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## Heldrich Redevelopment Project gets Smarth-Growth Award honors

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The Heldrich Redevelopment Project, a 365,000-square-foot mixed-use project that opened off a refurbished Monument Square in March 2007, has received a Smart-Growth Award from New Jersey Future, a research and advocacy group.

The project's partners — New Brunswick Development Corp., the John J. Heldrich Center for Workforce Development at Rutgers and Keating Urban Partners — and those of six other projects in the state will be recognized this evening at the Newark Club in Newark.

The Heldrich, at the intersections of Livingston Avenue and New and George streets, incorporates a 248-room hotel, a 50,000-square-foot conference center, the Center for Workforce Development, ground-floor retail, restaurants, a wine bar, boutiques, underground parking and upscale condominiums.

Among its tenets, smart-growth blend commercial, residential, office, parking and public space near city centers to minimize impact to the environment.

"The Heldrich is emblematic of New Brunswick's successful redevelopment strategies," according to the citation honoring the project. "Over the past 30 years, the city and its nonprofit development partner, New Brunswick Development Corporation . . . have used creative public and private resources to revitalize the city's cultural center, government district and downtown core and promote institutional expansion. The Heldrich, which functions as an anchor for downtown New Brunswick, helps promote these economic development goals and has already leveraged an additional \$600 million in planned investments."

This is the second such award bestowed upon a New Brunswick project. In 2003, Devco, the New Brunswick Homes Residents Council and the New Brunswick Housing Authority were recognized by New Jersey Future for helping to revitalize the lower George Street corridor that spans New Street and Commercial Avenue.

The Heldrich is named after John Heldrich, a former Johnson & Johnson executive widely credited with spearheading downtown New Brunswick's revival.

Peter Kasabach, executive director of New Jersey Future, said the Heldrich and the other award-winners helped chart a new course for redevelopment in the Garden State.

"The winners of these awards provide excellent real-world examples of the type of creativity, perseverance and leadership that will inspire other communities in New Jersey to provide more housing choices, protect our environment and revitalize downtowns in our cities and older suburbs," Kasabach said.

For details on the six other Smart Growth winners, visit <http://www.njfuture.org/> online.