

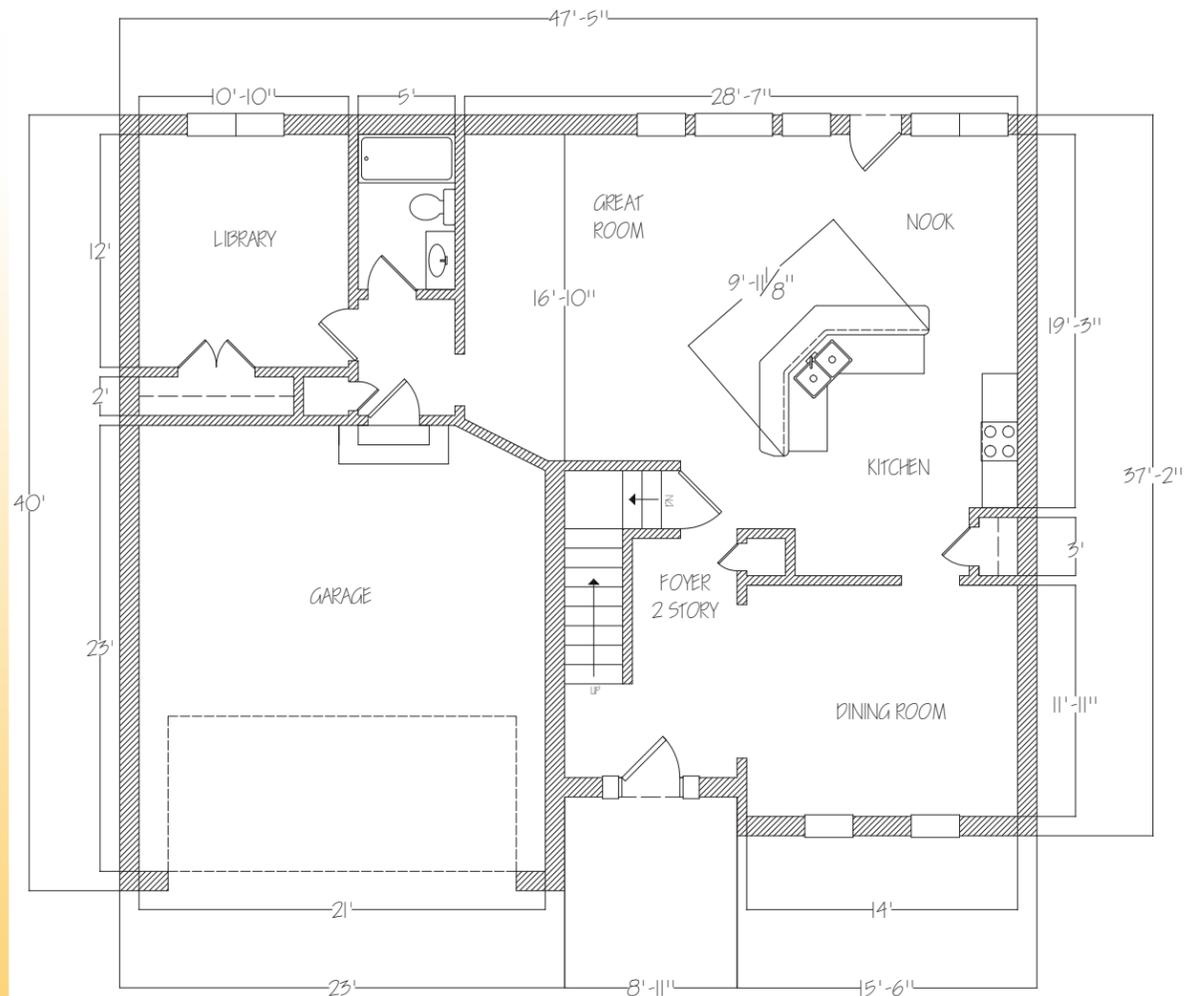
VISIONS
OF NEW
BRUNNS
WICK 

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GRAPHIC COMMUNICATIONS
PORTFOLIO

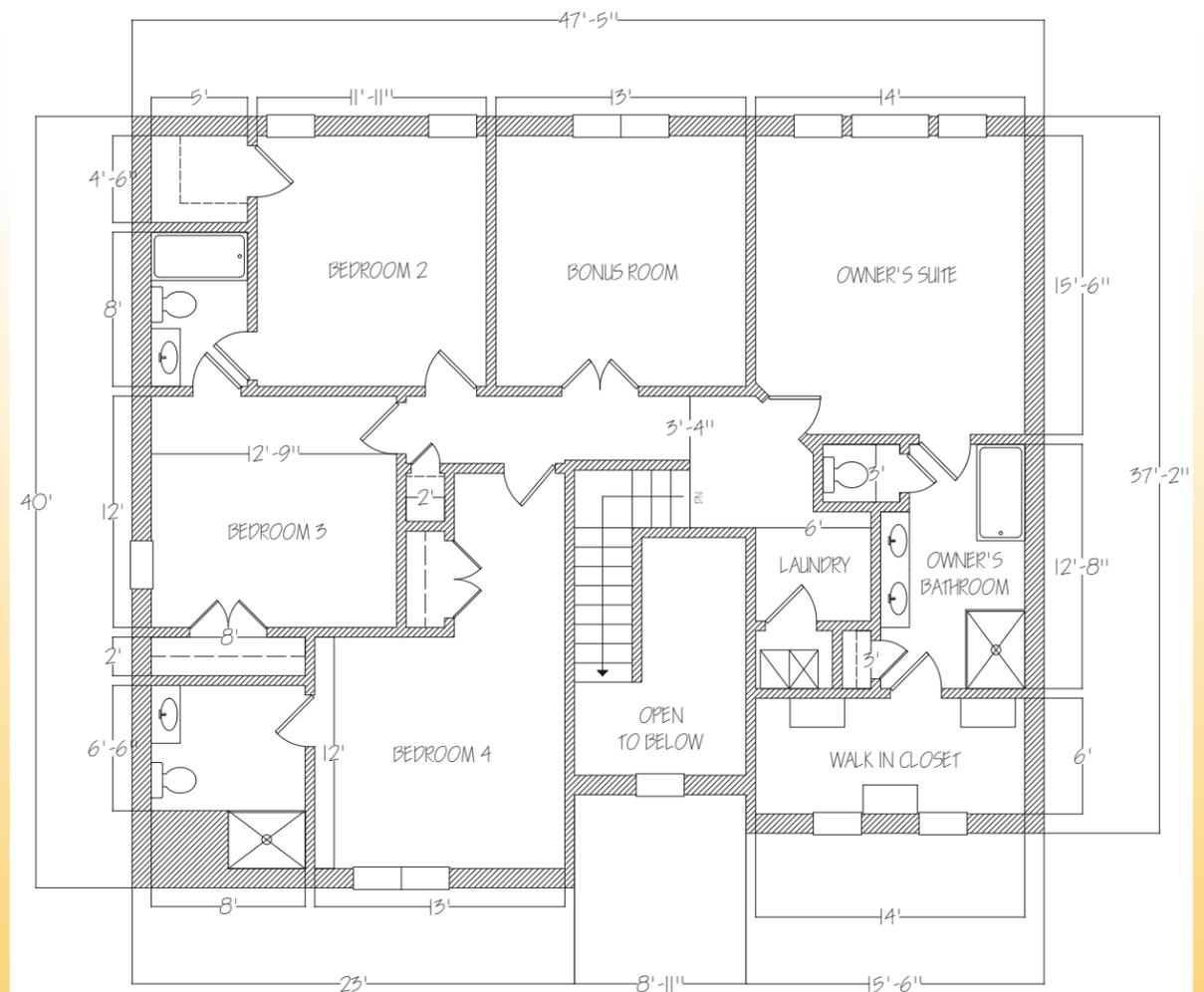
SPRING 2012



First Floor

An "Ambrose" Unit
(Source: Pulte Homes)

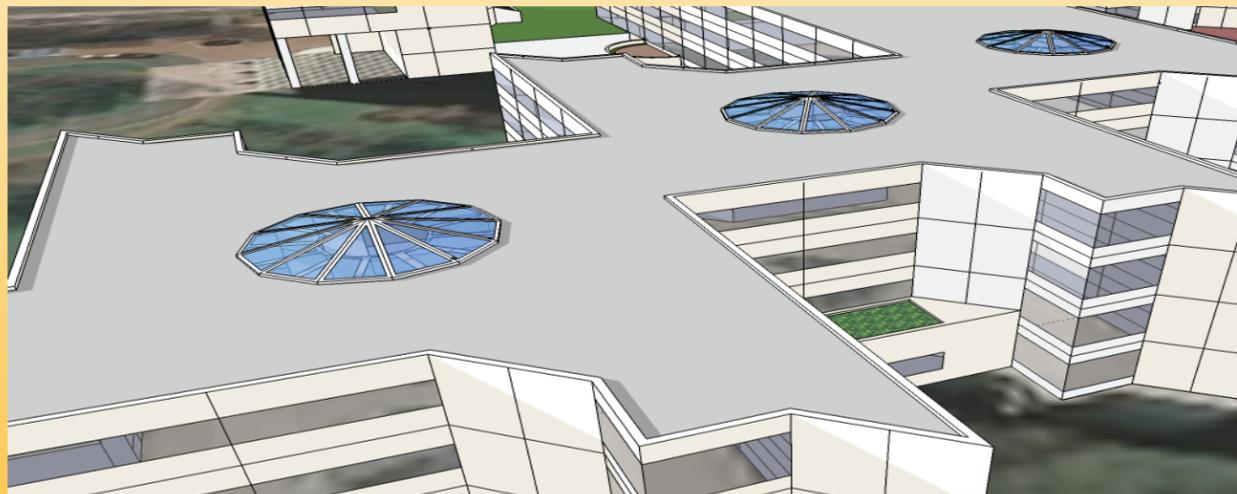
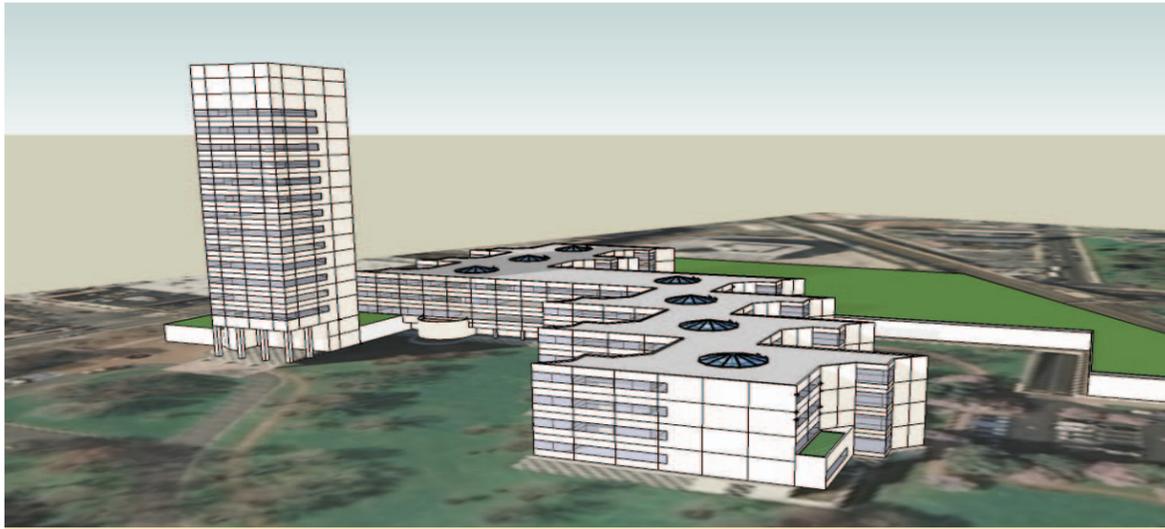
THE "AMBROSE" Manor Home Floor Plan



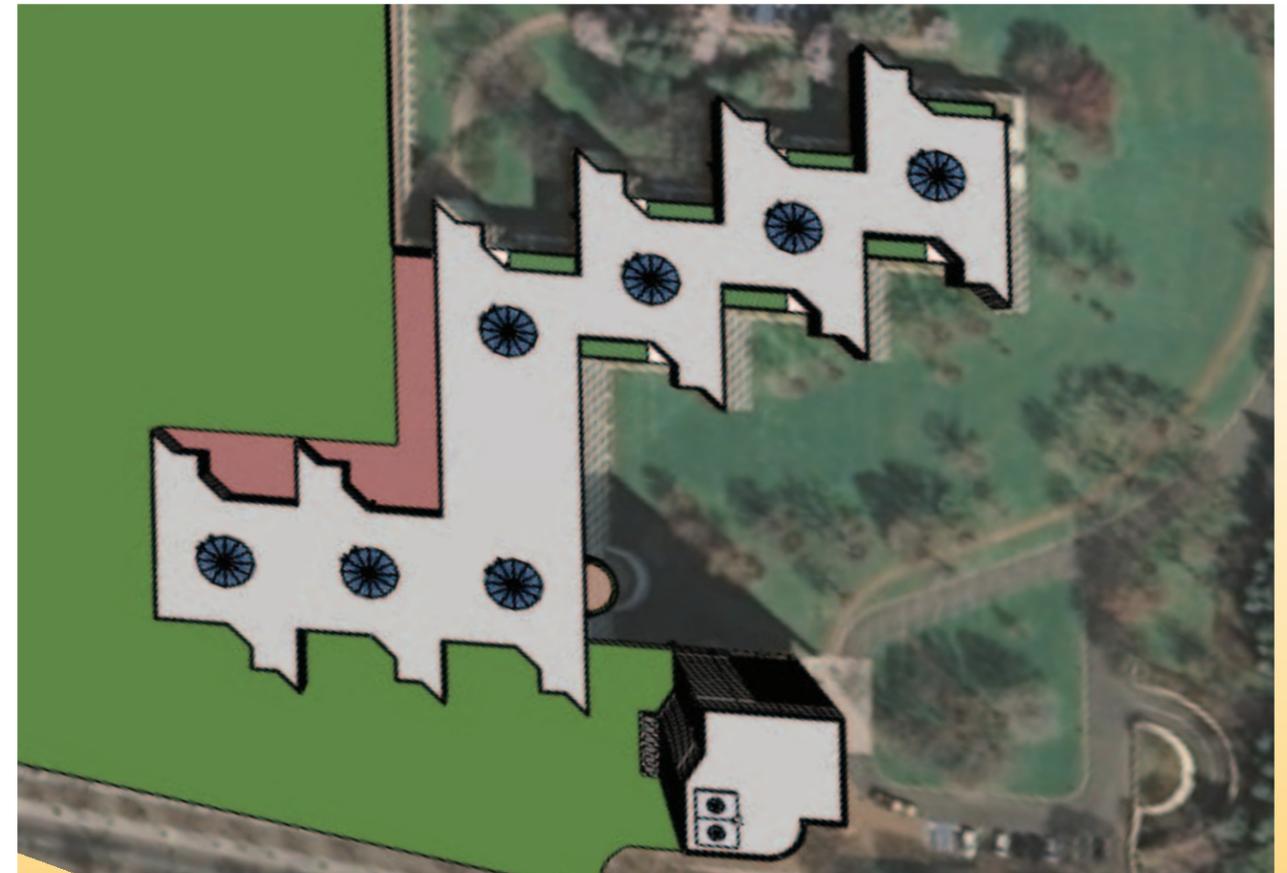
Second Floor

The Borough of Highland Park, located just across the Raritan River on Route 27, functions as a quiet suburb of New Brunswick. In the 2000s, Pulte Homes purchased a 13 acre property on River Road, which features a summer home that had once belonged to the Johnson family. In 2009, the developer received final approval for a subdivision plat from the Borough's Zoning Board of Adjustment in 2009. The three-phase development, dubbed Overlook at Highland Park, will consist of sixty-six townhomes and sixteen single-family homes, all surrounding the historic mansion. Many of the units have already been sold.

Pictured here are floor plans for "The Ambrose," the single-family units from the Overlook development. The units are two stories, with four bedrooms, four bathrooms and a two car garage. The complete floor plans are modeled in AutoCAD, based on the layout from marketing materials available on the Pulte Homes website. Walls, stairs, doors and interior elements were drawn from scratch with labels and dimensions.



JOHNSON & JOHNSON Headquarters 3D Model



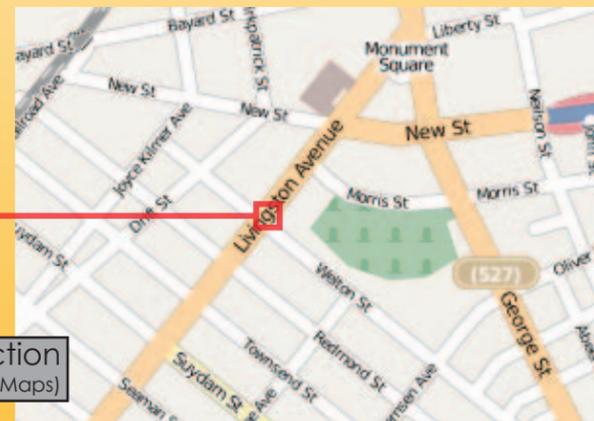
Johnson & Johnson is a manufacturer of medical supplies and pharmaceuticals, and among New Brunswick's largest employers. The company's threats to leave the City in the 1970s and 1980s ultimately led to the creation of the New Brunswick Development Corporation (or DEVCO), which has steered some of the most successful redevelopment efforts in the State.

The company's world headquarters are located at One Johnson & Johnson Plaza, a sweeping office park campus located at the northeastern corner of George Street and Albany Street. The campus was designed by famed architect Henry N. Cobb for the firm Pei Cobb Freed & Partners. A four story building zigs-and-zags diagonally across the campus beneath a sixteen story tower. Green space, with wide paved walkways for strolling or lunch-time jogs, covers an underground parking deck.

The two structures comprising the campus were modeled in three-dimensions from scratch using Google's SketchUp software. Approximate measurements of the building footprints were possible using orthophotography from the New Jersey Department of Environmental Protection supplemented by measurements from Google Earth. In order to mass and complete the model, reference was made to architectural documents, building photographs, and panoramic views from Bing Maps. All windows are transparent and skylights are rendered in stunning detail as replicatable components.



Livingston Avenue, Existing Conditions

Map of Intersection
(Source: Open Street Maps)

LIVINGSTON AVENUE Street Redesign

Livingston Avenue is a minor urban arterial that cuts through New Brunswick from George Street to the southwest border with North Brunswick Township. Portions of the road are designated Middlesex County Route 691 and New Jersey Route 26. For much of its length, Livingston is two lanes but in Downtown New Brunswick, the street becomes four lanes with on-street parking on both sides. The total right-of-way is sixty feet.

The Livingston Avenue corridor features a rich mix of land uses, including residential, neighborhood retail and religious and civic uses. Because of this, many pedestrians can be found crossing Livingston. Although the posted speed limit is 25 miles per hour, the crossing is made dangerous by the wide, straight-away design that encourages speeding and rampant non-compliance with New Jersey's "stop and stay stopped" laws. This is especially concerning due to the presence of schools, such as Roosevelt Elementary (pictured on the right) and New Brunswick Middle Schools.

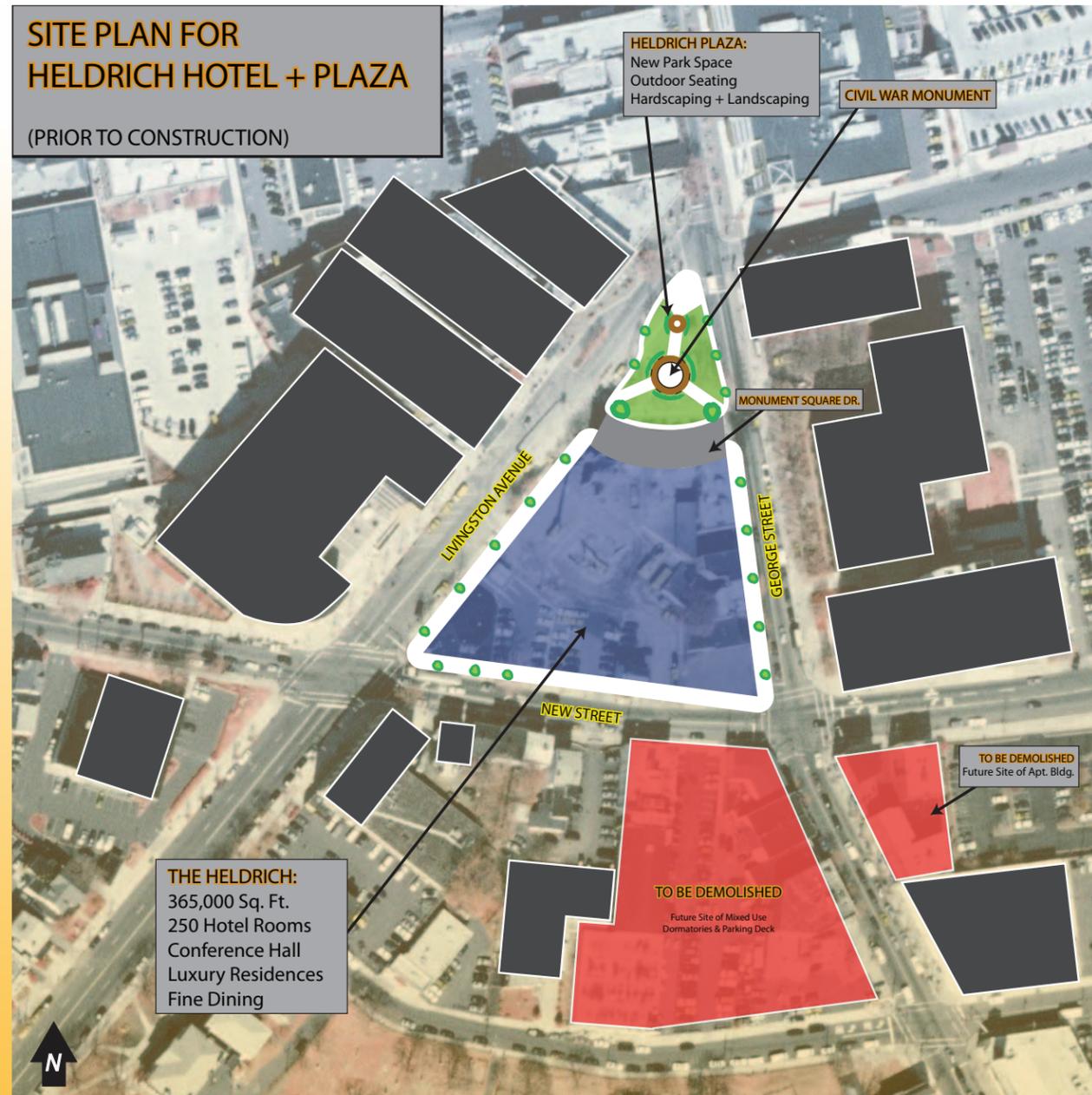
In order to improve pedestrian safety conditions, this redesign proposes a new road diet featuring a landscaped median and pedestrian refuge. Five foot wide Class II bicycle lanes are added in each direction, painted with green thermoplastic to increase visibility. Although the roadway is reduced by two vehicle travel lanes, the design could easily be modified to include left turn bays. The refuge comes from a photograph taken for the author along Vanderbilt Avenue in Brooklyn, New York.



Livingston Avenue, Proposed Design

SITE PLAN FOR HELDRICH HOTEL + PLAZA

(PRIOR TO CONSTRUCTION)



THE HELDRICH Redevelopment Site Plan

Ai



The Heldrich Hotel and Residences as completed, viewed from George and Livingston Streets.

(Source: New Brunswick Development Corporation)

Completed in 2007, the Heldrich is the cornerstone of the New Brunswick Development Corporation's recent strategy to revitalize the downtown. The 365,000 square-foot facility features hotel rooms, a conference center, luxury apartments and ground level retail. DEVCO developed the property in conjunction with Keating Development and the unique, arch-front building was designed by Culpepper, McAuliffe, Meaders, Inc.

The activity generated by the Heldrich helps to reinforce the constant movement of people created by the downtown theater district and restaurants, ensuring a constant hustle-and-bustle. Heldrich Plaza provides a new open space for the City's residents. Lunching workers, afternoon strollers, wedding parties and sometimes even protestors can be found utilizing the triangular space at the corner of Livingston and George.

In this exercise, a site plan is created using Adobe Illustrator for a project for a "proposed" site, which in reality has already been completed. The basemap is from the 2002 orthophotography, taken before the construction of the Heldrich and available from the New Jersey Geographic Information Network. The existing buildings and new building footprints were created using vector lines and shapes and appropriately labeled using call-out boxes to maximize legibility. Rockoff Hall University Apartments, completed in 2005, was also not yet constructed so the extent of slated demolition is marked. The Apartment complex on New and George Streets remains under construction as of Spring 2012.