

Update on New Brunswick

Fall 1983

Johnson & Johnson Headquarters

The 380,000 square foot building, designed by the firm of I M Pei opened this spring. The cost, while not public is estimated to be over \$100 million. Over 1000 people will work here. The Headquarters was granted a 15 year tax abatement under the Fox-Lance Act, but paid \$1 million in "service charges" to the city in lieu of taxes in 1982.

Hyatt Hotel

Initial cost was estimated at \$18 million, but rose to about \$32 million. J&J invested \$17 million. The hotel is jointly owned by J&J and Devco. It has had a successful record with weekday occupancy around 70-75% in June 1983. The hotel opened in September 1982 with 239 new employees. Over 1000 people applied for the positions. 100 of the jobs were kept for low and moderate income people who would have qualified for CETA. Screening was done by The Urban League. When the hotel opened, however, there were some protests about the hiring policies. While there are an estimated 8,000 Hispanics in New Brunswick, Hispanics got 10.5% of the lowest entry job positions. New Brunswick residents constituted only 28% of the first 239 employees. The hotel received a 15 year tax abatement under the Fox-Lance Act. The property generated \$92,000 in taxes prior to construction and brought in \$1.5 million in 1982, with the abatement included. ?

\$ 560,000 1983

54,000

Golden Triangle

This area was slated as a redevelopment area in 1982, enabling it to be purchased and the buildings demolished through government powers of eminent domain. It is some of the most valuable real estate in the city and in November 1982 was in the hands of 9 owners as well as Devco and J&J. Plans for redevelopment were proposed by American City Corporation, a subsidiary of Rowse Co. Plans call for a 10 story office-professional building with stores at ground level and a 725 car deck at the rear adjacent to the rail tracks. It is to be called New City Centre and Rathe-Johnson Associates of Woodbridge is the developer. The cost of the 267,000 square foot building is estimated at \$35 million. It is hoped that 1,000 jobs would be generated.

Church St./Albany St. Block

Plans have included a retail arcade with pedestrian access down the middle of the block. Some buildings will be rehabilitated, others demolished and replaced. Don Gatarz, architect, and Robert Epifaino are general partners in Church Street Development Group.

These two projects combined with the Hiram Market redevelopment are part of an application for a \$10 million UDAG application for projects estimated to cost \$90 million. The application was turned down by HUD in spring 1983, but will be resubmitted.

Hiram Market

The 1982 report by Sidney Willis Associates on Hiram Market called for the preservation of only 11 of the 81 buildings in the area. Most of the area would be razed and redeveloped with housing and some retail. Plans call for about 500 new residential units, in 5 to 8 story buildings adjacent to Route 18 and low rise townhouses elsewhere. On Hiram Street there would be restaurants and boutiques with a "market structure" down the center of the street for special events.

George Street Mall

The Mall opened (eventually) in October 1982. The surface improvements cost \$2.1 million. While the sewer separation cost \$400,000. The funds came from the Federal Economic Development Authority, the City Parking Authority, taxes and contributions from J&J.

Cultural Center

Plans for a cultural center at George Street and Livingston Avenue were announced in January 1983. Among the items planned are rehabilitation of the State Theatre for performing arts, new home for George Street Playhouse, Crossroads Theatre. Mason Gross School of the Arts, and space for Princeton Ballet, the Opera Theatre of New Jersey and the Garden State Symphonic Pops Orchestra. Costs are estimated at \$50 million. The former YMCA would house George Street Playhouse and some of Mason Gross. The rest of Mason Gross would be in the former Arnold Constable Building. The Sisser Brothers warehouse would become an Administrative Arts and Media Center.