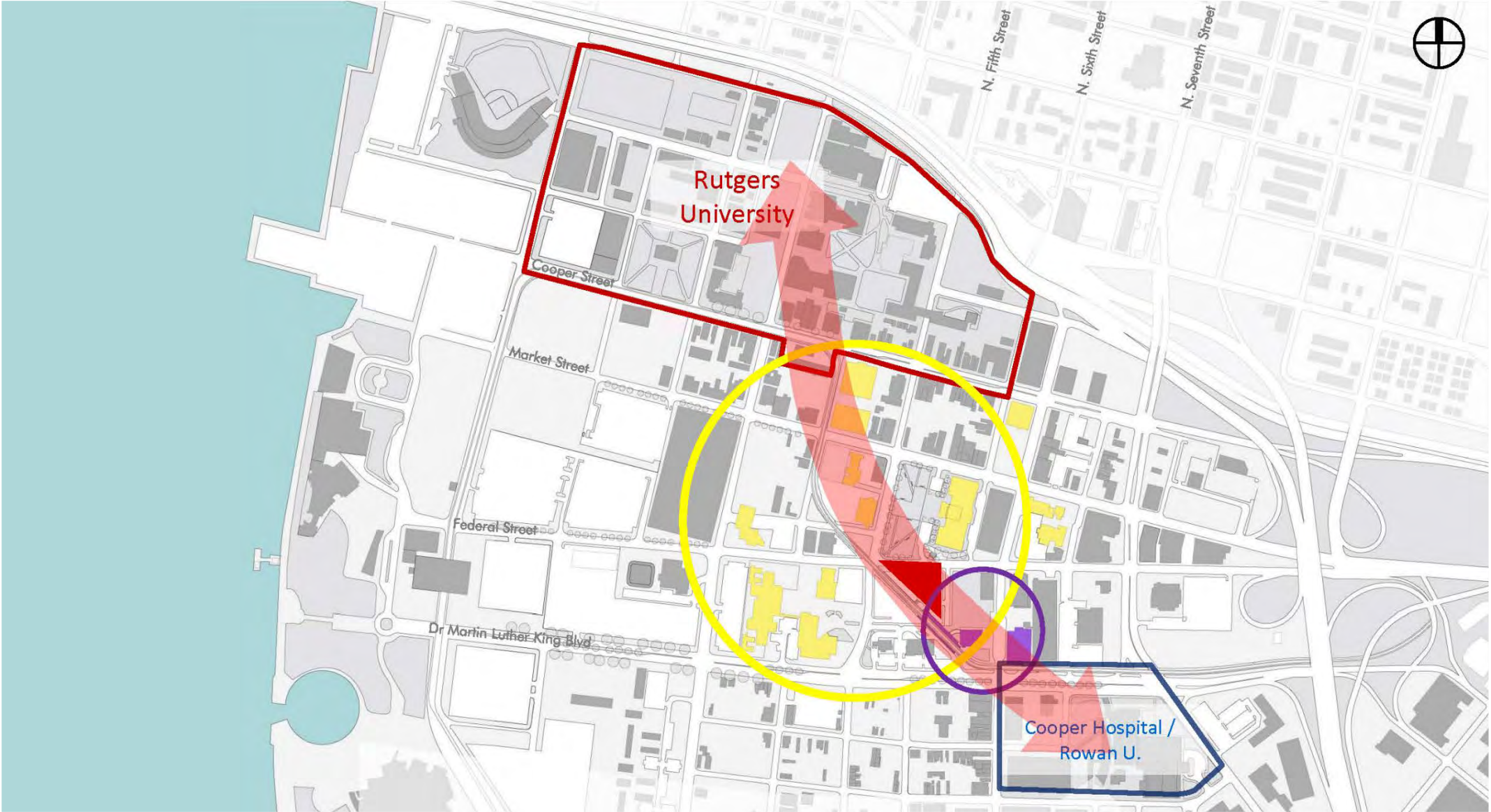


# SCHOOL OF NURSING & SCIENCE | SITE





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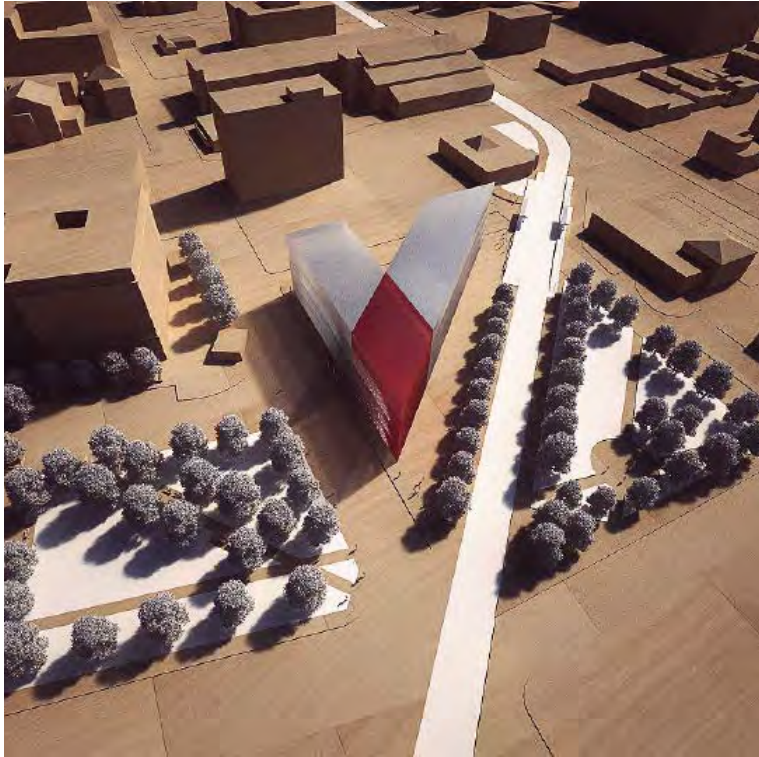


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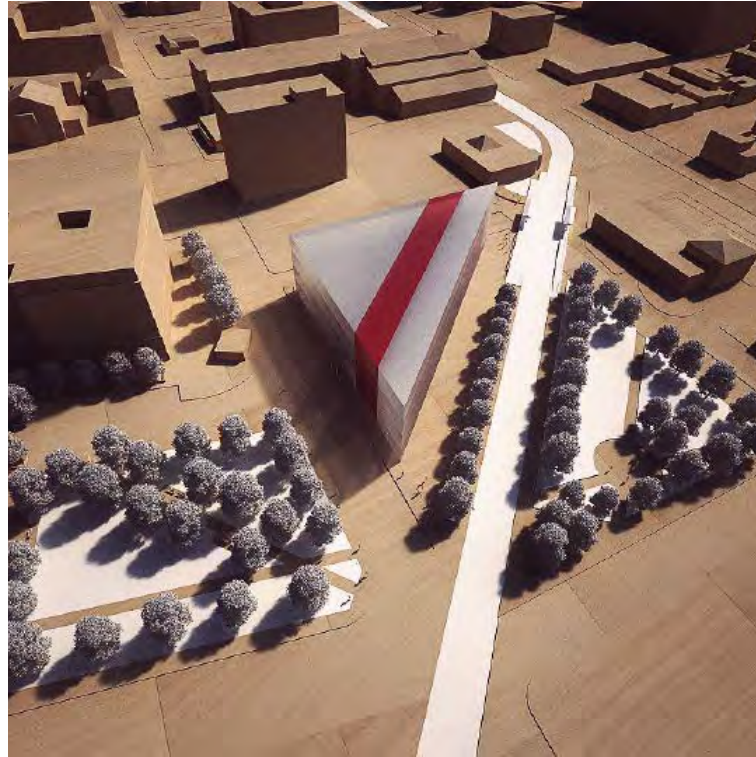




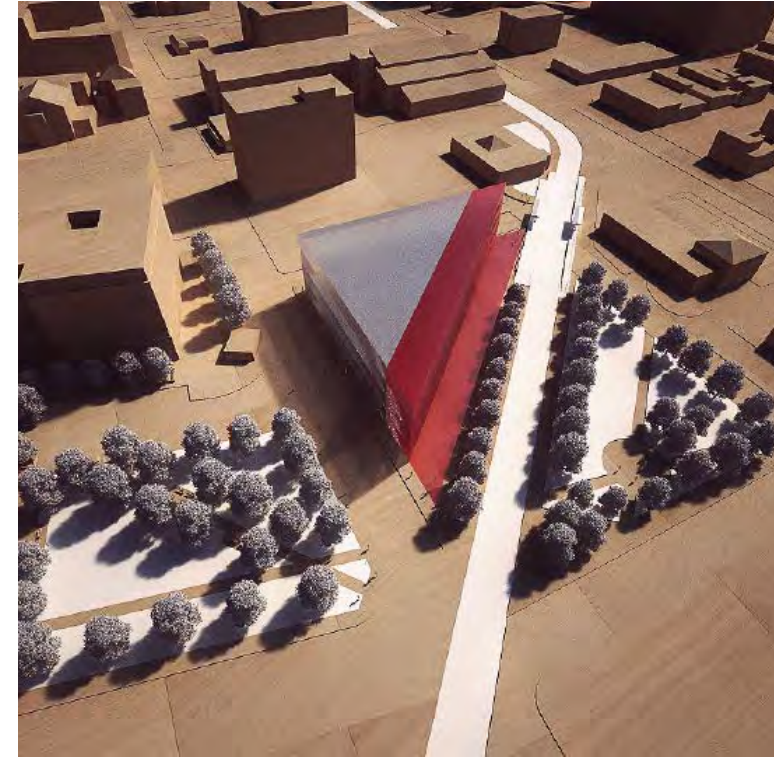
# SCHOOL OF NURSING & SCIENCE | CONCEPT



**“THE BARS”**



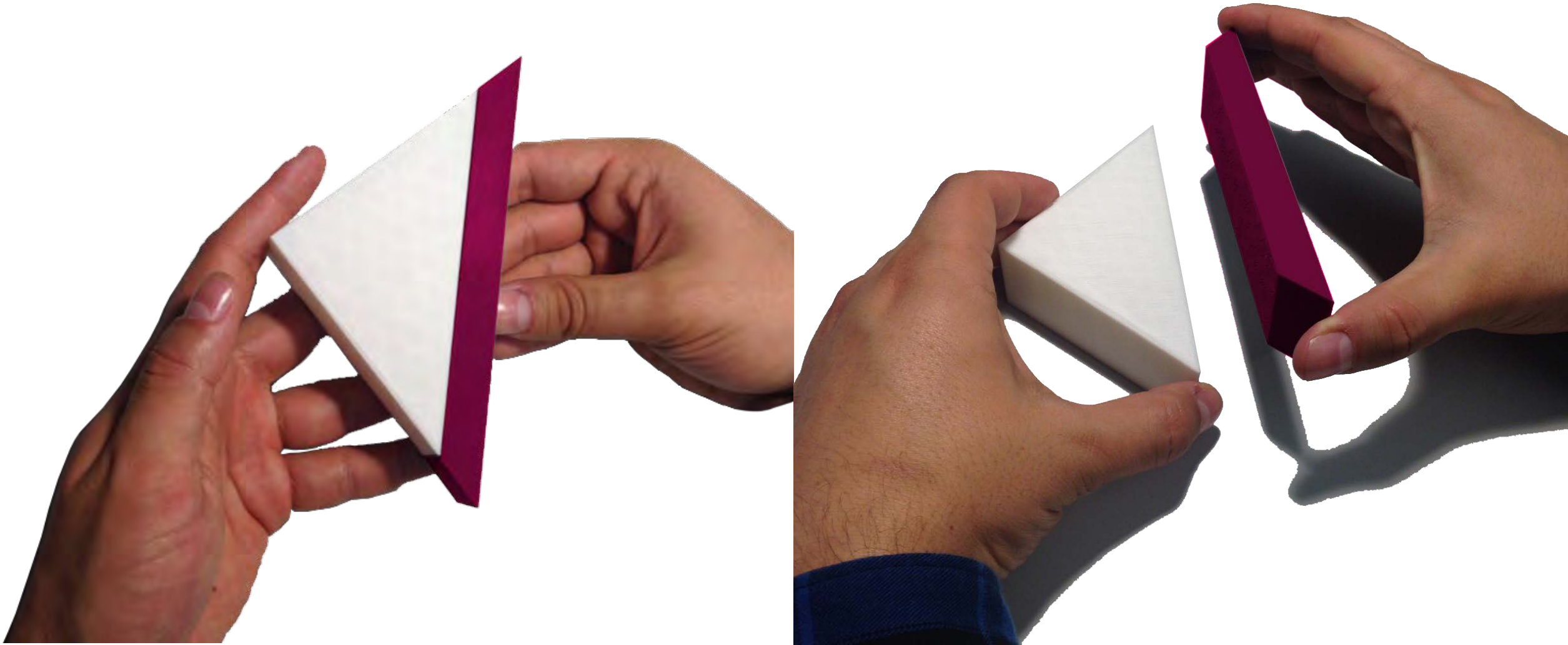
**“THE SPINE”**



**“THE PLAZA”**



# SCHOOL OF NURSING & SCIENCE | CONCEPT





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# SCHOOL OF NURSING & SCIENCE | CONCEPT

## BOUNDARY

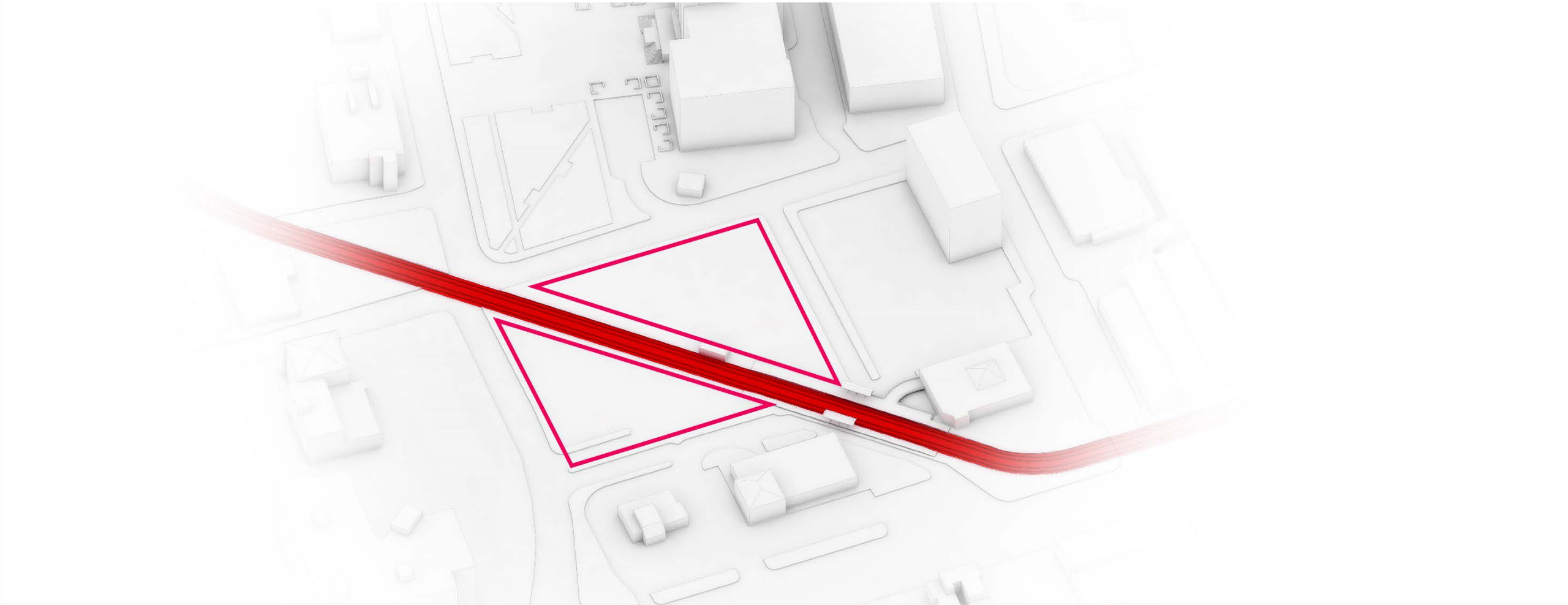




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# SCHOOL OF NURSING & SCIENCE | CONCEPT

BISECTION

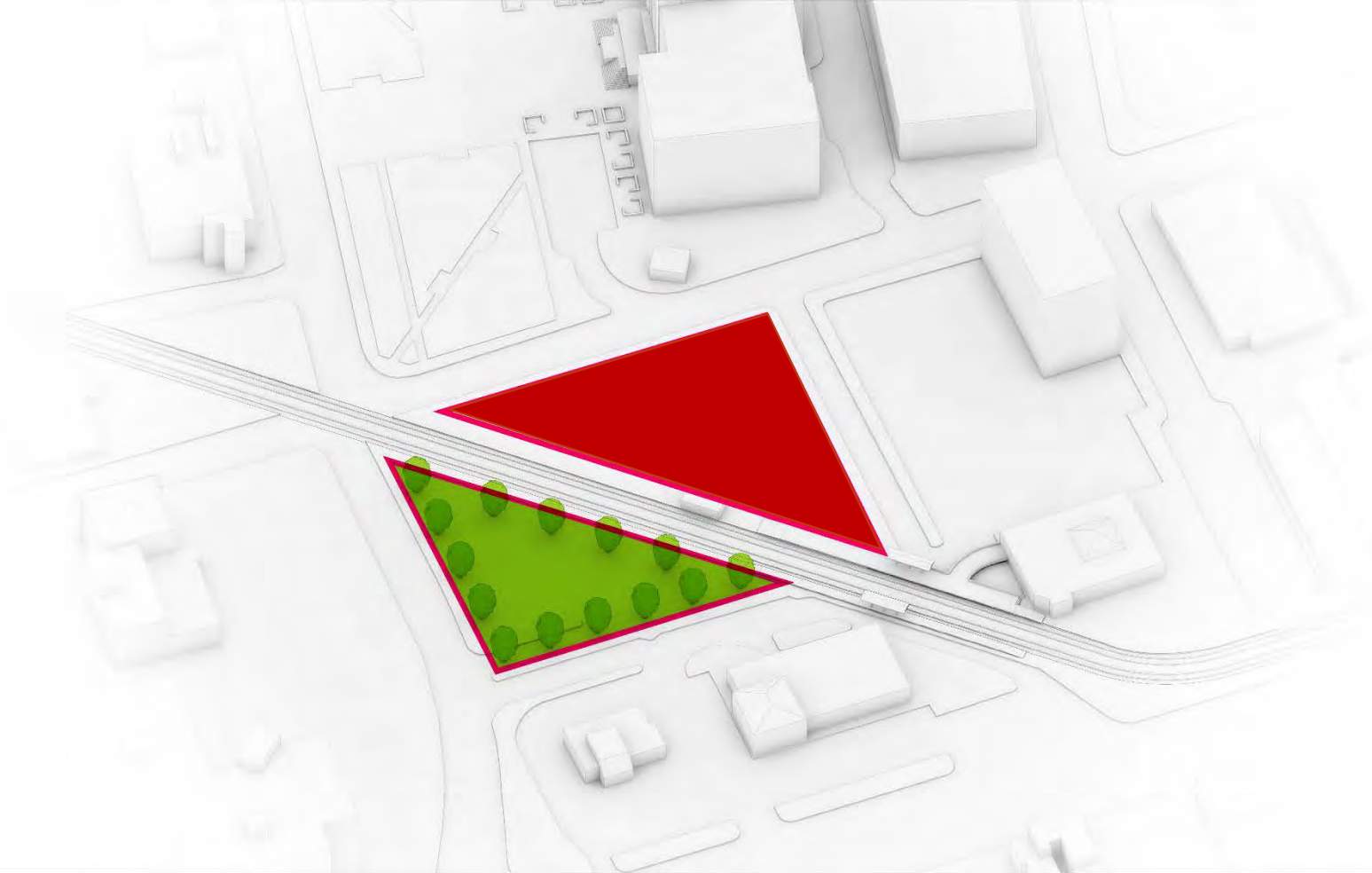




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# SCHOOL OF NURSING & SCIENCE | CONCEPT

GREEN

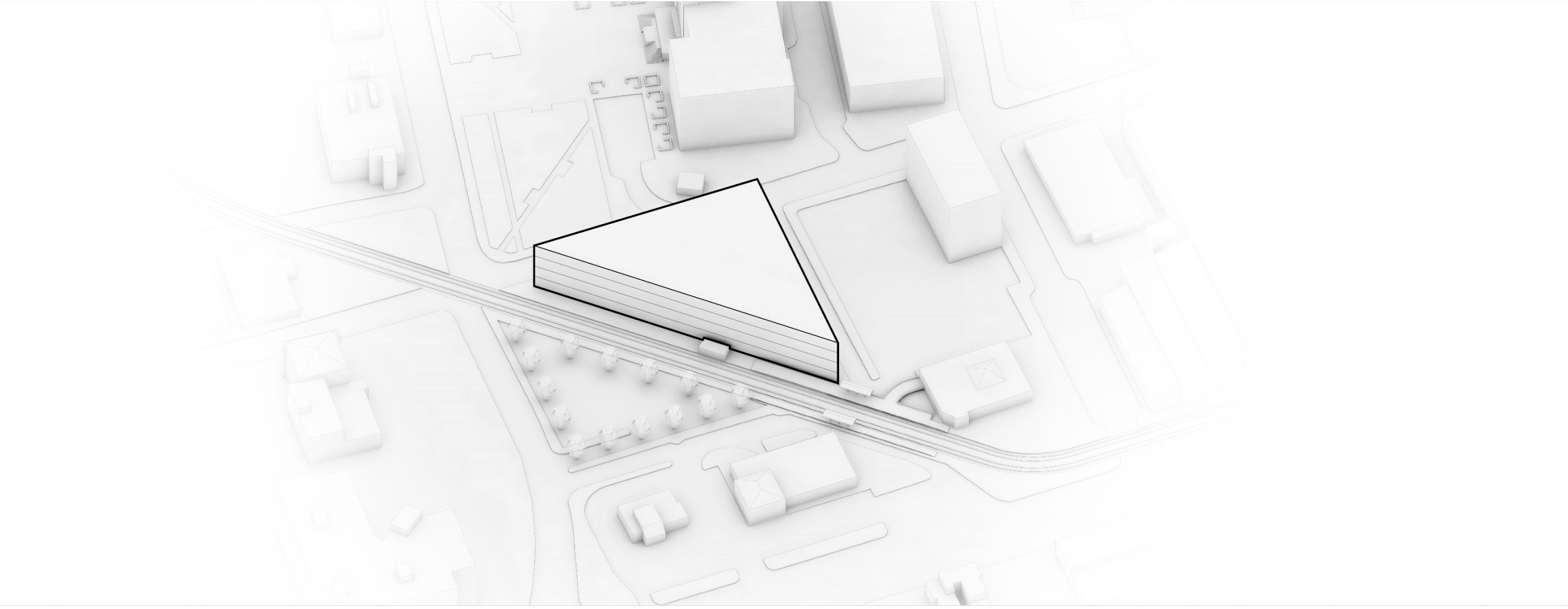




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# SCHOOL OF NURSING & SCIENCE | CONCEPT

## MASSING

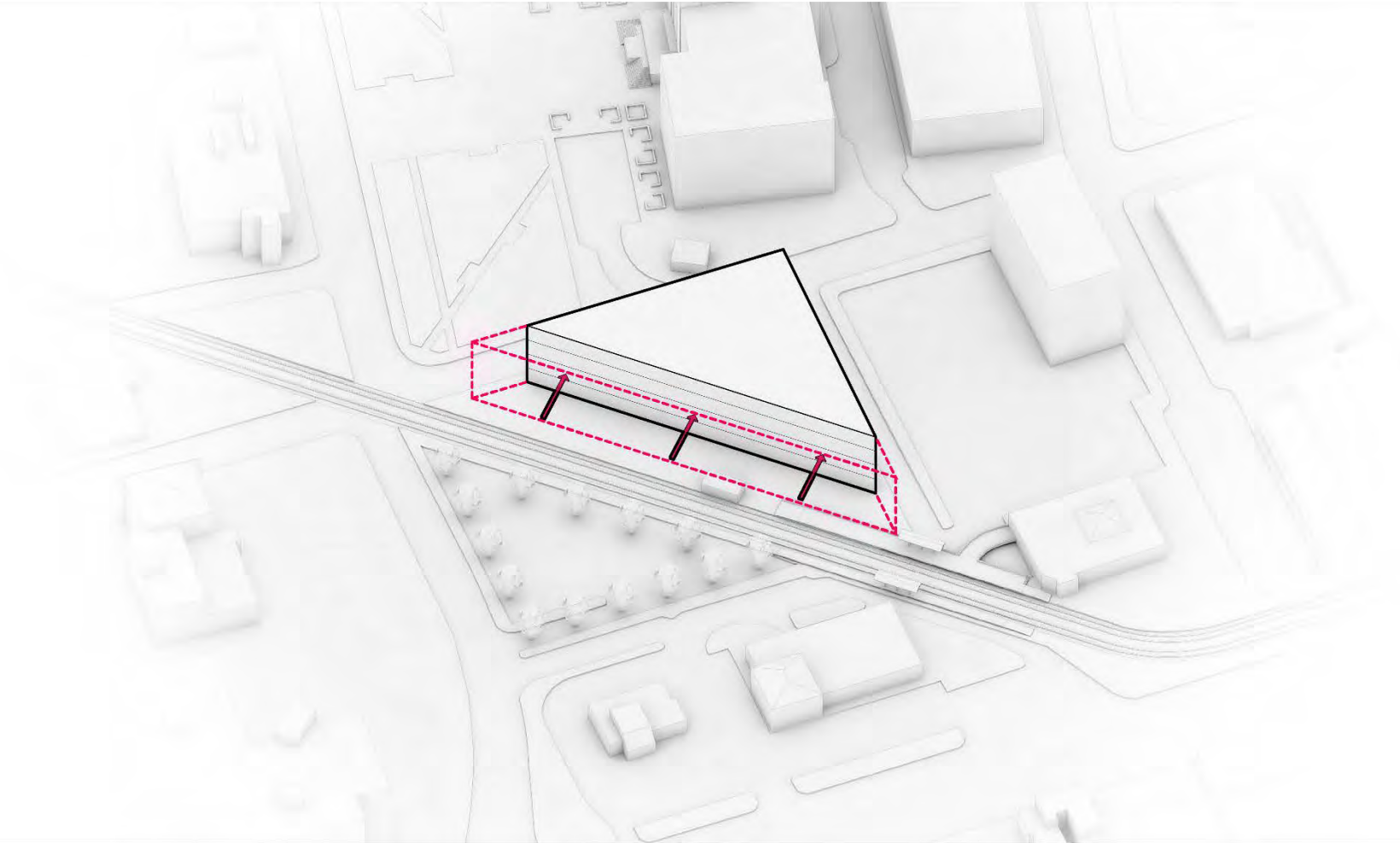




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# SCHOOL OF NURSING & SCIENCE | CONCEPT

BUFFER





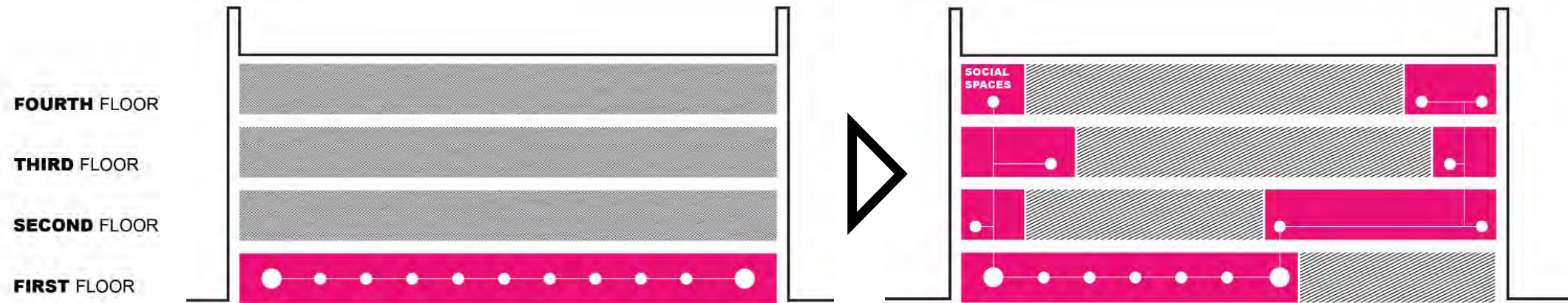
# SCHOOL OF NURSING & SCIENCE | CONCEPT

## CONNECTION



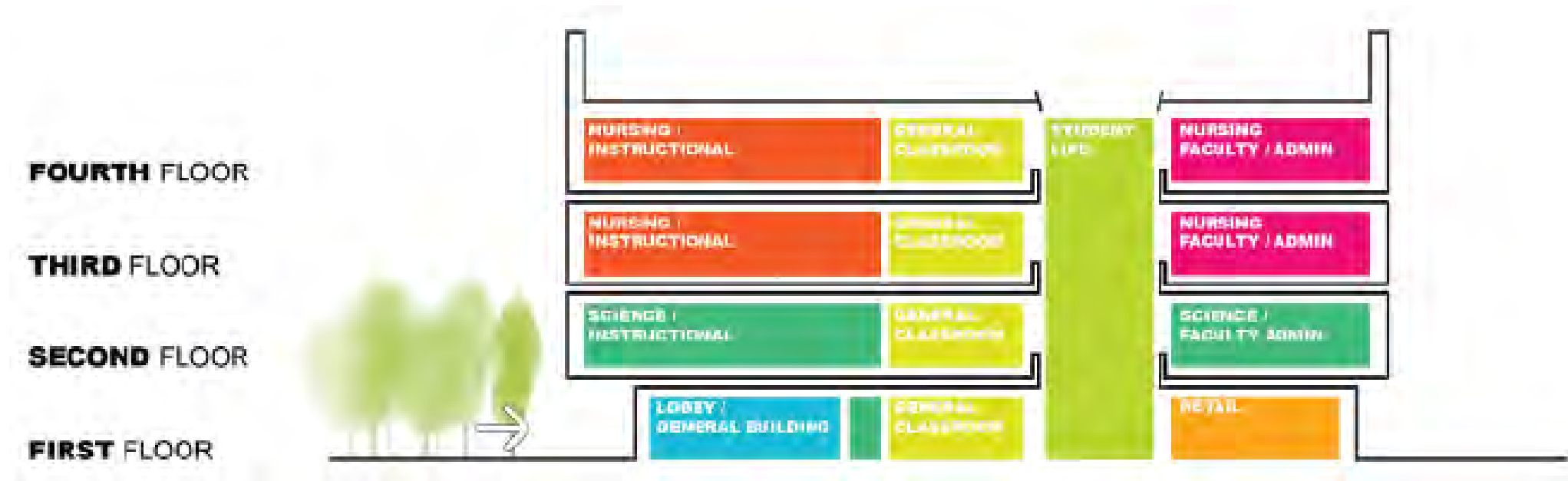


# SCHOOL OF NURSING & SCIENCE | SOCIAL SPACES



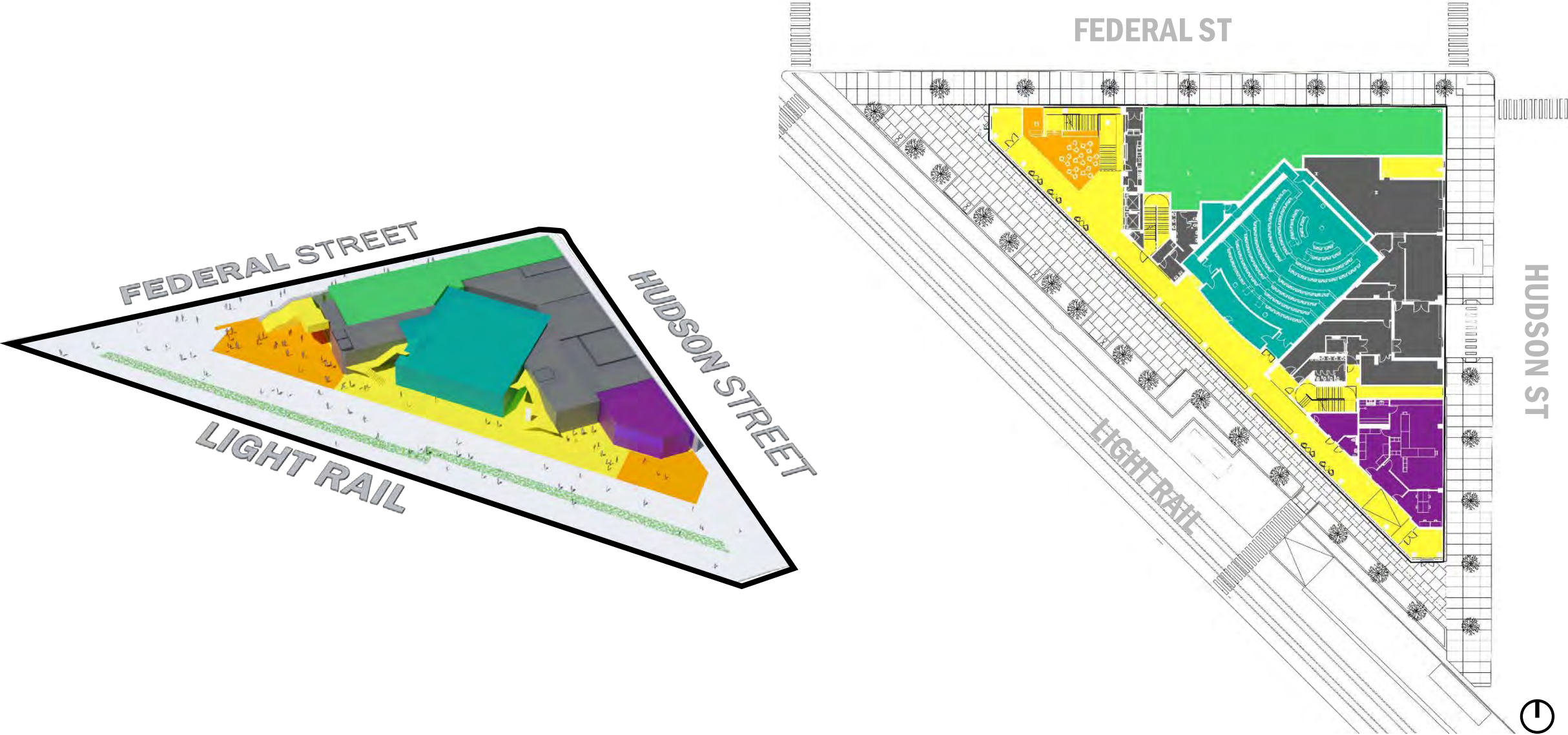


# SCHOOL OF NURSING & SCIENCE | PROGRAM DISTRIBUTION



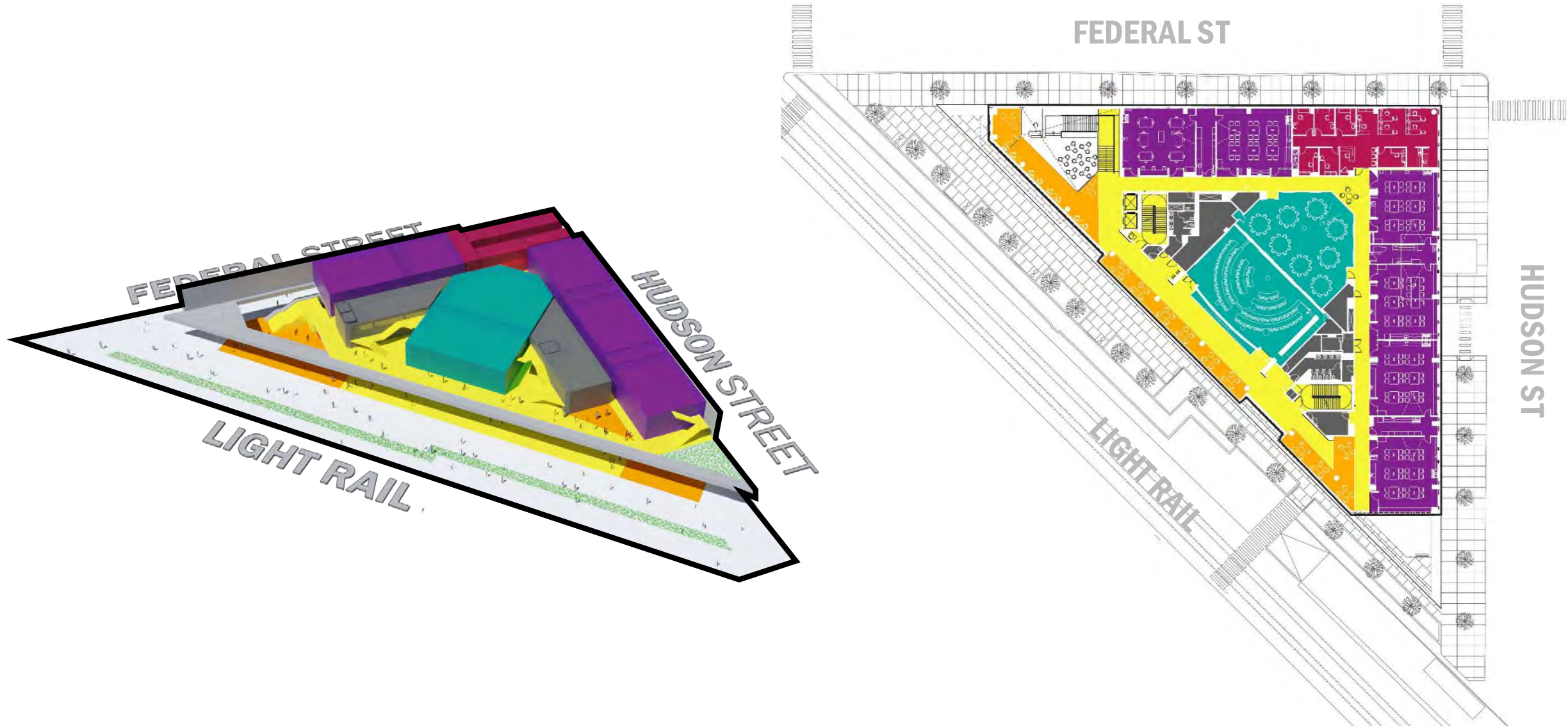


# SCHOOL OF NURSING & SCIENCE | 1<sup>ST</sup> FLOOR



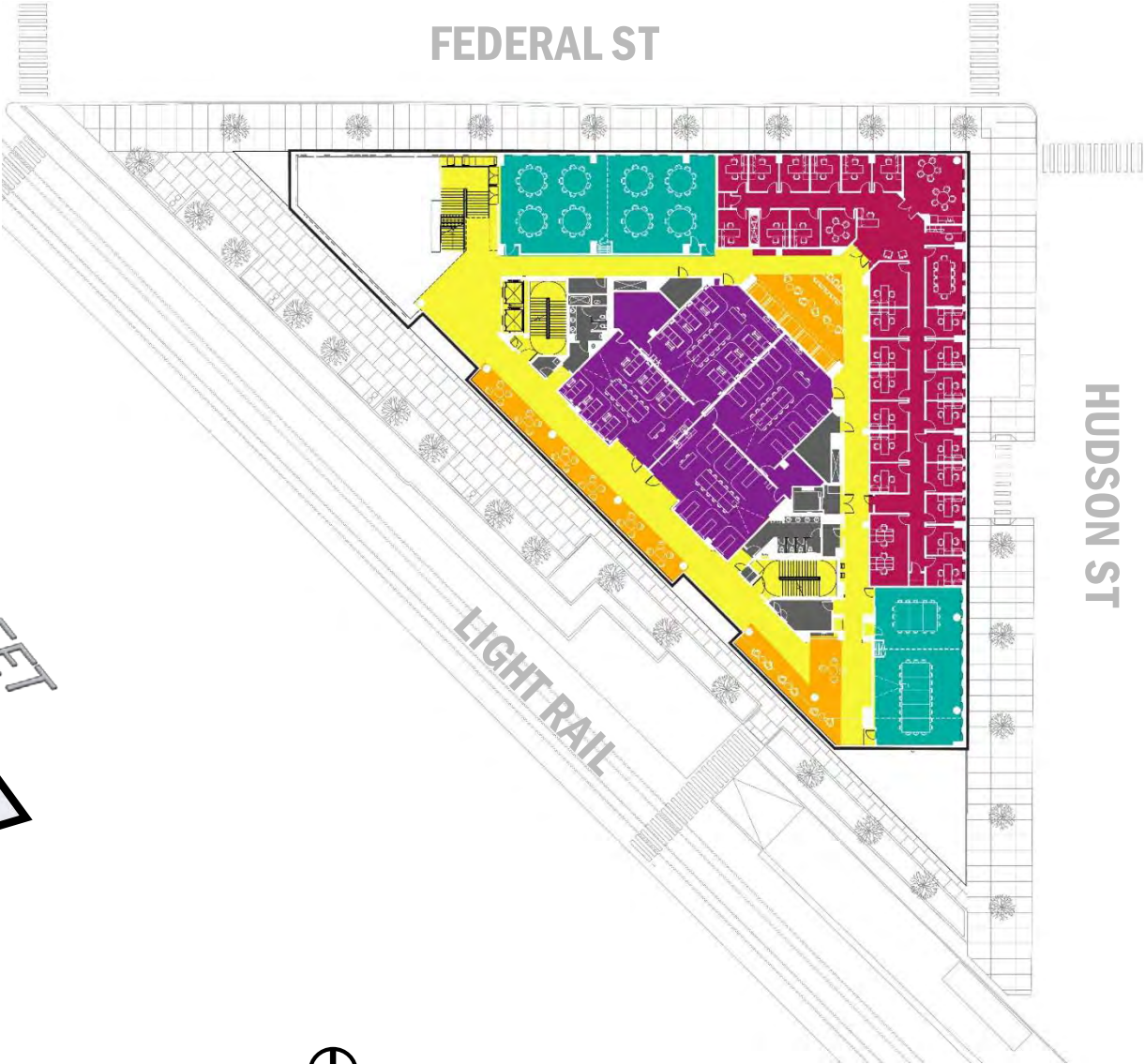
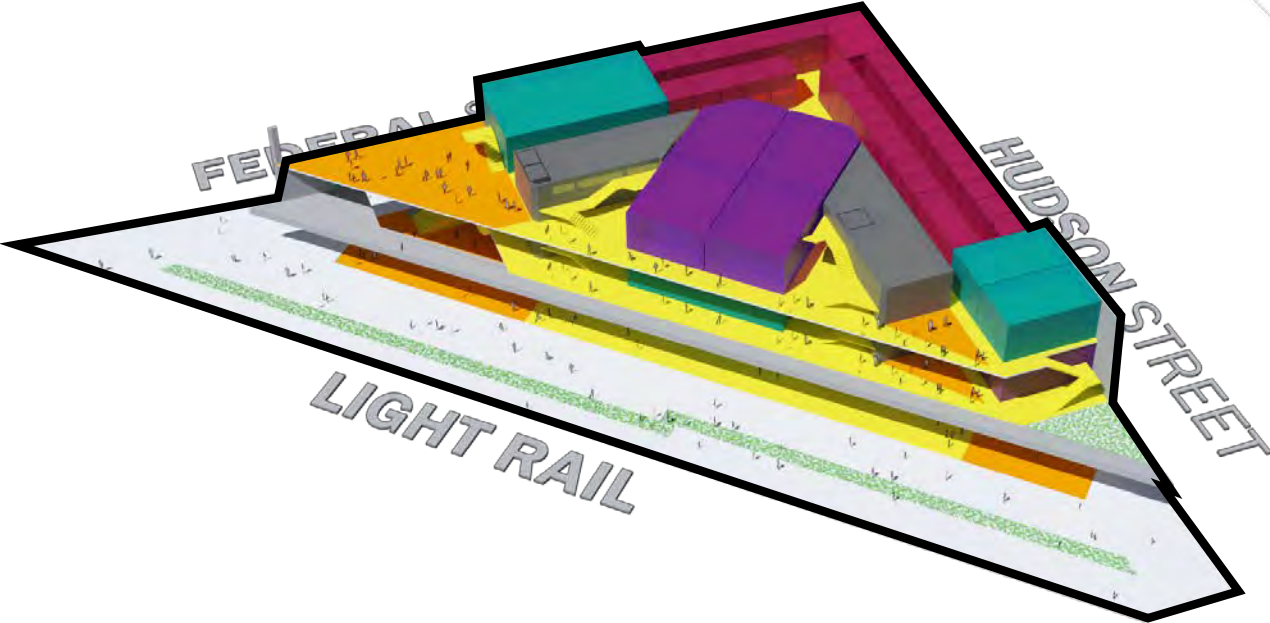


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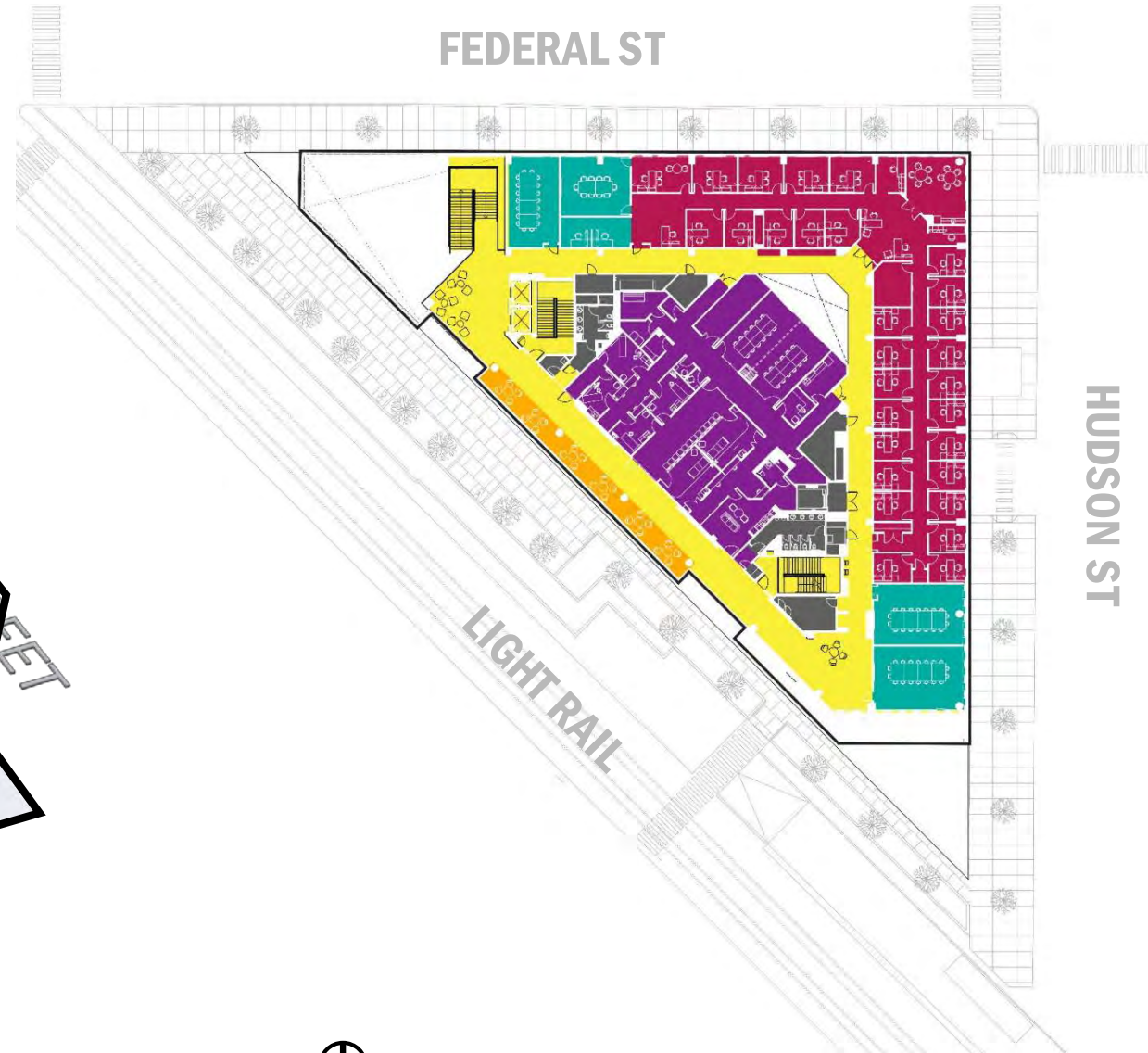
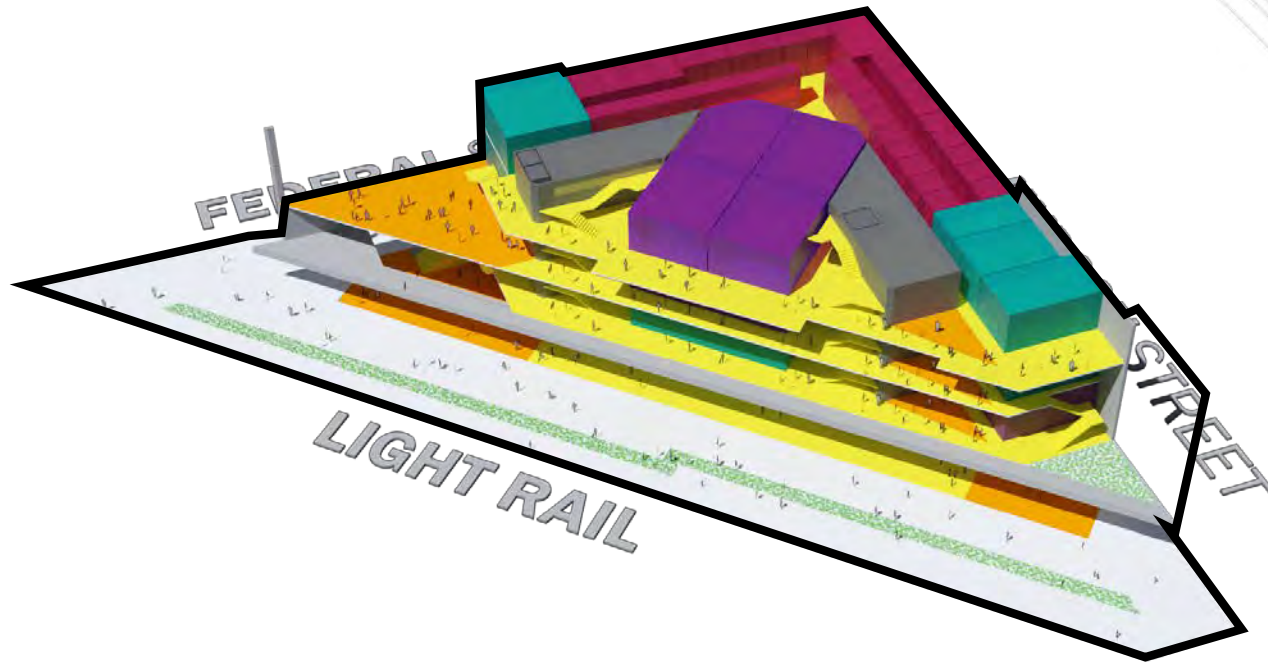


# SCHOOL OF NURSING & SCIENCE | 3<sup>RD</sup> FLOOR



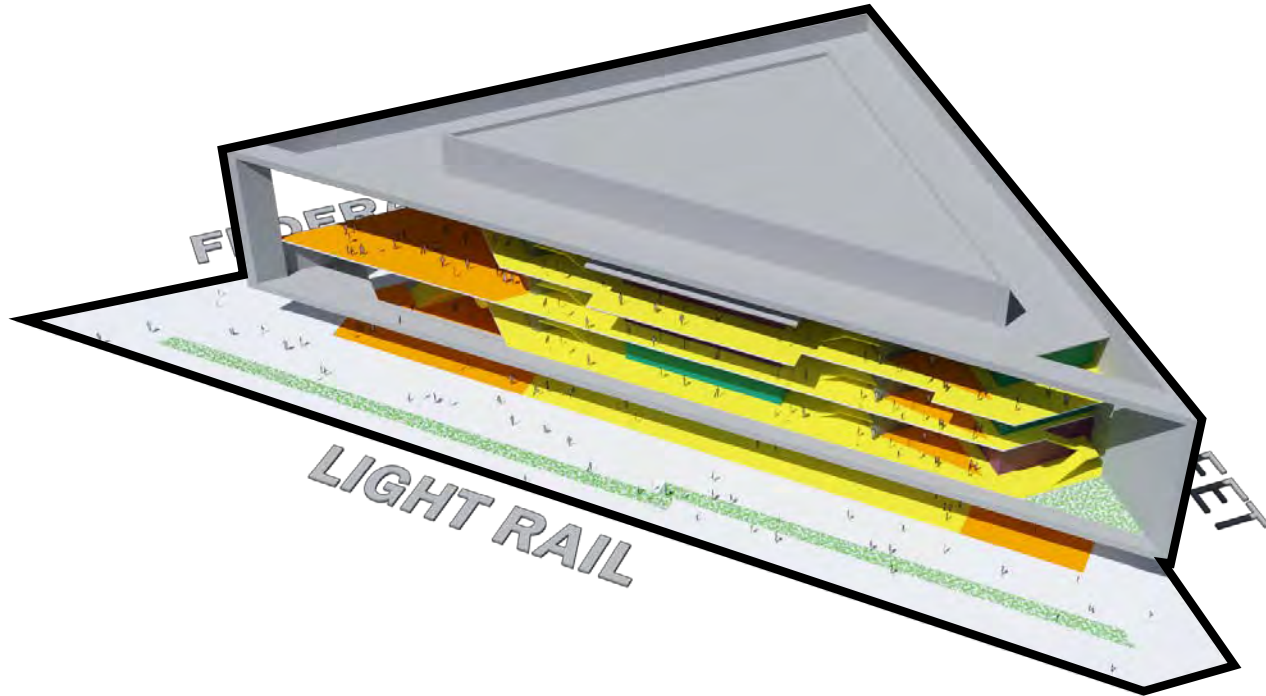


# SCHOOL OF NURSING & SCIENCE | 4<sup>TH</sup> FLOOR



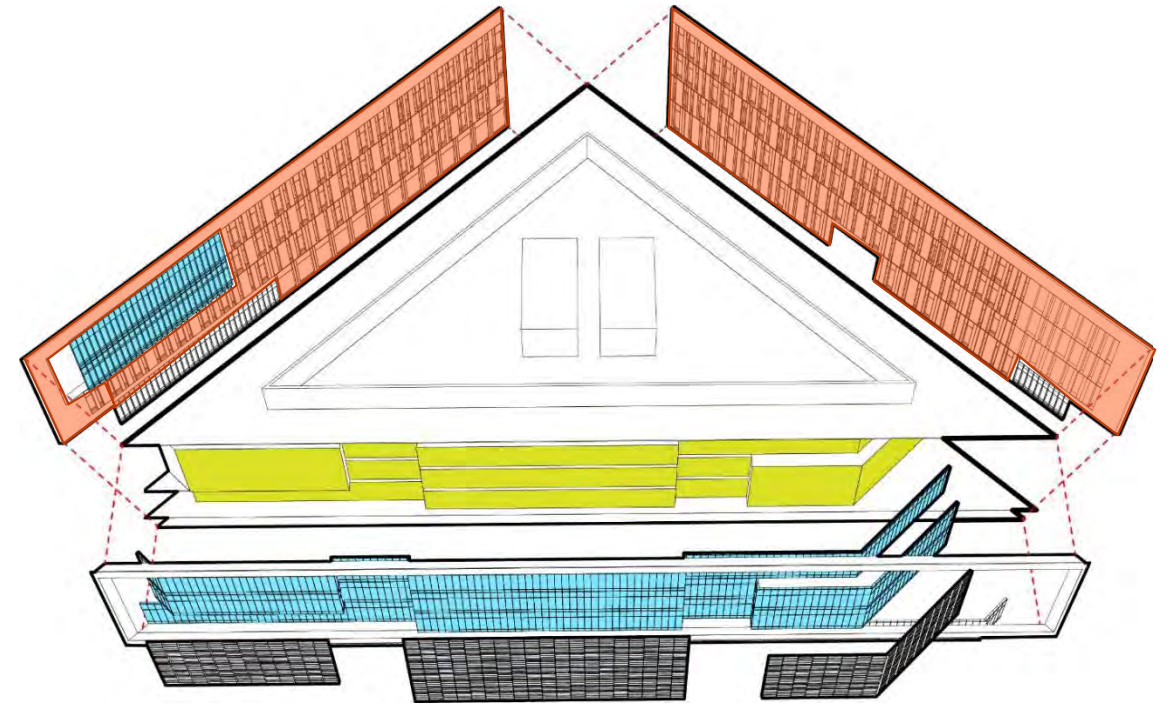
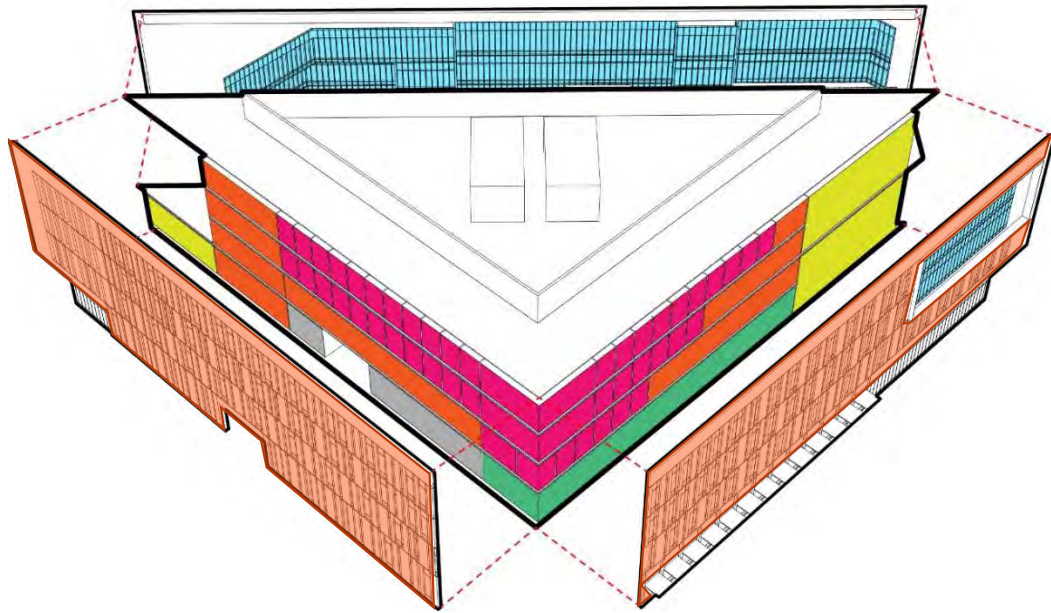


# CAMDEN | NURSING AND SCIENCE BUILDING





# SCHOOL OF NURSING & SCIENCE – FACADES











Nursing and Science Building











A low-angle photograph of a modern building facade. The building features a prominent section with a grid of glass panels framed by dark, vertical metal slats. To the left, a section of the building is clad in reddish-brown rectangular panels. The sky is a clear, pale blue with some light clouds. The text "Nursing and Science Building" is overlaid in white at the bottom.

# Nursing and Science Building



# Nursing and Science Building

530

EMERGENCY



































# RUTGERS

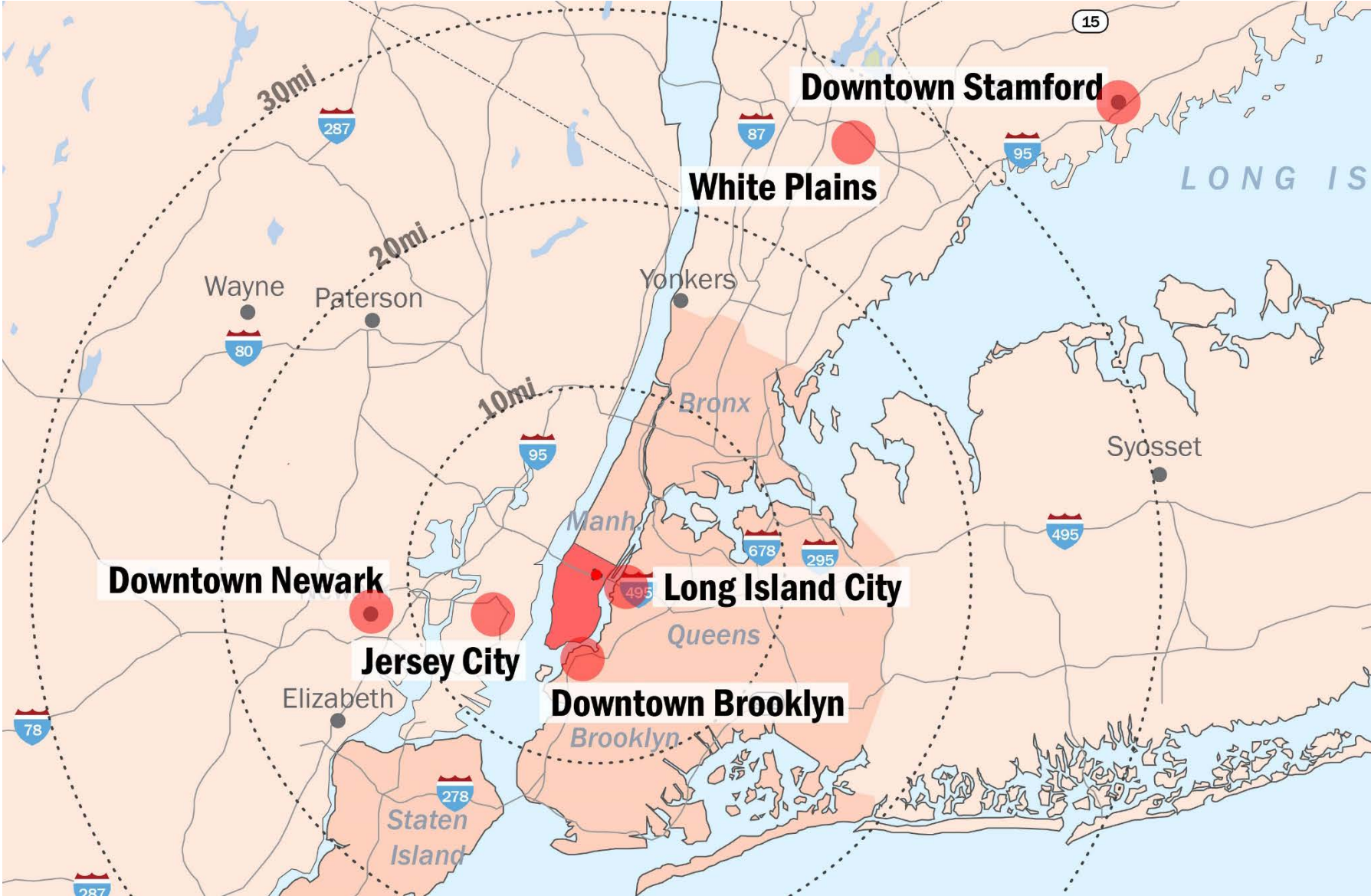
UNIVERSITY | NEWARK

HONORS LIVING-LEARNING COMMUNITY





# NEWARK | COMPETITIVE POSITION



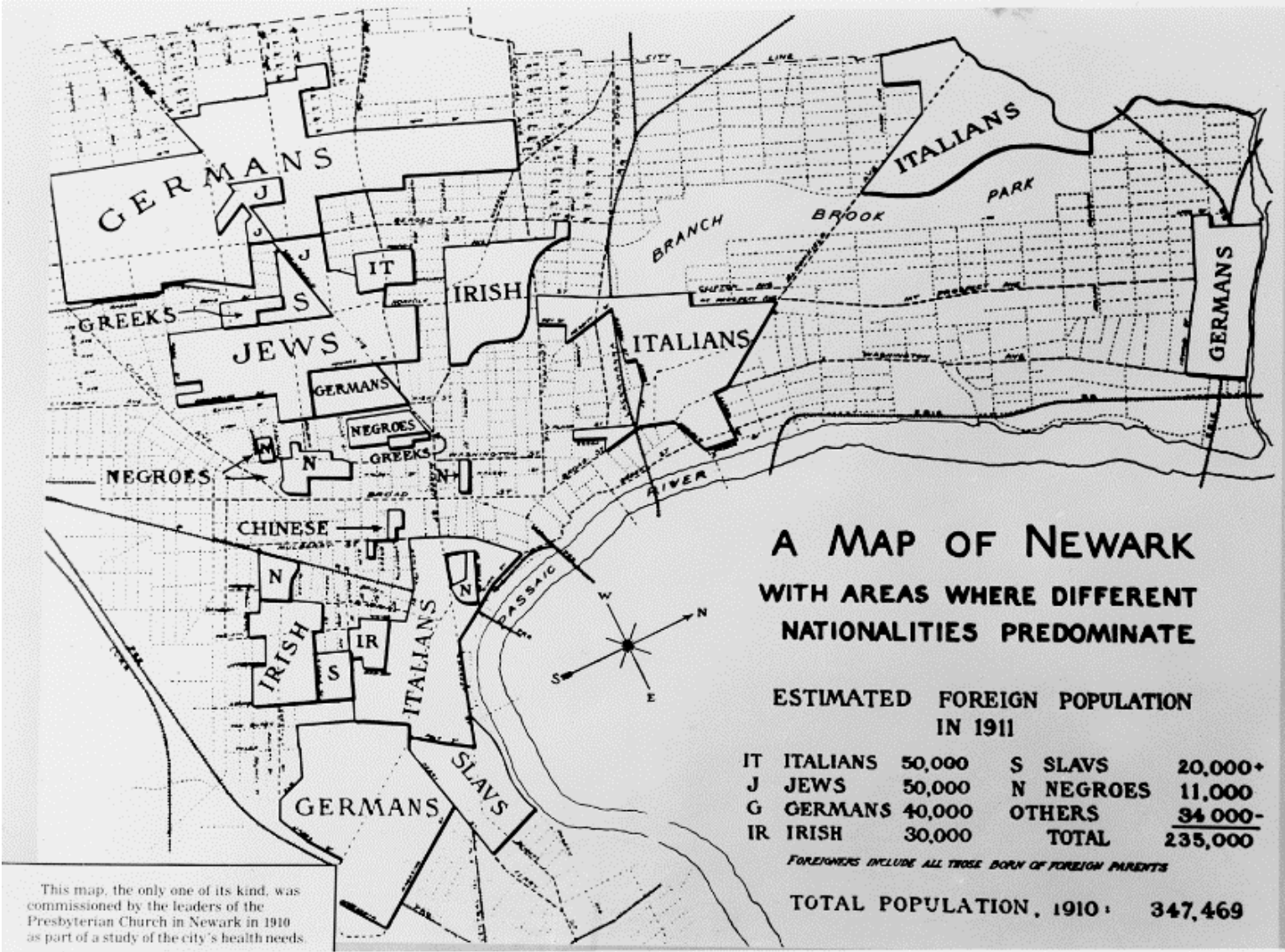


# NEWARK | BUILDING BLOCKS



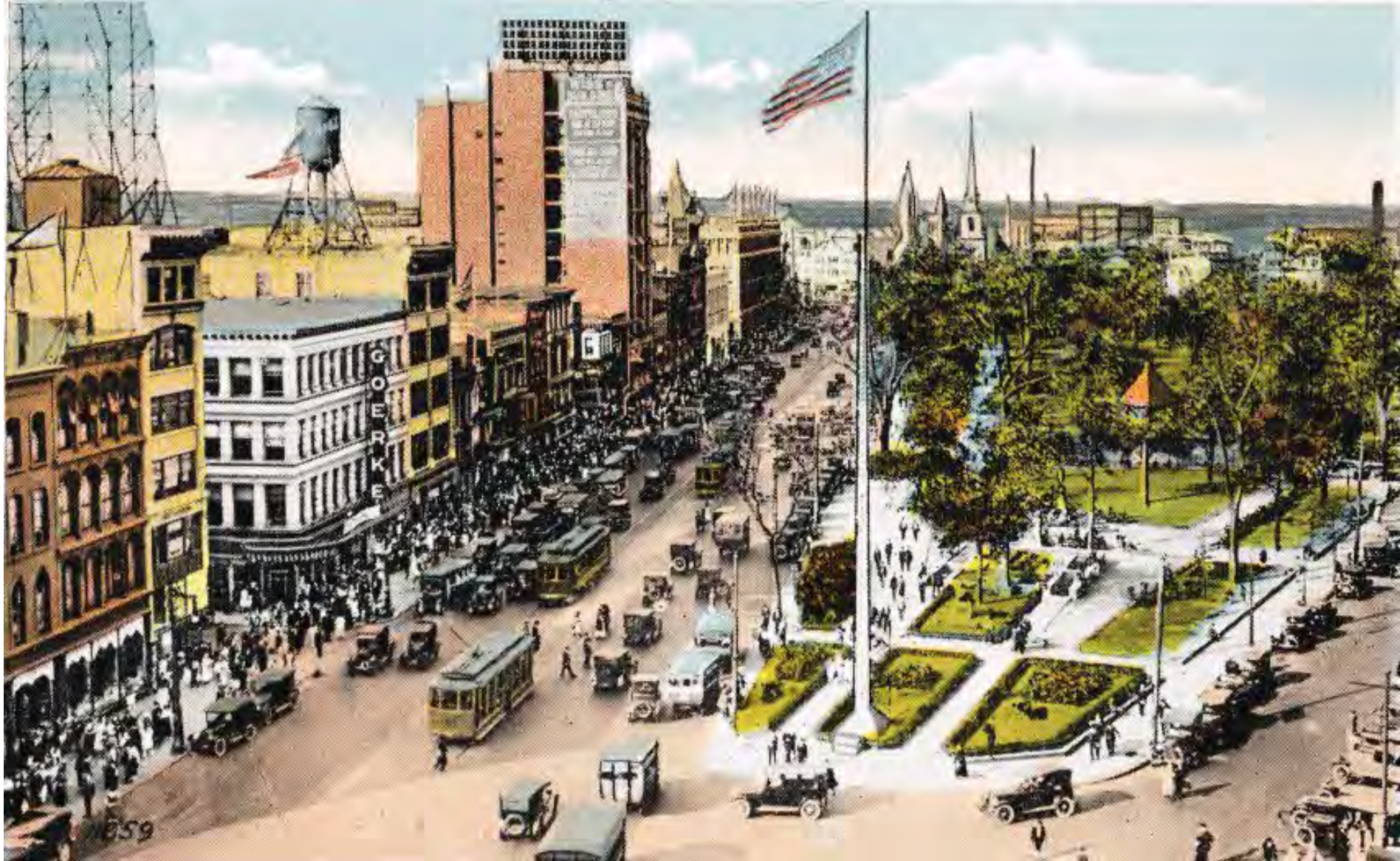


# NEWARK | BUILDING BLOCKS





# NEWARK | BROAD STREET AND MILITARY PARK





# NEWARK | DISINVESTMENT AND POPULATION DECLINE





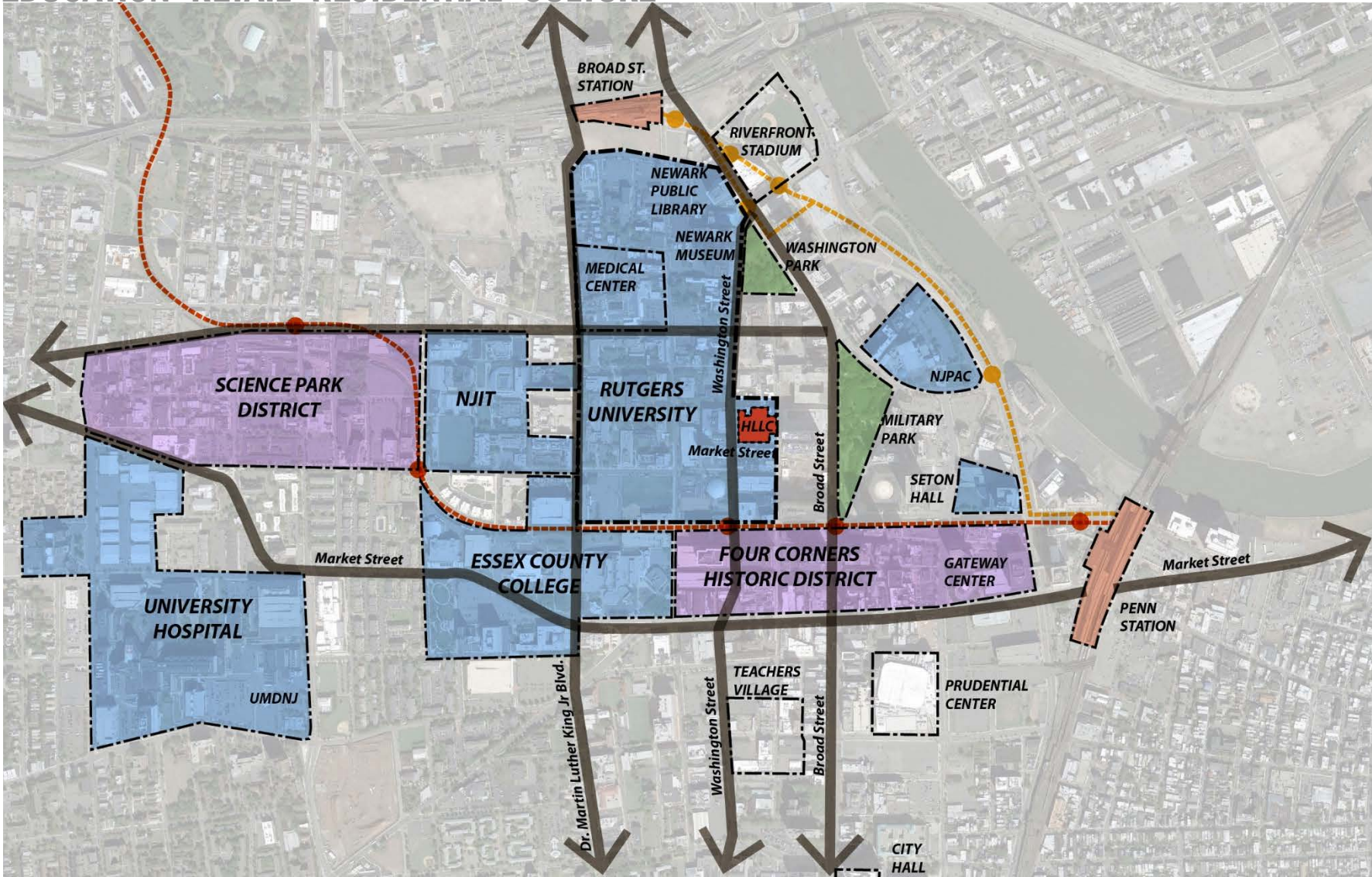
# NEWARK | ECONOMIC DEVELOPMENT INITIATIVES





# NEWARK | LEVERAGE DOWNTOWN ASSETS

EDUCATION - RETAIL - RESIDENTIAL - CULTURE





# NEWARK | NEW NEWARK



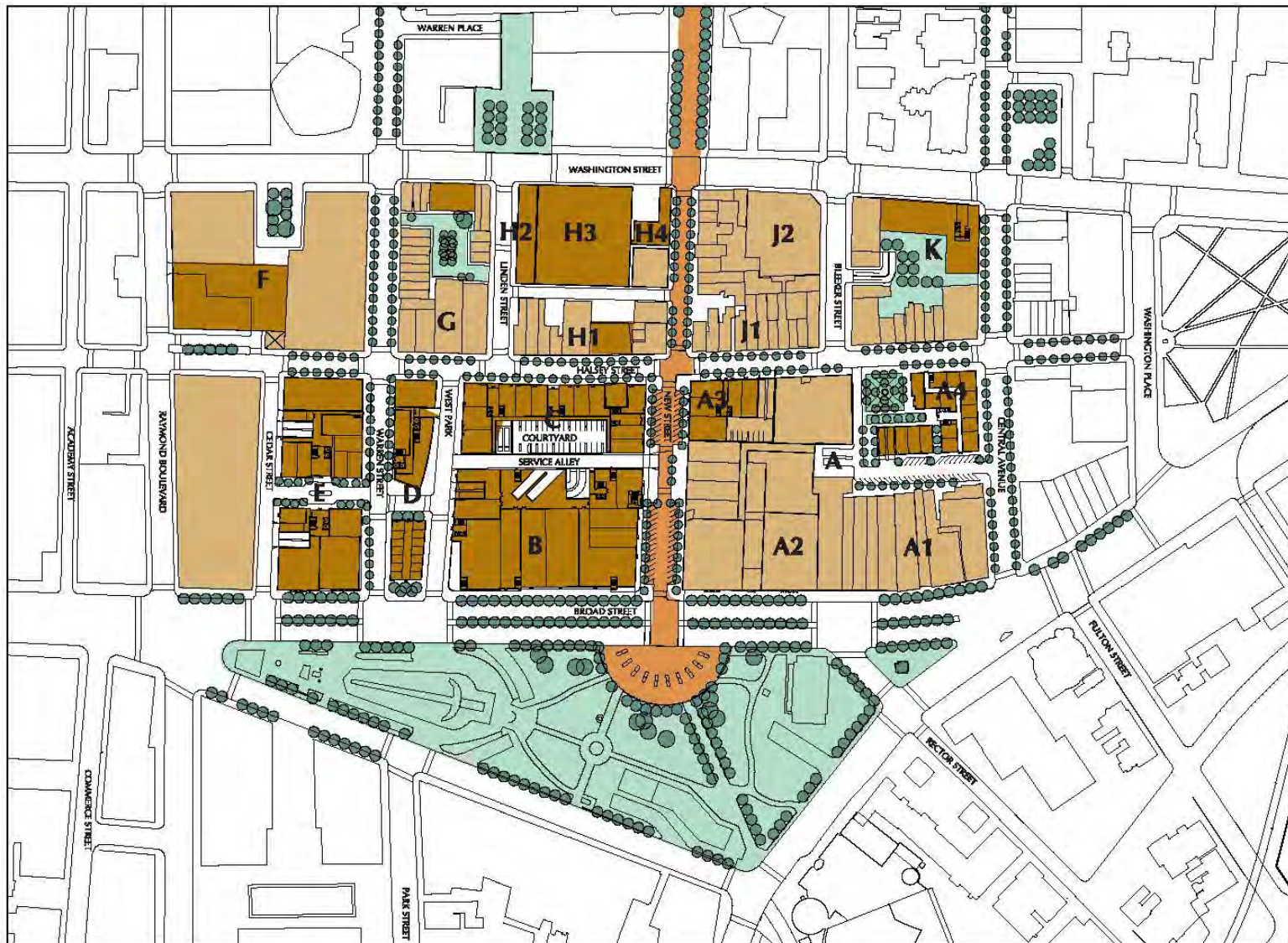


# DOWNTOWN NEWARK: *LARGE SCALE REDEVELOPMENT APPROACH*

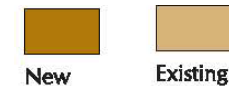




# NEW NEWARK

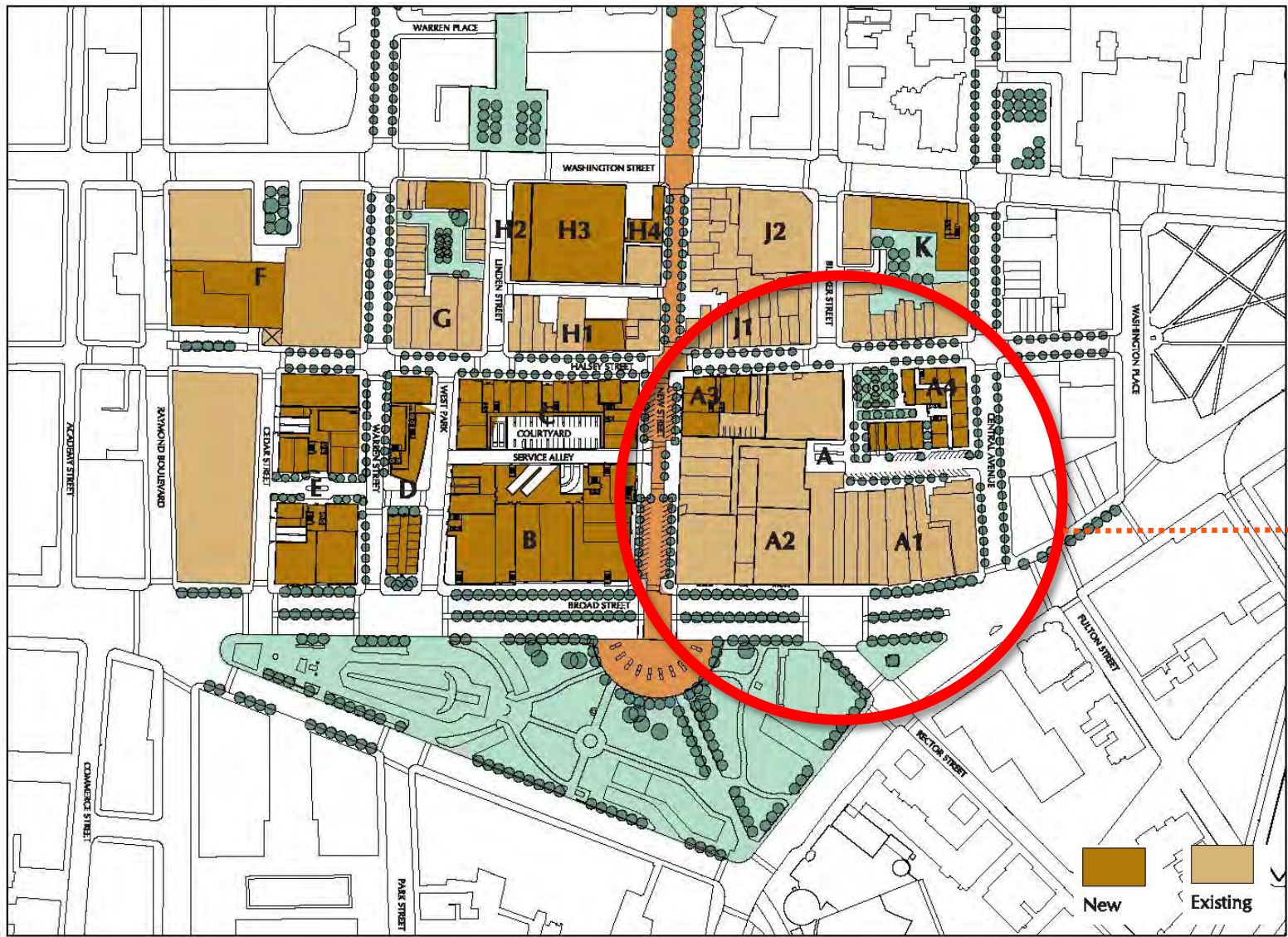


- RE-ESTABLISH MILITARY PARK AS **NEWARK'S TOWN SQUARE.**
- EMPHASIZE BROAD STREET AS **NEWARK'S MAIN STREET.**
- REMEMBER THE PAST BY ***PRESERVING THE HAHNES/KISLAK BLOCK AND RETAINING A LOW-SCALE HALSEY STREET.***
- ***MERGE AND MIX KEY ELEMENTS OF THE CITY- EDUCATIONAL, RETAIL, RESIDENTIAL AND CULTURAL***
- BUILD ON THE SUCCESS OF NJPAC AND REACH OUT TO THE FUTURE OF THE RIVERFRONT, BROAD STREET STATION, THE STADIUM AND THE ARENA.





# NEW NEWARK: INFILL DEVELOPMENT AS TOWN-GOWN STRATEGY

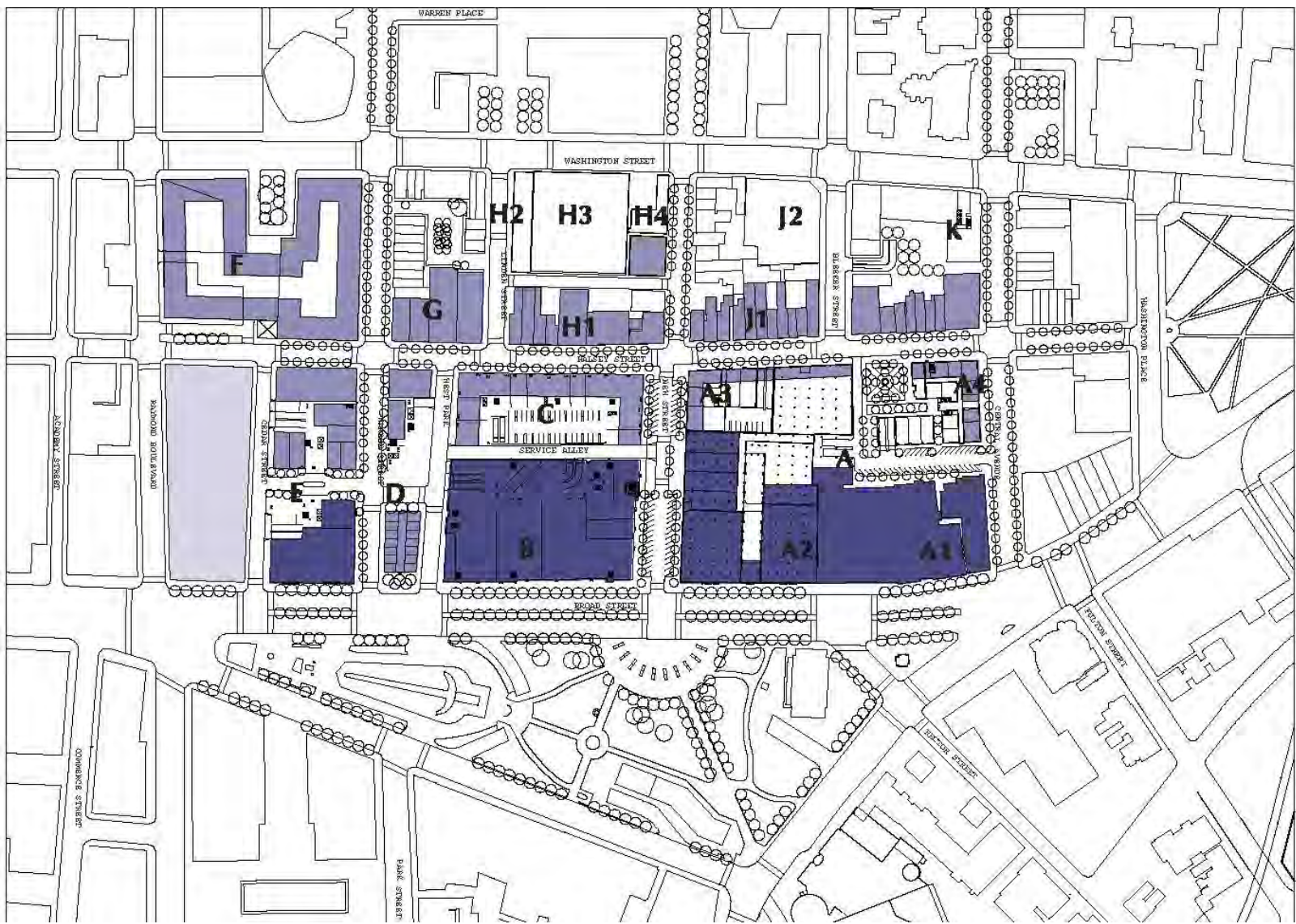


REMEMBER THE  
PAST BY  
PRESERVING THE  
HAHNES/KISLAK  
BLOCK.





# NEW NEWARK





# NEW NEWARK





# NEW NEWARK



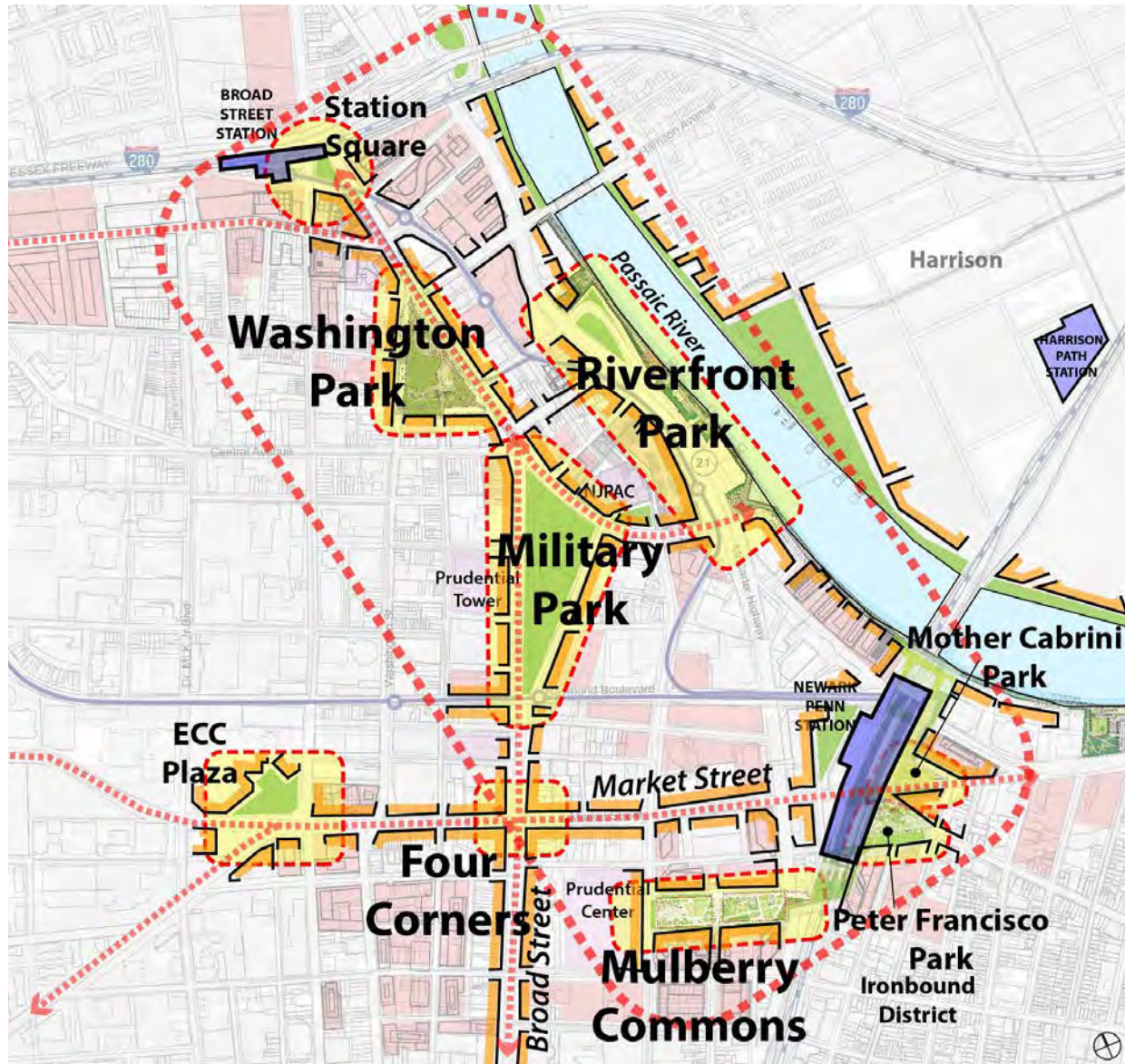


# NEW NEWARK





# DOWNTOWN NEWARK DEVELOPMENT PLAN PRINCIPLES

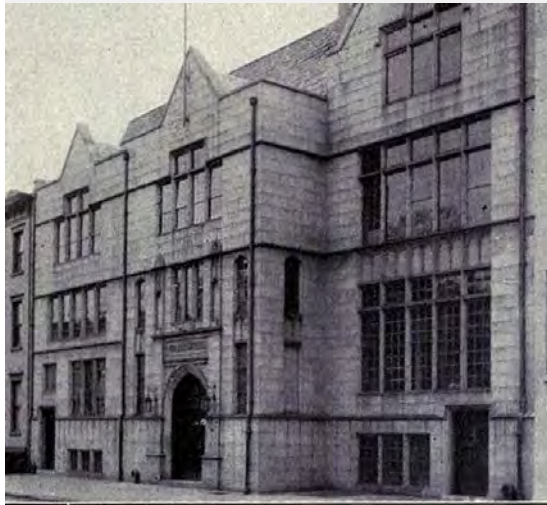


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# RUTGERS UNIVERSITY - NEWARK

## NEWARK CAMPUS HISTORY



NEW JERSEY LAW SCHOOL. NEWARK

### 1908

**RUTGERS' HISTORY IN  
NEWARK BEGINS WHEN NEW  
JERSEY LAW SCHOOL OPENS**



### 1908-1936

**NJLS AND FOUR OTHER  
EDUCATIONAL INSTITUTIONS  
FORMED ALLIANCES AND  
PARTNERSHIPS**



THE UNIVERSITY OF NEWARK ACADEMIC BUILDING, RE

### 1936

**MERGER OF THESE SCHOOLS  
CREATED THE UNIVERSITY OF  
NEWARK**



### 1946

**NEW JERSEY LEGISLATURE  
VOTED TO MAKE THE  
UNIVERSITY OF NEWARK PART  
OF RUTGERS UNIVERSITY**



# RUTGERS UNIVERSITY - NEWARK

## SITE FOR A NEW CAMPUS

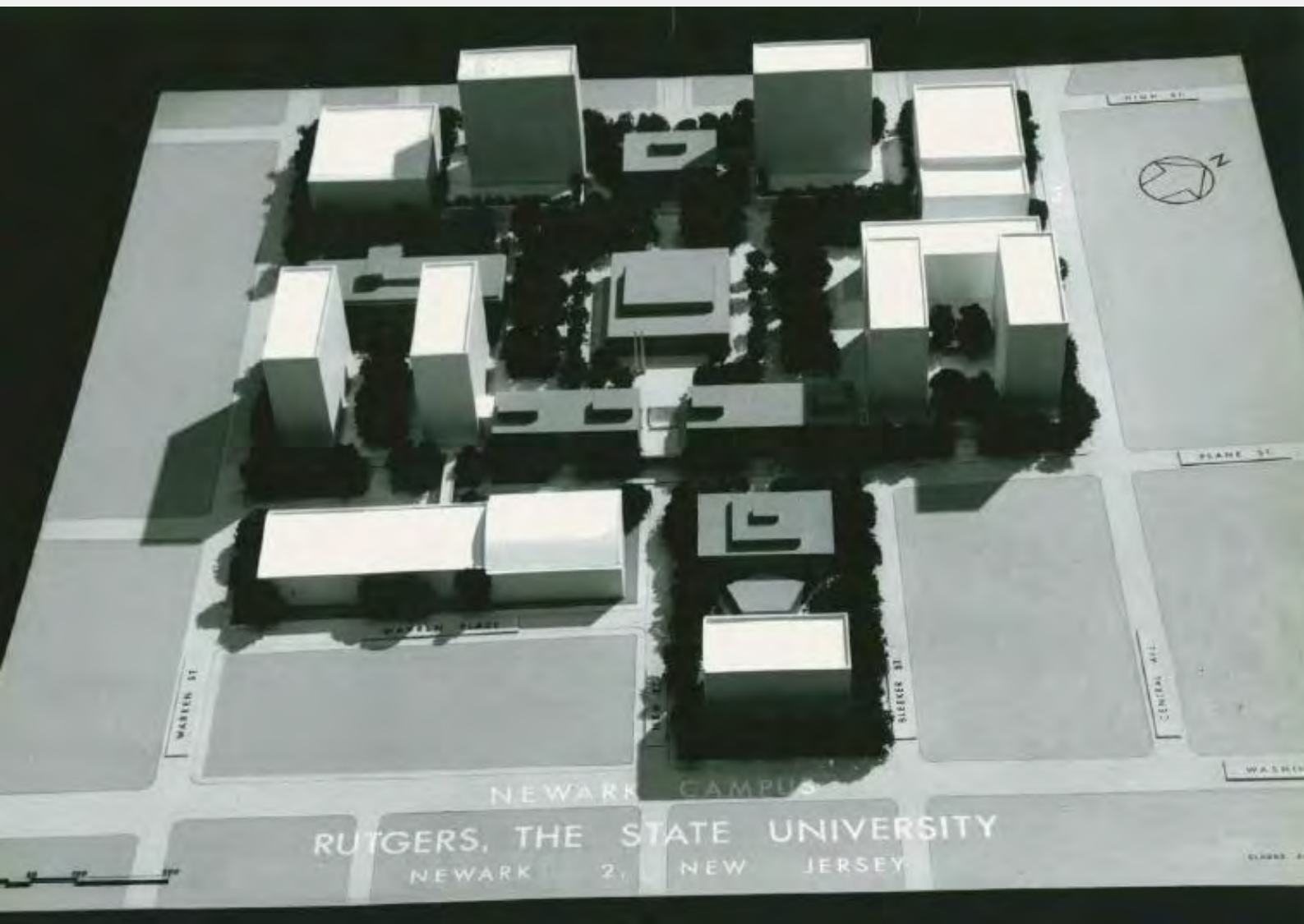


- WITH A NEW MISSION AS THE STATE'S FLAGSHIP UNIVERSITY, THERE WAS A NEED TO EXPAND OPERATIONS IN NORTHERN NEW JERSEY.
- THE SITE FOR THE NEW RUTGERS- NEWARK CAMPUS WAS IDENTIFIED
- ENCOMPASSES 7 CITY BLOCKS
- LOCATED JUST OUTSIDE THE DOWNTOWN AREA
- AREA WAS ONCE PRIMARILY RESIDENTIAL



# RUTGERS UNIVERSITY - NEWARK

## SUPER BLOCK CAMPUS

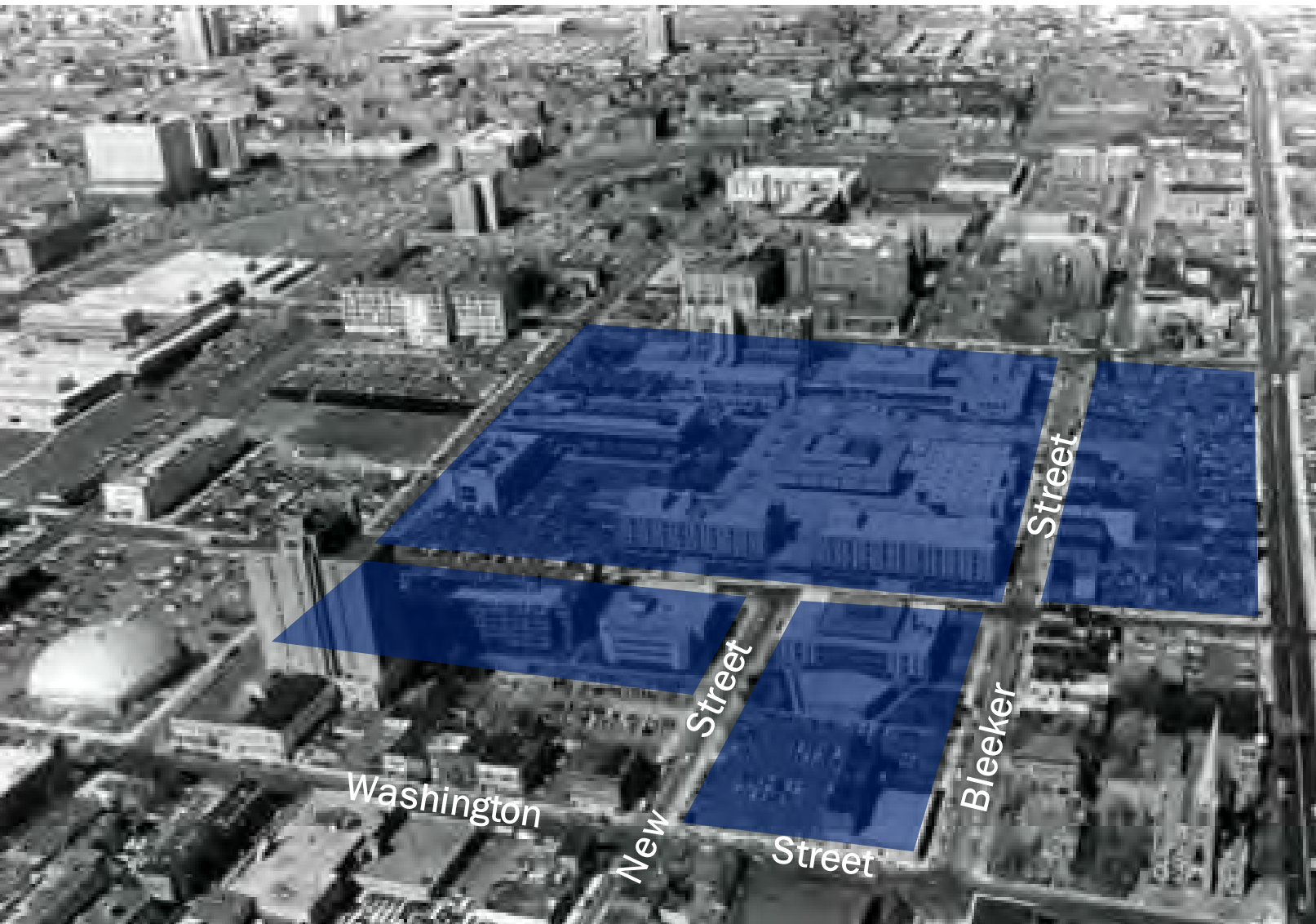


- **CONSTRUCTION OF NEW CAMPUS STARTED IN 1965**
- **ELIMINATED PARTS OF THE CITY STREET GRID TO CREATE A “SUPER BLOCK”**
- **DARK GREY SHAPES ON MODEL WERE BUILT IN THIS INITIAL PHASE**



# RUTGERS UNIVERSITY - NEWARK

CAMPUS 1970



- **WASHINGTON STREET CORRIDOR WAS THE EDGE OF CAMPUS FACING DOWNTOWN**
- **NEW STREET FORMED THE CENTRAL AXIS INTO CAMPUS**
- **BLEEKER STREET REMAINED OPEN**



# RUTGERS UNIVERSITY - NEWARK

BRUTALIST ARCHITECTURE





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# RUTGERS UNIVERSITY - NEWARK

## ORIGINAL CAMPUS

- **BRUTALIST ARCHITECTURE OF THE TIME WAS HARSH AND UNINVITING**
- **BUILDINGS WALLED OFF THE UNIVERSITY FROM THE SURROUNDING COMMUNITY**
- **RUTGERS – NEWARK WAS A COMMUTER COLLEGE AND NIGHT SCHOOL**
- **VERY LIMITED STUDENT AMENITIES**





# RUTGERS UNIVERSITY - NEWARK

## ORIGINAL CAMPUS





# RUTGERS UNIVERSITY - NEWARK

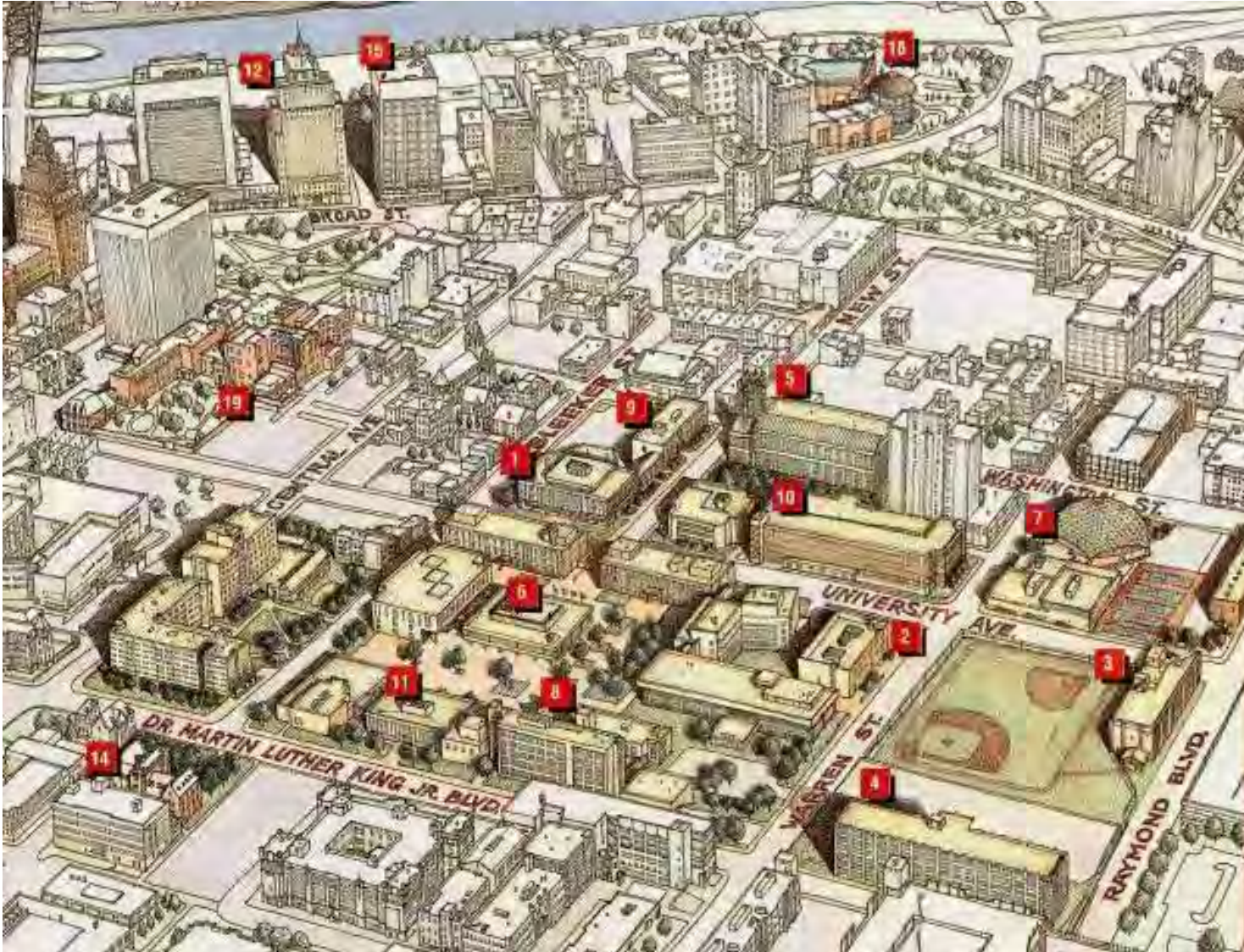
COMMUTER CAMPUS LACKING IN AMENITIES





# RUTGERS UNIVERSITY - NEWARK

CAMPUS IN TRANSITION IN THE 1980'S



- **TRANSITION FROM A COMMUTER COLLEGE BROUGHT PHYSICAL AND SOCIAL CHANGES**
- **FIRST RESIDENCE HALLS BUILT IN 1986**
- **STUDENT AMENITIES – DINING HALL AND REC CENTER BUILT**
- **CREATING MORE GREEN SPACE AND RECREATION SPACE**
- **ESTABLISHING A STRONGER PRESENCE ALONG WASHINGTON STREET**
- **LOCAL BUSINESSES BEGIN TO CATER TO STUDENTS**



# RUTGERS UNIVERSITY - NEWARK

## CAMPUS OPEN SPACE TRANSFORMATION





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# RUTGERS UNIVERSITY - NEWARK

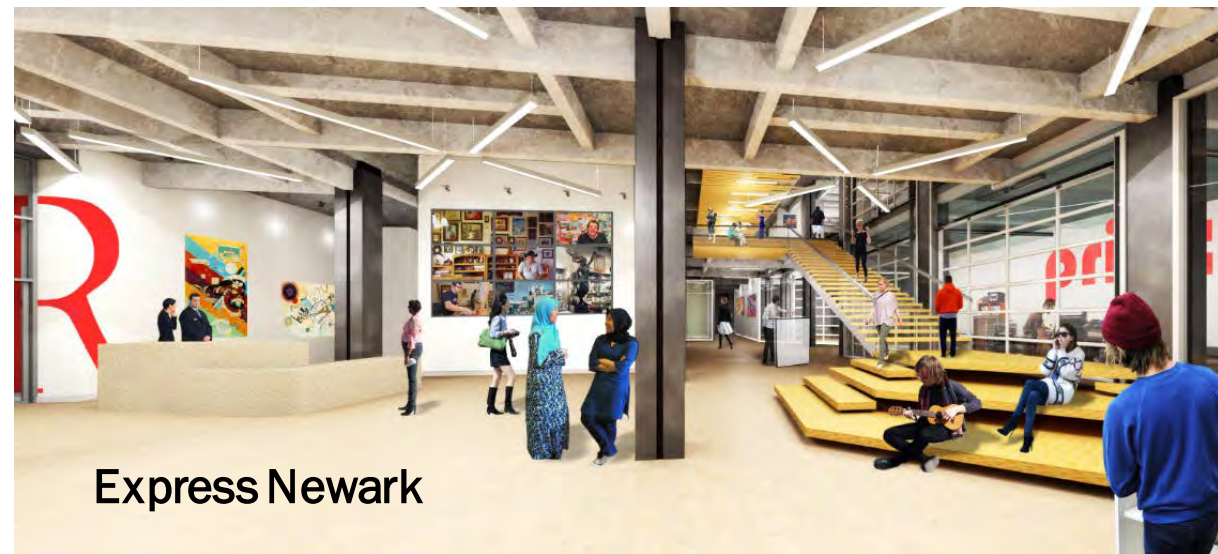
RUTGERS UNIVERSITY – NEWARK IS NOT IN THE CITY - IT IS “OF” THE CITY – AN ANCHOR OF OUR HOME CITY





# RUTGERS UNIVERSITY-NEWARK

HAHNES DEPARTMENT STORE - P3 AT BROAD AND NEW STREETS

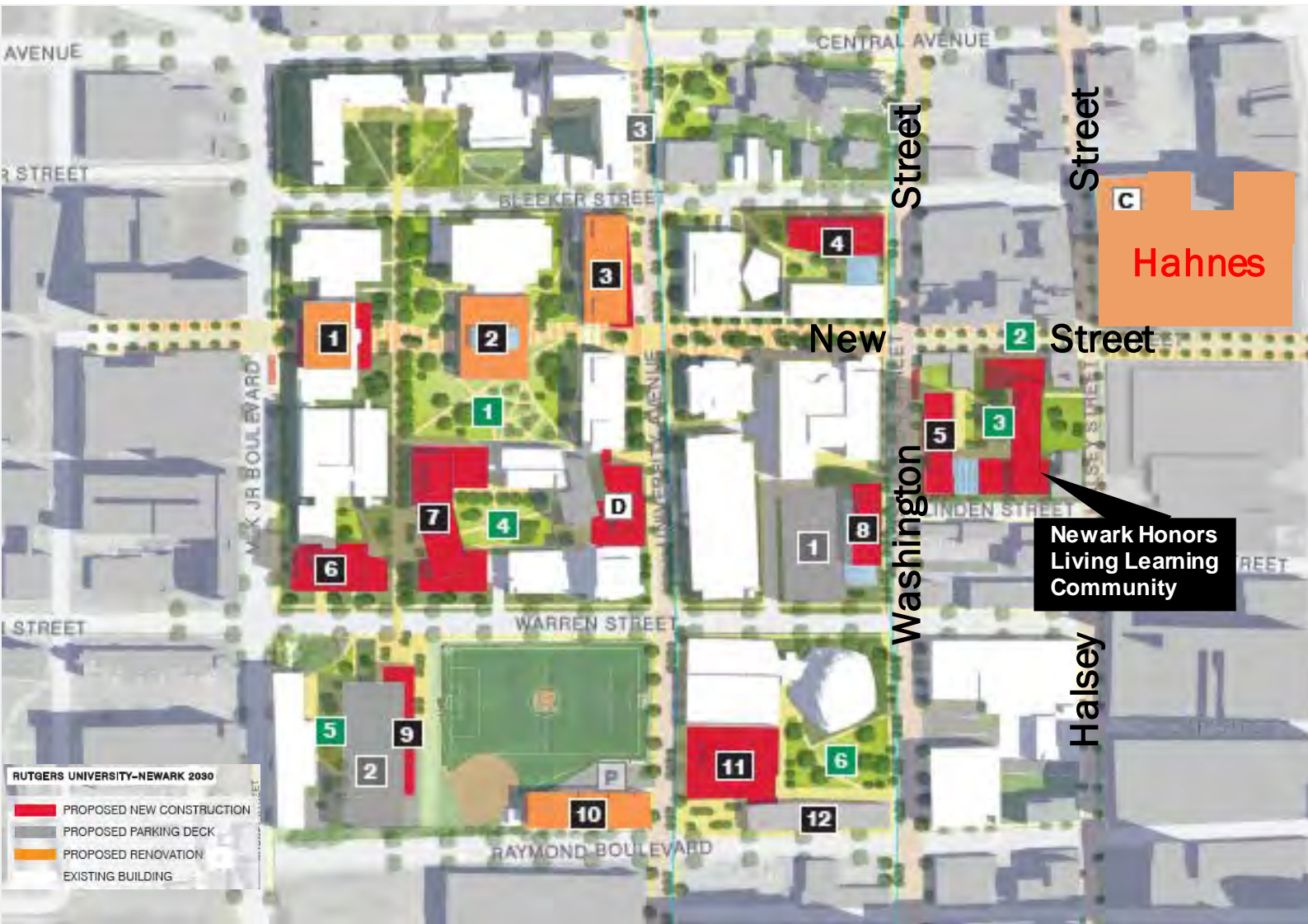


Express Newark



# RUTGERS UNIVERSITY - NEWARK

## RUTGERS 2030 MASTER PLAN



- **RUTGERS 2030 PHYSICAL MASTER PLAN ADVANCES RU-NEWARK'S STRATEGIC VISION**
- **EXTENSION OF NEW STREET CORRIDOR RE-ENGAGES CAMPUS WITH DOWNTOWN**
- **ACTIVATION OF ADJOINING HALSEY STREET NEIGHBORHOOD**
- **CREATES STREET LIFE AND ENGAGEMENT WITH THE COMMUNITY**



# NEWARK HONORS LIVING-LEARNING COMMUNITY

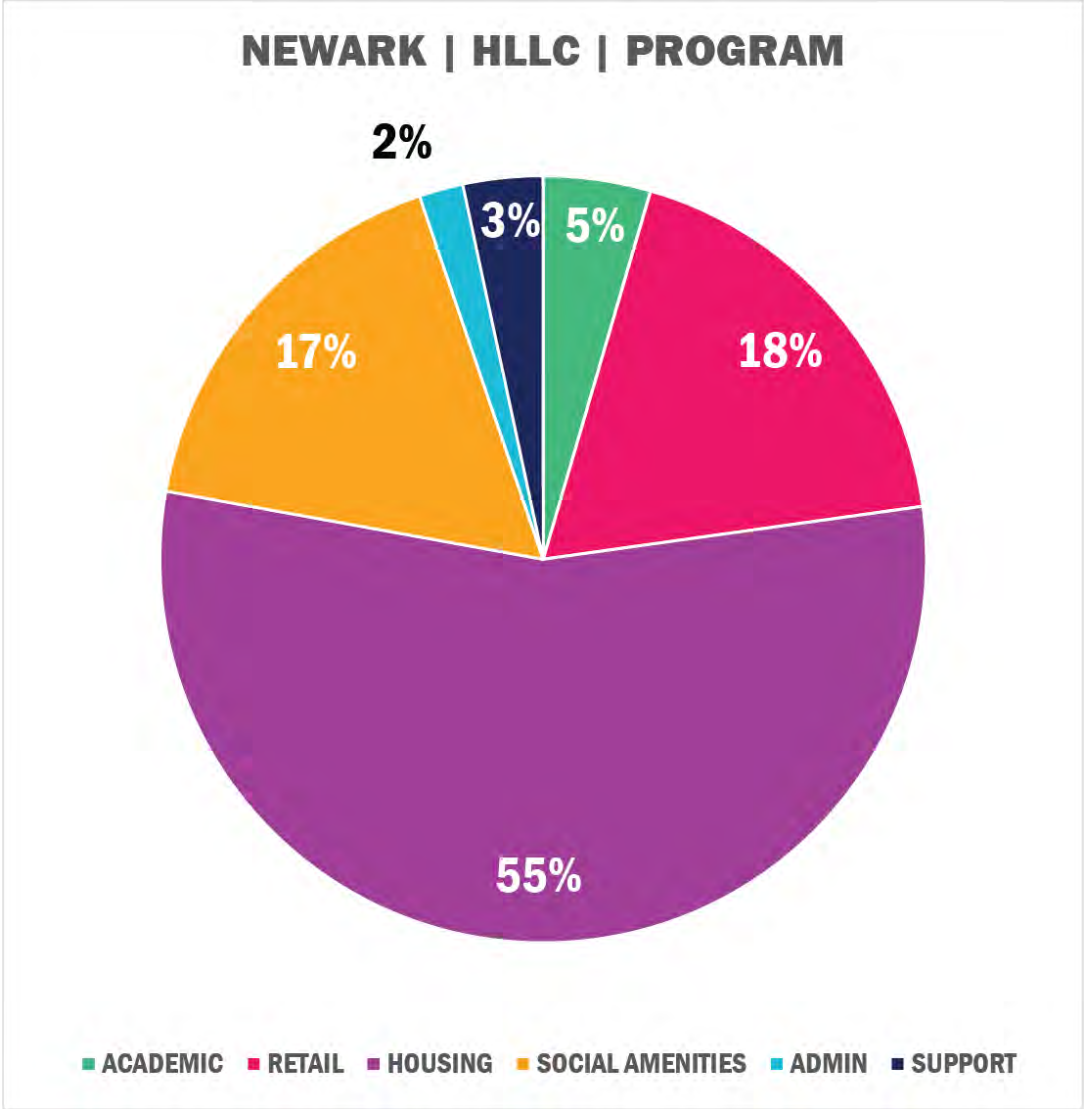
**CURIOSITY. INTEGRITY. MOBILITY. EXCELLENCE**

- DELIVER **EQUITABLE, INTERGENERATIONAL, INTERDISCIPLINARY**, AND TRANSFORMATIVE CURRICULAR EXPERIENCES THAT SEAMLESSLY BLEND CLASSROOM AND COMMUNITY.
- ACTIVATE TOMORROW'S THOUGHT LEADERS, COMMUNITY COLLABORATORS, AND CHANGE AGENTS THROUGH **ROBUST LIVING-LEARNING EXPERIENCES**, PARTNERSHIPS, COMMUNITY ENGAGEMENT, AND LEADERSHIP DEVELOPMENT.



# HLLC PROGRAM

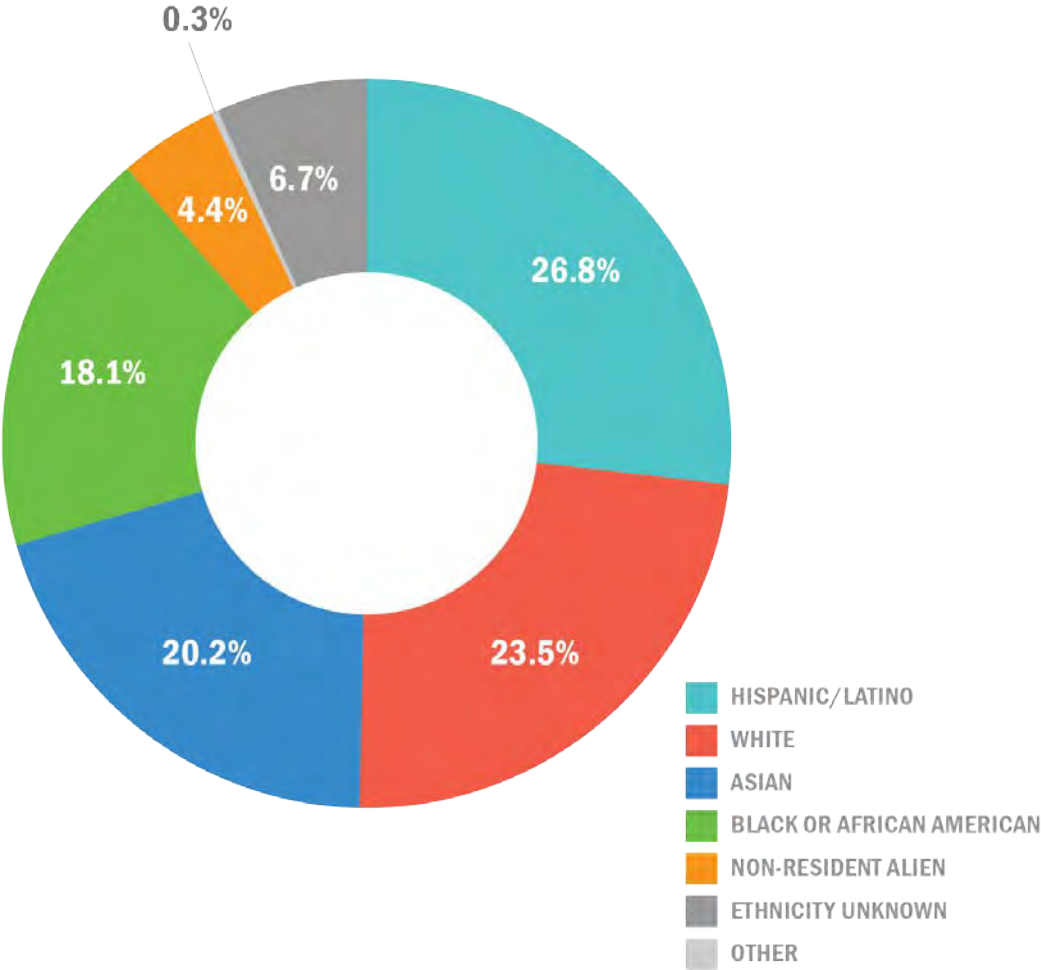
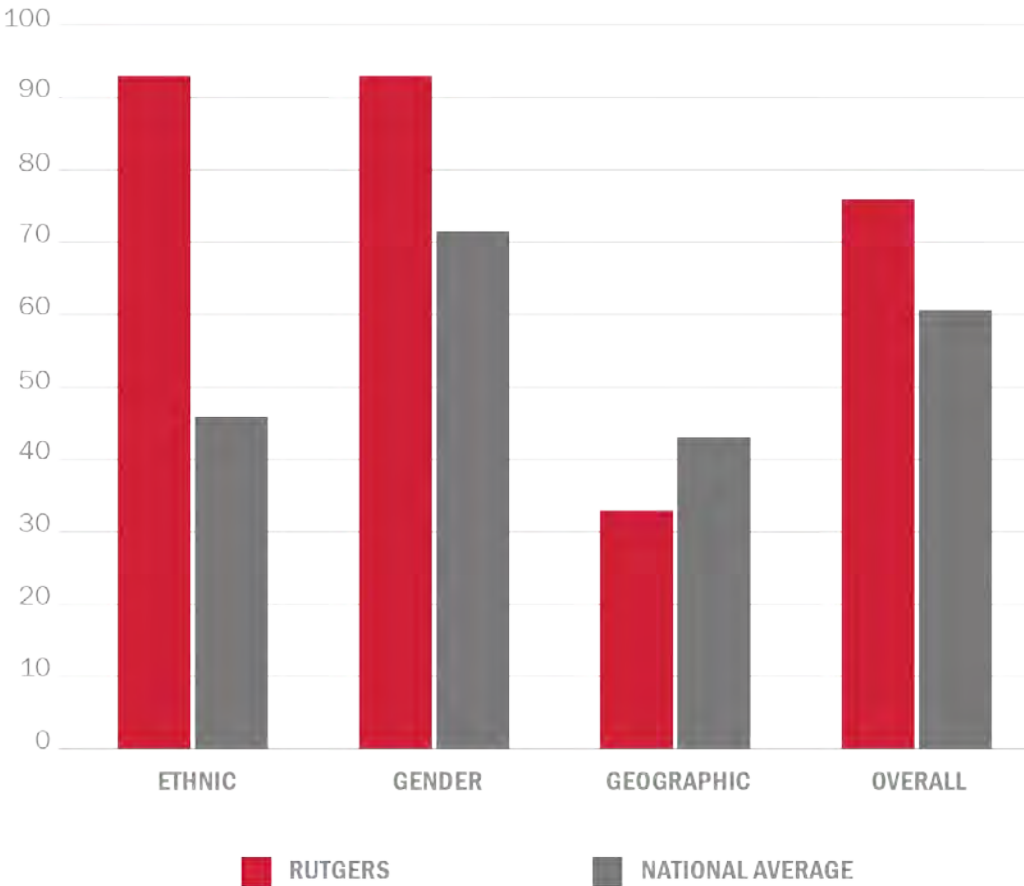
DEPARTMENT	AREA (SF)
ACADEMIC	5,520
RETAIL	22,280
HOUSING	67,140
SOCIAL AMENITIES	20,640
ADMIN	2,280
SUPPORT	4,100
SUBTOTAL	121,960
GROSSING FACTOR	1.26
TOTAL GSF	153,670





# RUTGERS-NEWARK DEMOGRAPHICS

“MOST DIVERSE IN THE COUNTRY SINCE 1997”





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# HLLC | PROGRAM

## RESIDENT PROFILES

- |                           |  |
|---------------------------|--|
| 1. “Emerging Singles”     | Traditional first time student   |
| 2. “Established Singles”  | Traditional returning or transfer student  |
| 3. “Adult Singles”        | First time and returning student, veterans, financially independent students, older students |
| 4. “Couples and Families” | Adult first time or returning student  |



# HLLC | PROGRAM

## RESIDENT PROFILES

### HLLC PROGRAM-WIDE

1. “Emerging Singles”

2. “Established Singles”

60%

TRADITIONAL  
FIRST YEARS

100-125 Students/Year

3. “Adult Singles”

4. “Couples and Families”

40%

TRANSFERS



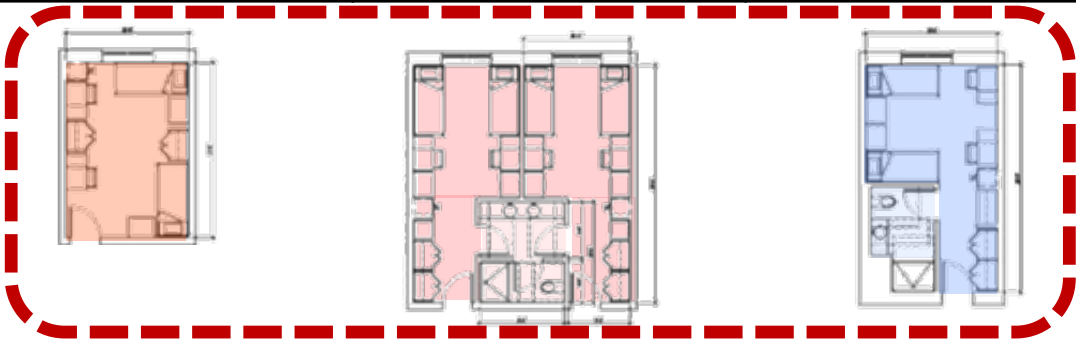
# HLLC | PROGRAM

## RESIDENT PROFILES

“EMERGING SINGLES”  
TRADITIONAL FIRST-TIME STUDENTS



Double Bedroom w/shared bathrooms	Double-Double Semi-Suite	Hotel-Style Semi- Suite	3 Student Single Double Full-Suite	Hybrid Suite- Apartment Mix
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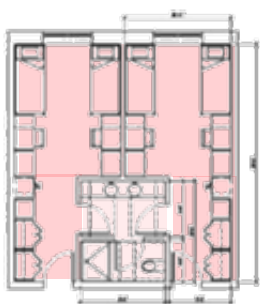
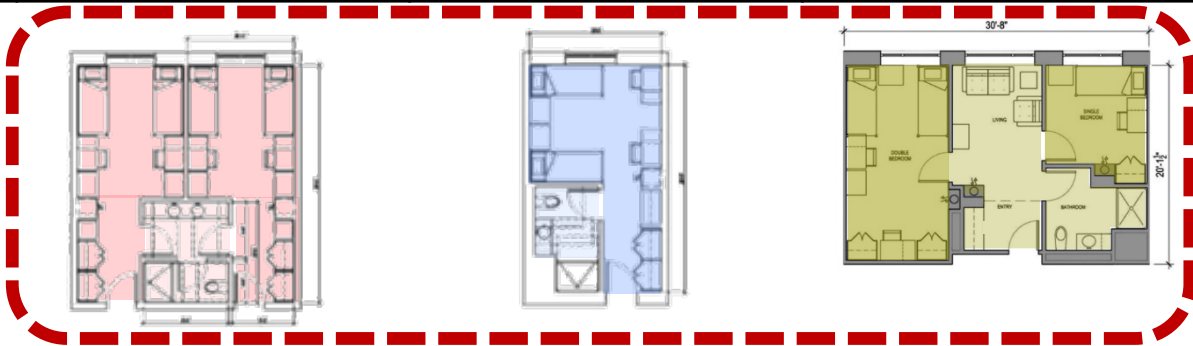
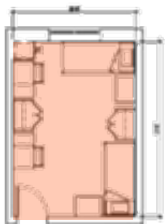
# HLLC | PROGRAM

RESIDENT PROFILES

**“ESTABLISHED SINGLES”**  
TRADITIONAL RETURNING OR TRANSFER STUDENTS



Double Bedroom w/shared bathrooms	Double-Double Semi-Suite	Hotel-Style Semi- Suite	3 Student Single Double Full-Suite	Hybrid Suite- Apartment Mix
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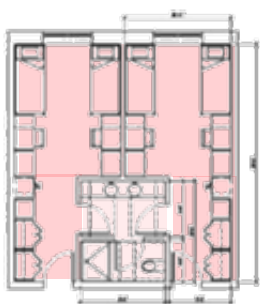
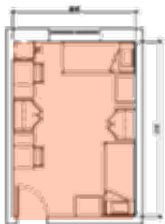
# HLLC | PROGRAM

RESIDENT PROFILES

**“ADULT SINGLES”**  
FIRST TIME AND RETURNING STUDENT, VETERANS, OLDER STUDENTS



Double Bedroom w/shared bathrooms	Double-Double Semi-Suite	Hotel-Style Semi- Suite	3 Student Single Double Full-Suite	Hybrid Suite- Apartment Mix
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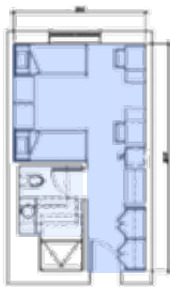
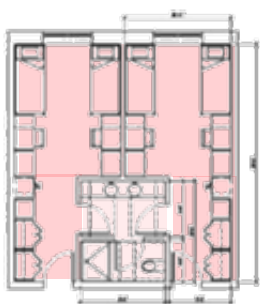
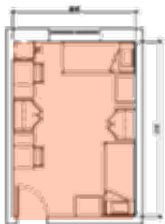
# HLLC | PROGRAM

RESIDENT PROFILES

**“COUPLES AND FAMILIES”**  
ADULT FIRST TIME OR RETURNING STUDENTS



Double Bedroom w/shared bathrooms	Double-Double Semi-Suite	Hotel-Style Semi- Suite	3 Student Single Double Full-Suite	Hybrid Suite- Apartment Mix
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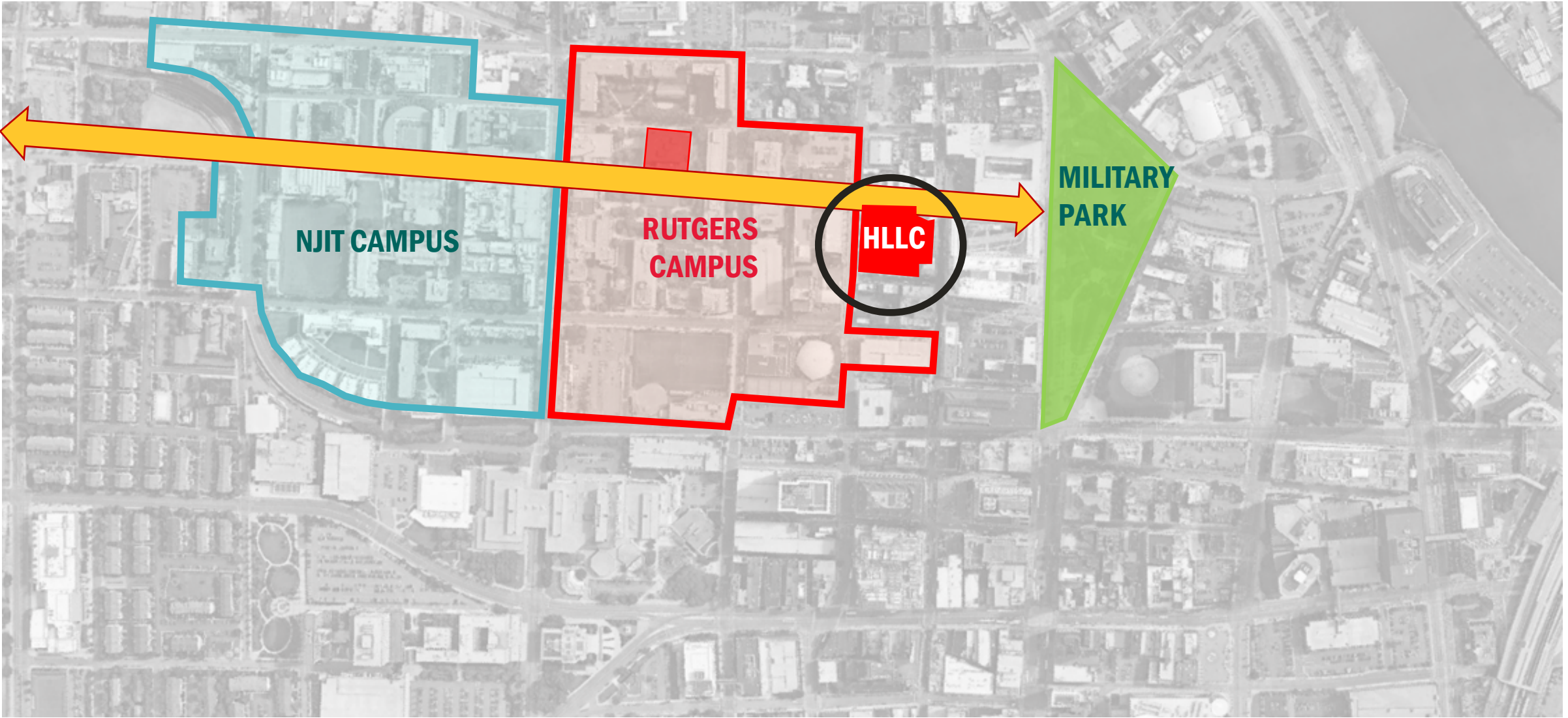


# HLLC | SITE



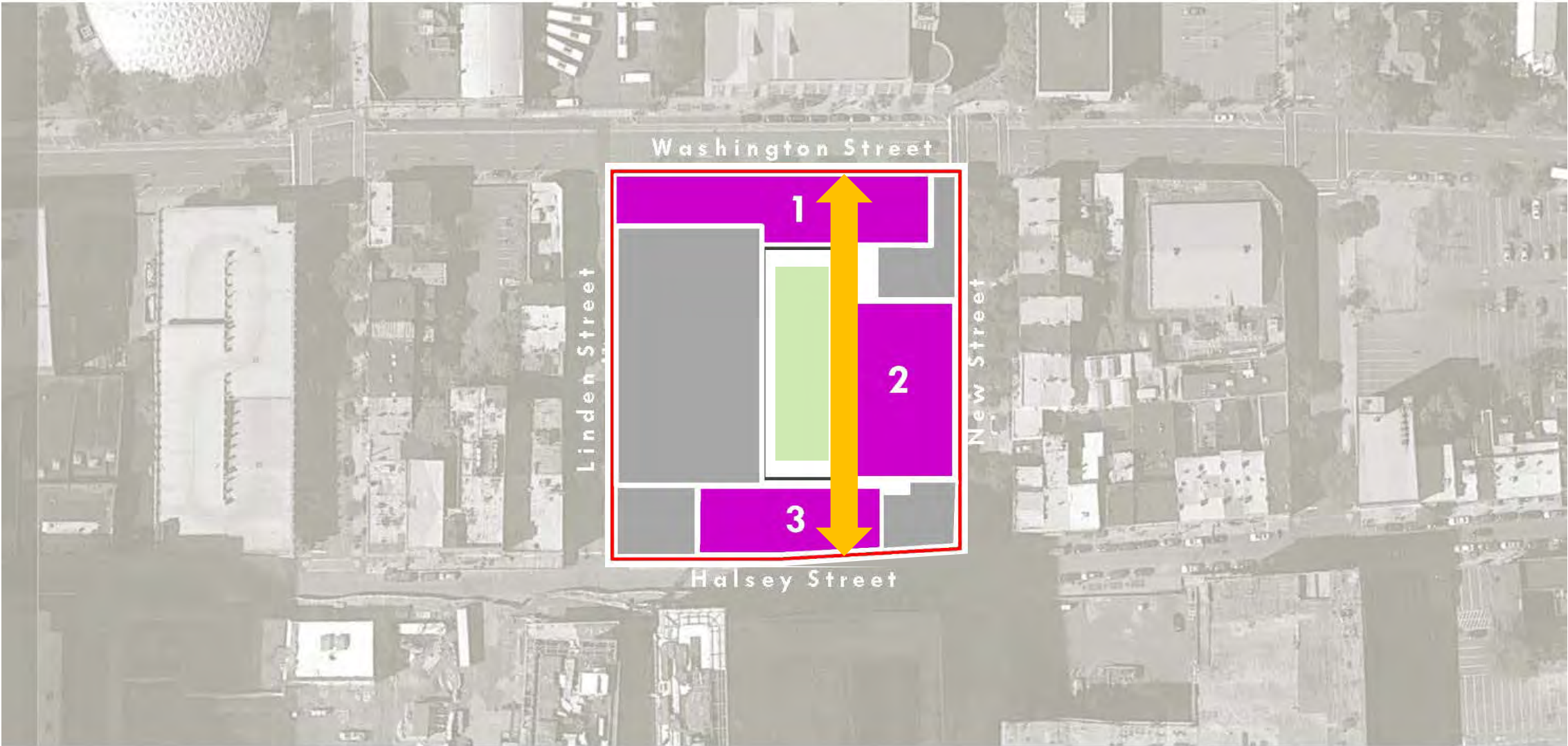


# HLLC | SITE



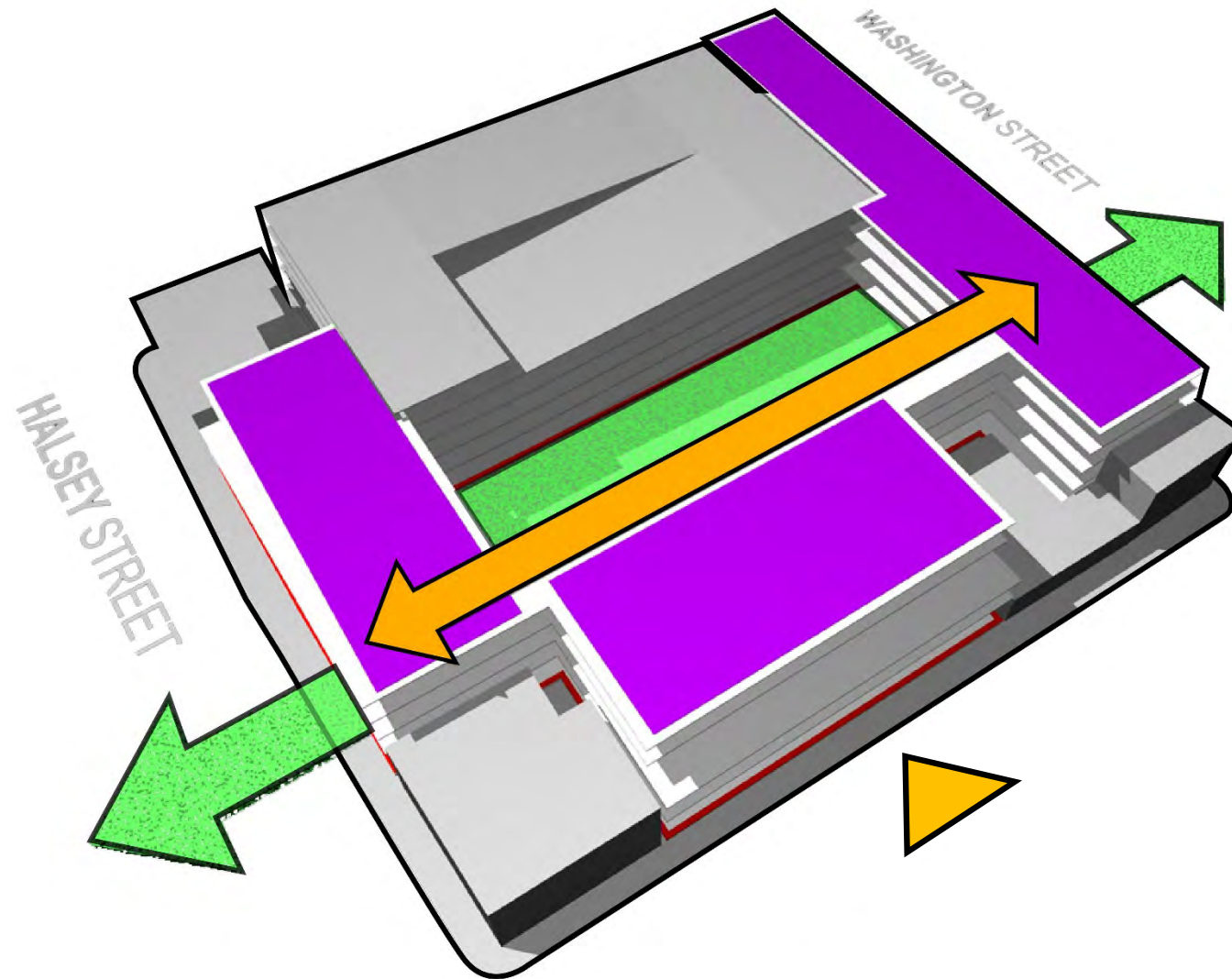


# HLLC | SITE STRATEGY





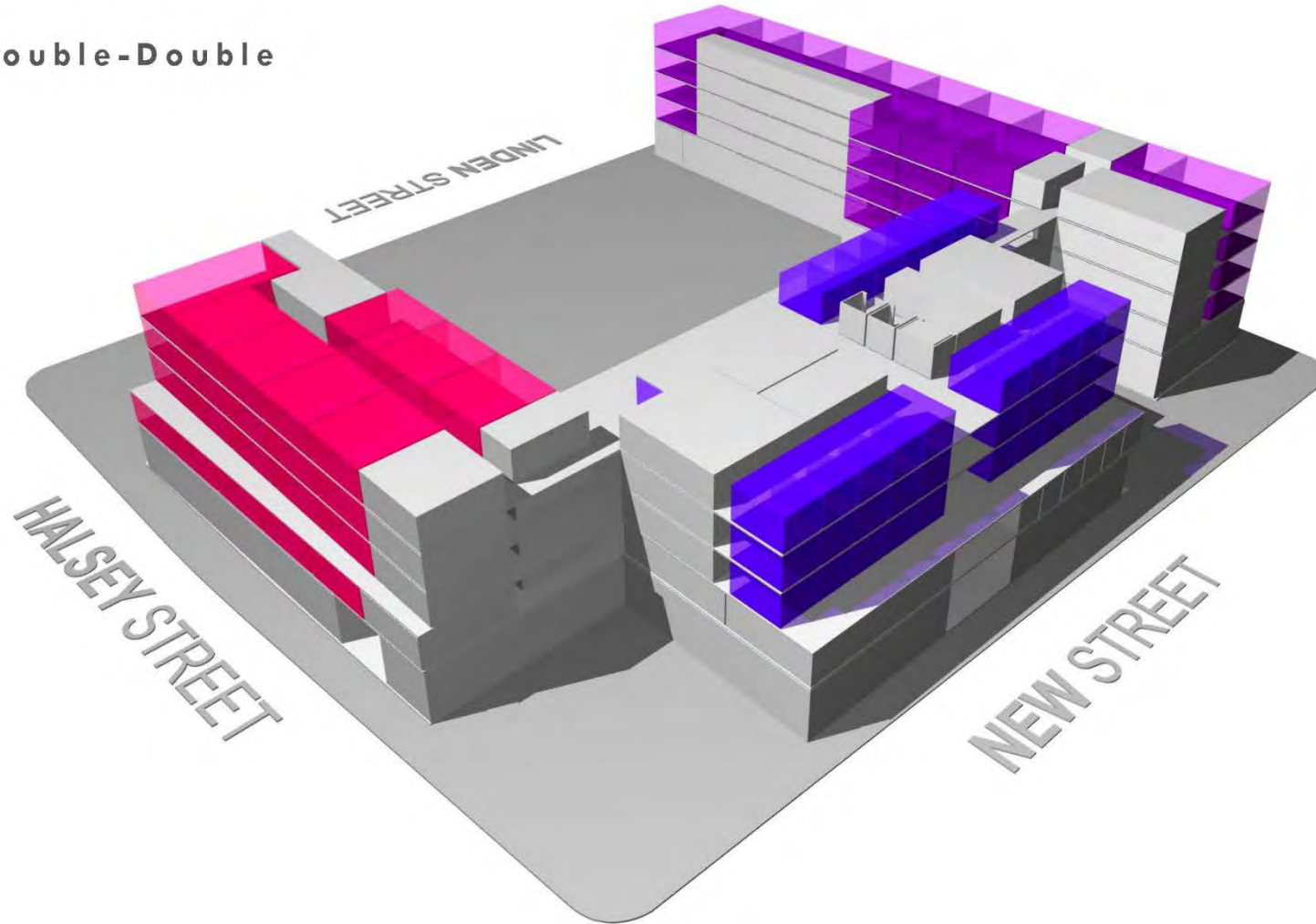
# HLLC | CONCEPT





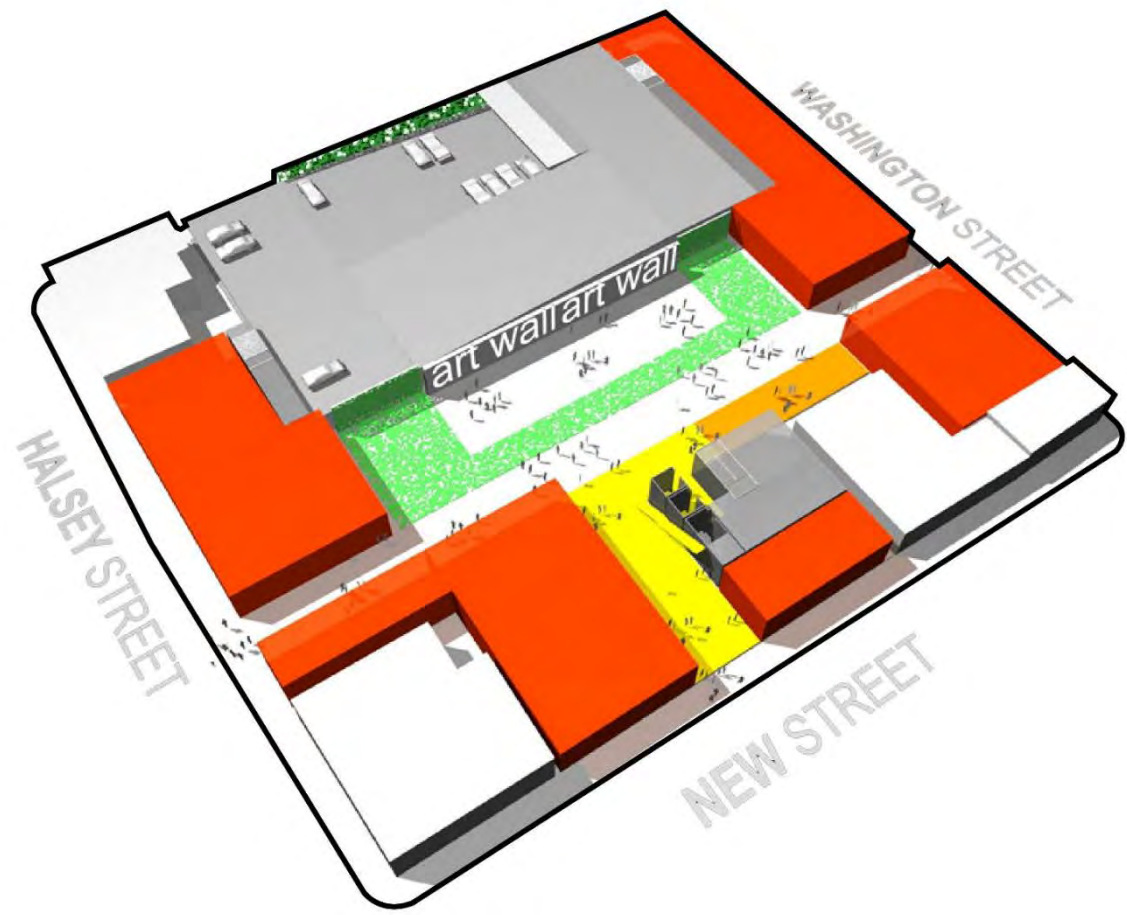
# HLLC | CONCEPT

- 30% Shared Wet-Core
- 50% 4-Bed Double-Double
- 20% Mix



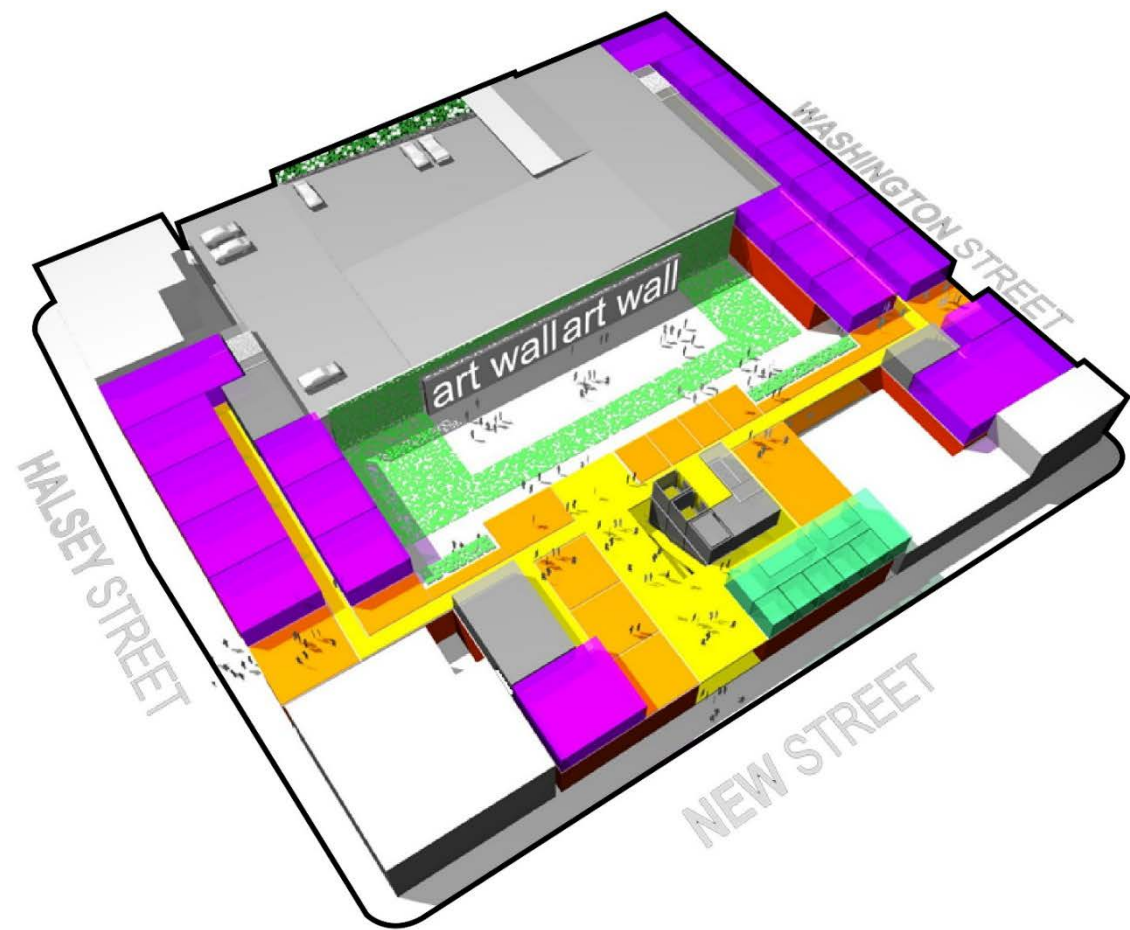


# HLLC | 1<sup>ST</sup> FLOOR



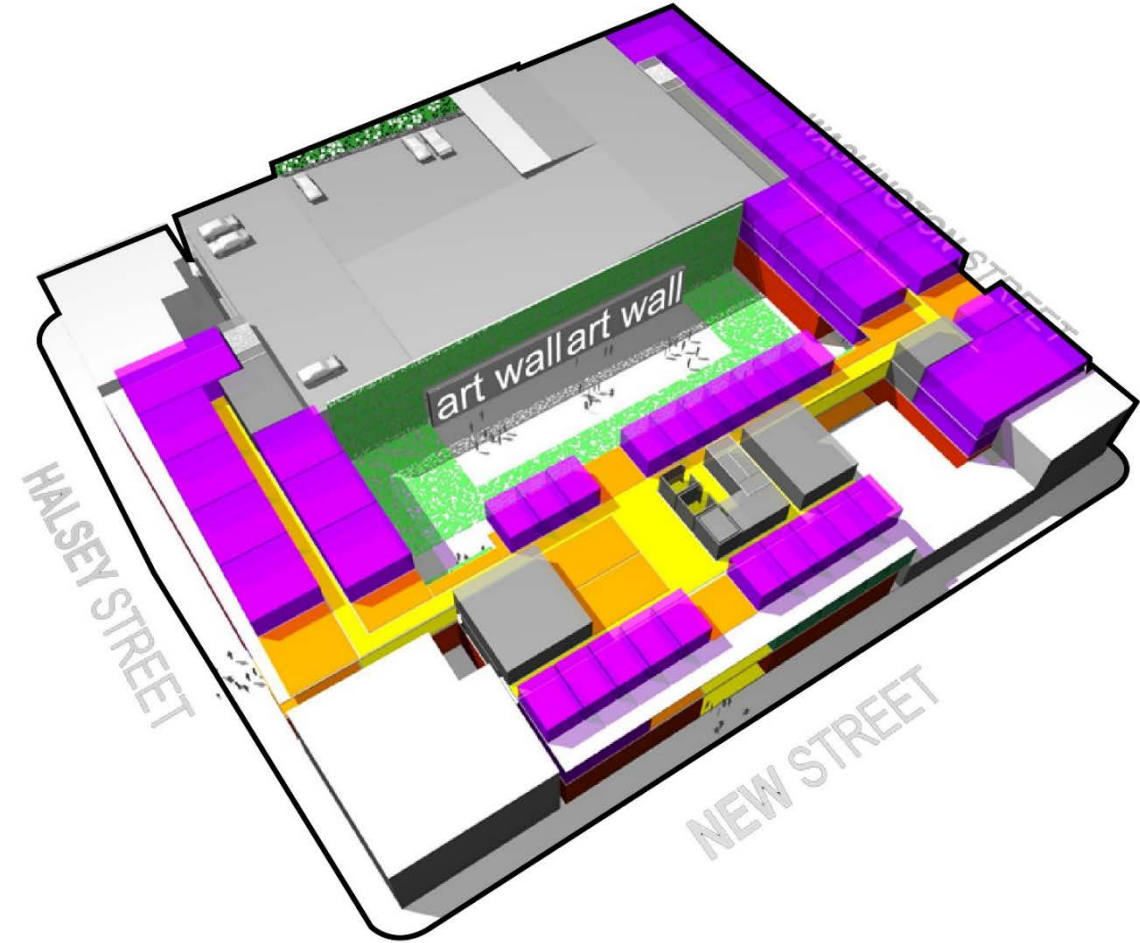


# HLLC | 2<sup>ND</sup> FLOOR



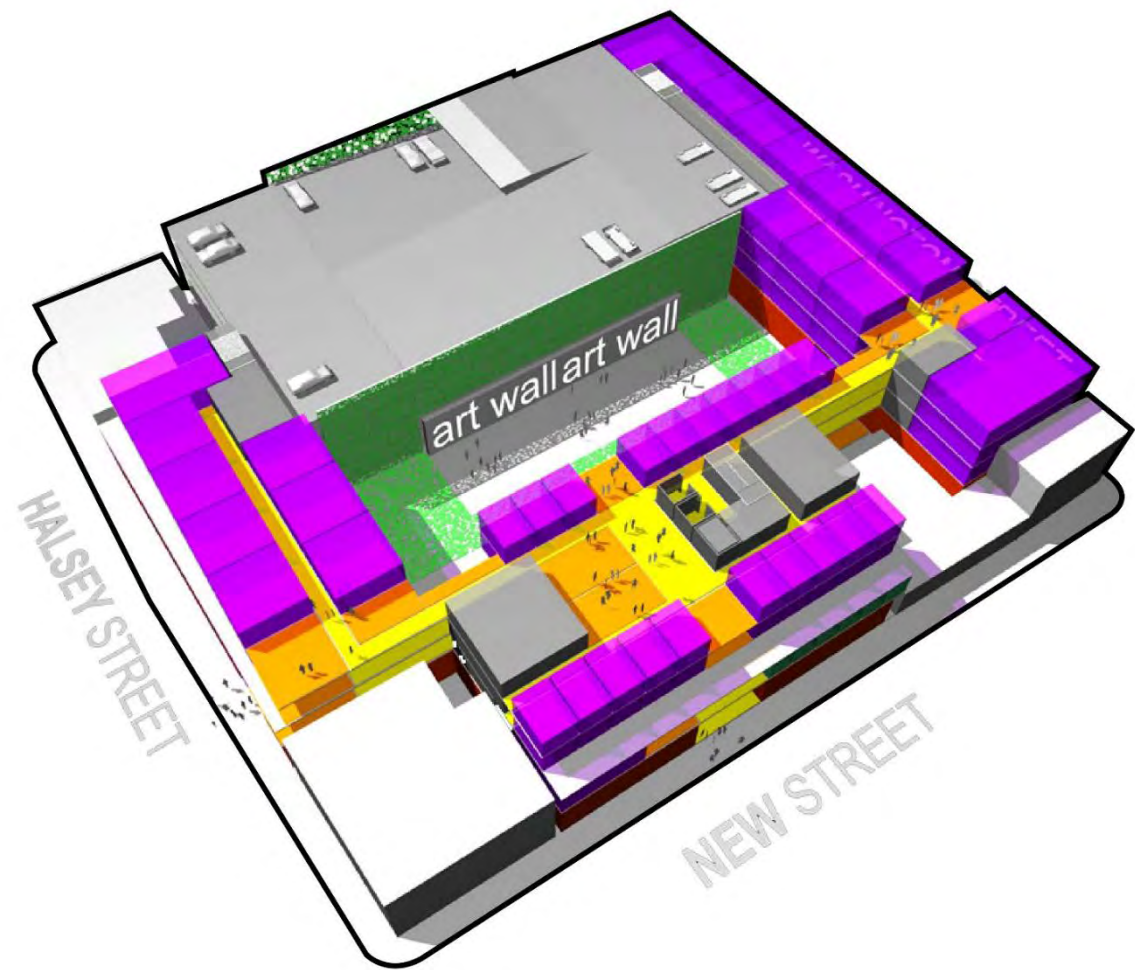


# HLLC | 3<sup>RD</sup> FLOOR



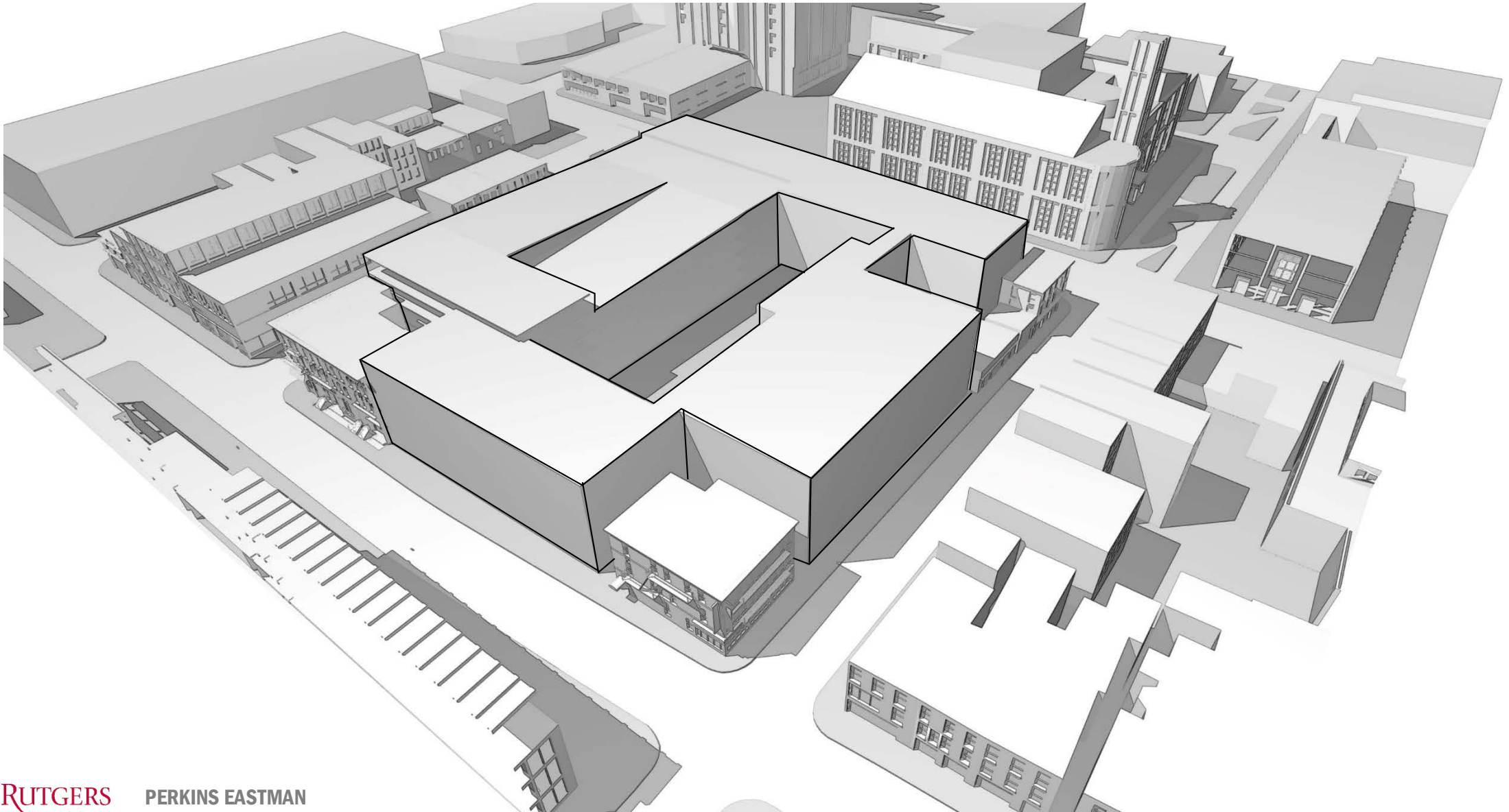


# HLLC | 4<sup>TH</sup> FLOOR



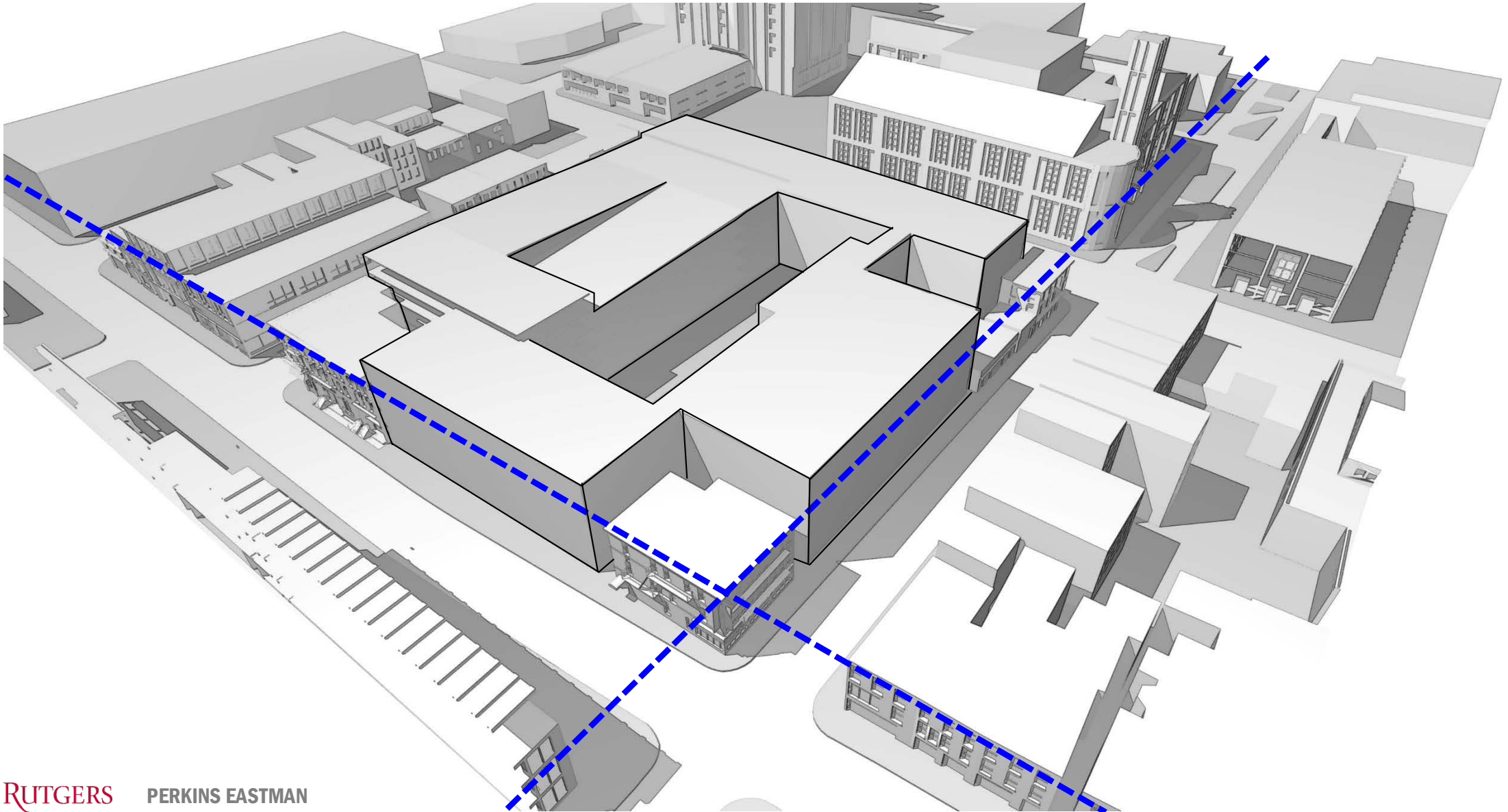


# HLLC | CONTEXTUAL MORPHOLOGY



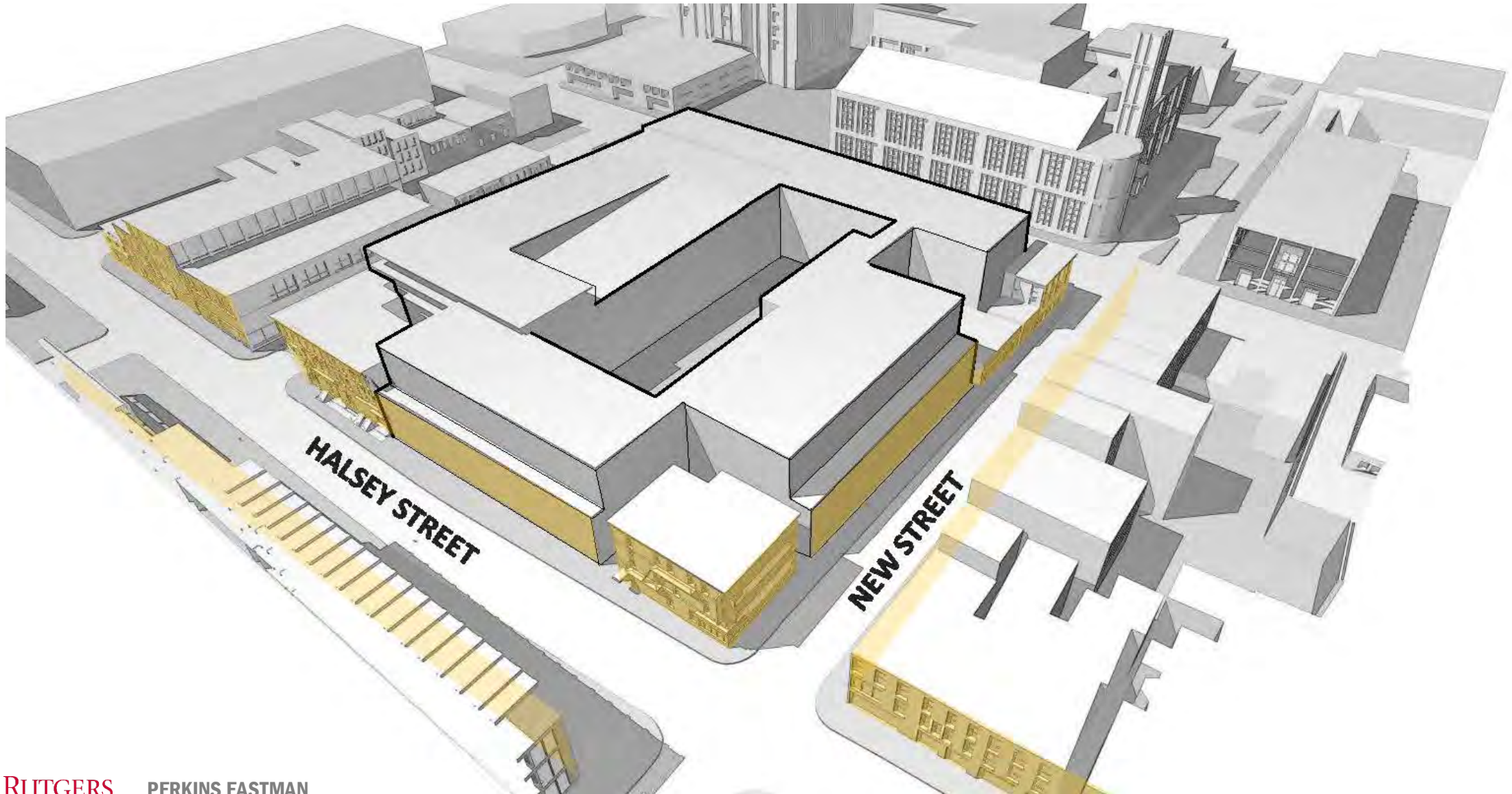


# HLLC | CONTEXTUAL MORPHOLOGY





# HLLC | CONTEXTUAL MORPHOLOGY





# HLLC | CONTEXTUAL MORPHOLOGY





# HLLC | CONTEXTUAL MORPHOLOGY











LINDEN ST

ART GALLERY ART GALLERY ART GALLERY ART GALLERY ART GALLERY ART GALLERY

PHARMACY PHARMACY

RESTAURANT

















NEW LOCATION  
89 HALSEY ST.  
973-277-5915

BARBER SHOP

NEW LOCATION  
HALSEY ST.



































# TRANSFORMATION

## THE DOWNTOWN ACADEMIC CAMPUS AS A DRIVER FOR URBAN RENEWAL

- INSTITUTIONAL PARTNERSHIP WITH DEVELOPMENT PLAN PROCESS
- PIVOT TO “OF THE CITY” IN RUTGERS’ MISSION
- ALIGNMENT OF UNIQUE CAMPUS BUILDING PROJECTS WITH URBAN INITIATIVES

