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IEOH MING PEI

I. M. Pei, the internationally known architect and urban planner who has developed an overall conceptual plan and model for revitalization of the downtown section of New Brunswick, N. J., is credited with many widely recognized designs and a number of large-scale urban and community development projects.

Among the projects with which Mr. Pei has been most closely identified are the East Building of the National Gallery of Art in Washington; the John Fitzgerald Kennedy Library in Massachusetts; the master plan for Columbia University in New York; and an international center in Singapore.

Mr. Pei has been associated with I. M. Pei & Partners, of New York, since 1955. During this time the firm has designed and built more than 50 architectural projects -- 34 of which were winners of awards.

Born in China in 1917, Mr. Pei came to the United States in 1935 for his professional education. He received his undergraduate degree in architecture from Massachusetts Institute of Technology, and a Master of Architecture degree from Harvard Graduate School of Design. After serving on the National Defense Research Committee from 1943 to 1945, Mr. Pei taught at Harvard until 1948. He became a naturalized U. S. citizen in 1954, and the following year became a partner with his present firm.

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"Working together for a New New Brunswick"

Mr. Pei, deeply interested in education as well as the arts, has served on university committees and art councils, and has participated in numerous civic and professional programs. President Lyndon B. Johnson appointed him to the National Council on the Humanities in 1966, and he continued service subsequently on the Federal Architectural Task Force of the National Endowment of the Arts. Mr. Pei also has been a member of the Urban Design Council of the City of New York and the National Urban Policy Task Force of the American Institute of Architects. His present memberships include the MIT Council on the Arts, and he also is chairman of the Visiting Committee on Architecture and Planning at MIT.

Mr. Pei has been elected a Fellow of the American Institute of Architects, a Corporate Member of the Royal Institute of British Architects, an Honorary Fellow of the American Society of Interior Designers, a Fellow of the American Academy of Arts and Sciences, a member of the National Institute of Arts and Letters and an Academician of the National Academy of Design. He was elected to membership in the American Academy of Arts and Letters in 1975, based on his eminent achievement in the field of creative arts.

Honorary degrees conferred on Mr. Pei have included a Doctor of Fine Arts by the University of Pennsylvania, and a Doctor of Laws by the Chinese University of Hong Kong. In addition, he has received numerous international architectural awards.

Mr. Pei was retained last January by the Board of Directors of New Brunswick Tomorrow, the private, citywide agency.

JJH MAY 28 1976

OF INTEREST IN TODAY'S PRESS

**New York Times
New York Daily News
Wall Street Journal
Newark Star-Ledger
Barron's**

ES, FRIDAY, MAY 28, 1976

I. M. Pei Proposes a Rebirth for New Brunswick

Special to The New York Times

NEW BRUNSWICK, May 27 — If I. M. Pei has his say, downtown New Brunswick will be transformed from a decaying business area into an urban showplace.

The architect, who came to the United States from China in 1935 and is known for such designs as the Kennedy Library, the East Building of the National Gallery of Art in Washington and Philadelphia's Society Hall, unveiled today a \$150 million plan to rebuild New Brunswick's center city into a model commercial and residential community.

"New Brunswick's business district is kind of sick," Mr. Pei said, "but compared with other center cities, its neighborhoods are stable and the city is manageable."

Mr. Pei would restore the city to health by adding four office buildings, a hotel, town houses and shopping malls. He would also have trees planted along Albany Street and Railroad Plaza.

He said he would not have undertaken the project if he did not think it would be financed and carried out.

Leadership Cited

"We believe that New Brunswick has the civic and political leadership to take action on this plan," Mr. Pei said. "We have no time to draw up plans that will sit on the shelf."

Particularly powerful forces in the community, he said, are Rutgers, the state university, and Johnson & Johnson, the pharmaceutical company that has its corporate headquarters here. J & J has already purchased land adjacent to the proposed revitalization area.

The downtown reconstruction is being led by a private group of business and civic interests known as New Brunswick Tomorrow, under the chairmanship of John J. Heldrich,

corporate vice president of Johnson & Johnson. A full-time staff has been hired.

However, the key to completion of construction will rest on attracting financing in today's private market. Toward that end, a separate Development Corporation has been established under Richard B. Sellars, chairman of Johnson & Johnson. It will depend almost entirely on pri-



The New York Times

I. M. Pei

vate financing rather than on government subsidies, according to David Nesbitt, president of the corporation.

"We intend to create a synergistic process much as they did in Atlanta," Mr. Nesbitt said. "New Brunswick must be competitive to create a climate for investors."

A major stumbling block to completion of the downtown reconstruction would be the failure to build

Route 18 along its proposed alignment, including a new bridge across the Raritan River. Approval has been delayed by the Federal Department of Transportation pending studies of alternate routes.

"If the bridge permit is denied, we would have to have a serious reappraisal of this entire plan," Mr. Heldrich said.

Mr. Pei agreed that traffic flow was essential to relieving the congestion in George Street, the main artery of New Brunswick, and that traffic circulation depended on completion of Route 18 along the Raritan River.

Four Phases Planned

The reconstruction plan would be undertaken in four phases:

First, revitalization of George Street into an area of retail specialty shops, and possibly a 1,500-foot pedestrian mall when Route 18 is completed. A \$5 million office building is scheduled for groundbreaking later this summer.

Second, construction of a "first class" hotel on Albany Street to provide meeting space for area groups. Also, construction of townhouses and row houses to accommodate between 400 and 700 families in a section of town near the river.

Third, transformation of Albany Street, which Mr. Pei said was now "a liability," into a tree-lined boulevard, and refurbishment of Railroad Plaza.

And fourth, construction of additional office buildings totaling 525,000 square feet.

Mr. Pei emphasized that the proposed plan was only step one in the move to make New Brunswick a model city.

"First, the city needs to develop some self-confidence," he said. "It's too early to talk about works of art, because it's not believable now. That will come later."

150M New Brunswick Facelift

NEW YORK NEWS

By FRANK McKEOWN

5/28/76

A \$150 million revitalization plan that would create 5,000 new jobs and bring in as much as \$25 million in retail sales to New Brunswick was unveiled yesterday by an architectural firm.

I. M. Pei, the internationally known architect, formulated the plan for New Brunswick Tomorrow, a nonprofit organization that is leading in the city's revitalization, and the New Brunswick Development Corp.

It calls initially for construction of a five-story office building on an 8.5-acre George St. tract that was cleared in the 1960s under urban renewal. It would contain 125,000 square feet.

When this is completed, Pei's plan calls for three additional office buildings on the site to be known as "Commercial Plaza." Two would be low structures like the George St. building, but the third would be multi-storied.

The three buildings would provide a total of 400,000 square feet of office space, he said.

A residential community would be built in a 10-block area near Hiram St., the architect said, under one of two concepts.

One calls for 375 units in clusters of townhouses and row houses of five stories with terraces, interior courtyards and landscaped plazas.

The other, if economically feasible, would require 650 units, including town houses, under which two parking decks would be built.

In both concepts, the residential areas would be "buffered"

from Route 18 by a heavily landscaped green area. To link the downtown area over the busily traveled major roadway, a pedestrian walkway is to be built to a proposed waterfront park containing a marina and amphitheater.

Hiram St. would be banned to traffic and would contain shops, cafes, kiosks and trees.

The Pei plan also calls for

redistribution of traffic with a system of loops, but he admitted it was dependent on the proposed extension of Route 18 — a proposal that has been stalled for years.

To further ease traffic, the plan calls for the widening of Albany St. (Route 27) from the bridge over the Raritan to the railroad station and a landscaped medium to separate traffic lanes.

New Brunswick details \$150 million facelift plan

By LAWRENCE NAGY

Plans for a \$150 million downtown redevelopment program in New Brunswick were unveiled yesterday by officials of the city's private "revitalization" agencies.

Officials of New Brunswick Tomorrow, the New Brunswick Development Corp. and I.M. Pei, the New York architect and urban planner commissioned by the agencies to redesign the central business district, stressed that the pro-

gram hinges on completion of the Route 18 spur across the Raritan River.

Pei's plans call for more than 500,000 feet of new office space, specialty shops, a tree-lined main boulevard, downtown traffic loops, a pedestrian shopping mall and new housing units.

Implementation of the plans will be handled by the development corporation, relying almost entirely on private sources of funding, according

to David Nesbitt, corporation president.

The proposed office space and shops would create about 5,000 jobs and generate \$25 million in retail sales in the city, according to agency officials. New housing in the Hiram Market area would help account for a projected rise in the city's population from 43,000 to nearly 60,000.

John J. Heldrich, vice president of corporate admin-

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Newark Star - Holger

5/28/76

New Brunswick details face lift

(Continued from Page One)

istration for Johnson & Johnson and chairman of the board of New Brunswick Tomorrow, called Pei's proposals "a realistic plan of action to meet a long-term dream for a revitalized New Brunswick."

Johnson & Johnson has been one of the principal corporate backers of New Brunswick Tomorrow, the private planning agency, and the New Brunswick Development Corp., its implementation arm.

Heldrich repeated a warning sounded by J & J chairman Richard B. Sellers that continued delays in the Route 18 extension could jeopardize the city's redevelopment plans.

Sellers serves as chairman of the New Brunswick Development Corp.

Construction on the long-delayed highway extension was stalled in April by U.S. Department of Transportation officials, who contended not enough study had been given to alternate routes.

U.S. Secretary of Transportation William T. Coleman is reviewing the application for a permit to span the Raritan River with the Route 18 extension.

In his plans for the downtown district, architect Pei stressed the need for a "rational traffic pattern" and called Route 18 "vital to the future of New Brunswick."

The detailed plans call for:

- Four new office build-

ings, with a total of 525,000 square feet of space. Construction on the first building on George Street is expected to start in August.

• Transformation of George Street into a commercial and retail center by turning a four-block section into a pedestrian mall lined with specialty shops.

• Construction of housing for 400 to 700 middle-income families on a 10-acre tract south of Nelson Street and north of Route 18. It would be linked to a public marina and amphitheater on the river by a pedestrian crossing.

• A "first-class hotel" with meeting facilities on the south side of Albany Street at one of the "gateways to downtown."

• Replacing the present Albany Street — which Pei described as a "liability" — with a broad boulevard from the Route 27 bridge over the Raritan River to the railroad station at French Street.

Corporation president Nesbitt said negotiations are under way for financing the first office building in the two-block 8.5 acre commercial plaza site which was cleared as part of the city's urban renewal program.

Abraham Wallach, former Jersey City planning director who was named president of New Brunswick Tomorrow last month, said Pei's plans did not call for a "drastic rebuilding" of the city.



Looking over a model of a building planned to help in revitalizing New Brunswick's downtown area, from left, David Nesbitt, president of the New Brunswick Development Corp.; John J. Heldrich, chairman; Abraham Wallach, president of New Brunswick Tomorrow, and architect I. M. Pei

Photo by Margaret M. Greve



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May 27, 1976 FOR IMMEDIATE RELEASE

New Brunswick, N. J. -- A blueprint to guide the revitalization of the New Brunswick downtown business district as a first step in overall community renewal was presented today by the internationally acclaimed architect and urban planner, I. M. Pei.

The Pei study was commissioned by New Brunswick Tomorrow, the private, nonprofit organization spearheading the movement for community-wide revitalization of New Brunswick's central business district and neighborhoods, and by the private agency's implementation arm, New Brunswick Development Corporation.

(more)

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The plan establishes a conceptual land-use framework for redevelopment action in downtown New Brunswick for commercial office building construction, revitalized retail activity, a new in-town residential community, traffic circulation and parking.

Cost of the entire program was projected at \$150 million, subject to change based on future variables such as construction costs and interest rates.

At completion, the proposed additional office and retail space could create as many as 5,000 new jobs, and as much as \$25 million annually in additional retail sales in New Brunswick. The plan, at completion, would generate additional tax dollars; and, thereby, lessen markedly the property tax burden on home owners.

Highlights of the Pei plan are:

- Construction of four new office buildings with a total of 525,000 square feet of space. It is anticipated that construction will begin this summer on the first building, a five-story structure with 125,000 square feet of office space on George Street, New Brunswick's main business artery.
- Revitalization of the George Street and Railroad Plaza retail areas for both daytime and nighttime activities.
- Transformation of Albany Street (Route 27) into a tree-lined boulevard.

(more)

- Construction of new housing in the Hiram Market area of the downtown business district.
- Development of two downtown traffic loops to ease congestion.

Mr. Pei provided an optimistic appraisal of the future of New Brunswick and said:

"Major development opportunities exist and will shortly be acted upon in the downtown area. These opportunities hold promise for substantial growth and revitalization."

John J. Heldrich, chairman of New Brunswick Tomorrow and vice president of Corporate Administration of Johnson & Johnson, stressed that the Pei presentation was both an overall conceptual plan and strategy for immediate action.

Heldrich announced that the people of the community and businessmen and merchants in the downtown business district will be given an opportunity to express their views on the plan at a series of public meetings to be scheduled in different parts of the City.

Heldrich reported that plans are being formulated to assist the relocation of any businesses or residents displaced by development activities in the downtown area.

(more)

"This represents a vital first step toward redevelopment of New Brunswick," Heldrich declared. In addition to economic development, he said, New Brunswick Tomorrow has defined neighborhood preservation as a high priority. "Accordingly, we have been working with other agencies to develop action plans for the neighborhoods. Without neighborhoods there can be no city," Heldrich noted.

Abraham Wallach, the full-time president of New Brunswick Tomorrow, reported that the strategy will be to draw upon all community resources in financing the program. These will include innovative financing techniques, the private sector, public bond issues, attracting developers and efforts to obtain state and federal funds.

The goals and objectives established by New Brunswick Tomorrow will be implemented by the New Brunswick Development Corporation. Chairman of the Corporation is Richard B. Sellars, Chairman of the Board of Johnson & Johnson, and the president is David Nesbitt.

"We have come a long way in a relatively short time and it now will be our task to maintain this momentum," Sellars stated.

(more)

Sellars cautioned, however, that extension plans for Route 18 and the proposed Raritan River Bridge crossing "are sorely needed improvements that are critical to the successful renewal of New Brunswick." He deplored delays of the Route 18 project by federal authorities and added that "further delays in this vital project would jeopardize the continuance of New Brunswick Tomorrow and the New Brunswick Development Corporation and the revitalization of the City."

Nesbitt, full-time president of the Development Corporation, said the effort for revitalization of New Brunswick really began only 1 1/2 years ago, in January of 1975, when the American City Corporation outlined a comprehensive planning and action process for renewal of the city.

"A significant new dimension has been added by the reaffirmation of a man with the outstanding credentials of I. M. Pei," Nesbitt said, "that New Brunswick can, indeed, have a bright future."

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(Details of the Pei plan for downtown New Brunswick are attached.)

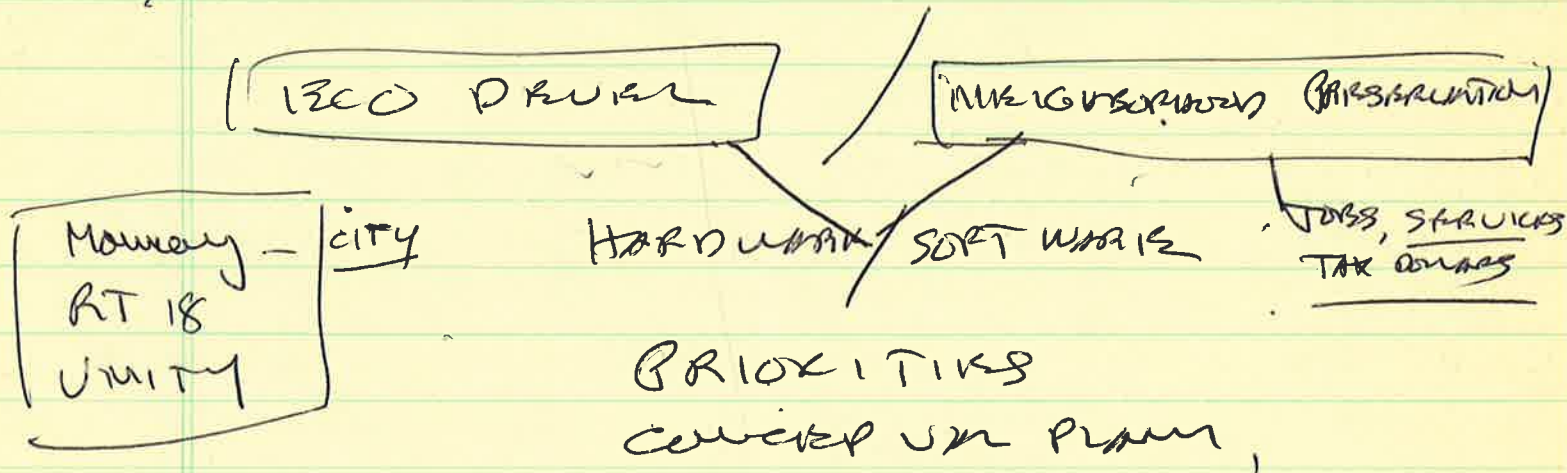
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Southern

Pei revitalization plan for downtown New Brunswick

Wednesday, May 26, 3 p.m., Johnson Hall --

by Mr. Pei and staff, to joint boards of New Brunswick Tomorrow and New Brunswick Development Corp. Also invited are Frank Josay, chairman, Housing Authority; Jack Gushin, chairman, Parking Authority; Doug Powell, County Planning Director; George Hendricks, president, City Council; _____ McHuge, county administrator; and John Lynch, Jr., chairman, democratic party.

Thursday, May 27, 10:30 a.m., Holiday Inn, No. Brunswick --

by Mr. Pei and staff; Messrs. Sellars and Heldrich; and Messrs. Abe Wallach (president, New Brunswick Tomorrow) and Dave Nesbitt (president, New Brunswick Development Corporation).
To: newspapers, radio and television.

Thursday, May 27, 3 p.m., Holiday Inn, No. Brunswick --

by Messrs. Wallach and Nesbitt, to original contributors to New Brunswick Tomorrow (over 200 invited, mostly area businesses; invitations were mailed during week of May 17 to these contributors "to witness the first public presentation" of the Pei plan).

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