



## THE HELDRICH

New Brunswick, NJ

The Heldrich represents the pinnacle of urban economic redevelopment in New Brunswick. A model of public-private partnership, The Heldrich is an impressive mixed-use facility located in the heart of the city's cultural district. The 365,000 square foot project sits on 1.8 acres and includes a 248-room hotel, a 50,000 square foot executive conference center with 500-seat ballroom, 250-seat amphitheater, 20 conference/meeting rooms, a board room, street level retail and 48 luxury condominiums. The site is also home to the John J. Heldrich Center for Workforce Development, the nation's first university-based institute devoted to assessing and identifying workforce best practices at the local, state and federal levels.

Keating Partners provided a full range of services, including management of all pre-development land assembly; acquisition and environmental remediation; management and development and construction phase activities, including design development, market analysis, tenant negotiations and sales agreements, transaction structuring and project finance agreements.

### Services

Real Estate Development  
Project Management

### Owner/Developer

Keating Partners  
New Brunswick Development Corporation  
Trammel Crow Residential

### Project Architect

JRMA Architects

### Awards

Smart Growth Award – New Jersey Future

### Value

\$143 Million



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